



# 2016 Developing Media Kit

LOW-POWER FM COMMUNITY RADIO STATION • VOLUNTEER STAFF

WCAA-LP 107.3 FM • ALBANY, NY

## OUR MISSION:

Our station's mission is to "Create Unity through the Arts and Educate on the Power of Community Activism." This communication resource will give local artists, activists, neighbors and others a platform to learn and perform, entertain, and inform the public, as well as to educate and encourage listeners to get involved in the arts, their own growth and improve their quality of life.

COMMUNITY  
ARTS &  
ACTIVISM

Listen Online @  
[www.wcaa1073.org](http://www.wcaa1073.org)

# WCAA-LP 107.3 FM - Albany, New York

## LOCATION:

68 Grand Street  
Albany, New York 12207

(518) 463-2222

www.wcaa1073.org

info@wcaa1073.org

## MAILING ADDRESS:

WCAA-LP 107.3 FM  
c/o Grand Street Community Arts

PO Box 641

Albany, NY 12201



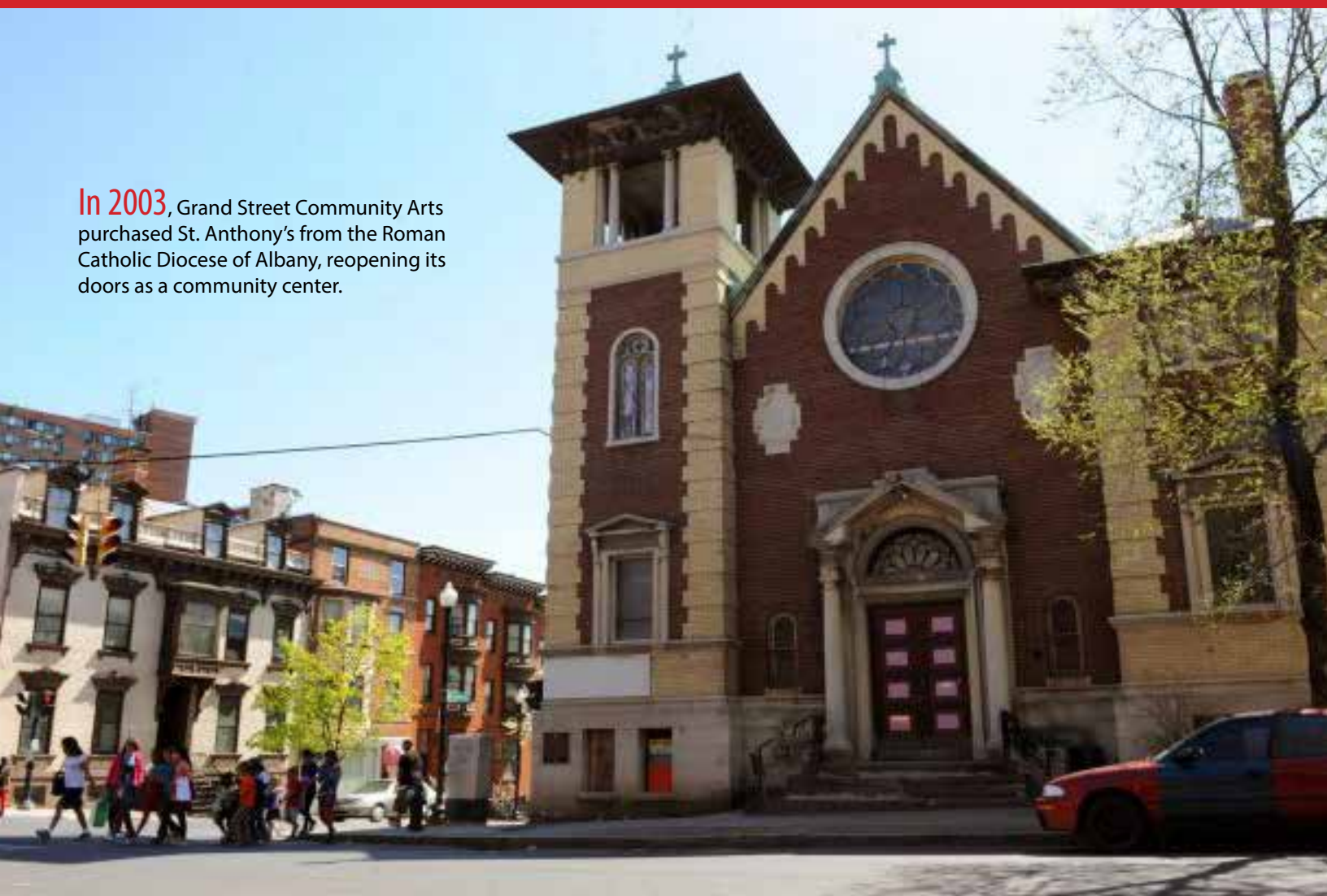
WCAA-LP is organized as a program of the Grand Street Community Arts, Inc. (GSCA), a Registered New York State 501(c) 3 not-for-profit corporation.



## About Grand Street Community Art Center:

“The mission of Grand Street Community Arts is to renovate and revitalize St. Anthony’s Church as a hub for community, arts and culture.”

In 2003, Grand Street Community Arts purchased St. Anthony’s from the Roman Catholic Diocese of Albany, reopening its doors as a community center.



# I HAVE A VOICE IN ALBANY!

Community Radio • Supporting Local Artists • Supporting Local Activists

## WCAA-LPFM's Goals Are To:

- **Target the City of Albany**, New York and the surrounding area.
  - **Train local volunteers** how to produce a professional quality radio broadcast.
  - **Promote the local creative arts community**, including musical, performance, visual and more.
  - Be used by Local Government Agencies and Officials, NGOs and GSCA to promote, train, discuss and **talk about programs within the community**.
  - Create a platform for people in the community to **have their stories and views heard** by stakeholders in developments.
  - **Create a communication pathway** between Community Members, NGO's and the Local Governments.
- dialogue
  - creativity
  - debate
  - expression
  - change
  - education
  - human rights
  - safe communities
  - livelihood programs
  - fighting poverty



## COMMUNITY RADIO DEVELOPMENT STRATEGY

### PHASE I

- Operating Procedures
- Program Materials
  - Website: [www.wcaa1073.org](http://www.wcaa1073.org)
  - Brochures
  - Business Cards

- Staff Appointments

### PHASE II

- Handbook Completion & Begin Training Program
- Computer with Automated On-Air Schedule
- \$11,000 Fund-raising goal to purchase and raise antenna

### PHASE III

- Antenna Raising
- Test Broadcast Signal & apply for Broadcast License
- \$8,000 Fund-raising goal to purchase and install Studio Equipment

### PHASE IV

- Receive Broadcast License
- Schedule On Air Date/Pre-Launch Event
- Street Promotions Begin

### PHASE V

- Schedule Official Launch Day
- Finalize Initial Programming Schedule
- Begin Outreach Programs

### PHASE VI

- Live Performance Venues
- Live Video Broadcasting from Studio via Internet
- \$2,500 Fund-raising goal to purchase Remote Broadcasting

WCAA-LPFM  
IS AN **ALL**  
**VOLUNTEER**  
ORGANIZATION!

Radio  
Staff



#### Station Manager

Contracts & Partnerships  
[official@wcaa1073.org](mailto:official@wcaa1073.org)

#### Administrator

Registrations  
[theboss@wcaa1073.org](mailto:theboss@wcaa1073.org)

#### Outreach Coordinator

Volunteer/Memberships  
[reachout@wcaa1073.org](mailto:reachout@wcaa1073.org)

#### Engineering

Equipment & Software  
[geeks@wcaa1073.org](mailto:geeks@wcaa1073.org)

#### Fundraising/Finances

Sponsorship & Underwriting  
[dollarbill@wcaa1073.org](mailto:dollarbill@wcaa1073.org)

#### Programming

On-Air Content  
[hearthis@wcaa1073.org](mailto:hearthis@wcaa1073.org)

#### Local Artists Liason

Artist Registration & Services  
[thearts@wcaa1073.org](mailto:thearts@wcaa1073.org)

#### Webmaster

Need Help With Website?  
[webmaster@wcaa1073.org](mailto:webmaster@wcaa1073.org)

## What Will WCAA-LP Programming Look Like?

### Drive Time News Magazine Show

Local, National & International News  
Community Calendar • Weather • Traffic

### Youth Programming

### Local Music

### Local Politics

### Radio Theater

### Cultural Programming

### Historical Speeches & Radio Documentaries

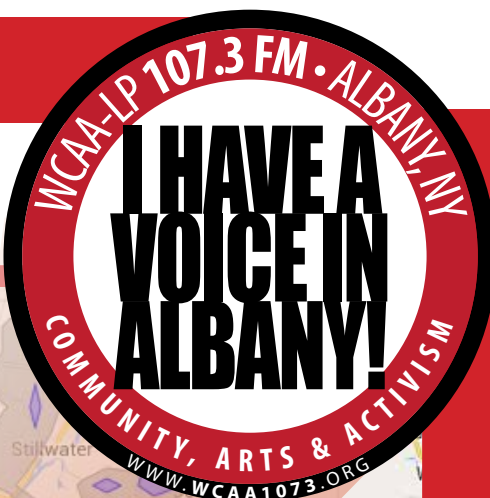
### Syndicated & Specialty Programming

### Local Issues

### Public Service Announcements

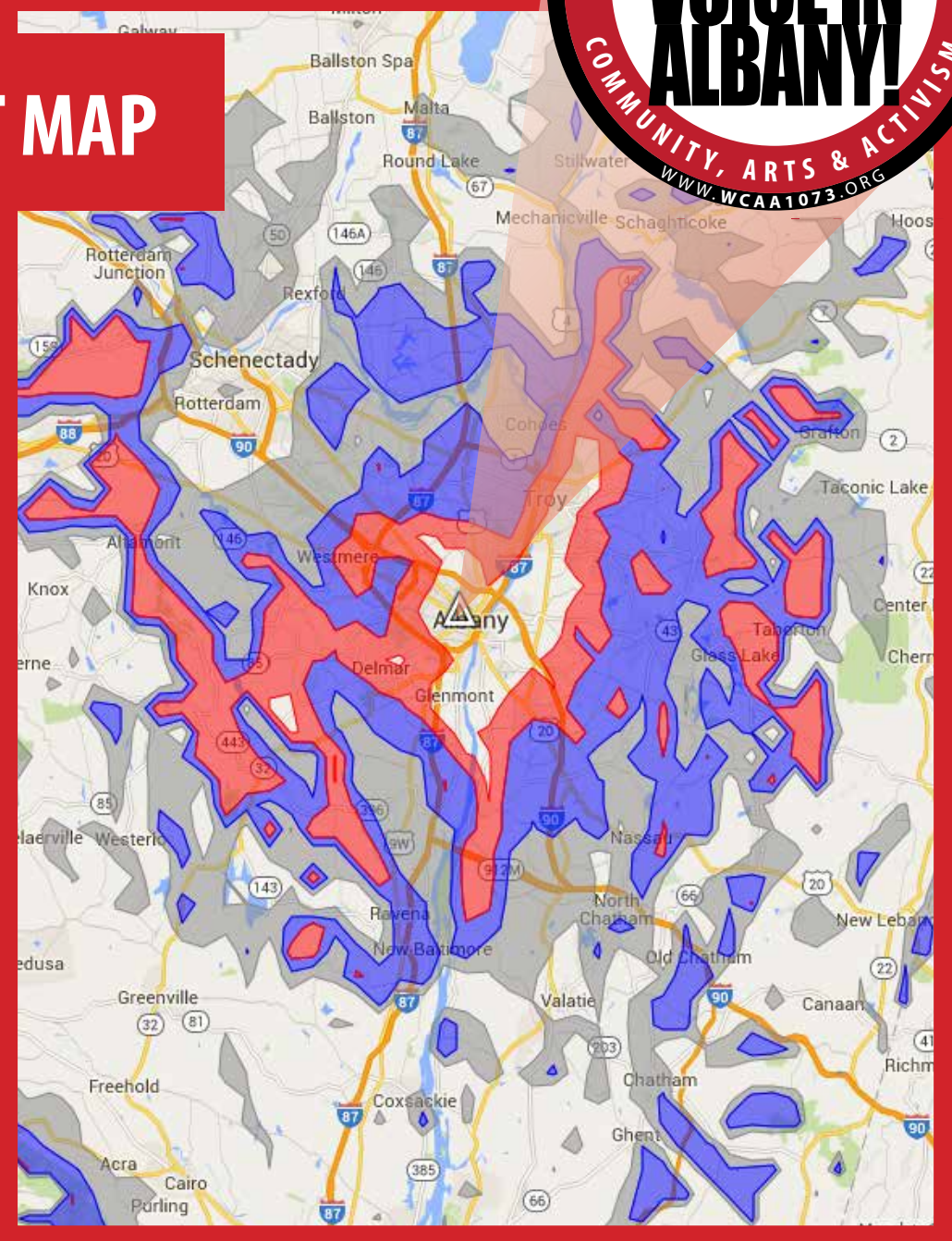


Authorized to Begin Broadcasting @ 100 Watts



# BROADCAST MAP

This map shows the estimated coverage at this location and antenna height, which has some shortcomings in some situations.



## Location:

Site Adjust	NAD83	NAD27
Latitude:	42° 39' 31.0"	42° 39' 30.7"
Longitude:	-73° 45' 54.1"	-73° 45' 55.7"
Elevation:	62 meters	
Overall Height:	60 meters	
Rad. Ctr. AGL:	58 meters	
RCAMSL:	120 meters	
HAAT:	34 meters	
ERP:	80 watts	
Class:	LP-100	

- White: (<40 Dbu) No Signal
- Gray: (40-50 Dbu) Weak Signal
- Blue: (50-60 Dbu) Tolerable Signal In A Car
- Red: (60-70 Dbu) Good Signal
- White: (>70 Dbu) Very Good Signal "City Grade"

**WHO WILL WCAA-LP 107.3 FM REACH?**  
OUR SIGNAL WILL REACH THE CITY OF ALBANY AND SOME SURROUNDING AREAS.

**MORE THAN 145,683+ POTENTIAL LISTENERS**

## People QuickFacts / Demographics of Broadcast Area

<http://mylpfm.com>

	70dBu Strong	60dBu Service	50dBu Fringe
Total Population	<b>76,436</b>	<b>120,217</b>	227,910

**Race:**

White	69.4 %
Black/African American	20 %
American Indian/Alaska Native	0.2 %
Asian	4.9 %
Native Hawaiian/Other Pacific Islander	0 %
Other	2 %
Two or more races	3.1 %

**Ethnicity:**

Not Hispanic/Latino	93.8 %
Hispanic/Latino	6.1 %

## CITY OF ALBANY STATISTICS

**Population:**

Persons under 18 years, percent, April 1, 2010	17.9%
Persons 65 years and over, percent, April 1, 2010	11.1%
Female persons, percent, April 1, 2010	51.6%

**Transportation:**

Mean travel time to work, workers age 16 years+, 2010-2014	18.6 Minutes
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**Housing:**

Owner-occupied housing unit rate, 2010-2014	38.1%
Median value of owner-occupied housing units, 2010-2014	\$173,500
Median gross rent, 2010-2014	\$862

**Families and Living Arrangements:**

Households, 2010-2014	39,903
Persons per household, 2010-2014	2.20
Language other than English spoken at home, percent of persons age 5 years+, 2010-2014	15.4%

**Education:**

High school graduate or higher, percent of persons age 25 years+, 2010-2014	88.9%
Bachelor's degree or higher, percent of persons age 25 years+, 2010-2014	36.3%

**Income and Poverty:**

Median household income (in 2014 dollars), 2010-2014	\$41,099
Per capita income in past 12 months (in 2014 dollars), 2010-2014	\$24,342
Persons in poverty, percent	26.7%



**A Multi-Cultural Broadcast, Serving A Multi-Cultural Community.**

<http://www.census.gov>

# SPONSORSHIP OPPORTUNITIES

Trying To Figure Out How You Can Support WCAA-LP?

Here's A Few Ideas:

## 1. SPONSORS

Individuals, organizations or other entities who donate for a specific event or short time period (1-3 times annually).

## 2. UNDERWRITERS

Individuals, organizations or other entities who donate on an ongoing basis (4 times or more a year).

Become A Charter Underwriter And Get A Discount On Your 1st Years Underwriting Package.

## 3. PERSONAL ANNOUNCEMENTS

Individuals can sponsor personal announcements read live on air by our personalities.

Birth/Death Notices, Birthdays, Anniversaries, Retirements, etc.

## 4. WEATHER & TRAFFIC SPONSORS

Sponsor the weather forecast broadcast twice per hour during our drive-time shows, Monday-Friday 6am-10am and 4pm-7pm.

There Is No Discount For Extended Sponsorship.

## 5. WEBSITE SPONSORS

Highlight your company or organization on our website.

## 6. MEMBERSHIP DISCOUNT PROGRAM

Offer a discount to WCAA-LP FM Members and get supported by our community.

## ARTIST PROMOTIONS:

**Music, Performing & Visual Artists Welcome!**

Part Of Our Mission Is To Promote The Local Creative Arts Scene.

1. Perform or Exhibit at our WCAA-LP Community Events
2. Submit Your Music to be Played by our OnAir DJ's and Music Mix Hours
3. Submit CD's/Artwork for Sale (On Consignment)

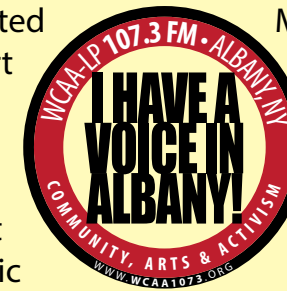
# DONATIONS NOW BEING ACCEPTED!

Go to [www.wcaa1073.org](http://www.wcaa1073.org) to become a member or to make your donation online.

Donate to the WCAA Transmitter Fund and help us get our Broadcast Antenna raised and our signal pumping. Donations to the Transmitter Fund are restricted funds which exclusively support the antenna raising and necessary studio equipment. From now through March 22, 2016, Transmitter Fund donations do not support WCAA Staff or license fees for music (e.g. SoundExchange) or public affairs programming (Pacifica and other syndicated programming.)

**WCAA Members make it possible for us to put WCAA on the air.**

Membership dues pay for music licensing, syndicated content licensing, pay the utility bills and provide essential support for our ALL-VOLUNTEER staff and programmers. All programmers are members!



### ANNUAL MEMBERSHIPS DUES:

- \$30 Standard Membership
- \$5 - Student/Reduced Membership
- \*\$100 or More - Founder's Club (Lifetime Membership)

**Please Make Checks Payable to:**  
Grand Street Community Arts  
MEMO: WCAA-LP Radio

GRAND STREET COMMUNITY ARTS, INC. IS A NEW YORK STATE REGISTERED 501(C)(3) AND YOUR DONATION IS TAX DEDUCTIBLE TO THE FULLEST EXTENT OF THE LAW.

## Here Are Some Of Our Big Ideas For The Year!

Tshirts	Parade
FREE Mini-Radio Giveaway	Town Hall Meetings
Quarterly Events Battle of the Bands • Poetry Slam Music Festival • MC Battle	Block Party
WCAA-LP Dance Parties	Conferences & Expos
Art Shows	Concert & Lecture Series

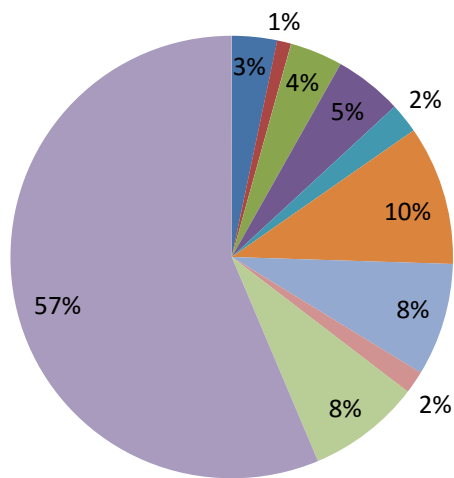


**\$27,000 GOAL** by Fall 2016.  
**\$38,900** for the 2016 Year.

IT IS THROUGH YOUR SUPPORT THAT WE ARE ABLE TO SUPPORT THE COMMUNITY.  
**OUR NON-PROFIT REVENUE MODEL FOR 2016**

<b>Donations:</b> From Individuals, Businesses and Organizations	25%	\$24,900
<b>Underwriting:</b> The sale of On-Air Promotions=	9%	\$3,500
<b>Membership Drive:</b> The sale of Radio Memberships	15%	\$4,500
<b>Fundraising Events:</b> Our events that raise money for the station.	10%	\$4,600
<b>Merchandising:</b> The sale of Merchandise (Tshirts, Buttons, Stickers, Raffles, etc)	5%	\$1,400

**2016 Budget Forecast = \$36,395**



\$1,200.00	■ Electricity (St Anthony & Townsend)
\$375.00	■ Phone
\$1,400.00	■ Internet (St Anthony & Townsend)
\$1,805.00	■ Licensing
\$800.00	■ Office Supplies
\$3,700.00	■ Printing
\$3,000.00	■ Promotional Product Printing
\$600.00	■ Postage
\$3,000.00	■ Conferences
\$20,515.00	■ Equipment

**BROADCAST SCHEDULE**

**1. Antenna Raising**  
**Late Spring 2016**  
 ~\$11,000

Antenna to Start Broadcasting

**2. Studio Equipment**  
**Summer 2016**  
 ~\$8,000

Studio's to Produce Content

**3. Remote Broadcast Equipment**  
**Fall 2016**  
 ~\$2,500  
 Equipment to Broadcast Live from Remote Locations

**WCAA-LP 107.3 FM - Albany, NY Radio Fund**

Grand Street Community Arts, inc. • 68 Grand Street • Albany, New York 12202 • (518) 463-2222 • www.wcaa1073.org • wcaa@grandarts.org



Transmitter And Required	\$10,482
Studio A	\$6,489
Studio B	\$6,489
Performance Room	\$1,450
Computer For Tv Studio	\$500
Remote	\$2,240
<b>Total Equipment</b>	<b>\$27,650</b>



**Antenna Setup**

Item	Price	Description
Transmitter	2000	Bw Broadcast Tx50-V2
Antenna	2500	Psi, 3 Bays.75 Wave Spaced
Eas	2400	Dasdec Lcr
Transmission Line	80	Cablewave Rfs Lcf12-50J-P7 1/2"
Lightning Arrestor	60	Poly-Phaser 1S-50Nx-Co
Computer	600	Custom
Ground Wire	75	#10 Bare Copper @ .75/Ft
Connectors	76	2X Rfs Nm-Lcf12-D01 N Male
Ground Kit	45	Cablewave Rfs Gkform60-12
Hoisting Grip	0	Cablewave Rfs Hoist1-12L
Misc Hardware	300	
Tower	200	30 Feet Pole
<b>Total</b>	<b>8336</b>	
<b>Labor</b>	<b>2000</b>	<b>Install Antenna, Climb Tower, Estimate</b>

**Backup Studio Setup**

Item	Price	Description
Microphone	400	4X \$100 Shure Sm58
Speakers	100	Car Radio Speakers And Cabinet
Headphones	100	5X \$20 Tascam Th-02
Headphone Amp	50	Rolls Ha-43
Monitor Amp	200	Use A Home Type Receiver, Sony?
Microphone Stands	100	4X \$25 Floor Stands
Wire, Cables, Connectors	500	
<b>Total</b>	<b>1450</b>	

**Remote Equipment**

Item	Price	Description
Mixer	200	Behringer, Mackie, Yamaha
Recorder	300	3X \$100 Zoom
Pa System	500	Behringer
Computer	500	Laptop, Any
Microphone	400	4X \$100 Shure Sm58
Headphones	40	2X \$20 Tascam Th-02
Microphone Stands	100	4X \$25 Floor Stands
Wire, Cables, Connectors	200	
<b>Total</b>	<b>2240</b>	

**Studio Setup**

Item	Price	Description
Console	2500	Kaatskit
Cd Player	800	2X \$400 Tascam Cd500
Computer	500	Custom
Furniture	500	Custom
Microphone	200	2X \$100 Shure Sm58
Speaker	100	Car Radio Speakers And Cabinet
Headphones	100	5X \$20 Tascam Th-02
Headphone Amp	50	Rolls Ha-43
Monitor Amp	269	Art Sla-1
Cue Speaker	50	Computer Speaker
Phone Hybrid	500	Jk Digital
Microphone Booms	200	2X \$100 Oc White Probroom-B
Distribution Amp	100	Kaatskit
Rack	120	Middle Atlantic
Wire, Cables, Connectors	500	
<b>Total</b>	<b>6489</b>	





Brought to you by

**GRAND STREET COMMUNITY ARTS, INC.**

68 Grand Street - Albany, New York 12202

(518) 463-2222 - [www.grandarts.org](http://www.grandarts.org) - [info@grandarts.org](mailto:info@grandarts.org)

## HOW CAN YOU SUPPORT?

- **Listen To The Station**
- **Join Our Mailing List:**  
Stay Up To Date On Station News And Events
- **Submit News Tips & Stories**
- **Submit Local Events**
- **Become A Member:**  
Make A Donation or Volunteer
- **Purchase Station Merchandise**  
(Tshirts, Buttons, Stickers, Etc)

### LOCAL BUSINESSES

- **Register your Business:**  
Member Discount Program.
- **Promote Your Business Or Event:**  
Become a Underwriter& Sponsor



VISIT US ONLINE @

**[www.wcaa1073.org](http://www.wcaa1073.org)**