Why we support WGDR/WGDH:

“When Marconi invented radio, he had stations like WGDR/WGDH in mind. Soulful, informative, varied, and unpretentious programming. Voyages for the heart and mind. Thank goodness- some things never change.”

- Former VPR “Friday Night Jazz” host Reuben Jackson and past WGDR Programmer from 1975-1978.

“I am grateful for the opportunity to support WGDR while simultaneously getting the word out about my business. I feel so lucky to have the station in my community. I benefit, WGDR benefits, and the community benefits.”

- Nicko Rubin, East Hill Tree Farm

Recent WGDR/WGDH Underwriters:

8 Generations
Bear Pond Books
Benito’s Hot Sauce
Birth Into Being
Buffalo Mountain Co-op
Capitol Copy
Cate Farm
Chandler Center for the Arts
Circus Smirkus
CVSW
Drawing Board
East Hill Tree Farm
Exile on Main Street
Guy’s Farm & Yard
Hardwick Veterinary Clinic
Hunger Mountain Co-op
Plainfield Hardware & Garden Center
Plainfield Co-op
Lost Nation Brewing
Onion River Outdoors
Positive Pie
Savoy Theatre
Riverside Farm
Vermont Compost Company
Woodbury Mountain Toys
Zutano

WGDR/WGDH Programming Highlights

We have a diverse array of locally made programming and national content from the Pacifica Network, including the very popular “Democracy Now!” We have long-time music shows, programs centered on social justice and public affairs, and more. Here are our current locally made programs:

Bon Mot with Rick Agran
Woodwarbler’s Jazzgrass Show with Brian Aust
Spawning Stones with Ben Bashore
The Meltdown with Tony Belanger
The Beatdown with Nathan Crosby
Trance-Formational Listening with Dennis Darrah
The Magical Mystery Tour with Tonio Epstein
Relocalizing Vermont with Carl Etnier
The Lost Highway with Ken Feld
WGDR Air Schedule with David Ferland
Boxful of Blues with John Foster
Personal and Political with Stephanie Fraser
Gathering Peace with Joseph Gainza
Spanning the Chasm with Peter Goreau
Hittin’ The Note with Bill Hahn
Amy’s Kid’s Show with Amy Hornblas
XAVWAX with Xav Jimenez
Show of Life with Will League
Curse of the Golden Turnip with Alan LePage
Geezer Rock with Jeffery Lindholm
Eclectic w/ DJ Ebnn Flow & Heavy Metal Radio with Eben Markova-Gold
In CommonSounds with Brendan McLane
Music as Art Radio with Uku Meri
Acoustic Harmony with Mark Michaelis
Thought Pasture with Maura Quinn
Moccasin Tracks with Deborah Reger
The Quilting Hour with Sasha Thayer
The Long and Winding Road with David Tucker
Mother Cell with Ruth Wilder
About WGDR/WGDH

On the air since 1973, WGDR/WGDH is central Vermont’s non-commercial, community-owned radio station of the non-profit Central Vermont Community Radio (CVCR). Our mission is to provide a forum for cultivating social justice, stewarding the natural world, and appreciating the independent arts. 40+ local volunteers produce music and public affairs shows each week, with syndicated national programming from Pacifica Radio Network. We broadcast from towers in Plainfield and Wolcott to approximately 50 cities and towns, serving Washington County, and parts of Lamoille, Orange, and Caledonia Counties. Listen worldwide, 24/7 at WGDR.org.

Station Reach

WGDR/WGDH broadcasts to over 70,000 households in our listening area. We connect online with nearly 5,000 listeners, and each month 1,500 visitors, largely from Vermont, click to our website. 1,700 supporters get our station update emails in their inboxes, and thousands are reached across our social media platforms.

Underwriting with WGDR/WGDH

Underwriting is not advertising. As an underwriter you are financially supporting our community-owned station, helping us further our mission and community engagement with our listeners. We welcome businesses, nonprofits, municipalities, schools and colleges, and sole providers to underwrite the station. WGDR/WGDH is entirely community-funded and your support shows your customers and supporters that you care about the community we live in.

Underwriting Messages

The non-commercial nature of our underwriting messages must meet FCC requirements and provide a value-neutral description of your services or products, contact information, and business or organizational name. In total, they are between 15-30 seconds in length, which is about 3-5 short sentences of content. We will work with you on your underwriting script to ensure FCC and station compliance, as well as effectiveness for you.

Underwriting Rate Structure

Underwriting packages are for a full year and start at $500, with one mention a week. In addition, all underwriters will be mentioned on our website, given a logo display that links to your website, and thanked in our station update emails. You will also receive a decal sticker to display that celebrates your support of WGDR/WGDH.

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