



Underwriting Anatomy of the Ear

What is Anatomy of the Ear?

Every year in November, WRCT hosts a four-day long mini-music “festival” at WRCT called Anatomy of the Ear. Each day, starting at 6pm and ending around midnight, WRCT’s staff takes over for 36 hour-long genre blocks. During this event, WRCT DJs spend time educating listeners about their favorite genres of music, one genre at a time. So on one night you might hear an hour of post-punk, followed by hour-long sets of dub, house, 80s hip-hop, surf rock, and Calypso Blues; while on another night you would hear six completely different genres. This year, it is taking place from **Monday, November 5th to Thursday, November 8th**, a perfect lead up to WRCT’s annual Fall Dance Party that Friday night.

Why do we need your help?

Since there are a great number of DJs and staff at the station, we tend to get a little hungry while rocking out on the air, and would love to enjoy some delicious food.

What can we offer in return?

Ideally, a different establishment would each underwrite one of the four days of Anatomy of the Ear. That means your business could present Anatomy of the Ear on Monday, Tuesday, Wednesday, or Thursday. During your night, WRCT would do the following to support your business:

1. Six :15 second on-air announcements that inform our listening audience about your business
2. Social media support via Twitter and Facebook— we’ll post pictures of our delicious food, comments about how awesome you are, etc.
3. Logo placement on our website and flyers for all Anatomy of the Ear related things

In return all we ask for is food and drink for 30 people for one night.

WRCT would also love to work with you in the future. Please contact Alex Price, the station’s General Manager, at gm@wrct.org or 301-704-8913 to discuss future opportunities.