

# THE VOICE OF BUSINESS



MONDAY - FRIDAY 8:45AM | WCRN AM 830

Coverage from Worcester to Boston and Manchester to Providence

# SPONSORSHIP OPPORTUNITIES

## ABOUT THE VOICE OF BUSINESS

The Chamber's 12 - 15 minute radio interview takes place daily at 8:45 am Monday through Friday on Radio Worcester at WCRN 830 AM.

Over 17K listeners selected WCRN as their favorite station on tune in.

Led by veteran radio news host Hank Stolz, the interview-style segment features news items and updates geared toward the business community. Guests include Chamber staff, city and state leaders, and member businesses.

Guests from a variety of industries and backgrounds call-in, or appear at the studio, to update listeners on the latest trends in business, local projects, legislation, higher education, events, and other relevant discussions affecting the region's business climate. Pre-recording of Voice of Business segments is also available to guests and sponsors.

The Voice of Business is promoted on the Chamber's multiple social media channels and other digital platforms and is sent to guests for use on their own marketing channels. The Radio Blast Segments are also published on SoundCloud, iTunes, Spotify, and Stitcher.

## SPONSOR BENEFITS

- Daily mention in the Voice of Business
- Logo on all digital and print promotion of the radio blast in emails, social media, and member info sheets about the Radio Blast
- Option to have a company representative call in to, or tape, a Voice of Business segment twice per month
- Option to have the audio archive of each sponsor segment for sponsor use

### CHAMBER SOCIAL MEDIA CHANNELS



**INVESTMENT | \$12,000 annually**

