

## About the Sanctuary

Help out the Sanctuary for WOOC 105.3 is based out of the Sanctuary for Independent Media, located right here in Troy, NY. Achievements of WOOC and the Sanctuary are made possible through community donations and our underwriting program. By supporting us, you will promote your business, all while providing resources for a listener-backed, community radio station.

In return for your donation, we will generate awareness for you and your business through radio announcements that inform our listeners about you. Your message has potential to be heard by anyone in our radius, including tourists to the Capital Region. Our signal can reach a potential population of roughly 141,000 listeners!

You may be asking why you would want to raise awareness on the radio? There are so many other options. We suggest using the radio, because it is uncluttered. Today's consumer has been so bombarded with information and advertisements that they have grown accustomed to ignoring them. When listening to the radio, the consumer will not be bombarded with other advertisements, but will be listening to your message, loud and clear!

## Contact Us

Media Sanctuary  
PO Box 35 | 3361 6th Ave  
Troy, NY 12181

(518) 272-2390

[www.mediasanctuary.org](http://www.mediasanctuary.org)  
[info@mediasanctuary.org](mailto:info@mediasanctuary.org)



**"We use art and participatory action to promote social and environmental justice and freedom of creative expression."**

# About WOOC 105.3 FM

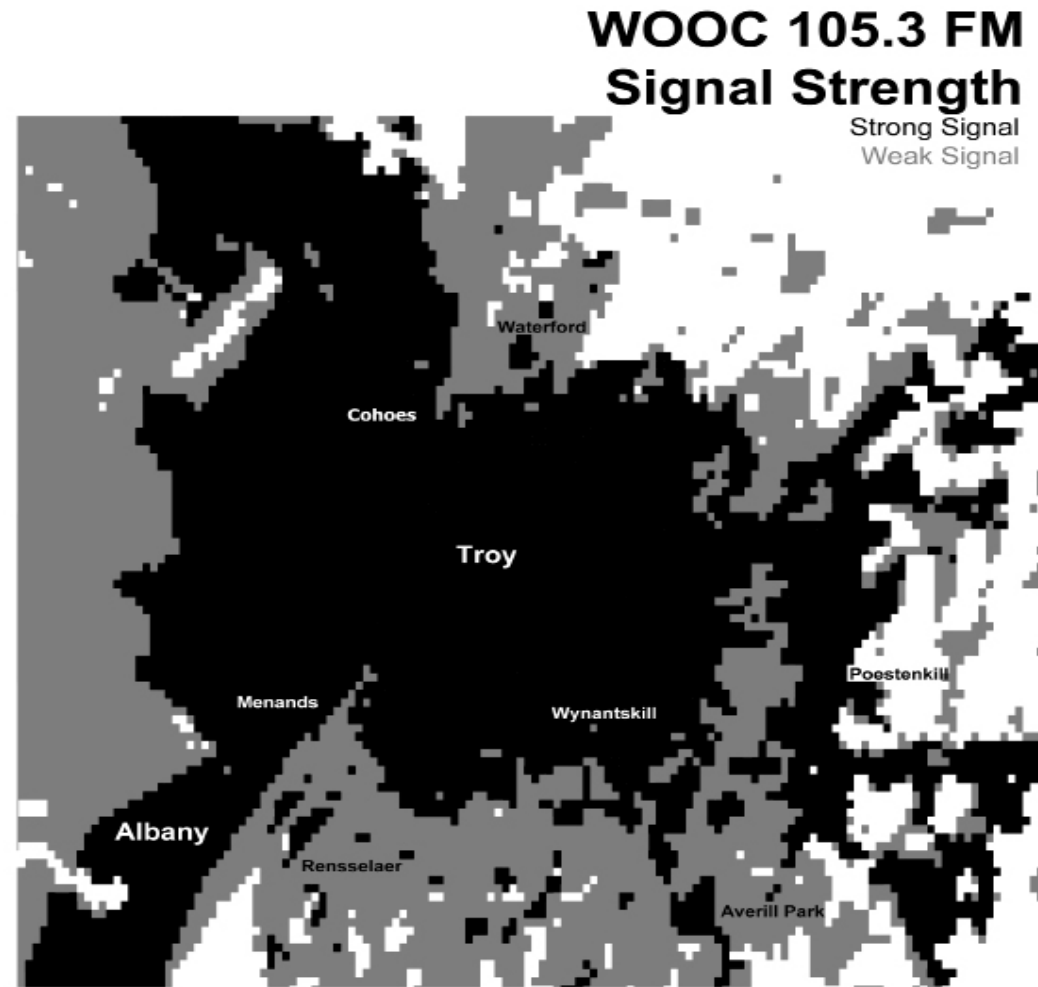
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## Broadcast Schedule

| Weekdays   | Weekends        |
|--|-----------------|
| 6:00 am<br>News & Public Affairs<br>Democracy Now! @8am      | World Music Mix |
| 10:00 am<br>~ World Music Mix                                |                 |
| 3:00 pm<br>News & Public Affairs<br>Democracy Now! @3 and 5p |                 |
| 7:00 pm<br>~ World Music Mix                                 |                 |
| ~ World Music Mix  |                 |



## Our Audience

WOOC's strongest signal reaches up to roughly 26,500 people in the radius, plus visitors to the area. Our signal overall can reach up to about 141,000 people.

By the nature of the non-profit station, our listeners are likely to be community minded and supportive of the local culture. WOOC 105.3 can also be found online, adding even more listeners to the mix. The Capital Region is rich in tourism as well, meaning that any one who visits the area could also hear your message! Some of our donors are also identified on the Sanctuary's website.

## How to Support Us

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