



# WMDA-LPFM STATION

SHELBY COUNTY'S  
FIRST AND ONLY  
LOW POWER FM (LPFM)  
RADIO STATION

## WMDA-LPFM STATION PROFILE

WMDA-LPFM is Shelby County's first and only **Low Power FM (LPFM) Radio Station**, serving Whitehaven and the surrounding area at **93.5 FM**, and available anywhere online at [www.thememphisclarion.org](http://www.thememphisclarion.org) and through our mobile app for Android, iPhone, Blackberry and other devices.

## OUR GOALS

WMDA-LPFM is a non-commercial radio station.  
We have three main objectives:

Serve Shelby County with high-quality programming that is entertaining and educational.

Serve the region with information that the residents can use in their daily lives and that stimulates positive interaction between the local residents and public officials.

Educate interested community members in the field of broadcasting who wish to volunteer their services at WMDA-LPFM.

## OUR COVERAGE AREA

Depending upon local terrain, WMDA-LPFM has a **primary coverage area of 5 miles** and a **secondary coverage area of 10 miles** from its point of origin at the intersection of Winchester and Millbranch in Memphis. We can also be heard anywhere via the internet, with an online player at [www.thememphisclarion.org](http://www.thememphisclarion.org), and through our mobile app for Android, iPhone, Blackberry and other devices.



## OUR PROGRAMMING

WMDA-LPFM provides an eclectic mix of **information, resources** and **entertainment** unavailable on commercial radio. We are proud to be a source of information about **city services** to the community while providing a **voice to communities** that often feel ignored.

## WHAT IS UNDERWRITING?

The **Federal Communications Commission (FCC)** allows businesses to underwrite or fund programs on stations like WMDA-LPFM, but it does not allow **commercial advertising**. WMDA-LPFM depends on underwriting donations from businesses and individuals to defray operating costs, as well as equipment purchases and repairs.

## OUR ENHANCED UNDERWRITING ANNOUNCEMENTS

- **identify, but do not promote**
- **do not call to action**
- **use value-neutral language**
- **do not mention prices**
- **can be produced in 10 to 30-second pre-recorded announcements**

Contact **901-654-7470**  
[info@thememphisclarion.org](mailto:info@thememphisclarion.org)

Your **underwriting**  
donations are

**100%**  
**TAX-DEDUCTIBLE!**