

**FOR IMMEDIATE RELEASE**

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**RADIOTHON AT THE UNIVERSITY OF WISCONSIN- STEVENS POINT**

**December 2<sup>nd</sup>, 2016- Stevens Point-** On Friday, December 2<sup>nd</sup>, 2016, the University of Wisconsin- Stevens Point's own radio station, WWSP- 90FM, will be hosting its annual radiothon. This one of a kind event is an on-air live auction consisting of items that have been donated by local businesses throughout Central Wisconsin. The event will be completely on-air with each package up for auction for an hour. Some of the items that will be up for auction include gift cards to local restaurants and shops, music, merchandise, and more!

90FM is a student run radio station on campus in the Communication Arts Center Building giving students the chance to gain experience working in radio for sports, music, as a DJ and more. Through these positions, the on-campus Radio station is completely student run and gives students the ability to have fun while improving public speaking skills at the same time. This radio station encourages students to volunteer and shadow those who have knowledge on this type of career and can also apply for a DJ position. Lastly, we aim to educate students in a fun-filled environment by giving them hands on experience by having a select number of students fulfilling positions where they host their own specialty radio show every week.

The schedule of events for Radiothon will include a live auction on air for over two days with emails sent out to all who have donated items in the packages. Radiothon is heavily promoting at least 4 weeks before the actual event and every individual business that made a contribution towards the event will get their own on-air recognition two weeks prior to Radiothon during the time their donated item is up for bid!

According to the 90FM Sports Director, Nathan Hansen, "The staff and volunteers at 90FM are like a family. It's amazing to see students be so dedicated to something and have so much fun." "Radiation is our biggest fundraising event and the way we can afford to keep the station running. Everyone involved in the event did a fantastic job gathering donations from businesses who donate some pretty interesting and must-have items."

The event will be held the first weekend of December, on air from the 90 FM studios.

For more information, visit [90fm.org](http://90fm.org) or email **us** at [wwsp90fm@gmail.com](mailto:wwsp90fm@gmail.com)