

More Than Music.

WDSW 88.1 The Trail is more than a radio station.

It is a hands-on learning laboratory where Delta State University students gain real-world experience in broadcasting, audio production, interviewing, content creation, social media management and digital storytelling. Students learn how to operate professional broadcasting equipment, use automation and production software, produce special features, construct on-air breaks, and understand music programming principles. They also help keep the community informed by learning how to broadcast Emergency Alert System weekly tests and emergency information.



Contact Us

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wds.org



A Division of
Communications
& Marketing



A BROADCAST SERVICE OF
DELTA STATE UNIVERSITY



Who We Are

88.1 WDSW THE TRAIL
is a broadcast service
of Delta State University.



With 100 watts of FM Stereo at 88.1 Mhz, we offer the only programming in the Delta specializing in Americana, classic rock, alternative rock, and pop, reaching audiences in Cleveland, Boyle, Shaw and Ruleville, plus our worldwide livestream.

Our terrestrial signal reaches approximately 20,000 people within a 10-mile radius around Delta State University. 88.1 WDSW The Trail is also broadcast all around the Delta State University campus and is heard multiple times a day by the university community.

Support makes these opportunities possible.

Every partnership helps students build practical, career-ready skills that translate directly into opportunities in broadcasting, public relations, digital marketing, media production and many other communications fields after graduation.

Promote Your Business.

Power Student Media.

Sponsorship LEVELS



PLATINUM \$250 / MONTH
▶ 100 On-Air Messages per Month



GOLD \$125 / MONTH
▶ 60 On-Air Messages per Month



SILVER \$75 / MONTH
▶ 40 On-Air Messages per Month



BRONZE \$40 / MONTH
▶ 20 On-Air Messages per Month

**All packages require a 6 month commitment unless it is event-based.*

Examples of Underwriting Messaging:



YOU CAN EXPECT YOUR UNDERWRITING MESSAGE TO BE CRAFTED IN A MANNER SIMILAR TO THE STYLES BELOW:

“ Support for 88.1 WDSW The Trail is brought to you by (underwriter's name) located at (location/phone number/ website). Thank you (underwriter's name) for your support of Real Music for the Mississippi Delta on 88.1 WDSW The Trail. ”