

TRANSFORMING
STUDENTS
TRANSFORMING
LIVES

THE CAMPAIGN FOR RIDER UNIVERSITY

Rider University
TheBronc
WRRC-FM 107.7 FM

107.7 The Bronc

YOU SUPPORT HANDS-ON LEARNING WHEN YOU GIVE TO RIDER'S COLLEGE RADIO STATION.

About 107.7 The Bronc

Broadcasting both over the airwaves and online, 107.7 The Bronc provides a creative outlet and an opportunity to develop skills in promotion, marketing, event planning, multimedia and business, giving students a competitive edge as they enter the job market.

Naming Opportunities

Your investment in 107.7 The Bronc will help support student learning and engagement.

- » Radio Station (\$250K)
- » On-Air Studio (\$15K)
- » Production Studio 1 (\$15K)
- » Production Studio 2 (\$15K)
- » Radio Station Manager's Office (\$25K)
- » Radio Station Lobby (\$30K)
- » Radio Station "Prize Closet" (\$10K)
- » Individuals who give \$500 or more will be recognized on a donor plaque

21st Century Learning Space

In 2020, 107.7 The Bronc moved its facilities to the Fine Arts Building and purchased all-new digital audio production equipment. The station's new facilities were recently chosen as one of 15 top spectacular radio studios by the industry publication Radio World. The broadcast area features three multipurpose on-air studios and production rooms with floor to ceiling soundproof glass where students can produce professional shows, announcements, promos, sweeps, news, sports and more.



STUART KOVACS '13

Associate Producer, CBS Sports Radio

“ My hands-on experience at The Bronc was critical to me getting internships and paid work in a highly competitive field. ”

68k

monthly terrestrial
and online listeners,
combined





KAYLA MAY '22

Marketing major
Social media director, 107.7 The Bronc

“ While at The Bronc, I gained valuable experience in marketing, branding, and social media management, enhancing my writing and broadcast skills to give me a competitive edge. ”

Best College Radio Station

107.7 The Bronc won the 2023 Intercollegiate Broadcasting System Media Awards for Best College/ University Radio Station

Industry-wide Recognition

The Bronc's programming has been recognized by numerous industry organizations. Once again, it was nominated for best college radio station – having been nominated in both 2019 and 2021 for a National Association of Broadcasters Marconi Radio Award for College Radio Station of the Year – a top honor in the industry. Most recently, both 107.7 The Bronc and 107.7 The Bronc Retro were nominated for six and won one Intercollegiate Broadcast System Media Awards, an honor received by only about 10 percent of college radio stations nationwide.

Signature Campus Events

Among the annual campus events 107.7 The Bronc organizes and hosts are the Halloween drive-in movie and trunk-or-treat Scream Screen, the springtime Eggcellent Egg Hunt, the Rider Student Top Chef and Dessert Wars cooking contests, and Cruisin' from Commencement, the car giveaway at graduation. The station has earned numerous awards for the promotional materials produced for these events.



For more information, contact the:
Office of University Advancement
609-896-5392 | rider.edu/transform

