

1. GENERAL

Summary

WAYO 104.3FM is a volunteer-run, freeform community radio station based in Rochester, New York. WAYO is looking for a local artist to design a hooded sweatshirt which will serve as an exclusive, limited-edition thank-you gift for donors to our upcoming 2025-26 fundraising campaign.

Key Dates

Proposals due: **Monday, October 6th 2025 @ 11:59pm ET**

Decision made: Monday, October 13th 2025

Final design: Wednesday, October 22nd 2025

2. BACKGROUND

Launched in January 2016, WAYO is a fully volunteer-run, non-commercial, low-power FM radio station dedicated to creative freedom, diversity of programming and programmers, and engagement with arts organizations and individual creators. WAYO broadcasts at 104.3 FM as well as streaming online at WAYOFM.org. The station currently broadcasts over 80 engaging and unique programs hosted by members of the greater Rochester community, representing all types of music as well as comedy, interview, talk, and experimental shows.

3. SERVICE / WORK REQUIREMENTS

Expectations

As stated above, WAYO is looking for artists to create designs for a hooded sweatshirt. We would expect the artist to:

- Create an original design for a hooded sweatshirt (**max. 3 colors**)
- Provide a design proposal that need not be complete; a sketch or rough outline would be acceptable as long as the overall concept and color scheme is clear.
- Understand that WAYO may request minor changes to a selected proposal before finalization
- Provide the final, completed design as a vector image (EPS or PDF) or high-resolution PSD or TIFF (300dpi minimum)
- **The artist must reside in the Greater Rochester area**

Designs should at least include "WAYO" and "104.3 FM." Additionally, a design could include "Rochester, NY," "WAYOFM.ORG," and/or the station's slogan "Way Out, Right Here" but these are not required. **The design may utilize a maximum of 3 colors.**

Proposal Requirements

Applicants should provide:

- A design proposal for a t-shirt
- Examples of past work
- Contact information (email address and phone number)

Compensation

The chosen applicant will receive a **\$150** honorarium upon providing the finalized design as well as a sweatshirt of their design and a WAYO swag pack.

Unused Designs

Designs that are submitted but not selected as the final design are the intellectual property of the artist and can be used for other purposes by the artist. WAYO may contact the artist of an unused design if WAYO decides to print one of their designs at a later date, at which point we would award an honorarium for the use of the design.

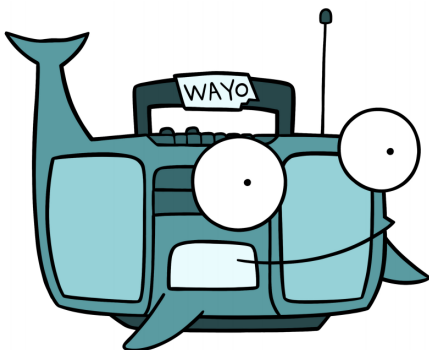
4. SUBMISSION GUIDELINES

Applicants should submit proposals no later than Monday, October 6th, 2025 at 11:59pm electronically at **info@wayofm.org**.

Please contact station staff at **info@wayofm.org** with any questions. We can't wait to see your designs!

5. PAST SELECTED DESIGNS

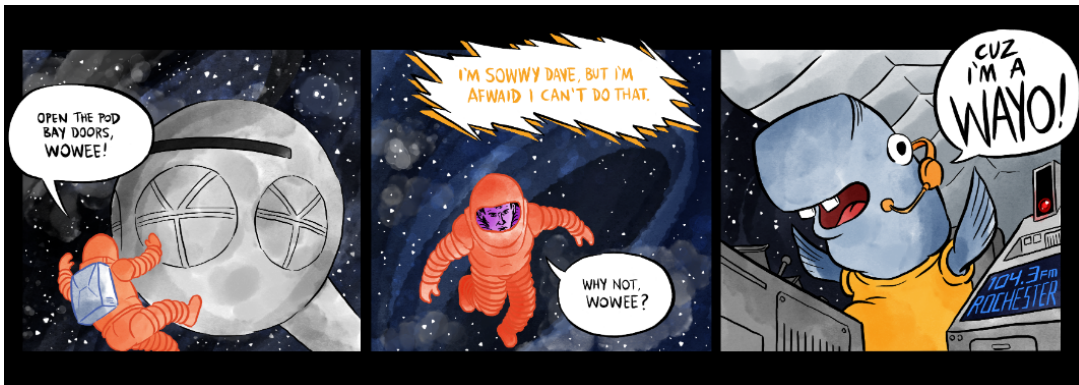




WAYO 104.3FM

WAYOFM.ORG
FACEBOOK.COM/WAYORADIO

1237 E MAIN ST
ROCHESTER, NY 14609





Examples of past designs (L-R, Top-down): Corinne Shanahan, Laura Hammond, Corinne Shanahan, Zane Leo, Evan Jaccodine, Kerry Lubman, Stefan Fella, Rebecca Soriano, Cassie Medlock, Yews, Cara Lynne Livermore, Renee Heining, Nick Gurewitch, Arthur Bond, Amy Reger Jacobs, Ryan Williamson, Mike Turzanski, Bradd Young, Andy Gilmore