

**WABE**

**AMPLIFYING  
ATLANTA**

# WABE IS ATLANTA'S HUB FOR CULTURE, NEWS AND CONVERSATION

We exist to create a more informed and connected Atlanta by bringing people together to share perspectives — breaking down barriers and building bridges across the people and neighborhoods of the city we call home.





WABE creates and broadcasts original, award-winning, local programs and sources renowned programming from **NPR, Public Radio International, American Public Media**, and more.

**PEABODY**

**EDWARD R. MURROW**

**PULITZER PRIZE**

**SILVER GAVEL**

**ROBERT F. KENNEDY**

**GEORGIA ASSOCIATION**

**ATLANTA PRESS CLUB**

**OF BROADCASTERS**

- 
- 2021 Atlanta Press Club Award of Excellence: Documentary Series **Stephannle Stokes**
  - 2021 Atlanta Press Club Award of Excellence: Use of Sound **Jim Burress**
  - 2021 Atlanta Press Club Award of Excellence: Digital News **Johnny Kauffman**
  - 2021 Atlanta Press Club Award of Excellence: Reporting on Civil & Human Rights **Emma Hurt**
  - 2021 Atlanta Press Club Award of Excellence: Radio News **Emma Hurt**
  - 2020 Gabby Award : Best Feature Story Radio **Emma Hurt**
  - 2020 Gabby Award: Best Program Non-News or Sports Radio **Stephannle Stokes**
  - 2021 Pulitzer Prize: Audio Reporting Podcast "No Compromise" **Lisa Hagen**
  - 2021 Silver Gavel Award: Podcast **Burled Truths**
  - 2020 Edward R. Murrow Award: Podcast **Burled Truths**
  - 2019 Peabody Award: Podcast **Burled Truths**
  - 2019 Robert F Kennedy Award: Podcast **Burled Truths**
  - 2019 Atlanta Press Club: Award of Excellence Podcast **Burled Truths**



## **REACHING OVER 600,000 ATLANTANS ANNUALLY\***

WABE listeners are the most educated and affluent audience in radio. They place a high value on creativity, curiosity, and social consciousness, and they have a strong attachment to nature and the environment.

\*Source: Atlanta, Nielsen Radio Nov'19-Oct'20 Metro P6+



## EDUCATED

- **70%** more likely to have a college degree
- **102%** more likely to have a postgraduate degree

## AFFLUENT

- **67%** more likely to earn more than \$250K yearly
- **316%** more likely to own a home valued over \$1M
- **60%** more likely to have a net worth of \$2million or more

## ENGAGED

- **95%** more likely to read *The Wall Street Journal*
- **73%** more likely to read *The New York Times*
- **21%** more likely to ALWAYS vote in state and local elections

## GENEROUS

- **135%** more likely to contribute money to an arts/cultural organization
- **93%** more likely to contribute money to a Social Care organization
- **153%** more likely to donate to a political organization

\*Atlanta Scarborough R2 2019 & 2020, July 2018 - July 2020



## LOYAL LISTENERS, LOYAL DONORS

It's not just "Radio"; it's **NPR**.

Our listeners are loyal. Approximately **200,000** weekly listeners prefer WABE over any other station.

Listener loyalty also translates into financial support. Last year, over **40,000** active donors made individual gifts that account for **56%** of WABE's annual operating budget.

Source: Atlanta, Nielsen Radio Nov'19-Oct'20 Metro P6+



## THE WABE 90.1 HALO EFFECT

- WABE Donors are 6 times more likely to pay attention to sponsor messaging on WABE 90.1 than on any other Radio or TV station they consume.\*
- More than 4 out of 5 (82%) WABE donors state that it is Important for them to support the organizations that sponsor WABE 90.1.\*
- Underwriting with WABE 90.1 at recommended frequency levels for a full year is proven to Significantly Increase Brand Approval & Consideration Scores.\*

\*WABE's Proprietary Donor Surveys – Aug'19, Feb'20 & Aug'20



## **CLUTTER-FREE ENVIRONMENT KEEPS AUDIENCES ENGAGED**

Concise sponsor messages have an objective style that the public media audience expects and appreciates, and in an uncluttered environment, they stand out.

WABE airs an average of 2<sup>1/2</sup> minutes per hour of sponsor messaging versus up to 18 minutes per hour of advertising and promotion on most commercial news and sports radio.

WABE's spoken word format means that underwriting announcements are foreground listening, not perceived as interruptions in programming content.

**I**   
**WABE**

**WHEN ATLANTANS WANT TO  
BE *INFORMED, INSPIRED*  
AND *ENTERTAINED*, THEY  
TURN TO WABE**

**MORNINGS**

Atlantans wake to trusted news from NPR's Morning Edition and continue their mornings with 1A and City Lights with Lois Reitzes.

**AFTERNOONS**

Listeners tune in for in-depth coverage and storytelling with Here & Now, Closer Look with Rose Scott, Fresh Air, and All Things Considered.

**WEEKENDS**

The city sits back and listens to public media classics like Wait, Wait ... Don't Tell Me!, Weekend Edition, and This American Life.



# MORNING EDITION

Mon-Fri, 6a-10a | Lisa Rayam, Host

**Morning Edition** takes listeners around the metro Atlanta area, the country, and the world with multi-faceted stories and commentaries that inform, challenge and occasionally amuse.



# ALL THINGS CONSIDERED

Mon-Fri, 4p-6:30p | Jim Burrell, Host

A trademark mix of news, interviews, commentaries, reviews, and insightful features from across the country and around the world.



## 1A

Mon-Fri, 10a-11a & Mon-Thu 8p-9p  
Jenn White, Host

**1A** takes on urgent issues and diverse ideas with respectful dialogue. It is a show for a changing America that takes the time to help America look at itself and to ask what it wants to be.



# CITY LIGHTS WITH LOIS REITZES

Mon-Fri, 11a-12p & 9p-10p  
Lois Reitzes, Host

**City Lights with Lois Reitzes** explores the ways in which people express themselves creatively and enhance our lives. The show covers a wide range of music, theatre, dance, pop culture, visual arts, and more.



# CLOSER LOOK WITH ROSE SCOTT

Mon-Fri, 1p-2p & 7p-8p  
Rose Scott, Host

**Closer Look with Rose Scott** leads discussions on the issues that impact where we live. The show takes listeners inside metro Atlanta neighborhoods, engages with the biggest newsmakers, and gives a voice to folks who often don't have one.



## FRESH AIR

Mon-Fri, 2p-3p & 10p-11p, Sat 6p-7p  
Terry Gross, Host

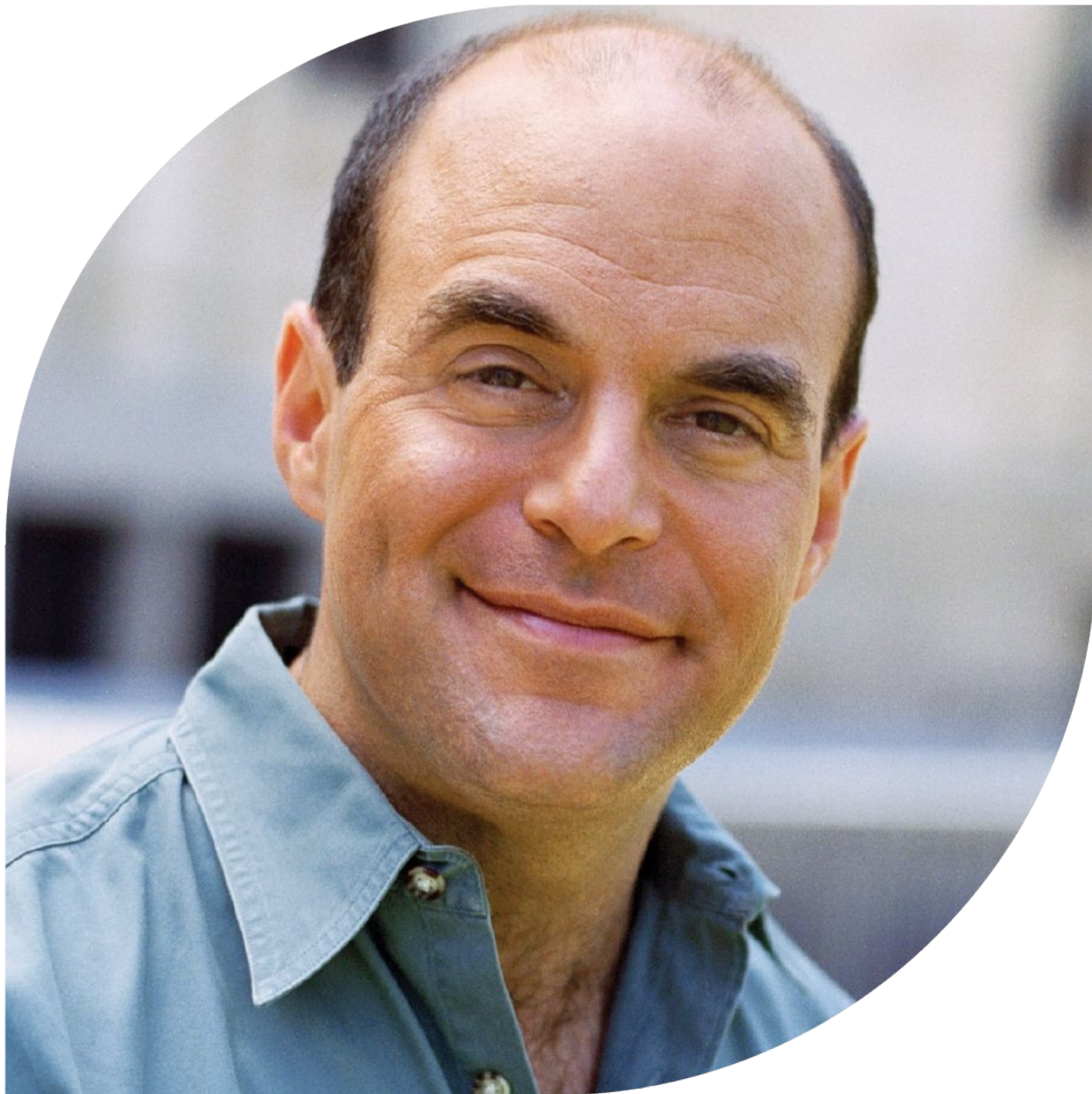
**Fresh Air** is a Peabody Award-winning weekday magazine of contemporary arts and issues. It's one of the most popular public radio shows with over 5 million listeners weekly.



# MARKETPLACE

Mon–Fri, 6:30p–7p, Hourly in Morning Edition  
Kai Ryssdal, Host

**Marketplace** is the most listened-to financial program in America. It focuses on the latest business news both nationally and internationally, the global economy, and wider events linked to the financial markets. In addition to the full-length program, the *Marketplace Morning Report* airs during every hour of *Morning Edition*.



# WAIT WAIT... DON'T TELL ME!

Sat 10a-11a, 4p-5p & Sun 11a-12p  
Peter Sagal, Host

**Wait Wait... Don't Tell Me!** NPR's weekly hour-long quiz program. Each week audiences test their knowledge against some of the best and brightest in the news and entertainment world while figuring out what's real news and what's made up.

# ENGAGE ATLANTANS THROUGH MULTIPLE PLATFORMS



## **BROADCAST**

600,000+ highly engaged listeners annually



## **DIGITAL**

70,000 page views per month  
400,000 unique visitors per month



## **24/7 AUDIO STREAMING**

Over 10 million sessions/year & approx.: 150,00 unique users per month



## **PODCASTS & ON-DEMAND**

Over 1 million downloads per year



## **WEEKLY NEWSLETTERS**

Over 45,000 opt-in subscribers each week



## **COMMUNITY EVENTS**

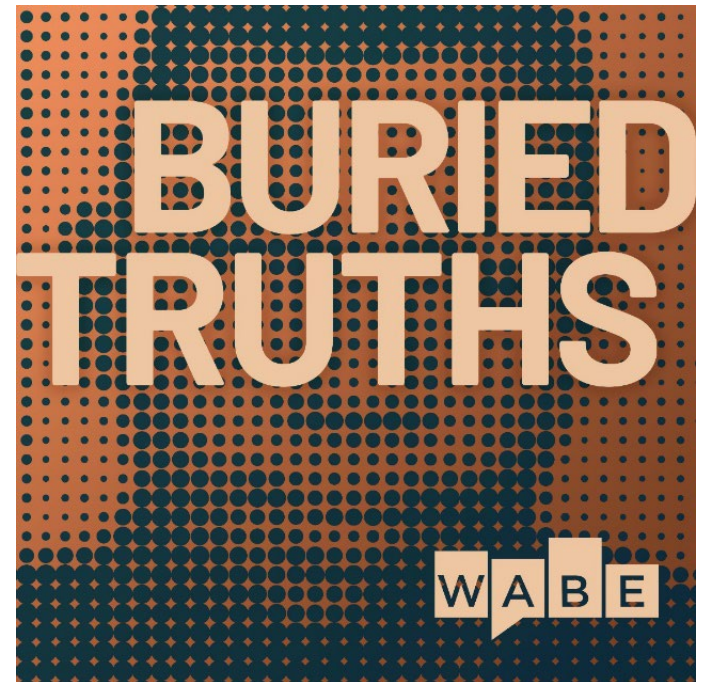
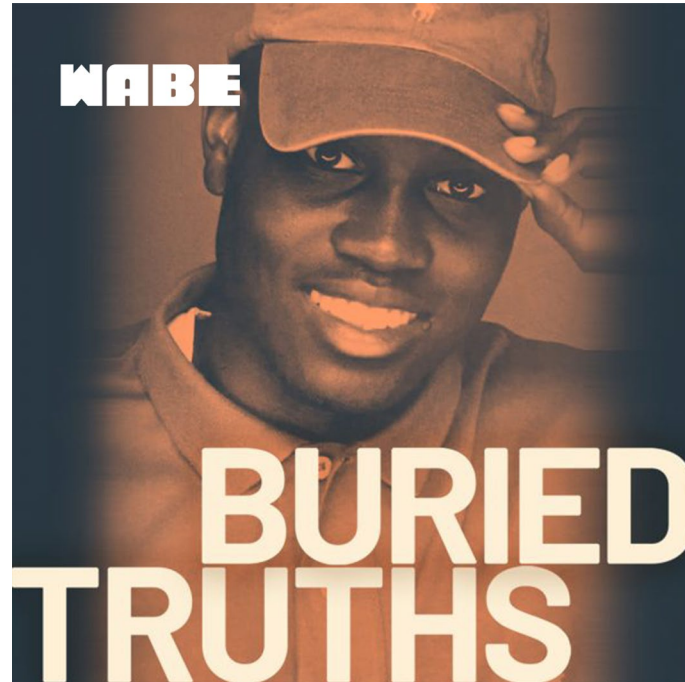
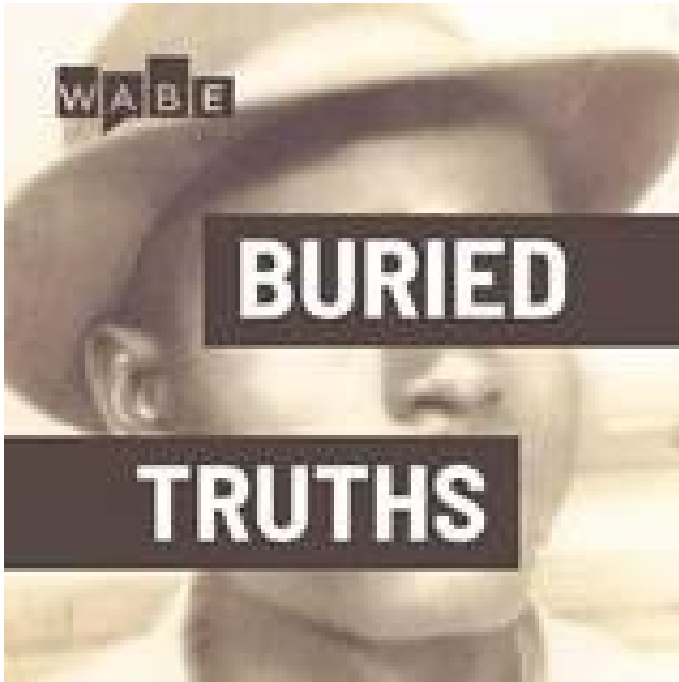
From intimate settings to large gatherings, WABE events launch thought-provoking discussions



OVER 2.6 MILLION LISTENS TO DATE!



SEASON 1: March-May 2018 | SEASON 2: February-April 2019 | SEASON 3: September 2020 | SEASON 4: Coming April 2022



# BURIED TRUTHS WINNER OF PEABODY, EDWARD R. MURROW & SILVER GAVEL AWARDS



**The Peabody Awards** are among of the top honors in broadcast journalism and this year the list of 60 nominees includes a record 11 podcasts and radio shows. The list of nominees was selected by the Peabody's board of 19 jurors from more than 1,200 entries—including a record number of podcast submissions.



*Buried Truths* received recognition as Winner of the **Edward R. Murrow Award** in the Large Market Radio Podcast category amid some of the best journalism produced in the country.



*Buried Truths* Season 3 on Ahmaud Arbery has won the 2021 **Silver Gavel Award** for Radio from the American Bar Association. This very prestigious award recognizes outstanding works in media and the arts that help to further the understanding of the American judicial system.



# POLITICAL BREAKFAST

WITH LISA RAYAM

## ON THE RECORD – OFF THE CLOCK

WABE Morning Edition host Lisa Rayam hosts a conversation between strategists from the right and the left. Democratic strategist Tharon Johnson, Barack Obama's former Southern Regional Director, and Republican strategist Brian Robinson, former communications director for Georgia Gov. Nathan Deal, bring their personalities and passion to the table for an informed, respectful and lively discussion. They spar, they delve into topics others avoid, and they give credit where it's due.

**Lisa Rayam** brings years of experience covering Georgia news and politics to this role, from her recent moderation of the US Senate debate, her time on the anchor desk at Fox5, and of course in her role here as host of Morning Edition. And she joins a strong team. Analysts Brian Robinson and Tharon Johnson will continue their roles as her “podmates” from the right and left, bringing the same sharp insight that they’ve shared throughout the life of podcast.



## WABE TAKES CONNECTING ATLANTA BEYOND AIRTIME WITH LOCAL COMMUNITY EVENTS, FORUMS, AND SPEAKING ENGAGEMENTS

### **POLITICAL BREAKFAST LIVE!**

Denis O'Hayer brings his dynamic conversations with Republican strategist Brian Robinson and Democratic strategist Tharon Johnson to a live audience.

### **STATE GOVERNMENT MATTERS TOO:**

**A Crash Course On The Georgia Legislature.** WABE's political reporters host an interactive evening looking at the ins and outs of state government's powers and limitations.

### **ASK A SCIENTIST**

WABE Science reporter Molly Samuel in partnership with the Atlanta Science Festival, features metro-Atlanta scientists explaining their work while also giving the public a chance to ask questions.



**WABE'S  
AUDIENCE  
EXTENDS  
FROM ATHENS  
TO ATLANTA  
AND ROME TO  
GRIFFIN**



WABE will work with you to create an underwriting announcement that **meets your needs and adheres** to designated FCC guidelines for public radio.

Because of the **unique relationship** that WABE has with its listeners, we reserve the right to accept or reject any copy language.

Underwriting announcements are strictly for the **identification of the sponsor**, their products and services, and cannot specifically promote these products and services.

# **COPY GUIDELINES: DO's**

All underwriting announcements include the following lead-in language **“Support for WABE comes from...”**

## **DO**

1. Establish your organization's name and location
2. Describe your main products and services
3. Include a telephone number or website
4. Mention well-established, recognizable corporate slogan
5. Make value-neutral statements about your product or service
6. Mention how long you have been in business, if you wish
7. State that your company or business supports WABE, ATL PBA or one of their programs

\*All underwriting messages are reviewed on a case-by-case basis by WABE.

# COPY GUIDELINES: DON'Ts

All underwriting announcements include the following lead-in language **“Support for WABE comes from...”**

## DON'T

1. Use comparative, qualitative or suggestive language
2. Address the usefulness, convenience or advantages of the product or service
3. Mention prices, interest rates, or indications of savings associated with product
4. Include any use of the first or second person
5. Employ inducements to buy, sell, rent, lease, borrow or loan
6. Issue any calls to action
7. Advocate any matter of public interest
8. Use jingles or any language in music
9. Mention awards, certifications or designations to your copy to describe someone or something.

\*All underwriting messages are reviewed on a case-by-case basis by WABE.

# SAMPLE COPY



## BUSINESS SERVICES

Support for WABE comes from Leapfrog, offering managed IT services and solutions designed to help businesses leverage technology to achieve their business goals. More information is available at **LeapfrogServices.com**. Leapfrog, extraordinary IT services.

## MEDICAL

Local support for Marketplace comes from Georgia Cancer Specialists, affiliated with Northside Hospital Cancer Institute, treating patients at 26 locations. Information on Georgia Cancer Specialists found at **GAcancer.com**. The cancer answer.

## AUTOMOTIVE

Support for WABE comes from Audi Atlanta, a Jim Ellis dealership, featuring the Audi Q5, the luxury SUV appointed with quattro® all wheel drive, Audi connect®, and rich infotainment systems. Audi Q5 test drives available. **AudiAtlanta.com**.

## BANKING

Support for WABE comes from Suntrust, now Truist. Who's team of wealth advisors are committed to helping you look beyond the portfolio so you are prepared for whatever life brings. You can find more information at **Suntrust.com/reserve**.

# SAMPLE COPY

## HOME IMPROVEMENT

Local support for Marketplace comes from Shumate. Now providing customers with heating, air conditioning, plumbing, and electrical services throughout Atlanta. 24-hour service 365 days a year. When your family can't wait, it's time to call Shumate.

## ENTERTAINMENT

Support for WABE comes from the Fox Theatre presenting Jason Isbell and special guest, Josh Ritter, September twenty-fourth at the Fox Theatre. Tickets on sale **at FoxTheatre.org** and the Fox Theatre ticket office.

## SECONDARY SCHOOL

Support for WABE comes from the Galloway School, where students ages three through grade twelve are inspired to be fearless learners, to embrace challenges, and to discover more about themselves and the world around them. Info on tours and more at **GallowaySchool.org**.

## BUSINESS SCHOOL

Support for WABE comes from the Atlanta Executive MBA connection. You can join three of Georgia's top business schools on April eleventh to learn how an executive MBA can help you take the next step in your career. Registration is at **AtlantaMBA.com**.

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	
<b>5:00 AM</b>	Morning Edition					The Arts Hour (BBC)		
<b>6:00 AM</b>							The Pulse	
<b>7:00 AM</b>						Climate One		Latino USA
<b>8:00 AM</b>						Weekend Edition		Weekend Edition
<b>9:00 AM</b>								
<b>10:00 AM</b>	1A					Wait Wait... Don't Tell Me!	This American Life	
<b>11:00 AM</b>	City Lights with Lois Reitzes					Weekend Edition: Week in Review	Wait Wait... Don't Tell Me!	
<b>12:00 PM</b>	Here & Now					It's Been a Minute	The Moth	
<b>1:00 PM</b>	Closer Look with Rose Scott					Reveal	Snap Judgement	
<b>2:00 PM</b>	Fresh Air					Radiolab	Code Switch/Life Kit	
<b>3:00 PM</b>	Here & Now					Wait Wait... Don't Tell Me!	It's Been a Minute	
<b>4:00 PM</b>	All Things Considered					BBC News Hour	BBC News Hour	
<b>5:00 PM</b>						All Things Considered		
<b>6:00 PM</b>						All Things Considered: Week in Review		American Routes
<b>6:30 PM</b>	Marketplace			Sound Opinions				
<b>7:00 PM</b>	Closer Look with Rose Scott					Fresh Air Weekend		
<b>8:00 PM</b>	1A					Jazz Classics with H. Johnson	ASO Broadcast	
<b>9:00 PM</b>	City Lights with Lois Reitzes							
<b>10:00 PM</b>	Fresh Air						The Atlanta Music Scene	
<b>11:00 PM</b>	Think	Think	Think	Think	Blues Classics with H. Johnson		BBC World Service	
<b>12:00 AM</b>	BBC News	BBC News	BBC News	BBC News				