AMPLIFYING ATLANTA

2022
We know that powerful storytelling strengthens the community. We curate an immersive experience for Atlanta through our inspiring and engaging programs.
WHO IS THE WABE-TV VIEWER?

Our audience reflects the community we serve — Atlanta

- **60%** are adults **25-64** years old
- **65%** are White, **29%** are Black, **6%** are Hispanic
- **31%** earn over **$100,000** per year
- **33%** have at least a 4 year college degree
- **73%** are homeowners*

*Atlanta, Scarborough R2 2019 & 2020, Jul’18-Jul’20
Our programming invites viewers to explore new worlds and discover new ideas.
PBS NewsHour provides in-depth coverage of issues and current events. Americans turn to it for the solid, reliable reporting that has made it one of the most trusted news programs on television.

Frontline is investigative journalism that questions, explains, and changes our world. This longform news and current affairs program tells all the stories others can’t or won’t.
Independent Lens is television’s largest showcase of bold, independent documentary film. Each week, it showcases an original documentary film, made by one of the best independent filmmakers working today.

POV presents intimate documentary films that put a human face on contemporary social issues. Known for its unforgettable storytelling and timeliness, POV premieres some of the best and most innovative programs every year on PBS.
NEWS AND PUBLIC AFFAIRS

**BBC World News America**
BBC World News delivers impartial, in-depth analyses of breaking news, as well as looking at the stories behind the news — not just what is happening, but why.

**Nightly Business Report**
For more than three decades, the award-winning Nightly Business Report has provided business news in a fast-paced format.
ARTS AND CULTURE

**Great Performances**
showcases a diverse range of performing arts specials from around the world, from new productions of timeless classics to innovative performances by emerging artists.

**American Masters**
produces comprehensive film biographies about the broad cast of characters who comprise our cultural history, including writers, musicians, visual artists, filmmakers, and more.
Finding Your Roots
with Henry Louis Gates, Jr. presents celebrities with a "book of life" that allows them to view their ancestral histories, learn about familial connections, and discover secrets about their lineage.

American Experience
presents history documentaries that bring to life the incredible characters and epic stories that have shaped America’s past and present.
KEN BURNS’ FILMS

Documentaries by award-winning filmmaker Ken Burns reveal things you never knew about the people and events that molded our history, from The Vietnam War to Jackie Robinson, and the new Country Music.
**Victoria**
In 1837, a diminutive, neglected teenager is crowned Queen Victoria, navigates the scandal, corruption, and political intrigues of the Court, and soon rises to become the most powerful woman in the world.

**Midsomer Murders**
Set in deceptively idyllic Midsomer, this suspenseful drama features ubiquitous red herrings, quaint countryside scenery, and an eccentric cast of characters.
**DRAMA**

**Poldark**
Ross Poldark returns home to Cornwall after the American Revolutionary War, rebuilding his life with a new business venture, making new enemies and finding a new love where he least expects it.

**Call The Midwife**
The nurses, midwives and nuns from Nonnatus House visit the expectant mothers of Poplar, providing the poorest women with the best possible care.
SCIENCE AND NATURE

NOVA approaches science through a human lens. It is the most watched documentary series on PBS and the most watched science television series in the world.

NATURE presents wildlife in unique situations that raise challenging questions in both natural science and environmental protection, featuring different viewpoints and inspiring further inquiry.
Research confirms that PBS KIDS educational programming helps children build critical skills that enable them to find success in school and life.¹ We are a treasured community resource that provides high quality, educational content.

PBS KIDS

ACCOLADES

• #1 Children’s Educational Media Brand
• PBS KIDS 24/7 Channel is available to 95% of US TV households
• PBS KIDS Averages 260 million streams across digital platforms
• PBS KIDS content has a comparable educational impact to comprehensive preschool programs.
Introducing TutorATL, an WABE initiative that provides free, one-on-one, on-demand homework help to metro Atlanta.

**Easily Accessible**
Online, on-demand tutoring 7 days a week

**Dynamic**
50+ K-12 subjects spanning math, science, social studies, languages, writing, test prep, computer literacy, AP courses, and SAT/ACT essentials

**Expert Tutors**
3,000+ vetted tutors including bilingual tutors for math, Spanish, science, and social studies
COPY GUIDELINES: DO’s

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

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 ATL PBA or one of their programs

*All underwriting messages are reviewed on a case-by-case basis by ATL PBA.
COPY GUIDELINES: DON’T’s

All underwriting announcements include the following lead-in language “Support for WABE-TV 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 ATL PBA.*
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**Cooking Block**

- **Great American Railroad Journeys**
- **Blue Planet**
- **Great British Baking Show**
- **Nature**
- **Larkrise to Candleford**
- **Midsomer Murders**
- **Antiques Roadshow**
- **Masterpiece Mystery**
- **American Masters**
- **Amanpour & Co.**

**Saturday**

- Best of Sewing with Nancy
- Best of Joy of Painting
- Painting with Jerry Yarnell
- Garden Smart
- A Gardener's Life
- A Craftsman's Legacy
- This Old House
- Woodsmith Shop
- Kevin Belton's New Orleans Cooking
- Wild Travels
- Bare Feet with Mickela Mallozzi
- Globe Trekker
- Rick Steve's Europe

**Sunday**

- Nature
- Nature
- Finding Your Roots
- Masterpiece: American Experience
- Great American Read
- Martha Stewart
- Cook's Country
- America's Test Kitchen
- Sandra's Way
- Milk Street TV
- Finding Your Roots
- PBS Feature Film
- Frontline
- POV
- Dr. Blake
- Austin City Limits
- Various
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