

WABE TV

AMPLIFYING ATLANTA

2022

WABE |  **PBS**



WABE-TV IS TRUSTED. EDUCATIONAL. INCLUSIVE.

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



**NEWS & PUBLIC
AFFAIRS**

ARTS & CULTURE

HISTORY

DRAMA

SCIENCE & NATURE

PBS KIDS

Our programming
invites viewers to
explore new worlds and
discover new ideas.



NEWS AND PUBLIC AFFAIRS

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.



NEWS AND PUBLIC AFFAIRS

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.



HISTORY

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.

DRAMA

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.



PBS KIDS

DANIEL TIGER'S NEIGHBORHOOD · PINKALICIOUS & PETERRIFIC · DINOSAUR TRAIN · XAVIER RIDDLE AND THE SECRET MUSEUM · MOLLY OF DENALI

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.

¹Marketing & Research Resources, Inc. (M&RR), January 2019.

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...”**

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 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.

HEADLINE GOES HERE

Body copy here

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday		
6:00 AM					Best of Sewing with Nancy				
6:30 AM					Best of Joy of Painting				
7:00 AM					Painting with Jerry Yarnell				
7:30 AM					Garden Smart				
8:00 AM					P. Smith Garden Home				
8:30 AM					Motorweek				
9:00 AM					A Craftsman's Legacy	Nature			
9:30 AM					This Old House	Nature			
10:00 AM					This Old House				
10:30 AM					Woodsmith Shop				
11:00 AM					Steven Raichlen's Project Fire	Finding Your Roots			
11:30 AM					Kevin Belton's New Orleans Cooking				
12:00 PM					Wild Travels				
12:30 PM					Bare Feet w/ Mickela Mallozzi				
1:00 PM					Globe Trekker				
1:30 PM					Rick Steve's Europe	Masterpiece- American Experience- Great American Read			
2:00 PM					Samatha Brown's Places to Love				
2:30 PM					Martha Stewart				
3:00 PM					Cook's Country				
3:30 PM					America's Test				
4:00 PM	Cooking Block					Milk Street TV			
4:30 PM						Sara's Weeknight Meals			
5:00 PM	Great American Railroad Journeys	Blue Planet	Great British Baking Show	Nature	Larkrise to Candleford	British Antiques Roadshow			
5:30 PM	BBC World News	BBC World News	BBC World News	BBC World News	BBC World News	Finding Your Roots			
6:00 PM	PBS NewsHour	PBS NewsHour	PBS NewsHour	PBS NewsHour	PBS NewsHour	PBS Feature Film	Frontline		
6:30 PM									
7:00 PM									
7:30 PM	Midsomer Murders	Antiques Roadshow	Masterpiece	Nature-NOVA History-Science	Father Brown	New Tricks	POV		
8:00 PM		Antiques Roadshow			Death in Paradise			Great Performances	Dr. Blake
8:30 PM									
9:00 PM		Masterpiece Mystery			American Masters	Austin City Limits	Various		
9:30 PM									
10:00 PM									
10:30 PM									
11:00 PM	Amanpour & Co.	Amanpour & Co.	Amanpour & Co.	Amanpour & Co.	Austin City Limits	Various			
11:30 PM									
12:00 AM									
12:30 AM									

WABE TV

LOCAL TV

Date or Subhead

HEADLINE

- Bullet points

HEADLINE GOES HERE

Body cop here