WABE is where ATL meets NPR
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.

Gabby Award 2020-Best News Story/Stephanie Stokes
Gabby Award 2020-Best Feature Story Radio/Emma Hurt
Gabby Award 2020-Best Program Non-News or Sports Radio/Stephanie Stokes
Atlanta Press Club Award of Excellence 2019-Documentary Series/ Rose Scott
Atlanta Press Club Award of Excellence 2019-Use of Sound / Jim Burress
Atlanta Press Club Award of Excellence 2019-Podcasts/Buried Truths/ Hank Klibanoff
Atlanta Press Club Award of Excellence 2019-Lifestyle Journalism/ Lauren Booker
Peabody Awards —Podcast 2019 / Buried Truths
Robert F Kennedy Award -Podcast 2019/ Buried Truths
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 2½ 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.
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 takes listeners around the metro Atlanta area, the country, and the world with multi-faceted stories and commentaries that inform, challenge and occasionally amuse.

Lisa Rayam, Host
ALL THINGS CONSIDERED
Mon–Fri, 4p–6:30p & 7p–8p

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

Jim Burress, Host
Award of Winner Atlanta Press Club Excellence 2019 Use of Sound for the story Bystander Who Perform CPR Exponentially Increase Survival Rates-One Atlanta Man Knows
Mon–Fri, 10a–11a &
Mon–Thu 11p–12m

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.

Jenn White, 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.

Lois Reitzes, Host
Closer Look with Rose Scott
Mon–Fri, 1p–2p & 8p–9p

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.

Rose Scott, Host
Winner Atlanta Press Club Award of Excellence 2019
Documentary/Series for the story Gridlocked: What’s Moving Atlanta?
FRESH AIR
Sat 6p-7p

*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.

Terry Gross, 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.

Kai Ryssdal, Host
WAIT WAIT... DON'T TELL ME!
Sat 10a–11a, 4p–5p & Sun 11a–12n

Wait Wait ... Don’t Tell Me! is 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.

Peter Sagal, Host
ENGAGE ATLANTANS THROUGH MULTIPLE PLATFORMS

<table>
<thead>
<tr>
<th>Platform</th>
<th>Stats</th>
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<tbody>
<tr>
<td>Broadcast</td>
<td>600,000+ highly engaged listeners annually</td>
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<tr>
<td>Digital</td>
<td>700,000 page views per month &amp; 400,000 unique visitors per month</td>
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<tr>
<td>24/7 Audio Streaming</td>
<td>15 million sessions per year &amp; 300,000 unique users per month</td>
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<tr>
<td>Podcasts &amp; On-Demand</td>
<td>Over 1 million downloads per year</td>
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<tr>
<td>Weekly Newsletters</td>
<td>Over 45,000 opt-in subscribers each week</td>
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<tr>
<td>Community Events</td>
<td>From intimate settings to large gatherings, WABE events launch thought-provoking discussions</td>
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</table>
WABE PODCASTS: PASSIONATE STORYTELLERS, AWARD-WINNING TALENT, ENGAGED AUDIENCES

Buried Truths
Buried Truths investigates still-relevant stories of injustice, resilience, and racism in the American South. Winner of prestigious Peabody Award and Edward R. Murrow Award.

SEASON 1: 2018
Over 1,000,000 Listens to date.

SEASON 2: 2019
Over 700,000 Listens to date.

SEASON 3: Debuted September 2020
Seven episodes dedicated to the Ahmaud Arbery murder in South Georgia.

Host Hank Klibanoff
Political Breakfast
Veteran Atlanta and Hall of Fame political reporter Denis O’Hayer hosts a conversation between strategists on the right and the left, delving into topics others avoid.
WABE TAKES CONNECTING ATLANTA BEYOND AIR-TIME 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.

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:
• Establish your organization’s name and location
• Describe your main products and services
• Include a telephone number or website
• Mention well-established, recognizable corporate slogan
• Make value-neutral statements about your product or service
• Mention how long you have been in business, if you wish
• 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’T’s

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

DON’T:
• Use comparative, qualitative or suggestive language
• Address the usefulness, convenience or advantages of the product or service
• Mention prices, interest rates, or indications of savings associated with product
• Include any use of the first or second person
• Employ inducements to buy, sell, rent, lease, borrow or loan
• Issue any calls to action
• Advocate any matter of public interest
• Use jingles or any language in music
• 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.
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.
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<thead>
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<th>Time</th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
<th>SUNDAY</th>
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<tr>
<td>5:00 AM</td>
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<td>BBC World Service</td>
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<td>7:00 AM</td>
<td>Morning Edition</td>
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<td>Coronavirus A Weekly Report</td>
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<tr>
<td>10:00 AM</td>
<td>1A</td>
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<td>Wait Wait … Don’t Tell Me!</td>
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<td>11:00 AM</td>
<td>City Lights with Lois Reitzes</td>
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<td>I’s Been A Minute</td>
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<td>12:00 PM</td>
<td>Here &amp; Now</td>
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<td>Ask Me Another</td>
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<td>1:00 PM</td>
<td>Closer Look with Rose Scott</td>
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<td>The Splendid Table</td>
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<td>Here &amp; Now</td>
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<td>4:00 PM</td>
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<td>Wait Wait … Don’t Tell Me!</td>
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<td>5:00 PM</td>
<td>All Things Considered</td>
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<td>Marketplace</td>
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<td>9:00 PM</td>
<td>The National Conversation</td>
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<td>Jazz Classics with H. Johnson</td>
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<tr>
<td>10:00 PM</td>
<td>City Lights with Lois Reitzes</td>
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<tr>
<td>11:00 PM</td>
<td>1A Plus</td>
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<td>ASO Broadcast</td>
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<tr>
<td>12:00 AM</td>
<td>BBC World Service</td>
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<td></td>
<td>Atlanta Music Scene</td>
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<tr>
<td>1:00 AM</td>
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<td>BBC News</td>
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**Added Information:**
- **Weekend Edition**
- **Fresh Air Weekend**
- **American Routes**
- **Atlanta Music Scene**
- **BBC News**