

WABE STUDIOS

WABE PODCAST STUDIOS

**Authentic Storytelling. Amplified Conversations.
Passionate Audiences.**

WABE POD

THE PODCAST INDUSTRY CONTINUES TO GROW

64%

of Americans (183 million P12+) report having ever tried listening to a podcast

42%

of Americans (120 million P12+) listen monthly

24%

of Americans (69 million P12+) listen to 6-10 podcasts every week

PODCAST LISTENERS ARE YOUNG, EDUCATED & AFFLUENT*

LISTENERS SKEW YOUNG AND DIVERSE

- 48% of monthly listeners are 12-34 vs. 36% of the U.S. population
- 35% of monthly listeners are 35-54 vs. 30% of the U.S. population
- Audience mirrors the diverse demographics of the United States as a whole

LISTENERS ARE EDUCATED AND AFFLUENT

- 52% are college educated
- 28% have some grad school or an advanced degree
- 52% have HH income of \$75,000+ vs. 43% of U.S. population

LISTENERS ARE RECEPTIVE TO PODCAST ADS

- 46% of monthly podcast listeners say that ads on podcasts are not intrusive at all
- 54% of monthly podcast listeners say that they're more likely to consider brands advertised on podcasts
- Ads can be targeted to users

* Source Edison Research/Infinite Dial Survey 2023



THE PODCAST LISTENER IS ENGAGED

74%

of heavy podcast listeners (defined as the top 25% of hours listened per week) say that podcasts “motivate and inspire me”

79%

of heavy podcast listeners say that podcasts “educate/teach me something new”

Podcast listeners

158%

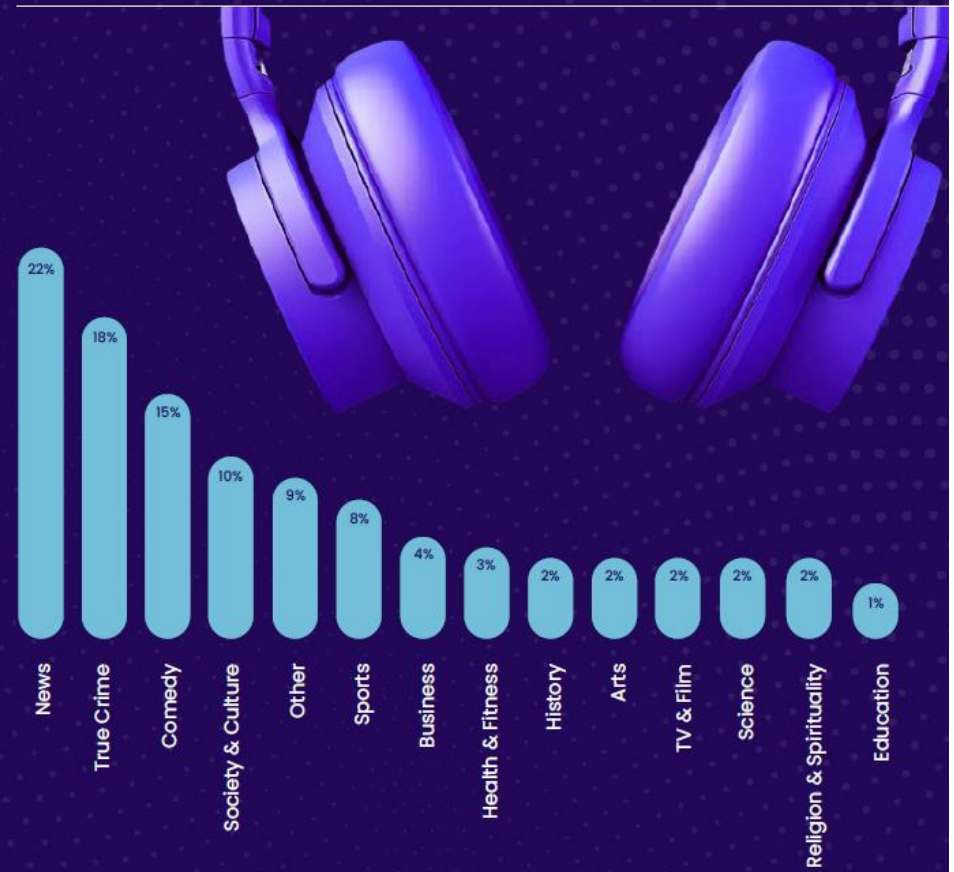
Podcast listeners are 158% more likely than listeners of other audio platforms to say they listen “to immerse myself”

3 DAYS

Participants reported feeling “lonely,” “disconnected,” and “more overwhelmed doing simple tasks” when they were asked to stop listening to radio and/or podcasts for three days

PODCASTS BY GENRE

WHAT ARE PEOPLE LISTENING TO?



Based on Average Monthly Downloads of Networks measured by Triton Podcast Metrics from January - December 2023.
*In 2023 - Morbid changed genres from Comedy to True Crime.





POLITICAL BREAKFAST

WITH **LISA RAYAM**

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.



THE BRIEF

A DAILY PODCAST

In the new daily podcast, “The Brief from WABE”, Atlanta’s NPR station of choice provides a quick listen on the day’s top stories with context and insight provided by our award-winning reporters. Anchored by *All Things Considered* host **Jim Burress**, “The Brief” provides vital stories about what is happening in our city when and where you need them. Subscribe to “The Brief from WABE” anywhere you listen to podcasts.



CLOSER LOOK

WITH ROSE SCOTT

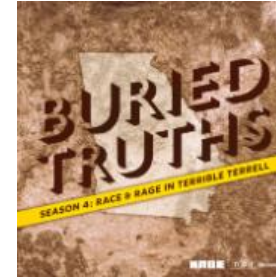
This is a news magazine featuring the key stories of the day that are relevant to you. It's a community forum for and about metro Atlanta. Host **Rose Scott** know the ins and outs of covering news important around Atlanta. She'll lead discussions on the issues that impact where we live. WABE's news team is going into metro Atlanta neighborhoods to provide context, storytelling and a sense of place. You'll hear not only from the biggest newsmakers, but also from folks who don't often get a voice. "Closer Look" features a mix of local national and international stories and interviews. It's an interactive space to share ideas and dig deeper into issues. It's not just about Atlanta; it's a program for Atlanta.



CITY LIGHTS

WITH LOIS REITZES

"City Lights" explores the ways in which people express themselves creatively and enhance our lives. In addition to a wide range of music, "City Lights" covers theatre, dance, pop culture, visual arts and more. WABE has long been a partner with many organizations in Atlanta and through "City Lights" we're deepening those relationships to serve our community with even greater arts and cultural content.



BURIED TRUTHS

WITH **HANK KLIBANOFF**

“Buried Truths” acknowledges and unearths still-relevant stories of injustice, racism, and resistance in the American South. We can’t change our history, but we can let it guide us to understanding. The podcast is hosted by journalist, professor, and Pulitzer-prize-winning author Hank Klibanoff.

**OVER 3 MILLION
LISTENS TO DATE!**



WEEK IN REVIEW

WITH ALEX HELMICK



Each week, WABE's Managing Editor Alex Helmick takes a look at the work from his team of award-winning reporters, producers and hosts.

GOLD DOME SCRAMBLE

WITH LISA RAYAM, SAM GRINGLAS AND RAHUL BALI



During Georgia’s state legislative session, *Political Breakfast* presents the pop-up podcast Gold Dome Scramble every Monday morning as host Lisa Rayam talks with reporters from the WABE newsroom to break things down for our listeners — the issues being considered, and the bills getting sorted through various committees at the Georgia State Capitol.

DEMOCRACY VIBE CHECK

WITH MAGGIE BELL, GABRIEL
CRUZ, AND CAMERON KATZ



DEMOCRACY VIBE CHECK: THE CIVIC SEASON PODCAST explores ways Gen Z and Millennials across America are engaging in a new tradition, *Civic Season*, asking who we are as a nation, how we got here—and where we go next.

HOW DO YOU ATLANTA?

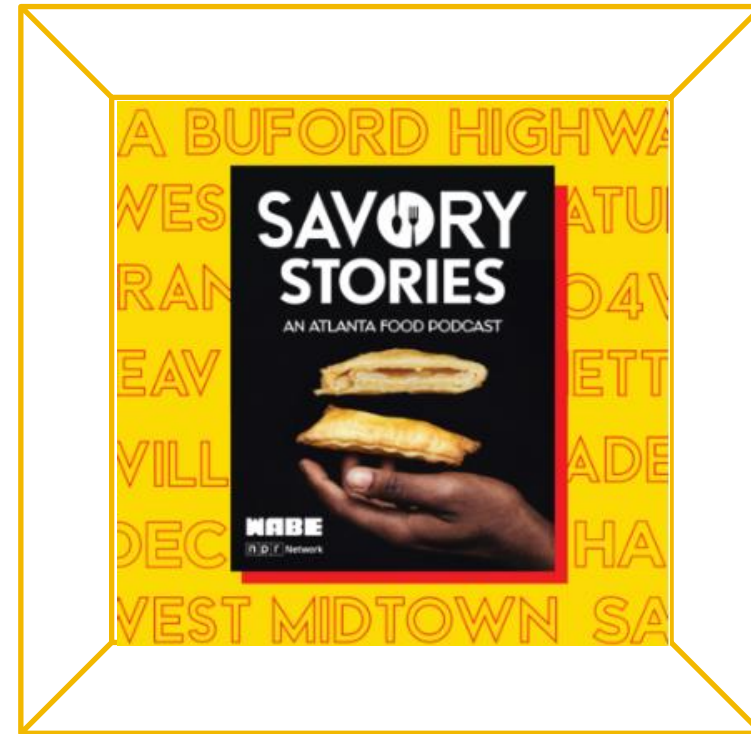
WITH SAMMIE PURCELL AND MIKE JORDAN



From WABE and Rough Draft, “How Do You Atlanta?” keeps you up to date on what’s happening in and around the city. Every Thursday, join Rough Draft’s Sammie Purcell and WABE contributor Mike Jordan as they preview their picks for the top upcoming events in Atlanta.

SAVORY STORIES

WITH ASATA REID &
AKILA MCCONNELL



Ever wondered where to find the best dumplings in town? Curious about ATL’s obsession with “lemon pepper”? Or interested in the history of Black Grocers in the city?

In each episode of Savory Stories, chef Asata Reid and food historian Akila McConnell take a look at Atlanta’s people, through a featured cuisine and food history. Savory Stories traces Atlanta’s food story from the past to the present, getting to know Atlanta’s culinary creators and demystifying stereotypes about food.

WHAT'S GOOD, ATLANTA?

WITH MARK KENDALL &
DAVID PERDUE



An uplifting look at the best news you may have missed. Each week, comedians Mark Kendall and David Perdue highlight their favorite stories, breaking down what's really good in Atlanta.

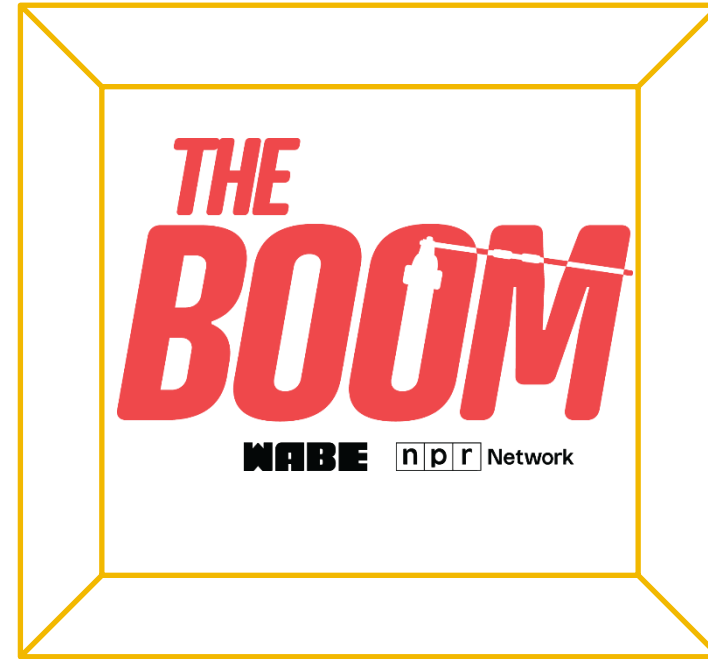
SOUNDS LIKE ATL THE PODCAST



SOUNDS LIKE ATL isn't just a show; it's an experience. Get up close and personal with Atlanta's hottest artists across genres through intimate, unplugged performances. From hip-hop royalty to soulful grooves and electrifying alt-rock, each episode is a sonic journey through Atlanta's vibrant musical landscape. Dive deep with exclusive behind-the-scenes conversations and more.

THE BOOM

WITH JEWEL WICKER



A weekly look at the growing film and television industry in Atlanta, through trending topics and origin stories of local filmmakers, cast, and crew. Hosted by entertainment and culture reporter Jewel Wicker.

WAKE UP AND CREATE

WITH AMENA BROWN



Each WAKE UP & CREATE episode features curated excerpts from the CreativeMornings Atlanta speaker archives, powerful, insightful, and light-hearted talks covering best practices, worst mistakes, experimentation, innovation and more. Listen in for inspiration from Atlanta-based creatives, entrepreneurs, doers, and thinkers.

CALLS FOR JUSTICE



What is justice? That's the question that WABE's CALLS FOR JUSTICE podcast explores. Each episode features reflections from visitors to Emory University's Science Gallery Atlanta's "JUSTICE" exhibit, collected via a phone booth installed in the gallery. The series brings these voices to life, giving listeners a glimpse into the many ways people think about justice and equity. It's a thought-provoking and inspiring listen for anyone who cares about making the world a more just place.

THE LAST YEAR AT FOREST COVE

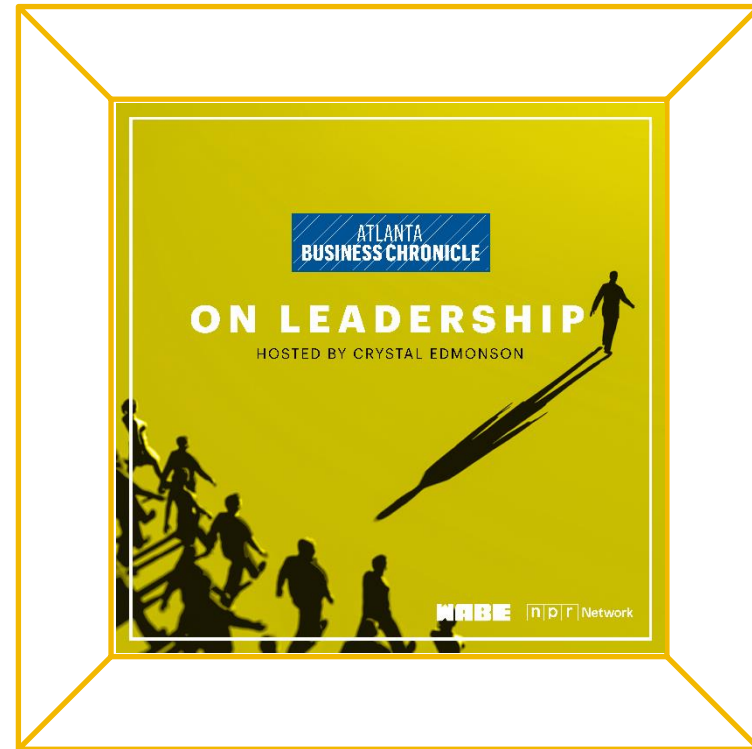
WITH STEPHANNIE
STOKES



The federally-subsidized apartment complex known as Forest Cove has some of the worst conditions in Atlanta. For years, tenants sought help with the rats, burned out units and trash that surrounded them. Nothing ever changed. The residents' only choice was to wait on a long-promised renovation. Then, at the very moment construction was set to begin, that promise fell apart. The Last Year at Forest Cove is an investigative series following one resident who continued fighting for better conditions despite broken commitments from private companies and inaction from the government. Hosted by WABE's Stephannie Stokes.

ON LEADERSHIP

WITH CRYSTAL EDMONSON



An insightful exchange with Atlanta leaders about industry, innovation and lessons on achieving success.

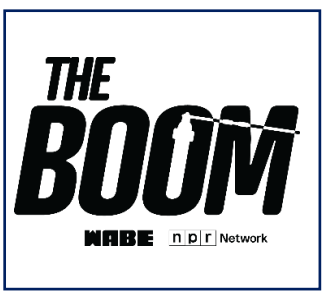
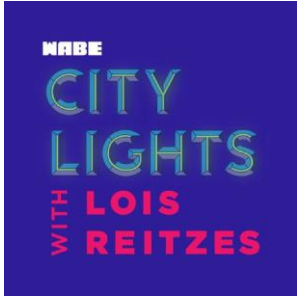
THE PODCAST WHERE THEY READ STORIES

FEATURING GUEST HOSTS



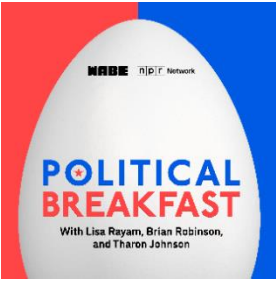
A Daily Podcast with notable voices from Atlanta retelling classic and contemporary children's stories, complete with mini-explainers and light commentary.

WABE PODCASTS



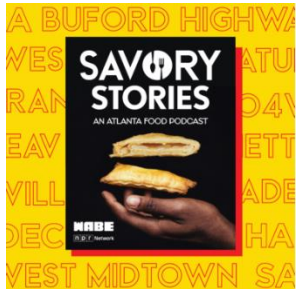
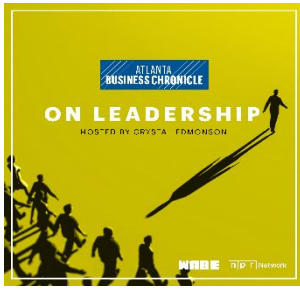
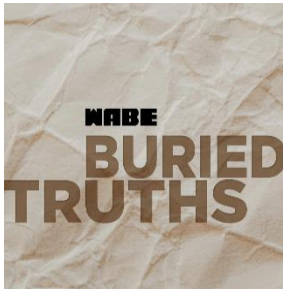
News

Arts & Culture



Politics

Community



Special Interests

FY24 SPONSORSHIP OPPORTUNITIES FOR WABE PODCASTS

through June 2024



DYNAMICALLY INSERTED:
**Pre-rolls & mid-rolls across WABE's
entire podcast catalogue**

Annual Sponsorship Package

- 1.2 Million Impressions Delivered
- Sponsor Messages will air across all podcasts, both new and back catalogue episodes
- Flexible on Copy Length, :25-:35 recommended
- Sponsorship investment: \$42,000 - \$35 CPM
- Partial Sponsorship Ex: \$12K - 300K Impressions - \$40 CPM

THANK YOU

WABE **POD**