



# Intelligent Radio

MEDIA KIT



The image shows the NPR logo in white text against a dark background of a night cityscape with lights and a tall tower.

## Award-Winning Programming and Public Service

NPR is a private, nonprofit corporation that provides news, information, cultural programming and membership services to over **700 member stations** nationwide—in all 50 states, the District of Columbia, Puerto Rico, and Guam. NPR programming is listened to by over 27 million people weekly!\*

NPR's mission is to work in partnership with its member stations to create a more informed public: one challenged and invigorated by exposure to a deeper understanding and appreciation of the world's events, ideas, and cultures.

To accomplish its mission, NPR:

- Produces, acquires, and distributes programming that meets the highest standards of public service in journalism and cultural expression
- Represents its members in matters of their mutual interest
- Provides satellite interconnection for the entire public radio system

## Award-Winning Programming Source

NPR produces and distributes more than 140 hours of original programming each week—including the award-winning newsmagazines *Morning Edition* and *All Things Considered*; cultural programs ranging from the classical *Performance Today* to the documentary series *Jazz Profiles*; and a variety of talk and information programs. In addition, at 90.1 WABE we source programming content from other suppliers such as Public Radio International, American Public Media, and many others.

**NPR's original home in Atlanta is WABE**, carrying such programs as:

- *Morning Edition*, *All Things Considered*, *Fresh Air*, *Weekend Edition* and other programs like *Prairie Home Companion*, *Market Place* and many more
- WABE has its own contributions such as *StoryCorps*, *Mara's Music Mix*, *The 5:44 with Dennis O'Hayer*, *Blues Classics*, *Jazz Classics*, *City Lights*, and *A Closer Look*.
- 90.1 WABE is a charter member station of National Public Radio. We are unique in the Atlanta market as the area's only 24-hour, stereo FM broadcast outlet for fine arts and NPR programming.

\*Source: ACT1 based on Nielsen Audio Nationwide, Fall 2013, P12+



# Audience



## WABE listeners are your best customers...

Each week, WABE reaches over 400,000 Atlanta listeners who are among the most educated and affluent audiences in radio. WABE listeners place a high value on creativity, curiosity and social consciousness, and they have a strong attachment to nature and the environment. These beliefs are not just abstract ideals, but are manifest in the products and lifestyle choices made by the NPR audience. Listeners lead an active lifestyle and favor portable media, like radio. They are very open to trying new products and services but are less likely to be influenced by the usual means of reaching consumers, such as celebrity endorsements and other traditional advertising methods.

The WABE audience is 54% male and 46% female. The average age is 48. 78% are between the age of 25 and 64, and of those listeners, their average household income is \$101,523.

## WABE Listeners are:

### Wealthy

- 134% more likely to own a half million dollar home
- 253% more likely to own a million dollar home
- 47% more likely to earn a household income of over \$150,000 per year
- 31% more likely to earn a household income of over \$250,000 per year

### Opinion Leaders

- 25% more likely to always vote in local, state, and federal elections
- 124% more likely to contribute \$ to a political organization

### Engaged in Community Life

- 28% more likely to work as a volunteer
- 100% more likely to attend an arts and crafts fair

### Philanthropists

- 113% more likely to contribute money to an arts/cultural organizations
- 95% more likely to contribute money to social care/welfare organizations

### Business Leaders

- 56% more likely to be in management
- 72% more likely to be in professional services
- 55% more likely to be self-employed
- 226% more likely to work in the legal profession

### Active

- 66% more likely to attend live theater
- 86% more likely to go snow skiing
- 65% more likely to go backpacking or hiking
- 38% more likely to play tennis

### Curious About the World Around Them

- 91% more likely to travel outside the U.S. 5+ times every 3 years
- 52% more likely to travel to New York City
- 135% more likely to visit a museum

### Well-Educated

- 167% more likely to have a post graduate degree
- 85% more likely to have at least a 4-year college degree
- 54% more likely to work in education



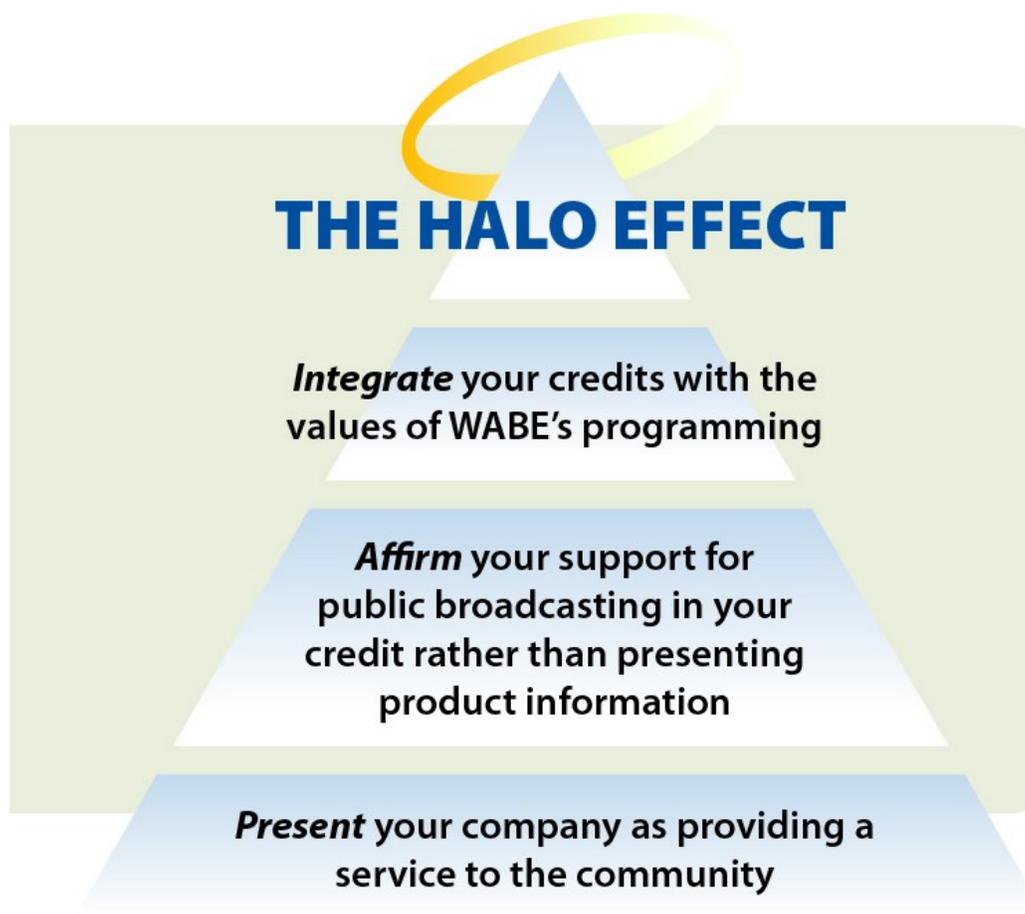
\*Source: Scarborough R1 2014

# Halo Effect

## Underwriting Connects You to Listeners

When you underwrite WABE, you have the daily opportunity to tell over 400,000 weekly listeners—successful, educated, and active in our community—that you value programming that not only teaches, inspires and broadens horizons, but also entertains.

Supporting 90.1 WABE's programming communicates that your company sees the importance of supporting something the listeners value. Throughout studies, listeners have said that a company with a presence on public radio is a company that shares their values, and is a company with which they are more likely to do business. This "halo effect" is the ultimate connection between your company and WABE's listeners. Let your message stand out in the uncluttered atmosphere of public radio. We believe our underwriters are special - and our listeners do, too. In fact, they're 88% more likely to buy products and services from companies that support public radio than from companies that advertise on commercial radio.\*



\*Source: 2012 Jacobs Media Study



# Programming

## Programming that Engages the Whole Brain

From *A Prairie Home Companion* to *The Atlanta Forum*, WABE offers our audience spectacular on-air content. Over 400,000 weekly listeners tune in to the variety of programming available because it stimulates every part of their minds. Your company will be branded as one that appreciates shows that encourage social consciousness and intellect. Showcase your business/service on WABE, and you'll engage their minds too.



# 90.1 WABE Award Winners

## 2014 GABBY Awards

### BROADCASTER OF THE YEAR

**Denis O'Hayer, local host of *All Things Considered***

BEST SPORTSCAST OR SPORTS SERIES: "Surviving Player From Negro League's Atlanta Black Crackers Meets President Obama"

**Rose Scott, producer of *All Things Considered***

BEST SHORT FORM FEATURE: "Best of 2013—Capone on Ponce: the Making of an Urban Legend"

**Myke Johns, producer**



## 2014 Georgia AP Awards

### BEST ANCHOR AND/OR REPORTER

**Jim Burress, local host of *Weekend Edition***

BEST INVESTIGATIVE REPORTING: "Harm Reduction"

**Jim Burress, local host of *Weekend Edition***

BEST SPECIALIZED REPORTING: "Chestnut Returns to Atlanta"

**Myke Johns & Erin Wright**

BEST STAFF COVERAGE: "Atlanta Public Schools Indictment"

**WABE Staff**

BEST USE OF SOUND: "Portrait of a Vinyl Collector"

**Kate Sweeney**

## Honorable Mentions

BEST FEATURE REPORTING: "Mental Health Recovery"

**Michelle Wirth**

BEST SPECIALIZED REPORTING: "Grady Stroke Center"

**Michelle Wirth**

BEST SPOT NEWS: "DeKalb School Shooting"

**Martha Dalton & Jonathan Shapiro**

BEST USE OF SOUND: "Crowdfunding"

**Jim Burress, local host of *Weekend Edition***



# Program Schedule

Effective 1/12/15



## Program Schedule

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	
5am	<b>Morning Edition</b> with Steve Innskeep and Renee Montagne & local host Steve Goss					Music Through the Night	Sunday Baroque	5am
6am						6am		
7am						7am		
8am						8am		
9am						9am		
10am	<b>City Lights</b> with Lois Reitzes					Car Talk	A Prairie Home Companion	10am
11am						11am		
12pm	<b>A Closer Look</b> with Denis O'Hayer & Rose Scott					Splendid Table	Bob Edwards Weekend	12pm
1pm						1pm		
2pm	<b>The BBC's Outlook</b>					Opera Classics	On The Media	2pm
3pm	<b>BBC World Service Newshour</b>						Living on Earth	3pm
4pm	<b>All Things Considered</b> with Robert Siegel, Melissa Block, Audie Cornish, & local host Amy Kiley & The 5:44 with Denis O'Hayer						Being	4pm
5pm							5pm	
6pm						6pm		
7pm	<b>Fresh Air with Terry Gross</b>				Ask me Another	A Prairie Home Companion	American Life	7pm
8pm	<b>Performance Today with Fred Child</b>					Riverwalk	RadioLab	8pm
9pm	Atlanta Music Scene	Weekly Classical Special	Chicago Symphony Orchestra	NY Philharmonic	Thistle & Shamrock	<b>Jazz Classics</b> with H. Johnson	Weekly Special	9pm
10pm	Nocturne				Song Travels		Sunday Baroque	10pm
11pm	Harmonia	Nocturne with Robert Hubert		Blues Classics	Pipedreams		11pm	
12a	<b>Music Through the Night</b>				Various		12a	

# Copy Guidelines

## **90.1 FM WABE: INTELLIGENT RADIO**

Your support of public radio probably results from the desire to be affiliated with the high standards of **90.1 WABE** and **NPR**. We'll 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 **90.1 WABE** has with its listeners, we reserve the right to accept or reject any copy language.

All underwriting announcements are :15 in length including the following lead-in language "SUPPORT FOR WABE COMES FROM..."

### Dos and Don'ts for Underwriters

#### DO:

- Establish organization's name and location
- Describe your main products or services
- Include a telephone number or website
- Mention well-established, recognizable corporate slogan that identifies the company or products or services
- Make value-neutral statements about your product or service
- Broadcast how long you have been in business, if you wish
- State that you support WABE or one of the programs it airs

#### 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
- Contain inducements to buy, sell, rent, lease, borrow or loan (e.g. "shop", "visit", "call", etc.)
- Issue any calls to action
- Advocate any matter of public interest



# Sample Copy 1

WABE will work with you to create an underwriting announcement that meets your needs and adheres to designated FCC guidelines for public radio. Underwriting announcements are strictly for the identification of the sponsor, their products and services and cannot specifically promote these products and services.

## RETAIL

SUPPORT FOR WABE COMES FROM S-A-S, SAN ANTONIO SHOEMAKERS. DEDICATED TO CREATING SHOES FOR FOUR DECADES. OFFERING SEVENTY-TWO SIZES AND PERSONALIZED IN-STORE FITTINGS. S-A-S. KEEP MOVING.

## ENTERTAINMENT

SUPPORT FOR WABE COMES FROM THE FOX THEATRE, PRESENTING SINGER SONGWRITER JOHN PRINE WITH SPECIAL GUEST JASON ISBELL IN CONCERT, SATURDAY OCTOBER EIGHTEENTH. TICKETS AND INFORMATION AVAILABLE AT FOX THEATRE DOT ORG.

SUPPORT FOR WABE COMES FROM LIVE NATION, PRESENTING "THE HISTORY OF THE EAGLES" TOUR AT PHILIPS ARENA MONDAY, FEBRUARY TWENTY FOURTH. TICKETS GO ON SALE SATURDAY, NOVEMBER NINTH AT TEN AM AT LIVENATION DOT COM OR AT THE PHILIPS BOX OFFICE.

SUPPORT FOR WABE COMES FROM ATLANTA BALLET, PRESENTING *MAYHEM*, MAY SIXTEENTH THROUGH THE EIGHTEENTH AT THE COBB ENERGY CENTER. FEATURING THE WORLD PREMIERES OF JOHN MCFALL'S *THREE* AND HELEN PICKETT'S *THE EXILED*. MORE AT ATLANTA BALLET DOT COM.

## SECONDARY SCHOOL

SUPPORT FOR WABE COMES FROM THE GALLOWAY SCHOOL, WHERE TEACHERS, STUDENTS AND PARENTS ARE PARTNERS IN TWENTY-FIRST CENTURY LEARNING. WELCOMING STUDENTS AGE THREE THROUGH TWELFTH GRADE. APPLICATIONS DUE BY FEBRUARY FOURTH. MORE AT GALLOWAY-SCHOOL-DOT-ORG.

SUPPORT FOR WABE COMES FROM THE LOVETT SCHOOL. PETER BYCK, LOVETT'S FIRST SUSTAINABILITY SCHOLAR IN RESIDENCE AND NOTED DIRECTOR OF CARBON NATION, WILL BE GIVING AN ADDRESS AT THE LOVETT SCHOOL ON TUESDAY, APRIL FIFTEENTH AT SEVEN PM. THIS EVENT IS OPEN TO THE PUBLIC. MORE INFO AT LOVETT DOT ORG.

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



# Sample Copy 2

## BUSINESS SCHOOL

SUPPORT FOR WABE COMES FROM COLES COLLEGE OF BUSINESS AT KENNESAW STATE UNIVERSITY. THE SECOND LARGEST BUSINESS SCHOOL IN GEORGIA. OFFERING COMPETITIVE UNDERGRADUATE AND GRADUATE DEGREE PROGRAMS. MORE AT COLES COLLEGE DOT COM. LET BUSINESS EDUCATION WORK FOR YOU.

SUPPORT FOR WABE COMES FROM GEORGIA STATE'S ROBINSON COLLEGE OF BUSINESS SEVENTEEN MONTH EXECUTIVE MBA PROGRAM. RANKED THIRTEENTH NATIONALLY BY THE *FINANCIAL TIMES*, THE ROBINSON EMBA IS DESIGNED FOR BUSY EXECUTIVES. G-MAT WAIVERS AVAILABLE. E-M-B-A DOT G-S-U DOT E-D-U.

## BUSINESS SERVICES

SUPPORT FOR WABE COMES FROM LEAPFROG, OFFERING MANAGED I-T SERVICES AND SOLUTIONS DESIGNED TO HELP BUSINESSES BECOME MORE AGILE AND SECURE. MORE AT RIBBIT DOT NET, THAT'S R-I-B-B-I-T DOT NET. LEAPFROG, "EXTRAORDINARY IT SERVICES."

SUPPORT FOR WABE COMES FROM THE LAW FIRM OF ARNALL GOLDEN GREGORY. THE REAL ESTATE ATTORNEYS OF ARNALL GOLDEN GREGORY HELP REAL ESTATE OWNERS, DEVELOPERS, LENDERS AND INVESTORS NAVIGATE LEGAL CHALLENGES AND OPPORTUNITIES. ARNALL GOLDEN GREGORY. NOT IF BUT HOW. MORE AT A-G-G DOT COM.

SUPPORT FOR WABE COMES FROM MAIL CHIMP. PEOPLE AND BUSINESSES AROUND THE WORLD USE MAIL CHIMP TO CREATE, SEND, AND TRACK EMAIL NEWSLETTERS. MORE AT MAIL CHIMP DOT COM.

## MEDICAL

SUPPORT FOR WABE COMES FROM AMERICAN HEALTH IMAGING. AMERICAN HEALTH IMAGING IS AN ATLANTA PROVIDER FOR HIGH DEFINITION MRI AND CAT SCANS WITH IN HOUSE RADIOLOGISTS AND SIX ATLANTA LOCATIONS. APPOINTMENTS FOR DIAGNOSTIC SCANS ONLINE AT AMERICAN HEALTH IMAGING DOT COM.

SUPPORT FOR WABE COMES FROM WELLSTAR, A PROUD NEW MEMBER OF THE MAYO CLINIC CARE NETWORK. AS A MEMBER, WELLSTAR SPECIALISTS CAN CONSULT WITH MAYO ON COMPLEX CASES WHILE KEEPING PATIENT CARE HERE AT HOME. MORE INFORMATION AT WELLSTAR DOT ORG SLASH MAYO.

SUPPORT FOR WABE COMES FROM MARIETTA DERMATOLOGY, OFFERING COMPREHENSIVE SKIN CARE SERVICES AND SPECIALIZED SKIN CANCER MANAGEMENT FOR MORE THAN FORTY-THREE YEARS AT THREE LOCATIONS. NOW IN PARTNERSHIP WITH MARIETTA FACIAL PLASTIC SURGERY. MORE AT MARIETTA DERM DOT COM.



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

# Sample Copy 3

## AUTOMOTIVE

SUPPORT FOR WABE COMES FROM ATLANTA CLASSIC CARS. COMMITTED TO HELPING CUSTOMERS SELECT THE MERCEDES BENZ THAT FITS THEIR LIFESTYLE AND DRIVING NEEDS. | EIGHTY-FIVE AND BOGGS ROAD IN DULUTH.

SUPPORT FOR WABE COMES FROM NISSAN, FEATURING THE ONE HUNDRED PERCENT ELECTRIC NISSAN LEAF. INFORMATION AVAILABLE FOR EVERYDAY DRIVING AT YOUR LOCAL NISSAN DEALER AND AT NISSAN USA DOT COM.

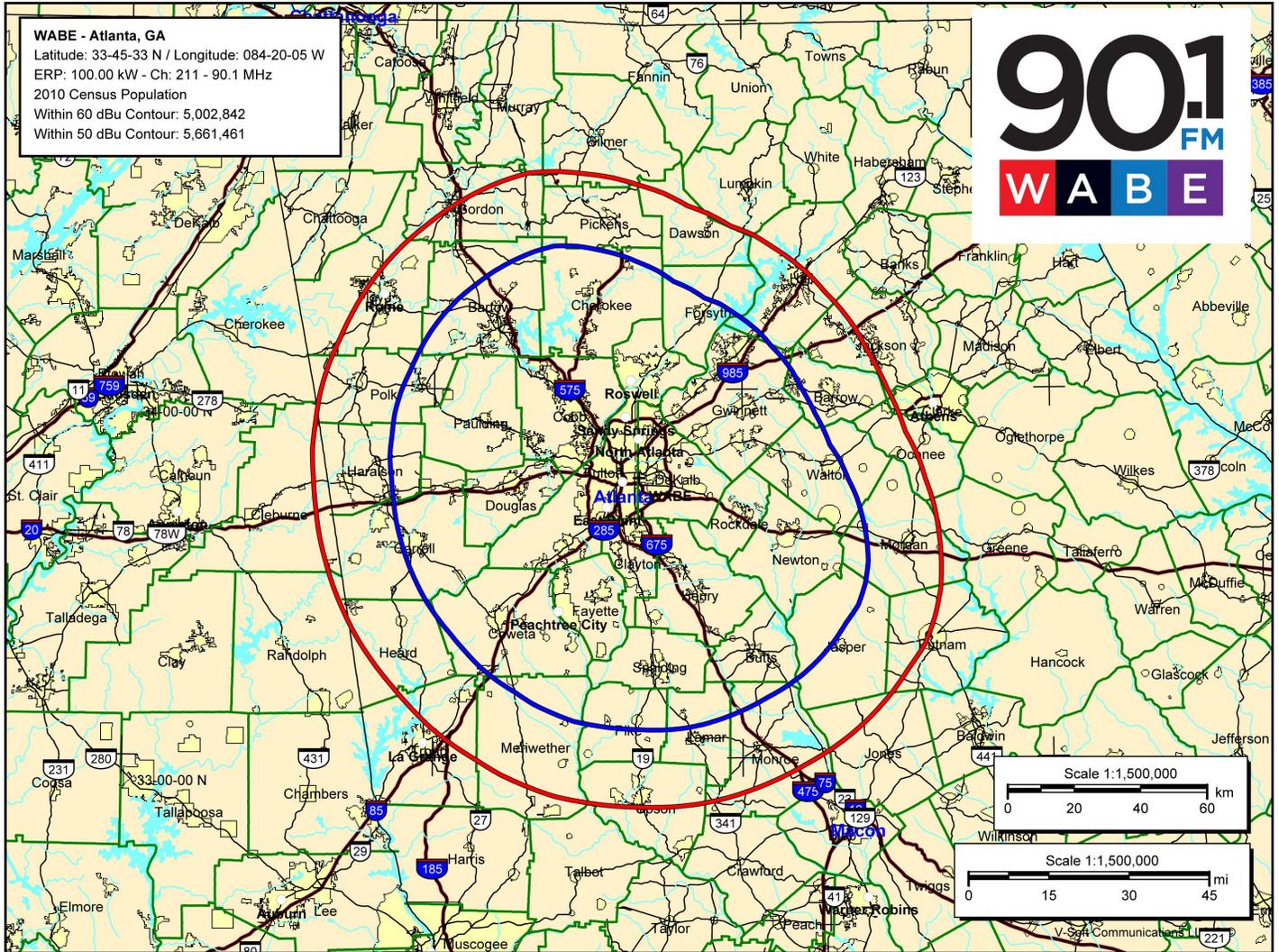
## BANKING

SUPPORT FOR WABE COMES FROM STATE BANK AND TRUST, PROVIDING GEORGIA BUSINESSES WITH CASH MANAGEMENT, CREDIT, AND CUSTOMIZED BANKING SOLUTIONS TWENTY-FOUR HOURS A DAY. STATE BANK IS ONLINE AT STATE B-T DOT COM.

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



# Coverage Map



# WABE Local Productions 1

## Weekly News Productions

The WABE News Department has a full time staff of 17 News Directors/Hosts/Reporters/Producers. Plus, an enthusiastic team of “stringers.”

### **Morning Edition:**

- 4 minute newscasts that air at 6:06am, 7:06am, & 8:06am daily, M-F
- :90 second Headline casts that air at 6:33am, 7:33am, and 8:33am daily, M-F
- 3 ¾ minute local news stories, interviews and feature stories that air at 6:35am, 7:35am, & 8:35am, M-F



### **All Things Considered:**

- 2–2 ½ minutes newscasts that air at 4pm, 4:30pm, 5pm, 5:30pm & 6pm daily, M-F
- 4–5 minute local news stories, interviews and feature stories that air at 5:44pm daily, M-F



### **A Closer Look:**

- *A Closer Look*, hosted by Denis O’Hayer and Rose Scott, pushes the community dialogue forward, keeps you informed throughout the afternoon and includes a creative and surprising mix of audio extras and on-the-ground reporting.

### **Weekends:**

- 2 minute newscasts that air at 8am & 9am daily Sa/Su
- 3–5 minute local news stories, interviews and feature stories that air at 8:34am & 9:34am on occasional Sa/Su’s



# WABE Local Productions 2



## WABE Arts & Cultural Productions

**Atlanta Sounds** – These are 30-second sound portraits about interesting people, places and things in Atlanta. Each Atlanta Sound is designed to depict the texture of our city through the best-possible use of audio. They are portraits, oral histories, anecdotes, memories and fragments of life overheard. They run three times a day, ROS, all week long.

**Atlanta Sounds Audio Slideshows** - The Atlanta Sounds series is sometimes given an added enhancement: a thoughtfully-designed photographic slideshow to accompany a slightly-longer version of the original piece. These versions are posted to the Atlanta Sounds web page. They also air on our sister television station, PBA 30.

**Beautiful City** – This multipart series will showcase great parks and green spaces to get away from Atlanta...without leaving Atlanta. The series will run in all day-parts.

**Budget Friendly Events** – This weekly segment features a conversation with the *Atlanta Journal Constitution's* Features Editor Shane Harrison. Each week, Harrison talks about events that are worth your while and won't break the bank. This segment airs each Thursday afternoon during the lunch hour on *City Lights*.

**City Lights** – This ambitious radio program highlights Atlanta's vibrant arts and cultural community and explores the ways in which people express themselves creatively and enhance our lives.

**Community Features** – These local productions may be interviews, short radio documentaries or stories about science, community, nature, culture or the arts. They air during the week on *City Lights* and *A Closer Look*, and also during *Morning Edition*, *All Things Considered* and *Weekend Edition Saturday/Sunday*.

**Literary Events** – This weekly segment features a conversation with Daren Wang, executive director of the AJC-Decatur Book Festival. Wang shares information and insight about appearances in Atlanta by notable authors. This segment airs every Monday on during the lunch hour on *City Lights*.

**Mara's Music Mix** – In this weekly segment, WABE Contributor Mara Davis looks at the work of local or notable artists performing in Atlanta. This sound-rich weekly production airs on *Morning Edition* every Friday at 6:35 am and 8:35 am.

**Preview** – This weekly segment looks at entertaining weekend events taking place in and around Atlanta. WABE host Lois Reitzes speaks with alternating contributors Betsy Riley of *Atlanta Magazine* and WABE producer Kate Sweeney.

**StoryCorps Atlanta** – Participants record their stories at the Atlanta History Center in the permanent WABE StoryCorps booth. StoryCorps and WABE produce the stories for possible use on air, with all stories preserved for future generations. StoryCorps Atlanta segments air twice on Tuesdays: at 7:35 am during *Morning Edition*, and at 12:45 pm during *A Closer Look*.

# Morning Edition

Monday-Friday 5:00-10:00am



Steve Goss

For more than two decades, NPR's *Morning Edition* has prepared listeners for the day ahead with up-to-the-minute news, background analysis, commentary, and coverage of arts and sports. *Morning Edition* is the most popular radio program in the United States reaching more than 13 million listeners each week.\*

*Morning Edition* is hosted locally on 90.1 WABE by **Steve Goss** providing Atlanta with essential information for daily commuters including traffic, weather, sports, and three extended Atlanta-based newscasts each hour, compiled by our news staff of six full-time reporters. With more than 30 years of local broadcasting experience to draw from, he brings style and professionalism to every segment.

***Morning Edition* airs each weekday morning from 5-10am on 90.1 WABE.**



Renee Montagne  
& Steve Inskeep

One of the most respected news magazines in the world, *Morning Edition* airs Monday through Friday on over 700 NPR stations across the United States, and around the globe on NPR's international services.

*Morning Edition* is hosted nationally by NPR's Steve Inskeep and Renee Montagne. Steve Inskeep's first full-time assignment for NPR was covering the 1996 presidential primary in New Hampshire. He went on to report on major stories in the U.S. and overseas, ranging from air disasters and wars to the U.S. Senate and the 2000 presidential campaign. In December 2004, Inskeep was named host of *Morning Edition* along with Renee Montagne. Montagne is a familiar voice on NPR. She has worked for NPR's Science, National, and Foreign desks. For two years, she co-hosted *All Things Considered* with Robert Siegel.

Produced by NPR in Washington, D.C., *Morning Edition* draws on reporting from correspondents based in 13 countries around the world, and producers and reporters in 19 locations in the U.S. Its cast of regulars includes some of the most familiar voices on radio: correspondent Susan Stamberg; commentators Frank Deford and Baxter Black; news analyst Cokie Roberts; and newscaster Jean Cochran.

90.1 WABE reaches over 400,000 listeners each week who are among the most highly educated and affluent in Atlanta radio.

\*Source: ACT1 based on Nielsen Audio Nationwide, Fall 2013, P12+

Customized sponsorship and underwriting opportunities are available.  
Please visit us online at [www.wabe.org](http://www.wabe.org)



# City Lights

Monday-Friday 10:00am-12:00pm



Lois Reitzes

*City Lights* is an ambitious radio show on arts and culture on WABE mornings hosted by Lois Reitzes. The program takes a look at the ways in which people express themselves creatively and enhance our lives.

In addition to a wide range of music, this program 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'll be deepening our relationships to serve our community with even greater arts and cultural content.

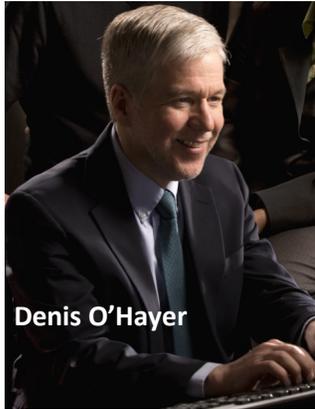
The distinctive voice of Lois Reitzes has been heard over WABE's airwaves since 1979. Lois is Atlanta's favorite classical "DJ." In addition to *City Lights*, Lois produces and hosts WABE's Atlanta Symphony Orchestra broadcasts and *Spivey Soiree* series. In addition, she is the Director for Arts and Cultural Programming for 90.1 WABE.

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Please visit us online at [www.wabe.org](http://www.wabe.org)



# A Closer Look

Monday-Friday 12:00pm-2:00pm



Denis O'Hayer



Rose Scott

Longtime WABE reporters Rose Scott and Denis O'Hayer find out what's happening in your world, with an emphasis on "Why?"

On *A Closer Look*, they 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.

*A Closer Look* features the key stories of the day that are relevant to you. It pushes the community dialogue forward, keeps you informed throughout the afternoon and includes a creative and surprising mix of audio extras and on-the-ground reporting.

*A 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.

Prior to working at WABE, Denis covered local affairs, politics and government for 11 years as a political reporter for WXIA/11Alive. At WABE, he brings with him the same keen eye for news and information.

Well-respected in the Atlanta community for her thought-provoking reporting style, Rose has been honored with several awards including a 2012 Southeast Regional Emmy Award, a 2012 Edward R. Murrow Award and an Atlanta Association of Black Journalists Award.

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# BBC World Service Outlook & Newshour

Monday-Friday 2:00-4:00pm



*BBC World Service Outlook*, hosted by Matthew Bannister, is a long-running human interest program illustrating the unique stories behind global events, the arts, science and more. First broadcast in July 1966, it began as a straightforward magazine program and was presented for more than thirty years by John Tidmarsh. More recently, it has been praised for a consistent ability to uncover fascinating stories. It was credited with bringing solace to Terry Waite after his abduction by Islamic extremists in Beirut in 1987. Corruption of any kind is a favorite topic on the show and it has achieved recognition for its high production values alongside other BBC radio programs.

**Listen to *BBC World Service Outlook* each weekday from 2-3pm on 90.1 WABE.**

*Newshour* is BBC World Service's leading international news and current-affairs program, which broadcasts to audiences in the US and globally. *Newshour* covers the big breaking-news stories, as well as wider analysis and interviews. Covering stories from a global context, as well as featuring interviews with leading figures, debate and discussion, the program also draws on the expertise of BBC correspondents around the world.

In response to audience requests for international news, 90.1 WABE felt there was no better partnership than one with the BBC. BBC World Service *Newshour* offers an understanding of America through the eyes of the rest of the world.

The addition of BBC World Service *Newshour* strengthens 90.1 WABE's existing, robust news coverage from NPR and in-depth reporting of local stories from the award-winning journalists at WABE News Atlanta.

**Listen to *BBC World Service Newshour* each weekday from 3-4pm on 90.1 WABE.**

*BBC World Service Outlook* and *Newshour* are distributed by American Public Media.



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Please visit us online at [www.wabe.org](http://www.wabe.org)



# All Things Considered

Monday–Friday 4:00–6:30pm, Sunday 5:00–6:00pm

**ALL  
THINGS  
CONSIDERED**



Amy Kiley

At 5 p.m. EDT on May 3, 1971, the first edition of *All Things Considered* went on the air. In the more than four decades since, almost everything about the program has changed—the hosts and producers, the length of the program, the equipment used, even the audience. But one thing remains the same: the determination to get the day's big stories on the air, and to bring them alive through sound and voice. *All Things Considered* is listened to by over 13 million people each week.\*

***All Things Considered* airs each weekday 4–6:30pm and Sundays 5–6pm on 90.1 WABE.**

*All Things Considered* is locally hosted by Amy Kiley. Amy fell in love with radio while serving as the news director of her college station, Northwestern University's WNUR. She interned at Chicago Public Radio and WGUV in Grand Rapids before commencing her professional radio career as a host and reporter at WBOI in Indiana.

For 2 ½ hours each weekday, *All Things Considered* hosts Robert Siegel, Melissa Block and Audie Cornish, and present the program's trademark mix of news, interviews, commentaries, reviews and offbeat features. Presented in NPR's inimitable news magazine format, *All Things Considered* is an essential part of Atlanta's commute—the longest in the nation!

The program rings with the disparate voices of its commentators, including Sports Commentator Stefen Fastis, Poet Andrei Codrescu and Political Columnists David Brooks and E.J. Dionne. And by the time *All Things Considered* marked its 40th anniversary on the air, the program had earned many of journalism's highest honors, including the Peabody, DuPont and Overseas Press Club awards.



Robert Siegel



Melissa Block



Audie Cornish

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**90.1  
FM  
WABE**

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# Marketplace

Monday-Friday 6:30-7:00pm



Kai Ryssdal

*Marketplace's* two programs, the early morning *Marketplace Morning Report* and our flagship afternoon show *Marketplace*, are heard by a national audience of more than 9 million unique listeners in the course of a week, on more than 330 public radio stations nationwide. Since its premiere in January 1989, the *Marketplace* audience and station carriage have grown more than tenfold.

***Marketplace* airs each weekday from 6:30-7pm on 90.1 WABE.**

Kai Ryssdal took the reins as host of *Marketplace* in August 2005. He previously hosted the *Marketplace Morning Report* for more than four years. Before joining *Marketplace*, Kai was a reporter and substitute host for *The California Report*, a news and information program distributed to public radio stations throughout California by KQED-FM in San Francisco. His radio work has won first place awards from the Radio and Television News Directors Association and the national Public Radio News Directors Association. After graduating from Emory University in Atlanta, Kai spent eight years in the United States Navy, first flying from the aircraft carrier U.S.S. Theodore Roosevelt, and then as a Pentagon staff officer.

*Marketplace* has the largest audience for any business program in the US on radio, cable, or network television. Overall the *Marketplace* audience on 90.1 WABE is:

**Affluent:**

- 142% more likely to have a household income of at least \$250,000
- 114% more likely to own a home valued at over \$500,000

**Well Educated:**

- 71% more likely to have at least a 4 year college degree

**Business leaders:**

- 73% more likely to own a business
- 95% more likely to be a professional or related occupation

**Serious Investors:**

- 60% more likely to own stock, stock options, mutual funds or bonds
- 85% more likely to have 401k plan

## **Marketplace Morning Report - Monday-Friday at 5:50-5:59am and 6:50-6:59am**

This daily nine-minute business news module on weekdays during WABE's *Morning Edition* at 5:50am and delivers global business newscasts and hard-hitting feature reports. The show is hosted by Bill Radke.



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# Fresh Air

Monday-Thursday 7:00-8:00pm



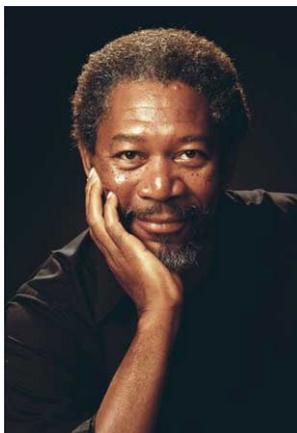
Terry Gross

*Fresh Air* with Terry Gross, the Peabody Award-winning weekday magazine of contemporary arts and issues, is one of public radio's most popular programs. Each week, over 5 million people listen to the show's intimate conversations broadcast on more than 450 National Public Radio stations across the country, as well as in Europe on the World Radio Network.

**Listen to *Fresh Air* Monday thru Thursday from 7-8pm on 90.1 WABE.**

While *Fresh Air* has been categorized as a "talk show," it hardly fits the mold. Its 1994 Peabody Award citation credits *Fresh Air* with "probing questions, revelatory interviews and unusual insights." And a variety of top publications count Gross among the country's leading interviewers. The show gives interviews as much time as needed, and complements them with comments from well-known critics and commentators. Her natural warmth, exhaustive subject preparation and her general interest in people puts her guests at ease, whether they're cultural icons, entertainment giants, or political gurus. *Fresh Air* is an apt title for this breezy, entertaining radio hour examining contemporary arts and issues.

Recent guests appearing on her show have been actor Morgan Freeman, singer and song-writer Rosanne Cash, former U.S. Senator Max Cleland, and comedian and producer Larry David.



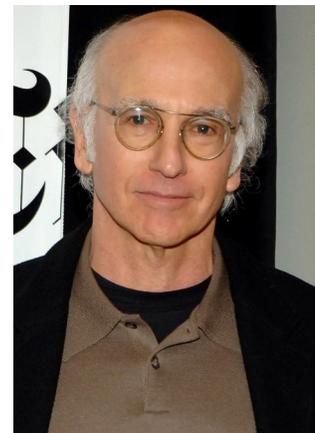
Morgan Freeman



Max Cleland



Rosanne Cash



Larry David

90.1 WABE reaches over 400,000 listeners each week who are among the most highly educated and affluent in Atlanta radio.

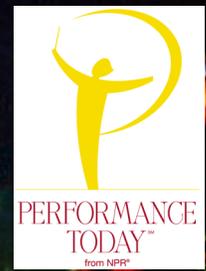
\*Source: ACT1 based on Nielsen Audio Nationwide, Fall 2013, P12+

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# Performance Today

Monday-Friday 8:00-9:00pm



Fred Child

*Performance Today* is America's most listened to classical music radio program in America, with more than 1.2 million weekly listeners on 237 stations around the country.

*Performance Today* features live concerts by famous artists in concert halls around the globe and from the American Public Media studios as well as interviews, news and features. Listeners to *Performance Today*, on any given day, may hear from performances in the great concert halls of New York, Prague, London, Berlin and Paris.

The list of concert performers and studio guests on *Performance Today* is a Who's Who of the classical music world: the Vienna Philharmonic, the Berlin Philharmonic, the New York Philharmonic, the Los Angeles Philharmonic, the Cleveland Orchestra, the Philadelphia Orchestra, Yo Yo Ma, Gil Shaham, Midori, Maxim Vengerov, Itzhak Perlman, Andrew Manze, Pierre Boulez, John Adams, John Tavener, Placido Domingo, Renee Fleming, Cecilia Bartoli, the Emerson Quartet, the Eroica Trio, Sir Simon Rattle, Lorin Maazel, Daniel Barenboim, Michael Tilson Thomas, Ravi Shankar, Mikhail Pletnev, Emanuel Ax, and Alfred Brendel, to name just a few. Several times each year, *Performance Today* also features young American soloists with the potential for great careers, as "Young Artists in Residence."

Before going to NPR, Fred was Music Director and Director of Cultural Programming at WNYC in New York, host of a live daily performance and interview program on WNYC, and for 10 years, a host at Oregon Public Broadcasting.



New York Philharmonic



Vienna Philharmonic



Philadelphia Orchestra

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# A Prairie Home Companion

Saturday 6:00-8:00pm  
Encore Performance Sunday 10am-Noon



Garrison Keillor

*A Prairie Home Companion* is a live radio variety show created and hosted by Garrison Keillor and originates from the Fitzgerald Theater in St. Paul, Minnesota. The show has a long history, existing in a similar form as far back as 1974, and borrowing the name from a radio program in existence in 1969.

***A Prairie Home Companion* airs Saturday from 6-8pm with an encore performance Sunday from 10a-12noon on 90.1 WABE.**

Garrison Keillor went to work for Minnesota Public Radio in 1969 on the 6-9am morning program which he named *A Prairie Home Companion*— named after the Prairie Home cemetery in Moorhead, Minnesota. It was after he began work on an article for the *New Yorker* magazine about the Grand Ole Opry in Nashville that he developed an idea for a radio show with musical guests and commercials for imaginary products. And on July 6, 1974, Keillor hosted the first live broadcast of *A Prairie Home Companion* at the Janet Wallace Auditorium at Macalester College, Saint Paul.

Today, *A Prairie Home Companion* is heard by more than 4 million listeners each week on nearly 600 public radio stations, and is heard abroad on America One and the Armed Forces Networks In Europe and the Far East. Keillor remembers, "When the show started, it was something funny to do with my friends, and then it became an achievement that I hoped would be successful, and now it's a good way of life."

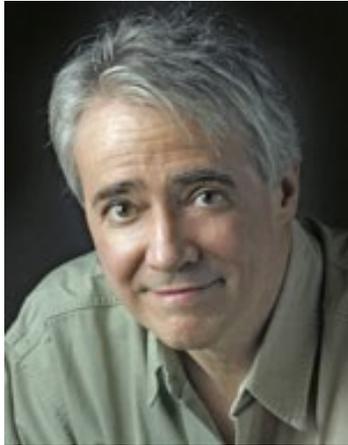


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# Weekend Edition

Saturday and Sunday 8:00-10:00am



Scott Simon

From civil wars in Bosnia and El Salvador, to hospital rooms, police stations, and America's backyards, National Public Radio's Peabody Award-winning correspondent Scott Simon brings a well-traveled perspective to his role as host of *Weekend Edition Saturday*.

The show is effectively the Saturday version of *Morning Edition*, which airs on 90.1 WABE for two hours on Saturday morning from 8-10am. The program features longer stories than *Morning Edition*, more arts and culture stories, and more commentaries. On Saturdays, Simon's commentaries sum up an idea or event related to the week's news. There are fresh reports from a cross-section of NPR correspondents on topics from religion to health to food to politics. Simon's interviews with key artists, authors, performers and personalities are always memorable.

*Weekend Edition Sunday* premiered on January 18, 1987, and was the last of NPR's major news magazines to hit the air. Since then, *Weekend Edition Sunday* has covered newsmakers, artists, scientists, politicians, musicians, writers, thinkers, theologians and all manner of news events.

On Sundays, *Weekend Edition* combines the news with colorful arts and human-interest features, appealing to the curious and eclectic. With a nod to traditional Sunday habits, the program offers a fix for diehard crossword addicts—word games and brainteasers with The Puzzlemaster, a.k.a. Will Shortz, puzzle editor of *The New York Times*. A caller plays the latest word game on the air while listeners compete silently at home. The NPR mailbag is proof that the competition to go head-to-head with Shortz is rather vigorous.

WABE reporters rotate the hosting duties, providing Atlantans with detailed local news coverage two times per hour each morning and updating the weekend events, activities and calendar happenings.

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# Wait Wait... Don't Tell Me!

Saturday 11:00am-12:00pm



Peter Sagal (Delivering Newspapers by Sidecar) and Carl Kasell

*Wait Wait...Don't Tell Me!* is NPR's weekly hour-long quiz program. Each week on the radio you can test your 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. On the Web, you can play along too.

It takes more than a couple brain cells to make this show what it is... so let's give credit where credit's due.

***Wait Wait...Don't Tell Me!* airs Saturdays from 11a-12noon on 90.1 WABE.**

## **Peter Sagal -- Host**

Peter Sagal has had a varied career including stints as a stage director, an actor, an extra in a Michael Jackson video, a travel writer, an essayist, a ghost writer and a staff writer for a motorcycle magazine. He is the author of numerous plays that have been performed around the country and abroad.

## **Carl Kasell -- Official Judge and Scorekeeper**

Carl Kasell is an all-around genius and great guy. For 30 years, Kasell provided newscasts for NPR's daily newsmagazine *Morning Edition*, a role he held since the program's inception in 1979 until 2009. A veteran broadcaster, Carl Kasell's radio career spans more than 50 years. He sometimes moonlights as a magician.

## **Doug Berman -- Executive Producer**

Doug Berman is the Peabody Award-winning producer of NPR's *Car Talk* and *Wait Wait... Don't Tell Me!* For the last 15 years, he's been on a one-man crusade to get NPR to lighten up. He was a news director at NPR member stations WFCR in Amherst, Mass., and WBUR in Boston before giving up his legitimate career for this stuff.



When Carl Kasell talks, Peter Sagal listens

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**90.1**  
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# Car Talk

Saturday 10:00-11:00am



Tom & Ray Magliozzi

*Car Talk*, where comedy meets auto repairs in the extremely popular national call-in program hosted by brothers “Click and Clack.” It’s really brothers Tom and Ray Magliozzi answering everyday questions about your car—fixing it, selling it, enjoying it, and much more!

The hosts, are long-time car mechanics. Ray Magliozzi has a degree in general science from MIT, while Tom has an undergraduate degree in engineering, and MBA, and a DBA from the Boston University Graduate School of Management.

***Car Talk* airs each Saturday from 10-11am on 90.1 WABE**



\*Sadly, Tom Magliozzi passed away this past November of complications from Alzheimer’s disease at the age of 77. *Car Talk* will continue to air “The Best of” shows for the foreseeable future.

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# Bob Edwards Weekend

Sunday 12:00noon- 2:00pm

**Bob Edwards**  
WEEKEND



Bob Edwards

"Bob Edwards Weekend" is a two-hour interview showcase, in which celebrated host Bob Edwards highlights the life and work of interesting people, from newsmakers, historians, and authors to artists, actors, and regular folks too. Each program features an artful mix of natural sound, music, readings, film clips, and more.

Typically, Edwards speaks with 3-5 guests in each program, but occasionally, one interview will comprise the entire hour. A sampling of guests include: former President Jimmy Carter, former House Speaker Newt Gingrich, actors George Clooney and David Strathairn and former gang members in L.A. and the priest who helped them leave the gangs.

**Bob Edwards' Weekend airs each Sunday from 12noon-2pm on 90.1 WABE.**

He joined NPR in February 1974 as co-host of NPR's evening news magazine, "All Things Considered," until 1979 when he helped launch "Morning Edition." Edwards hosted "Morning Edition" for 25 years, attracting more than 13 million listeners weekly.

He is the author of two books: "Fridays with Red," which chronicled his radio friendship with legendary sportscaster Red Barber, and "Edward R. Murrow and the Birth of Broadcast Journalism."

Bob Edwards has won the duPont-Columbia Award for radio journalism, a George Foster Peabody Award for excellence in broadcasting, and the Edward R. Murrow Award for outstanding contributions to public radio. He serves as national first vice president of AFTRA, the American Federation of Television and Radio Artists. In November of 2004, Edwards was inducted into the national Radio Hall of Fame.

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