



NEWS

MUSIC AND ARTS LIFE

1A: NEW MIDDAY SHOW FROM NPR

Cross-Platform Launch Sponsorship



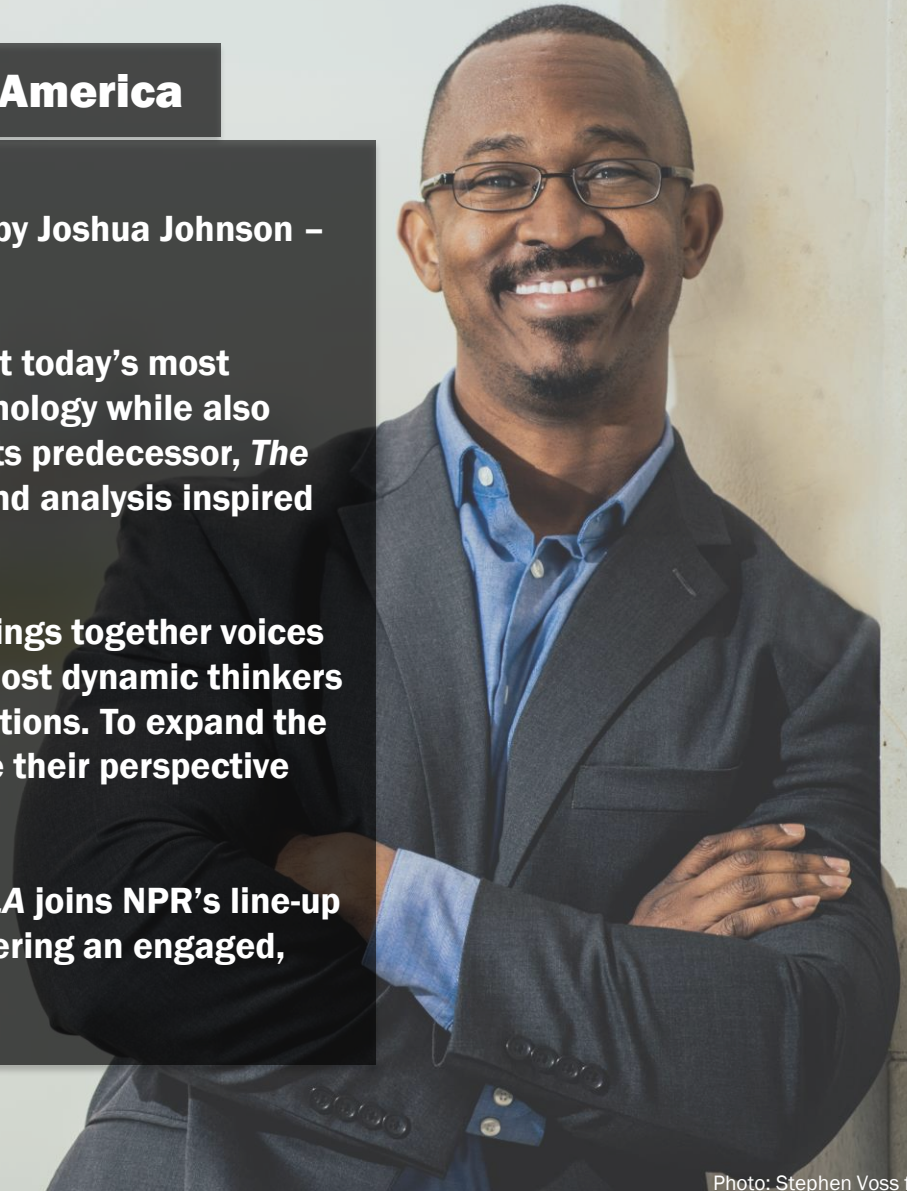
1A: A New Show for a Changing America

1A is a daily radio program and podcast hosted by Joshua Johnson – a smart, fresh voice with curiosity and empathy.

The show convenes essential conversation about today’s most important issues from politics, culture and technology while also delving into film, sports, humor and more. Like its predecessor, *The Diane Rehm Show*, 1A delivers a mix of topics and analysis inspired by the news.

Produced by NPR Member station WAMU, 1A brings together voices from communities nationwide and the world’s most dynamic thinkers to examine complex issues, with a focus on solutions. To expand the civic dialogue, Johnson invites listeners to share their perspective via social media.

On air, online and through the show’s podcast, 1A joins NPR’s line-up of successful cross-platform programming delivering an engaged, diverse audience.





SPOTLIGHT ON JOSHUA JOHNSON

“There has never been a time in our history where non-ideological and civil conversation is as important as it is right now.” – Jarl Mohn, President and CEO of NPR

- 1A host Joshua Johnson is a rising voice in public radio. He most recently served as creator and host of the provocative public radio series, *Truth Be Told*, which explored race and identity in America
- Johnson brings cross-platform media experience to 1A, including development of a partnership between Miami’s NPR Member station, WLRN, and *The Miami Herald*, and his role as morning news host for KQED, San Francisco’s NPR Member station
- Johnson is a professor at the UC Berkeley School of Journalism teaching a course on podcasting
- He frequently moderates public discussions, including a recent live taping of *Truth Be Told* to encourage open dialogue about race and dating



1A Host Joshua Johnson
Stephen Voss for NPR



Hear Joshua Johnson [introduce 1A](#)



1A ON AIR SPONSORSHIP

- 1A is a live, two-hour program airing Monday through Friday on NPR
- Broadcast sponsorship includes :15 audio credit
- Airls on 200+ NPR Member stations

NPR On Air Reach and Audience

- NPR Programming and Newscasts reach a larger audience than the combined circulation of the top 53 national newspapers with over 30 million weekly radio listeners*
- Median HHI of NPR listener is \$98,324
- Median age of NPR listener is 51
- 68% hold a Bachelor's degree or higher



1A PODCAST SPONSORSHIP

- 1A will be released as a daily podcast, Monday-Friday
- Each episode will run 30-40 minutes, featuring up to 3 segments from the day's broadcast show
- Podcast sponsorship includes :15 pre-roll credit and two (2) :30 or :60 mid-roll credits per episode

NPR Podcast Reach and Audience

- 1A joins NPR's growing podcast network that draws in 11.3 million monthly listeners¹
- NPR is the #1 podcast publisher in America, with 7 of the top 20 podcasts¹
- NPR podcast users have increased 38% year over year²
- Median HHI of NPR podcast users is \$85,765³
- Median age of NPR podcast users is 32³
- 85% hold a Bachelor's degree of higher³



1A DIGITAL SPONSORSHIP

- 1A will be featured on NPR.org, including in the [Podcast Directory](#)
- Featured web buildout and hub on WAMU.org with logo recognition
- Recognition in [NPR One](#) app
- Scalable digital packages can include targeted banners and multimedia creative units such as [Center Stage](#) and the new [NPR Player](#)

NPR Digital Reach and Audience

- NPR.org reaches 43 million monthly unique users¹
- NPR Player has an average NPR Content CTR of 0.79%²
- NPR One reaches 623k monthly users spending on average 35 minutes per session in the app⁴, with 2.2 million monthly podcast listens³
- Median HHI of NPR.org users is \$93,707⁴
- Median age of NPR.org users is 41⁴
- 52% hold a Bachelor's degree of higher⁴



You have a great story.

Let us help you share it with top-notch audio.

New in 2016, **Brand Soundscapes** offer your brand the opportunity to showcase its mission, brand values, success stories, or support of NPR like never before across NPR's digital platforms – and beyond. National Public Media will send a producer to capture audio on location and expertly craft your brand's distinctive audio sound and story.

After carefully constructing your narrative, we tailor your audio to be shared on NPR's digital platforms - platforms millions of users turn to for unparalleled storytelling. And you keep the Brand Soundscape audio to distribute throughout your own brand channels and additional marketing initiatives.





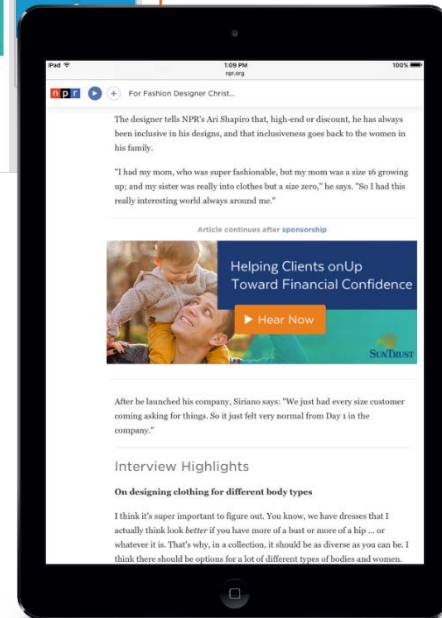
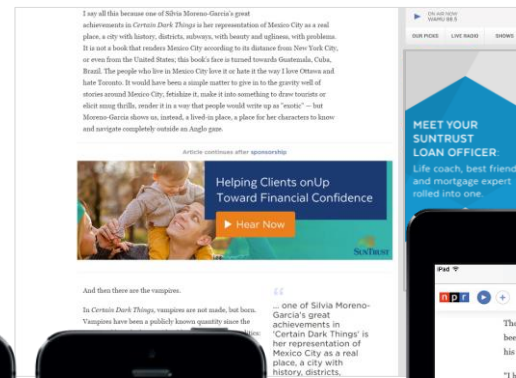
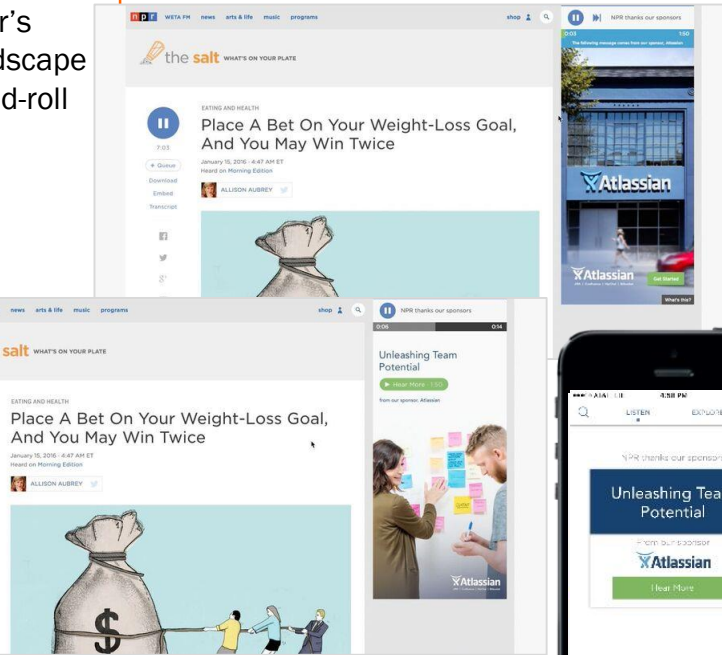
BRAND SOUNDSCAPES ACROSS NPR PLATFORMS

Mid-roll Soundscapes in NPR podcasts incorporate audio from sponsor's Brand Soundscape into a :30 mid-roll

NPR Player Soundscapes on NPR.org showcase sponsor messaging on desktops, along with animated 300x600 sponsor-branded visuals

NPR One Soundscapes featuring Brand Soundscape audio paired with sponsor-branded visuals extend messaging to mobile

Feature Brand Soundscapes in Center Stage on NPR.org, along with custom elements like click-to-play video, image galleries, and interactive timelines



VIEW BRAND SOUNDSCAPE DEMO



NPR CROSS-PLATFORM SCALE AND HALO EFFECT

NPR ON AIR

30M

Weekly broadcast listeners

65%

NPR broadcast listeners prefer to buy products or services from NPR sponsors

NPR PODCASTS

11.3M

Unique monthly podcast users

76%

NPR podcast listeners hold a more positive opinion of a company when they find out it supports NPR

NPR.ORG

43M

Unique monthly visitors at NPR.org

73%

NPR.org users have taken action in response to a sponsorship message on NPR.org



1A CROSS-PLATFORM SPONSORSHIP SUMMARY



On Air

- :15 audio credit
- Broadcast nationwide on NPR Member stations*



Podcast

- :15 pre-roll and mix of :30 or :60 mid-roll credits in 1A podcast episode
- Custom audio opportunities include mid-rolls, Soundscape mid-rolls and sequential mid-rolls



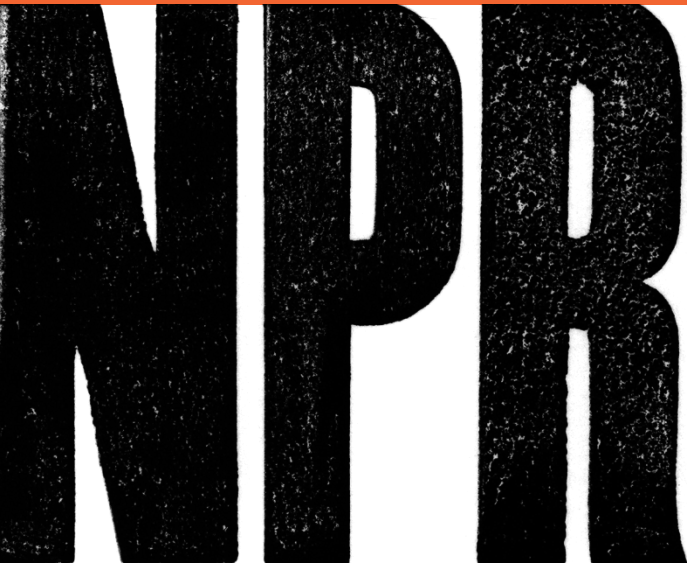
Digital

- Co-branded Halo Spotlight banners on NPR.org
- Custom audio promos in NPR One, a platform that delivers a personalized on-demand mix of national and local audio content
- Presence in NPR's Podcast Directory on NPR.org and logo recognition on WAMU.org

Brand Soundscapes

- NPM will create three (3) white-label Brand Soundscapes – :90 to :120 custom audio features used in tap-to-play sponsorship units across NPR.org and NPR One
- [Click to play demo](#)

Additional, scalable cross-platform sponsorship plan available to extend your message to the NPR audience.



CONTACT

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