



NEWS

MUSIC AND ARTS LIFE

***ALL THINGS CONSIDERED* SPECIAL SERIES** **“BEEN THERE” & “FAILURE”**

Cross Platform Sponsorship



SPECIAL SERIES FROM ALL THINGS CONSIDERED

- This spring, NPR's flagship evening newsmagazine *All Things Considered* will air two special series developed inside the [NPR Story Lab](#), "Been There" (returning for a second installment) and "Failure" – on air series that explore shared experience and resilience in the face of adversity
- Listeners will hear one-on-one conversations about life-changing moments, from the struggle to find success in business and single parenthood by choice, to stories that recount major failures, including George Forman's tale of losing to Ali at the "Rumble in the Jungle"
- Both special series will expose listeners to familiar challenges that will surprise, educate and empower



“We’ve heard from a lot of listeners who appreciate the intimacy and frankness of the ‘Been There’ conversations.”

– Connor Donevan, NPR Associate Producer

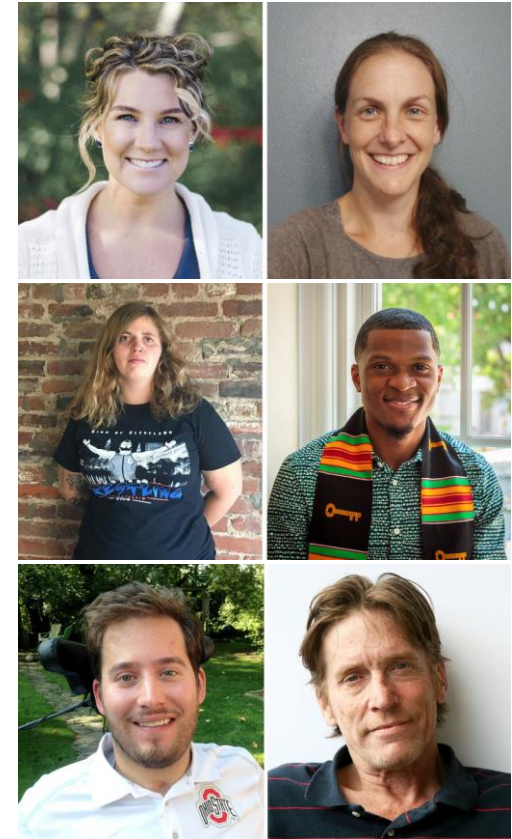


“BEEN THERE”

- Returning for a second installment, “Been There” connects people on either side of a life-changing experience for a candid conversation that offers advice and words of insight
- “Been There” will air on *All Things Considered*, NPR’s flagship afternoon newsmagazine reaching 14.4 million weekly listeners
- The first season’s stories had a completion rate of 74% in the NPR Player
- Episode highlights from season one:
 - A Denver-based comedian who’s ready to quit his day job and take his comedy full time talks to The Daily Show’s Roy Wood Jr. [Listen now](#)
 - A 36 year-old chose to become a mother without a partner. Eighteen years ago, another woman went through a similar process, sharing her story and advice. [Listen now](#)

Sponsorship Opportunities

- **On Air:** Six (6) adjacencies to air weekly on *All Things Considered* beginning April 2017 running consecutively on Tuesdays through May 2017
- **Digital:** Extended reach and alignment with ownership of “Been There” series hub and story pages on NPR.org, co-branded Halo banners, and additional digital elements



Click photo to hear story



ENGAGING AUDIENCES ON SOCIAL MEDIA

“GREAT STORY, GREAT SERIES”

— Listener Facebook comment on “[Single Moms By Choice Don't Need To Do It Alone](#)”

“I LISTENED TO THIS AND I FOUND IT TO BE HONEST, OPEN, INSPIRING, AND HEARTWARMING AMONGST THE STRUGGLES BOTH FACE. I LOVED THIS STORY.”

— Listener Facebook comment on “[After Paralysis, A Life Of ‘A Different 10,000 Things’](#)”

“THIS WAS A GREAT INTERVIEW”

— Listener Facebook comment on “[College Is A 4-Year-Long Balancing Act For First-Generation Students](#)”



“FAILURE”

- This spring, NPR will launch a new, 4-part broadcast series exploring “Failure”. Segments will run 7-9 minutes and air in NPR’s afternoon newsmagazine *All Things Considered*, reaching 14.4 million weekly listeners.
- Each story will examine a failure that challenged someone’s life. Designed with a podcast feel, these longer form audio pieces are character driven with a mix of humor and drama all set to an original score
- Stories will include:
 - The saga of the worst video game ever made (Atari’s ET) and the fallout for its creator
 - George Foreman’s story of losing to Ali at the “Rumble in the Jungle,” followed by a personal crisis and redemption
 - A manager who felt responsible for the Columbia space shuttle accident – and how he changed NASA
 - Lessons learned after a mountain climber turned back from a months-long journey to reach a difficult summit

Sponsorship Opportunities

- **On Air:** Four (4) adjacencies to air weekly on *All Things Considered* running consecutively on Wednesdays for the month of May 2017
- **Digital:** Extended reach and alignment with ownership of “Failure” series hub and story pages on NPR.org, co-branded Halo banners

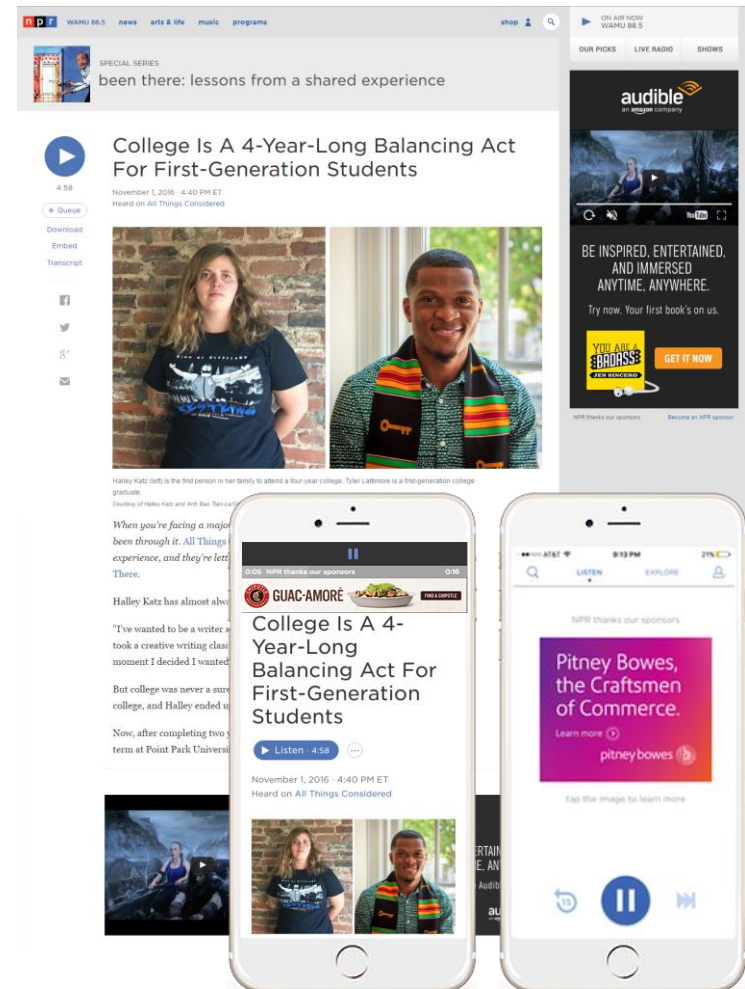


NPR DIGITAL SPONSORSHIP OPPORTUNITIES

NPR can build a customizable and scalable sponsorship plan for “Been There” and “Failure” to extend your message on NPR.org, reaching 45 million monthly unique users.

Key elements of NPR’s digital offerings include:

- **Halo Units**
Custom, co-branded creative promotes sponsor’s support of special series driving additional traffic to the series. [View examples](#)
- **NPR Player**
The NPR Player, named [Digiday’s Best Brand Platform](#) of 2016, brings audio to the forefront of the NPR.org user experience on desktop and mobile devices. The Player features a custom, responsive display companion that can animate in synch with audio creative. [View demo](#)
- **NPR One**
Features the best content from NPR News, member stations and podcasts in an on-demand, personalized listening experience, and offers curated Custom Channels and standard units for sponsors. [View demo](#)
- **Story Center Stage**
Interactive branded content – videos, image galleries or interactive timelines dynamically placed on “Failure” story pages at NPR.org, where NPR features just one sponsor per page every day. [View demo](#)



NPR Player

NPR One Interstitial



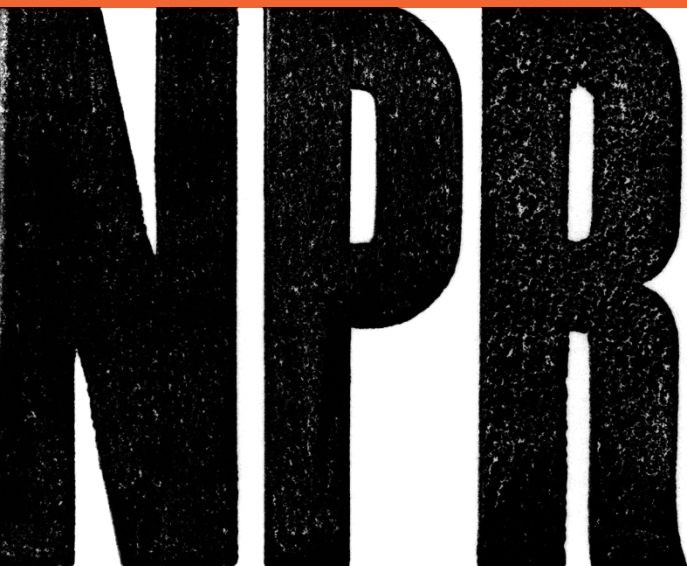
GENERATION LISTEN: EXPERIENTIAL EXTENSION

- NPR's [Generation Listen](#) is where curious minds connect and where young, engaged NPR listeners can share thoughtful and relevant dialogue on important topics. Through live events, Generation Listen will invite audiences to have critical conversation and explore ideas that challenge and expand their perspectives, similar to themes explored in the “Been There” and “Failure” series

Sponsorship Opportunities

- Exclusive sponsorship of an event series inspired by the shared themes of “Been There” and “Failure” in collaboration with [NPR Generation Listen](#)
- Events can include venues with audiences up to 150 people
- Markets and number of events can be determined in collaboration with sponsor
- Activation elements can include:
 - Sponsor recognition across all promotional & event(s) experiences
 - Sponsor recognition in co-branded materials onstage and throughout venue
 - Sponsor recognition in welcome and closing remarks by event host
 - Ticket package & opportunity to host VIP reception
 - Co-branded, downloadable Generation Listen listening party kit
 - Post-event coverage on Generation Listen site





CONTACT

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