



NEWS

MUSIC AND ARTS LIFE

# ROUGH TRANSLATION

New International Podcast From NPR



# ROUGH TRANSLATION

## A new international podcast where cultures collide and the phrasebook fails

- Coming to NPR this August, *Rough Translation* is a new podcast that presents perspective-shifting stories from abroad.
- Host Gregory Warner, an award-winning journalist and International Correspondent, has covered global issues for NPR from conflict zones around the world.
- *Rough Translation*'s investigative journalism's mixed with engrossing storytelling as you follow the surprising journey of familiar ideas in unfamiliar territory.
- From a Ukrainian battlefield to a Somali prison cell, an Indian yoga studio and beyond, listeners will hear from voices we don't often hear in today's media.

### ***Rough Translation* Sponsorship**

- Seven (7) episodes, released weekly
- Episodes are 30-40 minutes
- Podcast sponsorship includes one (1) :15 pre-roll and two (2) :30 mid-roll podcast credits
- Scalable on air and digital sponsorship plan available, including NPR.org and NPR One creative and audio units.



*Rough Translation* Host Gregory Warner.  
Photo Credit: Moses Omusula



# 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

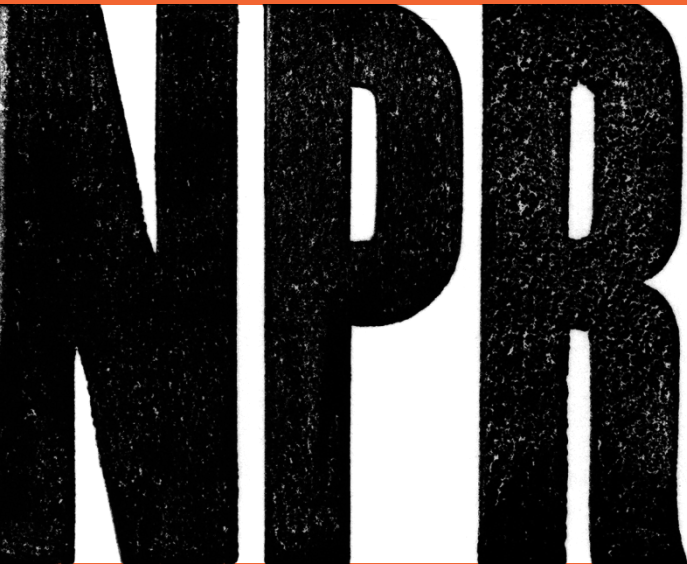
## NPR.ORG

**43M**

Unique monthly visitors at NPR.org

**73%**

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



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## **CONTACT**

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