



NEWS

MUSIC AND ARTS LIFE

SAM SANDERS PROJECT

New NPR Podcast with Host Sam Sanders



NPR TO LAUNCH THE SAM SANDERS PROJECT*

“The world is complicated right now. Let’s talk about it.” – Sam Sanders

- Last election cycle, Sam Sanders emerged as a fresh voice and fan favorite as co-host of the *NPR Politics Podcast*, now he debuts a new podcast, *The Sam Sanders Project* that helps listeners digest the news and better understand their world
- In his new show, launching the week of June 19, Sanders will engage with journalists, newsmakers, and listeners about news, popular culture, sports, and more – to gain the kind of understanding only possible through open conversation
- Listeners will learn how others are really feeling about today’s news and pop culture, beyond just headlines

Sponsorship Overview

Podcast (*launching the week of June 19*)

- 30-minute podcast episodes released Mondays & Fridays*
- :15 pre-roll and two (2) :30 mid-roll credits

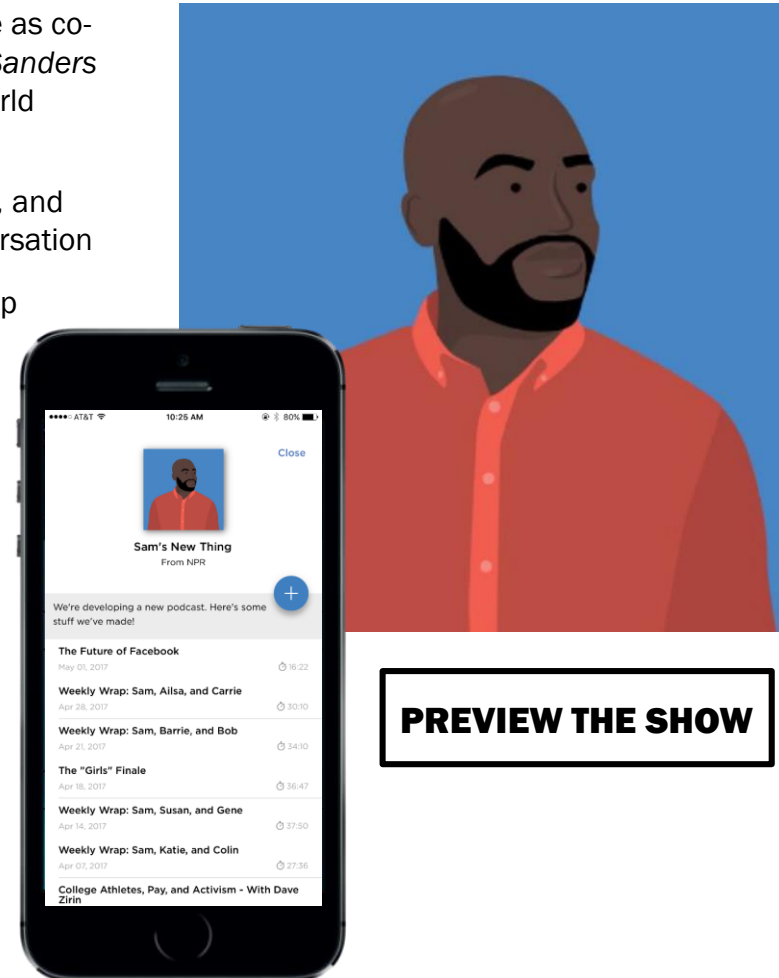
Broadcast (*available October 2017*)*

- 60-minute weekly episodes, designed for broadcast as part of NPR Member Stations weekend programming
- :15 audio credits

NPR.org and Digital Audio

- Scalable sponsorship on NPR.org and [NPR One](#) with creative & audio units
- Through NPR One, the podcast will be available on Amazon’s Alexa-enabled devices and Google Home

NATIONALPUBLICMEDIA



*Working title. Episode release schedule subject to change. Broadcast episodes will feature two (2) podcast episodes from the previous week.



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

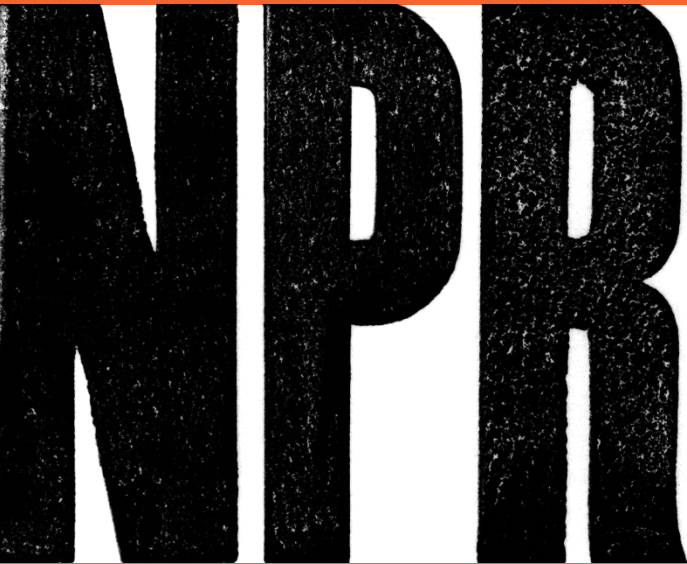
NPR.ORG

43M

Unique monthly visitors at NPR.org

73%

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



CONTACT

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