



Reading Fine Print

About Us

WRBH Reading Radio Station is a 501(c)(3) non-profit organization located in New Orleans. We are the only full-time reading service on the FM dial in the U.S. and one of only three world-wide.

WRBH 88.3 has been broadcasting on the FM dial since 1982. A decade later, the operation moved to its current location on Magazine Street. Today, we air 24-hours a day, 365-days a year and provide a broad range of news, current magazines, literary and genre fiction, and non-fiction material as well as original programming that can also be streamed through our website and mobile app.

Aside from a small staff, all of our readers are volunteers who collectively give 5,000 hours of their time annually.

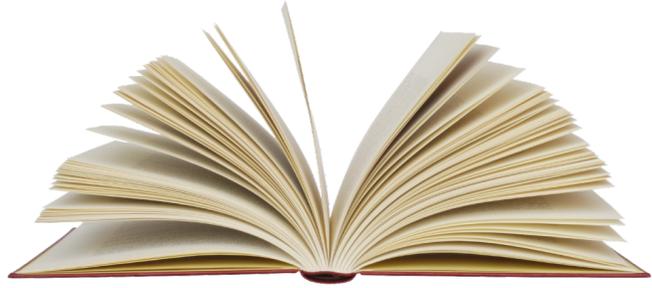
WRBH serves Orleans, Jefferson, St. Tammany, St. Charles, St. John, Terrebonne, St. Bernard, and Plaquemines Parishes in Louisiana on the FM dial, and reaches a global audience through our website and mobile app.

According to the most recent Arbitron data, upwards of 11,000 people tune-in every week to listen to WRBH on the radio. That number does not include those who listen on the web or stream live through our mobile app. We have local supporters who've been listening for decades and a growing number of national listeners who've been accessing our broadcasts through the WRBH website.

Example Announcement

"This edition of the Newspaper of the air is brought to you by Villere and Company, a 100-year old family firm with deep New Orleans roots. With more than one million dollars under management, Villere offers investment advisory services to high net worth individuals and operates an independent mutual fund. Learn more at Villere.com or by calling 877-V-i-l-l-e-r-e."

OUR MISSION is to turn the written word into spoken word so that the blind and print-impaired receive the same ease of access to current information as their sighted peers.



What Does Underwriting Look Like?

Underwriters help WRBH continue broadcasting 24-hours a day, 365-days a year and to fulfill our mission of turning the written word into spoken word for the blind and print impaired and interested listeners across New Orleans and beyond.

Underwriting announcements promote your business or organization through clear, concise copy that speaks directly to listeners. Messages are 15 to 30 seconds in length that typically air before and after a program and must adhere to public radio FCC guidelines. Our team will work with you to create sharp messaging that meets your business's needs and stays within regulation.

Rates

Businesses, organizations or individuals can underwrite a program.

Both the Newspaper of the Air and the WSJ programs air during prime drive time.

Newspaper of the Air - \$250/month
The Wall Street Journal - \$250/month

All other hour-long shows - \$200/month
All other half-hour shows - \$150/month

We have a loyal social media following on Facebook, Twitter, Instagram, and our website blog. We utilize these platforms to thank our underwriters in addition to sharing programming updates, events and news.

Please contact Natalia Gonzalez at Natalia@wrbh.org or 504-899-1144 to discuss your underwriting options.

WRBH Reading Radio for the Blind and Print Handicapped is a 501(c)3 nonprofit organization.
All underwriting contributions are tax deductible.
Federal Tax ID #72-0795663