



RADIO FOR  
THE BLIND  
THE LITERARY  
THE VISIONARY

WRBH 88.3 FM

...reading fine print from New Orleans, for the world.

# OUR MISSION

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**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.**





BUT LATELY...

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Everyone seems to love us.

# WHO DO WE REACH?

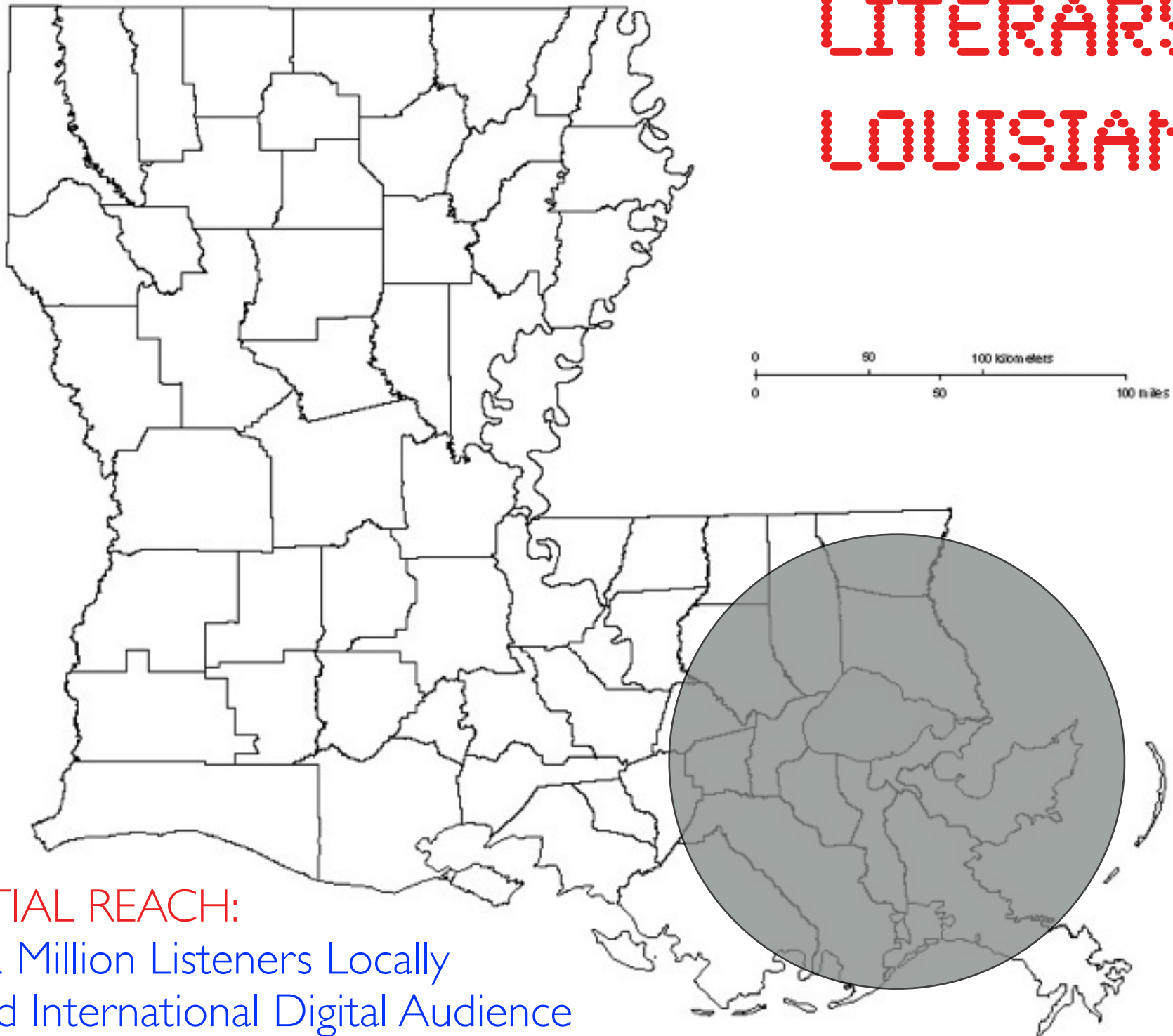
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**WRBH traditionally serves the following Louisiana parishes via our transmitter in Chalmette: Orleans, Jefferson, St. Tammany, St. Charles, St. John, Terrebonne, St. Bernard, and Plaquemines.**

**According to Arbitron data from fall 2012, there are upwards of 11,000 people who tune in every week to WRBH on their radio (not including those who listen on the internet stream). WRBH has many longtime supporters in the community who have listened for decades; there also has been a recent surge of new and younger listeners who have been listening for a year or more. The majority of our listeners surveyed this past fall own pets, go out to eat more than three times a week and regularly give to local charities. Their ages range between 18 and 75.**



# LITERARY LOUISIANA



POTENTIAL REACH:  
Over 1.2 Million Listeners Locally  
Unlimited International Digital Audience



Literature is more popular than ever.



It's just consumed differently

Hard Cover

Surface™

Kindle™

GoodReads™

Paperback

"It was nothing," Shalla said softly, tucking the pages away into her satchel.

Yalb gave her a little salute—she had no idea why he had taken to doing that—and went back to tying rigging with the other sailors. She soon caught bursts of laughter from the men near him, and when she glanced at him, gloriespren danced around his head—they took the shape of little spheres of light. He was apparently very proud of the jape he'd just made.

She smiled. It was indeed fortunate that Tozbek had been delayed in Kharbranth. She liked this crew, and was happy that Jasnah had selected them for their voyage. Shalla sat back down on the box that Captain Tozbek had ordered lashed beside the railing so she could enjoy the sea as they sailed. She had to be wary of the spray, which wasn't terribly good for her sketches, but so long as the seas weren't rough, the opportunity to watch the waters was worth the trouble.

The scout atop the rigging let out a shout. Shalla squinted in the direction he pointed. They were within sight of the distant mainland, sailing parallel to it. In fact, they'd docked at port last night to shelter from the highstorm that had blown past. When sailing, you always wanted to be near to port—venturing into open seas when a highstorm could surprise you was suicidal.

The smear of darkness to the north was the Frostlands, a largely uninhabited area along the bottom edge of Roshar. Occasionally, she caught a glimpse of higher cliffs to the south. Thaylenah, the great island kingdom, made another barrier there. The straits passed between the two.

The lookout had spotted something in the waves just north of the ship, a bobbing shape that at first appeared to be a large log. No, it was much larger than that, and wider. Shalla stood, squinting, as it drew closer. It turned out to be a domed brown-green shell, about the size of three rowboats lashed together. As they passed by, the shell came up alongside

2% · Loc 474

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**RADIO**



# EBOOKS VS REAL BOOKS



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6,492 82

Anuncia tu negocio a nivel global o local.

Prueba hoy

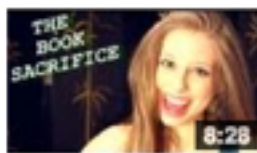
Google

Up Next

Autoplay ☒



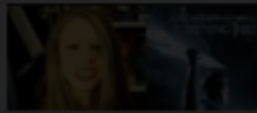
**HOW TO READ IN THE SHOWER**  
by polandbananasBOOKS  
157,193 views



**THE BOOK SACRIFICE**  
by polandbananasBOOKS  
162,745 views



**THE FAULT IN OUR STARS BY JOHN GREEN | booktalk with**  
by polandbananasBOOKS  
134,204 views



**The Lightning Thief Movie Review and Discussion**  
by polandbananasBOOKS

There's even a movement: "BookTubers"

FYI: "TBR" means "To Be Read"...we speak millennial.



# READY TO UNDERWRITE WRBH?

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- It is completely tax deductible
- It's cost effective per quality impression
- It's mutually beneficial for your business/organization
- It ensures a strong signal to the thousands of blind and literary who utilize our services



And we have donuts...



# Who are we?

## WRBH 88.3FM

WRBH Reading Radio Station is a 501(c)(3) non-profit organization located in New Orleans. Since 1982, WRBH has been in operation at its current location on Magazine Street and is on the air twenty-four hours a day. **We are the ONLY full-time reading service on the FM dial in the U.S. and one of only three in the world.** We provide an eclectic range of programming that can be accessed via the streaming service found on our website. We have developed incredible events and a loyal social media presence utilizing services such as Facebook, Twitter and an online blog and are always finding ways to keep our information up to date. Aside from a small staff, all of our readers are volunteers, giving hours of their time each week to provide this service to their community.





"Reading fine print for the blind,  
the literary and the visionary."

Listen Live

Donate

ABOUT US

PROGRAMMING

DONATE / VOLUNTEER

RESOURCES



Winner  
of the  
Pulitzer  
Prize

## Featured Fiction

WRBH is proud to present Anthony Doerr's  
*All the Light We Cannot See*.

### RECENT POSTS



The New Jim Crow: Mass  
Colorblindness



What's new and notable for the blind, literary and visionary  
from [WRBH](#) 88.3 FM.



#### Be a Holiday Hero

It's been a great year at WRBH, and we have you to thank! When you support WRBH, your contributions help us bring current, unedited news and information to the blind, visually impaired, illiterate, dyslexic, paraplegic, and just plain busy people in the Greater New Orleans Metro area -- and beyond. WRBH relies upon donations from listeners like you, program underwriters, and volunteers! Please consider making a donation this holiday season to support WRBH.

[Make a Donation >>](#)



#### Website Revamp

It's almost a new year, and our website is getting in the spirit with a new look! WRBH.org is in the process of a rebranding to be



WRBH Digital: WRBH.org, Newsletter, Social Media

# ORIGINAL PROGRAMMING

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## **Monday**

Healthways: Articles about maintaining your health

On The Town: Entertainment in NOLA (movies, theater, music, TV and restaurants)

New Horizons: Scientific articles and discoveries

Kiddie: Books for kids

Pet Talk: Pet care and tips

Nitey: Bedtime stories for the younger set

Monday Mystery: Whodunit? Find out here!

Mystery: Stories from mystery anthologies

Monthly Mag: Various publications

## **Tuesday**

Making a Change: Hometown heroes and inspiration

Psychology: All about keeping mentally healthy

Terrifying Tuesday: Horror and ghost tales

Tales of Terror: Late night spookiness!

Monthly Mag: Various publications

## **Wednesday**

Apothecary: News from the world of medicine

Getting Along: Help for love, marriage, and relationships

Weird Wednesday: Sci-fi and fantasy time

Science Fiction: Stories from sci-fi anthologies

Monthly Mag: Various publications

# ORIGINAL PROGRAMMING

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## Thursday

Gardening: Grow something! Plants and plant care.

\$\$ and Sense: Saving, spending, and money management

Thrilling Thursday: Mystery grab bag

Science Fiction: Stories from sci-fi anthologies

Monthly Mag: Various Publications

## Friday

Makin' Groceries with Marie: Coupons and local food prices.

Chef Show: Chef interviews with host Amy Sins

Good Advice: Homemaking advice and wisdom

Monthly Mag: Various publications

## Saturday

Writers' Forum: Author interviews

Lagniappe: The Lagniappe section of the T-P

Sports Talk: Articles from Sports Illustrated

Pet Talk: Pet care and tips

Travel: Stories on travel and destinations.

Spanish Show: News and books in Spanish

Going Green: Environmental news and breakthroughs

Make it Work: Career and workplace advice

Great Literature: Classic books from great authors

World This Week: Summarizing the news from The Week magazine

Behind the Scenes: Celebrity gossip from Us Magazine

Jet: Reading from Jet or Essence magazine



# ORIGINAL PROGRAMMING

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## **Sunday**

Serenity: Spiritual and inspirational readings

Public Affairs: Issue-based interview show

Soap Opera: News from Soap Opera Digest

Parade: Articles from the T-P's Parade magazine

Parenting: Helpful child rearing advice

Military History: Factual military news and stories

Legend Has It: Books celebrating New Orleans and its heritage.

Book Reviews: The latest in "what to read"

Spice Shelf: Mouth-watering recipes and cooking tips

La Voix d'Haiti: Haitian news and interviews

Comics: The Sunday comics performed for you!

Vietnamese: News for the Vietnamese community

Arts: Readings from Art News magazine

New Yorker: New York's iconic magazine

Music News: Articles from music publications

Old Time Radio: Classic recordings from the past

The Times Picayune airs twice a day, seven days a week and the

Wall Street Journal runs Monday through Friday, twice a day

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	
6-6:30	Wall Street Journal	Wall Street Journal	Wall Street Journal	Wall Street Journal	Wall Street Journal	Old Time Radio	Old Time Radio	6-6:30
6:30-7								6:30-7
7-7:30	Times Picayune Newspaper of the Air	Times Picayune Newspaper of the Air	Times Picayune Newspaper of the Air	Times Picayune Newspaper of the Air	Times Picayune Newspaper of the Air	New Yorker	Serenity	7-7:30
7:30-8							Public Affairs	7:30-8
8-8:30						Gardening	Poetry	8-8:30
8:30-9						Writers' Forum	Writers' Forum	8:30-9
9-9:30	Best Seller Non-Fiction	Best Seller Non-Fiction	Best Seller Non-Fiction	Best Seller Non-Fiction	Best Seller Non-Fiction	Times Picayune Newspaper of the Air	Times Picayune Newspaper of the Air	9-9:30
9:30-10								9:30-10
10-10:30	Weekly Magazine	Weekly Magazine	Weekly Magazine	Weekly Magazine	Weekly Magazine			10-10:30
10:30-11								
11-11:30	Best Seller Fiction	Best Seller Fiction	Best Seller Fiction	Best Seller Fiction	Best Seller Fiction	Lagniappe	Parade	11-11:30
11:30-12							Comics	11:30-12
12-12:30	Local Pub	Local Pub	Local Pub	Local Pub	Grocery Ads	Travel	The Music Show	12-12:30
12:30-1	Short Story	Short Story	Poetry	Short Story			New Yorker	12:30-1
1-1:30	Monthly Magazine	Monthly Magazine	Monthly Magazine	Monthly Magazine	Monthly Magazine	Monthly Magazine	Military History	1-1:30
1:30-2								1:30-2
2-2:30	Book Shelf	Book Shelf	Book Shelf	Book Shelf	Book Shelf	The Week	Book Rev	2-2:30
2:30-3	Healthways	Making a Change	Apothecary	Gardening	Chef Show			2:30-3
3-3:30	On the Town	On the Town	On the Town	On the Town	On the Town	Sports Illustrated	Legend Has It	3-3:30
3:30-4	New Horizons	Psychology	Getting Along	\$\$ and Sense	Good Advice			3:30-4
4-4:30	Kiddie	Kiddie	Kiddie	Kiddie	Kiddie	Make it Work	Make It Work	4-4:30
4:30-5	Pets	Serenity	Spice Shelf	Arts	Music	Going Green	Going Green	4:30-5
5-5:30	Wall Street Journal	Wall Street Journal	Wall Street Journal	Wall Street Journal	Wall Street Journal	Chef Show	La Voix d'Haiti	5-5:30
5:30-6						Spanish Show		5:30-6
6-6:30	FULL SCHEDULE			Times Picayune Newspaper of the Air	Times Picayune Newspaper of the Air	Spanish Show	Spice Shelf	6-6:30
6:30-7							Vietnamese	6:30-7
7-7:30						Lagniappe		7-7:30
7:30-8						Great Lit	Parenting	7:30-8
8-8:30	Nitey	Nitey	Nitey	Nitey	Nitey	Nitey	Nitey	8-8:30
8:30-9	Book Shelf	Book Shelf	Book Shelf	Book Shelf	Book Shelf	Pet Talk	Great Lit	8:30-9
9-9:30	Best Seller Non-	Best Seller Non-	Best Seller Non-	Best Seller Non-	Best Seller Non-	Jet	Spanish Show	9-9:30





Events: "A Blind Taste" - A blind dining experience





Events: "Annual Golf Classic"



# What does underwriting include?

## A LITTLE BIT OF EVERYTHING

- Professionally crafted 15 or 30 second message with sound effects or soundtrack as requested
- Digital version of message if requested
- Your logo displayed on [WRBH.org](http://WRBH.org)
- A “welcome” mention in our monthly newsletter
- Your company cross-promoted across social media channels
- Early access to event sponsorships
- Logo space in our annual report
- Studio tours for you and your organization
- WRBH support stickers...because who doesn't love stickers?

# SHOW SPONSORSHIP

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- Business will be mentioned up to 3 times during a program of underwriter's choosing. More than one underwriter may sponsor a show. Sponsorship of agreed upon program will be begin within seven days of the attached contract's signing. FCC guidelines will be adhered to when mentioning details of said business during the show.
- Non-Drive Time Sponsorship (M – F 10:00AM – 3:00PM, 6:00PM – 11:00PM\*)
  - - 1 month subscription (\$200)
  - - 1 year subscription (\$1500)
- Drive Time Sponsorship (M – F 6:00AM – 10:00AM\*, 3:00PM – 6PM):
  - - 1 month subscription (\$300)
  - - 1 year subscription (\$2000)
- Weekend Sponsorship (Sat – Sun 6:00AM – 11:00PM\*)
  - - 1 month subscription (\$200 total)
  - - 1 year subscription (\$1000)



# BULK-SPOT PACKAGE

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15 or 30 second spot will be produced in our studio upon reception of agreed FCC approved script. Client may submit a script to be approved or an outline from which WRBH may create a script.

Insertion of underwriting spots within WRBH's programming will begin seven days after agreement and signing of contract. If requested, the produced spot will be sent to the client for approval. Spots will be played at the beginning or middle of each hour\*\*

## **Weekday Underwriting Packages (M- F 10:00AM – 3:00PM, 6:00PM – 11:00PM)**

- \$20 a spot for a 15 spot package (\$300)
- \$15 a spot for a 25 spot package (\$375)
- \$12 a spot for a 30+ spot package (\$360)

## **Weekday Drive Time Packages (M – F 6:00AM – 10:00AM, 3:00PM – 6PM)**

- \$30 a spot for a 15 spot package (\$450)
- \$25 a spot for a 25 spot package (\$625)
- \$22 a spot for a 30+ spot package (\$660)

## **Weekend Underwriting Packages (Sat – Sun 6:00AM – 11:00PM)**

- \$15 a spot for a 15 spot package (\$225)
- \$20 a spot for a 25 spot package (\$500)
- \$17 a spot for a 30+ spot package (\$510)

# NEWSPAPER UNDERWRITING

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Our most listened to programs are the Newspaper of the Air and The Wall Street Journal. The Newspaper of the Air (with stories from the Times Picayune, The Advocate and Nola.com) runs twice a day, seven days a week. The Wall Street Journal runs twice a day on week days. Arbitron numbers will be presented upon request.

Newspaper of the Air – (\$500/month)

The Wall Street Journal – (\$500/month)

- The Times Picayune is available to be sponsored on Monday, Friday, Saturday and Sunday
- The Wall Street Journal is available to be sponsored on Wednesday and Friday



# What does underwriting sound like?

## IT'S EASY

You've probably heard it before. It's the business that's responsible for bringing you great content.

When you choose to present programming for WRBH 88.3 FM, you can write your own message or have our team work with you to create an outstanding burst that gets results while adhering to the FCC guidelines for public radio.

Underwriting announcements may be 15 or 30 seconds in length and typically precede AND follow a program.



# The perfect underwriting announcement

## HOW TO

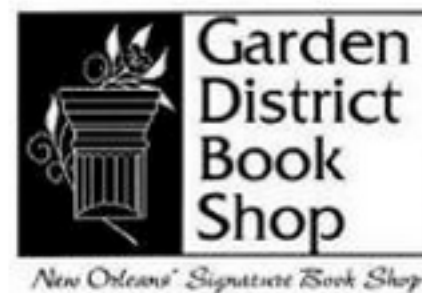
- Start with the basics: What is your organization's name and what do you do
- Include contact information: phone number or website usually
- Remember your tagline or slogan
- State value-neutral facts about your product or service
- You may want to include how long you've been in operation
- Or declare why you choose to support WRBH 88.3 FM

# Underwriting to avoid

## **REFRAIN FROM**

- Comparative, qualitative or suggestive language
- Mentioning the convenience, usefulness or advantages of your service
- Any numbers such as price, interest rates or indications of savings by utilizing your organization
- Using the first or second person
- Issuing a call to action - such as buy, sell, rent, lease, visit, shop, call, borrow, loan, or trade
- Advocate for or against a matter of public interest

# 2014 UNDERWRITERS







Ready to play?



## CONTACT US

To volunteer, support or underwrite

WRBH Reading Radio  
3606 Magazine Street  
New Orleans, Louisiana 70115  
504-899-1144 phone  
504-899-1165 fax

[listen@WRBH.org](mailto:listen@WRBH.org)