RADIO FOR THE BLIND
THE LITERARY THE VISIONARY

WRBH 88.3 FM
...reading fine print from New Orleans, for the world.
OUR MISSION

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...

Everyone seems to love us.
WHO DO WE REACH?

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 listen 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.
POTENTIAL REACH:
Over 1.2 Million Listeners Locally
Unlimited International Digital Audience
Literature is more popular than ever.
It’s just consumed differently
There's even a movement: "BookTubers"

FYI: "TBR" means "To Be Read"... we speak millennial.
READY TO UNDERWRITE WRBH?

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

Recent Posts
The New Jim Crow: Mass
Colorblindness

WRBH Digital: WRBH.org, Newsletter, Social Media
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
**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
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
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**FULL SCHEDULE**
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
- 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

- 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)
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)
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
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