



A Way with Words

2016 Broadcast and Podcast Media Kit

The popular weekly radio show and podcast about language: word origins, slang, regional dialects, literature and writing, linguistic diversity, workplace communication, and those weird things your family says.





A Way with Words fans at a live event in Dallas in 2015.

Produced by Wayword, Inc., a 501(c)(3) in San Diego, California

Underwriting sales: (619) 567-9673
sponsor@waywordradio.org

NEED TO GET THE WORD OUT? *A WAY WITH WORDS* CAN HELP!

► As an *A Way with Words* sponsor, you'll partner with a San Diego-based radio show that reaches a loyal and highly engaged fan base in Southern California — *and* across the country.

Your message goes directly to a devoted audience of public radio and podcast listeners who feel they have a personal relationship with the hosts and who rely on them for advice and recommendations.

Independently produced by an educational 501(c)(3) nonprofit and distributed to public-radio affiliates nationwide, our show lets you deliver your message directly to an upscale, well-educated demographic, and at extremely competitive rates.

THE POWER OF RADIO

Reach A Prime Radio Audience

► *A Way with Words* airs twice weekly on KPBS-FM 89.5, one of the most popular radio stations in San Diego. Our audience there is well-educated, loyal, and highly engaged:

- 55% 25-54 years old
- 56% 35-64 years old
- 52% have at least an undergraduate degree
- 72% more likely to have a post-graduate degree
- 41% have a household income of \$100,000+
- 68% own a home
- 47% own stocks/bonds/mutual funds

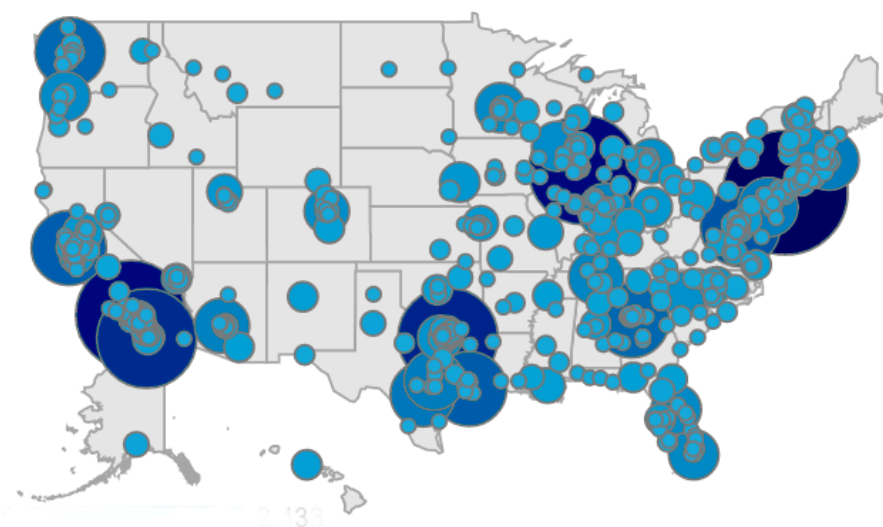


PLUS, RAISE YOUR NATIONAL PROFILE

► National Public Radio affiliates in 33 states broadcast *A Way with Words* every week, including NPR stations in four of the top ten U.S. broadcast markets. In addition, the program logs more than 230,000 podcast downloads per month.

Through the over-the-air broadcasts, podcasts, the website, and SoundCloud, *A Way with Words* reaches every desirable market in the United States, including five of the top ten US broadcast markets.

PODCAST/BROADCAST/ONLINE MARKETS



► These are our top combined podcast and broadcast markets, in order of size. Each circle on the map represents a market. The larger the circle, the greater the audience *A Way with Words* has there.

[See the full list of broadcast stations in hundreds of cities on our website.](#)

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- New York NY
 - Los Angeles CA
 - Dallas-Ft. Worth TX
 - Chicago IL
 - San Francisco-Oakland-San Jose CA
 - Washington DC / Hagerstown MD
 - Boston MA-Manchester NH
 - San Diego CA
 - Houston TX
 - Atlanta GA
 - Seattle-Tacoma WA
 - Philadelphia PA
 - Detroit MI
 - Minneapolis-St. Paul MN
 - Phoenix AZ
 - Denver CO
 - Miami-Ft. Lauderdale FL
 - Portland OR
 - Indianapolis IN
 - Orlando-Daytona Beach-Melbourne FL

DEPENDABLE LISTENER METRICS

► *A Way with Words* airs at least once a week in its broadcast markets. In addition, between November 2015 and October 2016, the podcast version of the show logged:

- 2,860,238 downloads and plays
- 238,353 monthly average downloads and plays
- 41,250 average downloads per episode more than two weeks old

Statistics gathered from LibSyn and SoundCloud.



Website Visitors

Between November 2015 and October 2016, there were more than 1,170,965 user sessions on the *A Way with Words* website, equaling an average of 97,580 a month. *Statistics measured by Google Analytics.*

Newsletters

Email is still a highly effective way to reach committed, interested customers, and *A Way with Words* takes full advantage of that. More than 53,129

subscribers receive every newsletter, which is sent out as a personal message from the hosts, for an average of two newsletters a month. The average open rate is 26% and the average click rate is 11%. *Statistics measured by Constant Contact.*

Social Media

As of October 1, 2016, our online presence included:

- Facebook Page: 113,522 followers
- Facebook Group: 6,302 subscribers
- SoundCloud: 721,000 followers
- Twitter: 23,300 followers

GET MAXIMUM VALUE WITH A BUNDLED SPONSORSHIP

► Your organization will be associated with the *A Way with Words* brand through a national sponsorship bundle combining broadcast and podcast.

During the run of the contract, you'll receive these valuable placements that put you directly in front of our listeners:

- a 15-second host-read mention at middle and end of each episode, for a total of two per episode
- one social media post per week (labeled as a sponsored post)
- one mention per newsletter (with the sponsor relationship indicated; one guaranteed newsletter per month)
- one linked 125 by 125 badge on the every page of the website

The *A Way with Words* fee is highly competitive with similar offerings by other media outlets that don't offer the national voice and reach:

- **\$9900 for three months** (the minimum contract term)
 - **\$17,820 for six months** (a 10% discount)
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Get The On-Air Announcement That's Right for You

► As a program that airs on public radio affiliates around the country, *A Way with Words* follows Federal Communications Commission guidelines for recognizing sponsors. This means that your spots will identify your company or product, but will avoid using specific calls to action. You still benefit from the *A Way with Words* “halo effect,” because your product and organization are now associated with our good brand.

Your 15-second spot will be preceded by “Support for *A Way with Words* comes from...” We will work with you to craft an announcement that meets the highest professional standards and strengthens your connection with our listeners.





Martha Barnette, Co-Host/Producer

Martha is the author of three books on word origins, including *Ladyfingers & Nun's Tummies: A Lighthearted Look at How Foods Got Their Names*, chosen by the *Los Angeles Times* for its "100 Best Books of the Year." She holds a degree in English from Vassar College, did graduate work in classical languages at the University of Kentucky, and studied Spanish in Costa Rica. Before radio, she worked as a reporter for *The Washington Post* and freelancer for national magazines. A Kentucky native, she joined the show in August 2004 and now lives in San Diego, where she can be found hiking mountain trails and performing improv comedy.



Grant Barrett, Co-Host/Producer

Grant is a dictionary editor specializing in slang and neologisms, and author of *Perfect English Grammar*, the *Oxford Dictionary of American Political Slang*, and the *Official Dictionary of Unofficial English*. He has contributed and helped edit dozens of dictionaries, serves as vice president of the American Dialect Society, and writes for the journal *Copyediting*. In the past, Grant has written for the *New York Times*, the *New York Times Sunday Magazine*, the *Malaysia Star*, and the *Washington Post*. He is a member of the Linguistic Society of America and the Dictionary Society of North America. Formerly a longtime New Yorker, Grant now makes his home with his wife and son in San Diego.