



A Way with Words Sponsorships

Join forces with public radio's popular
show and podcast about language!





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

A Way with Words is an upbeat and lively hour-long public radio show and podcast about language examined through history, culture, and family. Each week, callers join author/journalist Martha Barnette and lexicographer/linguist Grant Barrett in light-hearted conversation about language change, debates, and differences, as well as new words, old sayings, slang, family expressions, word histories, etymology, linguistics, regional dialects, word games, grammar, books, literature, writing, and more.

It is produced by Wayword, Inc., a 501(c)(3) nonprofit in San Diego, California, whose mission is to promote better human communication and understanding.

To find out more about sponsorship and underwriting, call (619) 567-9673 or email sponsor@waywordradio.org.

REACH A NATIONAL AUDIENCE AND JOIN ITS FAMILY

➤ **Radio + Podcast + Web + Apps.** As an *A Way with Words* sponsor, you'll partner with a nonprofit that reaches a loyal and highly engaged fan base across the country. They're listeners who tune in weekly, who love to listen, who constantly call and email, and who recommend the show to others. You benefit from the AWWW halo effect.

This fun program brings you radio listeners — and their special relationship with public radio — that podcast-only programs don't have. You reach an upscale, well-educated demographic at modest rates.

The show, on the air since 1998, is broadcast from more than 80 stations on more than 330 signals in 40 states, nearly all of them National Public Radio affiliates. Its podcasts are downloaded worldwide more than five million times per year.

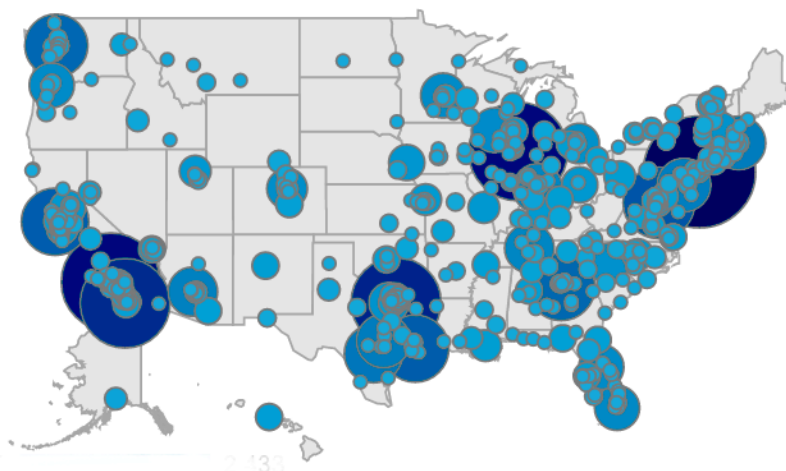
Combined, over-the-air broadcasts, streaming listens, and podcast downloads of *A Way with Words* reach all the largest markets in the United States.

Through radio broadcasts, podcasts, tour appearances, social media, mobile apps, and the web, your messages go directly to devoted audience members who feel they have a personal relationship with the hosts and who rely on them for advice and recommendations. It's the best of old *and* new media!



TOP U.S. 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.



- 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 FL

See the full list of broadcast stations in hundreds of cities on our website at <https://waywordradio.org/radio>.

➤ The public radio audience is well-educated, loyal, and highly engaged:

- 60% 25-54 years old
- 56% 35-64 years old
- 55% have at least an undergraduate degree
- 141% more likely to have a postgraduate degree
- 39% have a household income of \$100,000+
- 64% own a home
- 43% own stocks/bonds/mutual funds

Source: National Public Radio surveys.

DEPENDABLE LISTENER METRICS

➤ *A Way with Words* airs at least once a week in its broadcast markets and twice in some. In 2022, its podcast download rate continued its annual growth streak:

- More than 5.9 million known downloads and plays
- 494,000 monthly average downloads and plays across our full catalog
- More than 40,000 average total downloads for episodes two weeks old

Statistics reported by Libsyn, Spotify, Megaphone, SoundCloud, and Apple.



Website Visitors

In the 12 months ending Sept. 30, 2022, there were more than 1,134,303 user sessions on the *A Way with Words* website, equaling an average of 94,525 a month. *As measured by Google Analytics.*

Social Media and Email Reach

As of Sept. 30, 2022:

- Email: 54,391 subscribers
- Facebook Page: 116,671 followers
- Facebook Group: 39,448 members
- SoundCloud: 715,097 followers
- Twitter: 30,138 followers
- Instagram: 1898 followers

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WE’LL WORK WITH YOU TO WRITE THE BEST COPY

You’ll work with Martha and Grant, the hosts of the show, to find the perfect wording! They are both authors, radio producers, and wordsmiths, after all.

Your broadcast 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.

- All copy is agreed upon at the time of the contract and is used for the duration of the sponsorship. Copy will not be customized for each episode. If your message appears more than once in each episode, each mention in an episode may be different – but they will be the same for each identical placement in each subsequent episode.

As a program that airs on public radio affiliates around the country, in its broadcast *A Way with Words* follows Federal Communications Commission guidelines for recognizing sponsors. This means that your broadcast spots will identify your company or product, but will avoid using calls to action. For example, instead of “visit their website” we might write, “More at their website...” You still benefit from the *A Way with Words* halo effect, because your product and organization are now associated with our good brand.

Your podcast spots, however, can be longer and can include more traditional marketing language, including calls to action.



We will provide automatically generated podcast-download and ad-delivery reports for the duration of your advertising period. However, Wayword, Inc., and *A Way with Words* do not offer guarantees for clicks, downloads, views, or listens for any sponsorship buy or medium. We do frequently over-deliver, especially as we continue to experience growth in new stations, new listeners, and new followers. In the event things don’t go as planned, such as a system outage, we’ll work with you to find a mutually agreeable solution, such as extending a placement run.

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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 and linguist 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.