

Only A Game

ONLY A GAME

Only A Game offers a mix of compelling insight and deeply told narratives. It's NPR's sports show — with great stories and storytelling that explore the human side of sports.

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"NPR'S WEEKLY SPORTS MAGAZINE, ONLY A GAME, DELVES INTO UNKNOWN NARRATIVES OF SPORTS HISTORY, RANGING ANYWHERE FROM ANECDOTES OF ATHLETES' PERSONAL LIVES TO OBSCURE HISTORIES LIKE THE CREATION OF PICKLEBALL. THINK 30 FOR 30 MEETS THIS AMERICAN LIFE, OR THE MOTH IF THE OPEN MIC WERE AT THE ESPYS. YOU GET THE POINT. IT'S SPORTS-BUT-MAKE-IT-NPR, VOCAL FRY AND ALL." — ESQUIRE MAGAZINE, "THE 15 BEST SPORTS PODCASTS OF 2019"

FROM LITTLE LEAGUE TO THE BIG LEAGUES, FROM THE STADIUM FULL OF FANS TO THE SOLITARY WEEKEND RUNNER, ONLY A GAME IS NARRATIVE STORIES ABOUT SPORTS AND PEOPLE STITCHED TOGETHER WITH THE SPECIAL CRAFT OF NPR.

ONLY A GAME STATIONS ACROSS THE COUNTRY % CHANGE AQH

WVPS-FM	Burlington, VT	3%
WNIJ-FM	Dekalb, IL	9%
KPBS-FM	San Diego	13%
WHYY-FM	Philadelphia	16%
WEVO-FM	Concord, NH	16%
KWMU-FM	St. Louis	26%
KVCR-FM	San Bernardino, CA	38%
KUT-FM	Austin, TX	44%
WBFO-FM	Buffalo, NY	50%
WELH-FM	Providence, RI	72%
WSCI-FM	Charleston, SC	73%
WOI-AM	Des Moines, IA	88%
WFCR-FM	Springfield, MA	89%
WEPR-FM	Greenville, SC	106%
WLRN-FM	Miami	114%
KCUR-FM	Kansas City, MO	121%
KIOS-FM	Omaha, NE	150%

Source: Act 1, Nielsen Audio Nationwide, Fall 2017 - Fall 2018. Persons 12+.
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FACTS

- Carried by 264 stations coast-to-coast, including New York, Los Angeles, Chicago, Philadelphia, Washington D.C., Atlanta, Boston and Houston.
- Aired in 8 of Top 10 markets, 16 of Top 25 markets and 28 of Top 50 markets, with 58% DMA coverage nationwide.
- Sports topics resonate with the audience as 74% of NPR listeners participated in sports (NPR Profile 2019). OAG ranks 3rd in NPR loyalty for Information and Entertainment programs like *Wait Wait . . . Don't Tell Me*.
- The editorial team produces segments that are built for airings at any time as a one hour program.
- New features: *3 Stories You Should Know* (a weekly roundtable); *In Their Own Words* (athlete-narrated stories); *Double Play* (sports newspaper columns adapted for radio).
- Plus, veteran journalist and author Charlie Pierce, who contributes weekly sports analysis, to offer his (often hilarious) analysis of the latest news in sports.
- Follow *Only a Game* on social for updates from executive producers @MartinKessler91 and @klgiven and follow the show @OnlyAGameNPR.

TO LEARN MORE ABOUT HOW ONLY A GAME CAN INCREASE YOUR WEEKEND AUDIENCE, PLEASE CONTACT THE WBUR SYNDICATION TEAM:

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