

collaboration action radio

the intersection of arts, activism and social change

WCPT Saturdays at 4 pm CST
820AM LIVE on WCPT 820AM

also available on     

more info at collaboraction.org



Hosted by
Anthony Moseley

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About the Show

Collaboration Radio, The Intersection of Arts, Activism and Social Change, is a weekly hour-long social change radio show devoted to making a dent in the polarization crisis by illuminating the lives of artists and activists committed to inspiring connection and community.

Collaboration Radio motivates listeners with in-depth interviews and performances from folks who have dedicated their lives to cultivate equity and inclusion. For 27 years, Collaboration has been producing award-winning theatre, film and now, radio, to inspire new knowledge, empathy, dialogue and action around America's most pressing issues. In the process, we have cultivated a large, appreciative and loyal audience with disposable income across all of our platforms. Actionable information is presented to our "Collaboractivists" in an easily digestible and entertaining form and is reinforced by a weekly blog and newsletter.

The show is appointment radio for a great many long-time listeners, and our podcasts reach even more listeners on demand.

About the Host

Veteran theatre/film/radio producer and personality **Anthony Moseley** is a two-time Emmy Award winner with over 25 years of history as a respected arts leader and innovator. Anthony has been the Artistic Director of Collaboration for 25 years producing over 100 acclaimed productions and festivals, including Trial in the Delta, the Sketchbook and Peacebook Festivals, and Crime Scene: a Chicago Anthology.



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Why sponsorship works

Collaboration Radio is working in the growing market intersection of art and activism appealing to a diverse and inclusive audience-base. Sponsors aligning with the show benefit from standing for equity and community in these divided times. Weekly Noteworthy guests curated from Collaboration's diverse network of thought leaders come to share authentic stories of their own creative journeys as changemakers. Collaboration Radio sponsors are aligned with the idea of bringing our country together as a cultural imperative. And that helps create loyal, long-term customers.

Recent Guests

Some of the most respected artist changemakers who are innovating new work and methodologies that speak to the current shifting trends in art and change making have been guests on Collaboration Radio. In our first year alone, we've welcomed:

Visionary Leaders

Tracie D. Hall

Past Executive Director of the American Library Association, Time Magazine's 100 List

Brill Barrett

Internationally renowned tap dancer, Founder of MADD Rhythms

Tonika Johnson Lewis

Folded Map and Public Humanities Award

Jorge Valdivia

Executive Director of CLATA (Chicago Latino Theatre Alliance)

Nationally Recognized Artists

Nicholas Tremulis

Leader of Nicholas Tremulis Orchestra

Sandra Delgado

Creator of La Havana Madrid

David Dastmalchian

Writer and actor known for Dark Knight, Suicide Squad, Oppenheimer and more

Other notables

VASIL

Acclaimed Macedonian singer on Euro Vision '12 and '21

Sherman "Dilla" Thomas

Chicago historian Flaco Navaja acclaimed actor and singer featured on Def Poetry Jam.

Demographics

Our audience gender profile is roughly 60/40 female to male. Over 40% of our listeners have a college degree and more than 60% have incomes in the \$75,000-120,000 range. Sixty percent of our listeners own their own home. Many long-time listeners are opinion leaders who share what they learn with friends and family. Many culture makers and artists listen regularly.



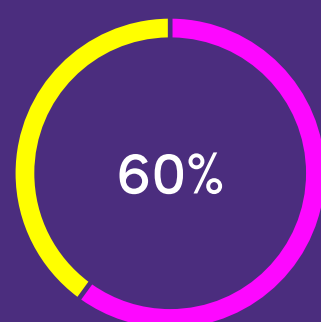
female to male listeners



listeners with college degree



incomes in the \$75k-\$120k range



own their own home

Show Distribution

Collaboration Radio airs live on **WCPT- 820 AM in Chicago**, the third largest radio major market in the U.S., every Saturday, 4 to 5 pm CST, National reach via weekly Collaboration Radio podcast on Spotify, Apple Podcast, Soundcloud and Youtube with **over 5,000 downloads/streams per month**



Additional Exposure

We are happy to share sponsor offers on Collaboration Radio's website, social media channels. Combined, we net up to **15,000 users**, yielding **40,000 impressions per month**. Our average listening session is 12 minutes! In addition, Anthony often guests on other radio shows, serves on expert panels and frequently shares news about sponsor products and services.

Monthly Packages

ACTIVE

One 60-second ad, weekly
Quarterly social media tag

CREATOR

Two 60-second ads, weekly
Two 3-minute features or announcements, quarterly
One 10-minute interview, quarterly
Logo on webpage
Monthly social media tag

CHANGEMAKER

Three 60-second ads, weekly
Two 10-minute interviews or one 20-minute interview, quarterly
Pre- and post-interview e-newsletter promotion
One 3-minute announcement, monthly
One full station promo mention, weekly

Exclusive for CHANGEMAKER

Tower ad on webpage
One 300-500 word sponsor-created e-newsletter article
Weekly social media tag

All levels enjoy

Your logo, 50-word ad copy and link on the sponsor page of the show website
Host voicing of spots (if requested)
Personal endorsement by host in answer to listener questions sent to the show
Personal endorsement by host with link in appropriate blogs / newsletters

Terms

All packages are a 52 week term
Pre-paid monthly
28 day written cancellation notice
30-second commercial is 75% of 60-second package cost

**To reserve a sponsorship package or learn more
contact Stuart Tarnowski at Stuart@collaboraction.org
or call 312.226.9633**