

POINTS SOUTH

AN OXFORD AMERICAN PODCAST



Southern Stories. Southern Songs.

NEARLY 80k DOWNLOADS AND COUNTING!

Launched in September 2019, *Points South* synthesizes the best of the Oxford American into a compelling 40+ minutes of storytelling and music.

Past segments have been supported by the National Endowment for the Humanities and the National Endowment for the Arts.

PAST EPISODES HAVE FEATURED:

- Ken Burns and Rhiannon Giddens on Country Music
- Reporter Jerry Mitchell on civil rights icon Clyde Kennard
- Brittany Howard on inheriting diverse musical influences
- John Paul White, Los Texmaniacs, Dom Flemons, Margo Price, Lucy Dacus, Adia Victoria, and reported stories on family separation at the border, Arkansas' cemetery angel, and more.

MARKETING & PARTNERED OPPORTUNITIES AVAILABLE:

- 15 second ad: \$875
- Episode Underwriting, includes recognition in episode of the podcast in the pre- and post-roll: \$7,500
- Original Sponsored Edition

OxfordAmerican.org/pointssouth

FOR PLANNING:

Contact your OA rep

Episodes throughout 2024 will feature live music, and deeply reported stories about Southern history that reverberate in the present. *Points South* may also debut limited series, feature performances, and interviews in collaboration with other cultural and educational organizations.