

WHY WATCH THAT RADIO

Featuring...

Chauncey Bellamy &
"The Critic"

Christina Faison
"The Referee"

ABOUT

Why Watch That Radio

Members of ...



Why Watch That Radio (WWTR) launched in Feb 2016 with one thing in mind - to sort through the myriad of movies and tv programs available today and acts as a resource to help movie and tv buffs determine what to watch. Thousands of people now look to WWTR each week for advice on what entertainment is best for them. Each week, WWTR features celebrity interviews, movie and TV reviews, and industry insights, with a focus on the best of Hollywood and beyond. The show guides listeners through the vast array of options available to filmgoers and television viewers so that they can easily find what they'll love to watch.

WWTR features the unique perspectives of Chauncey Bellamy & Christina Faison, two hosts who are trained actors with experience in the entertainment industry. They offer a fresh take on movies and TV shows, thorough content, and entertaining conversations, viewing movie and tv shows through the eyes of a viewer NOT a critic. This allows the hosts to celebrate the positive attributes of the work and not simply tear it down. The approach has become popular fast!

Christina & Chauncey have interviewed Actor Sharlto Copley, DISTRICT 9, MALEFICENT, ELYSIUM, CHAPPIE, THE HOLLARS; Actress/Director & Actor Clea DuVall & Vincent Piazza, ARGO, VEEP, JERSEY BOYS, INTERVENTION; Academy nominated director and writer Atom Egoyan, SWEET HEREAFTER, REMEMBER; and Director Elizabeth Allen Rosenbaum, CAREFUL WHAT YOU WISH FOR, to name a few. They have also been featured on backstage.com and Tomorrow Will Be Televised with Simon Applebaum.

CHAUNCEY BELLAMY, WHY WATCH THAT “CRITIC” @whywatchcritic

An actor, singer, and award-winning teacher who received his training at a prestigious university in NYC and has appeared in numerous theatrical productions across the country. He will give you a look at film and TV from an actor's perspective, not from that of the typical critic.

CHRISTINA FAISON, WHY WATCH THAT “REFEREE” @whywatchreferee

A trained actress who has professional experience in musical theatre, plays, short and feature films, web series, and now podcasts. She has been the actor, director, and writer of many projects based in NYC; some of which have won awards at film festivals throughout the country.

STATS

At-a-Glance Site Statistic

Page views	30,000+
Unique visitors	8,500+
Downloads.....	12,000+
Top Market (Website).....	New York
Top 3 Markets (Podcast).....	California, Arizona, Minnesota

Distribution Channels



The above statistics are current as of October 1, 2016
Monthly page views, unique visitors and downloads are reported from Google Analytics and LibSyn, respectively.

CONTENT

Most Popular Posts



OSCAR NOMINATIONS,
#OSCARSSOWHITE & MORE

2,563
Downloads



AN INTERVIEW WITH
SHARLTO COPLEY

2,174
Downloads



CELEBRATING BLACK
ACTORS

1,014
Downloads



CELEBRATING FUTURE HISTORY-
MAKING ACTRESSES & FILMS
ABOUT WOMEN

804
Downloads

ADVERTISING

Options and Pricing

DISCLAIMER

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All advertising packages shall fit within the WWTR look and feel as determined by WWTR. WWTR does not warrant or guarantee any specific results and shall not be responsible for any lost profits, failed realizations of profits, or damages resulting from any WWTR advertisement. By advertising with WWTR, advertiser expressly accepts these terms and conditions.



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daniel@whywatchthat.com

FEATURED SEGMENT: An entire segment featuring your business/product within the confines of a Pick of the Week, Did You Know, WWTR Talk, etc. A featured package must include a giveaway or discount for WWTR listeners.

EPISODE MENTION: Your business/product will be mentioned by name in the episode and linked to in the website post.

SIDEBAR AD: Ad size 300x300: Ad placement: Lower half of the right sidebar

TEXT LINK: A keyword linking to your site will be placed in a podcast, review or interview post. Placement in new post or old post available.

SOCIAL MEDIA POST: Choose from Facebook, Instagram, Soundcloud or Twitter. Requirements and prices vary based on the platform you choose. Contact us for details.

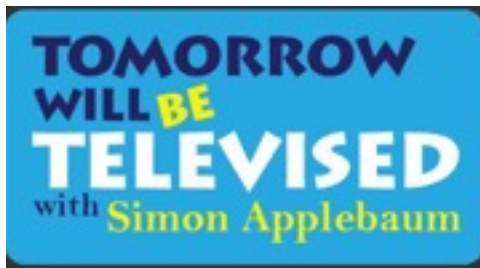
PRESS

Features & Highlights

We've been featured on



<http://www.whywatchthat.com/backstage2016press/>



<http://www.whywatchthat.com/twbt2016press/>

For interviews, hosting opportunities or press inquiries, contact:

Brandy Cochrane
info@whywatchthat.com

HIGHLIGHTS

Featured Interviews

Sharlto Copley actor (DISTRICT 9, MALEFICENT, ELYSIUM, CHAPPIE, THE HOLLARS)

Clea DuVall & Vincent Piazza actress/director, actor (ARGO, VEEP, JERSEY BOYS, INTERVENTION)

Atom Egoyan Academy nominated director and writer (SWEET HEREAFTER, REMEMBER)

Elizabeth Allen Rosenbaum, director (CAREFUL WHAT YOU WISH FOR)

Sample Podcasts

Podcast 32: MAGNIFICENT SEVEN, THE DRESSMAKER, & EMMY 2016

Podcast 31: THE VESSEL, OPERATION AVALANCHE and We Heart TV

DEMOGRAPHICS

Who are WWTR listeners?



AFFINITY CATEGORIES

1. Professionals
2. TV Lovers
3. Movie Lovers
4. Techophiles
5. News Junkies & Avid Readers/ Entertainment & Celebrity News

IN-MARKET SEGMENTS

1. Entertainment
2. Education
3. Business Services
4. Sports & Fitness
5. Employment



Why Watch That Radio listeners are college-educated professionals between the ages of 25-44 who view mostly from home and from Apple devices when on the go.