



WHISTLER

Pitch Deck

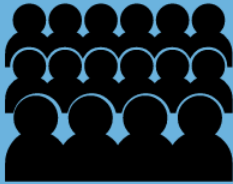
Quality Southern Storytelling Through Podcasts

Whistler Studio is a creator, owner, and
producer of great Southern stories.

Whistler Studio is the Gimlet Media of the South.

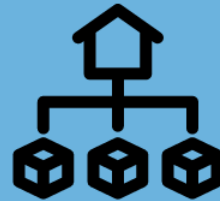
Problem

So many podcasts, so little time



Audience

There are millions of podcast episodes available, but finding the great ones is like finding a needle in a haystack.



Distribution

Finding quality podcasts is even harder when you consider the few platforms available to distribute podcasts to a national and international audience.



Time

When and how you listen to a podcast often determines the best duration and platform (home, car, gym, etc.).

Solution

The Southern Podcast Network (SPN), a station dedicated to quality Southern storytelling



Curated Programming

Only the best podcasts are green-lit for production.



Novel and Note-Worthy

Ideas

Stories that capture the spirit of the modern South.



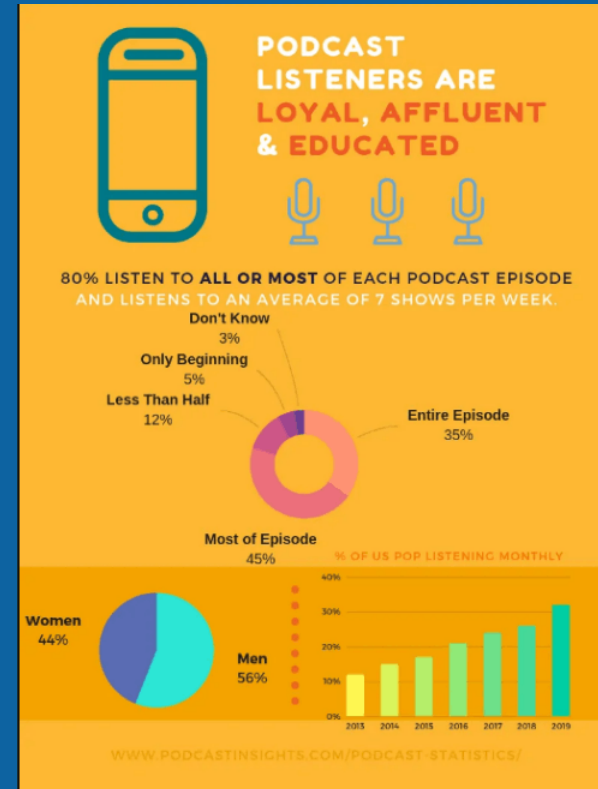
Opportunities for National Reach

Southern stories generate interest far beyond our region with potential for national growth.



Market

Market Size





Product



Whistler Studio

This podcast network will focus on quality stories in 3 primary categories: talk and interview shows, long-form narrative non-fiction as well as branded content for companies and organizations.



Talk and interview shows like *My Favorite Murder*, *One Bad Mother*, *Pod Save America*, and *The Joe Rogan Experience*.



Long-form narrative non-fiction includes programming like *Serial*, *S-Town*, *Dr. Death*, *Dirty John*, *Limetown*, and *Alice Isn't Dead*.



Southern companies can commission branded content along the lines of Nike's *Trained*, Mailchimp's *Going Through It*, and Tinder's *DTR*.



Paths To Revenue



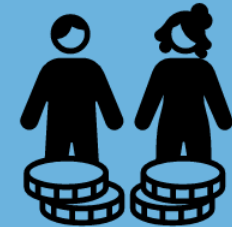
Advertising Sales

Sell local, regional, and national ads for programming.



Development Pipeline

Less expensive way to test story ideas before developing them into movies and television series.



Branded Content

Partnerships with known companies and organizations for cost and revenue sharing.

We plan to generate near-term revenue through cash generating podcasts (e.g. branded content, studio for hire) while we develop story pipeline.

Market Validation



Gimlet Media was founded in August of 2014 by Alex Bumberg and Matthew Lieber. Spotify purchased the company for \$230M in 2019.



The largest independent podcast publisher in the world. 7M daily listeners. \$10M estimated revenue in 2018.



Founded in 2016 in Brooklyn, New York, Pineapple Street Media generated \$20M in revenue in 2018. Entercom purchased the company for \$18M in 2019.



Launched in April of 2018, Neon Hum Media was the brain-child of Jonathan Hirsch. It produced an estimated \$4.2M in revenue.



Competitive Advantage



Story

Using the best in local talent and production, we will only put out the highest quality stories for a better listening experience.



Cost

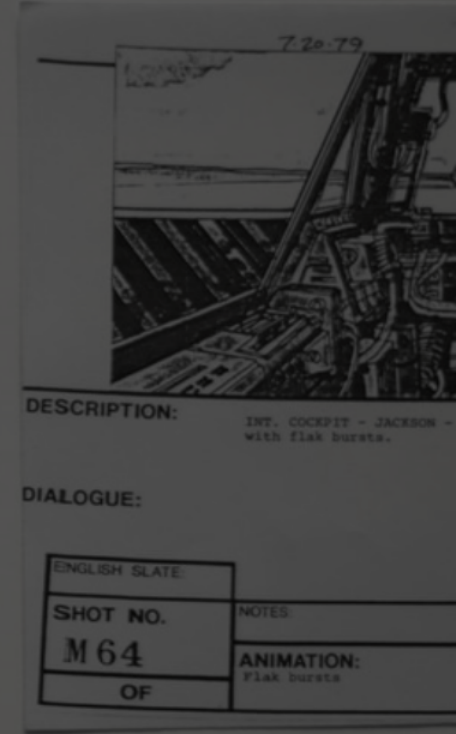
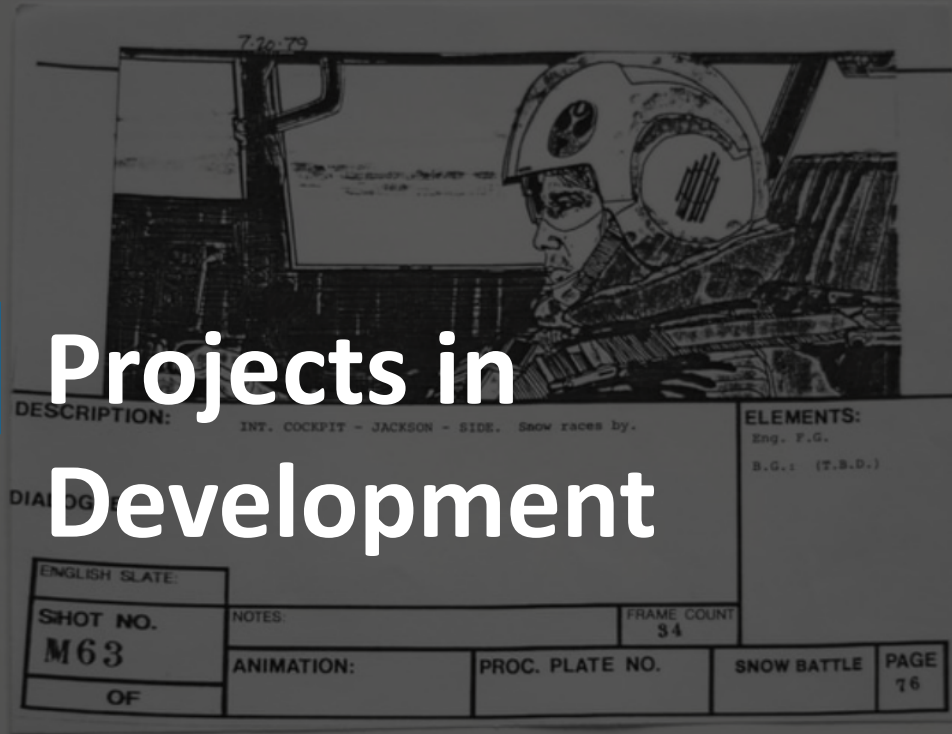
Compared to larger cities like L.A., Boston, and Atlanta, Birmingham offers a lower cost of living which translates into lower production costs and a longer runway.



Talent

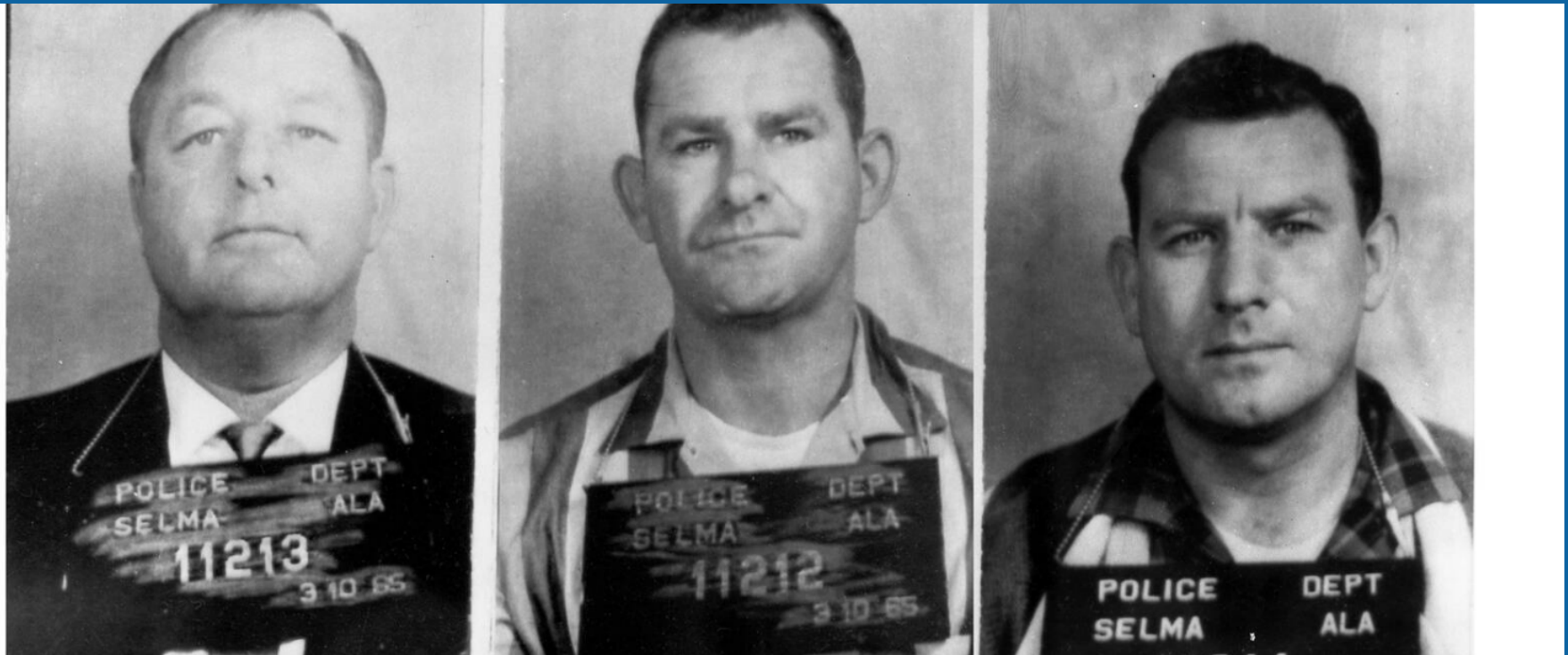
The South is full of voice talent, reporting, personalities, producers, and editors that bring a distinct voice to the market.

Projects in Development



White Lies

White Lies is an investigative podcast that helps us understand who we are as a nation by revealing the uncomfortable truths embedded in our history. In Season One, we used the investigation of an unsolved Civil Rights Cold Case to explore contemporary questions about racial justice and collective memory.



White Lies Season Two

In Season Two, we will explore the roots of today's immigration crisis by telling the dramatic story of the Mariel Boatlift, a nearly forgotten event that brought more than 125,000 Cuban refugees to South Florida over the span of a few months in 1980.

In the wake of the boatlift, thousands of Mariel Cubans were indefinitely detained by the federal government throughout the 1980s and 1990s, resulting in an untold human and legal drama that has unfolded across generations.

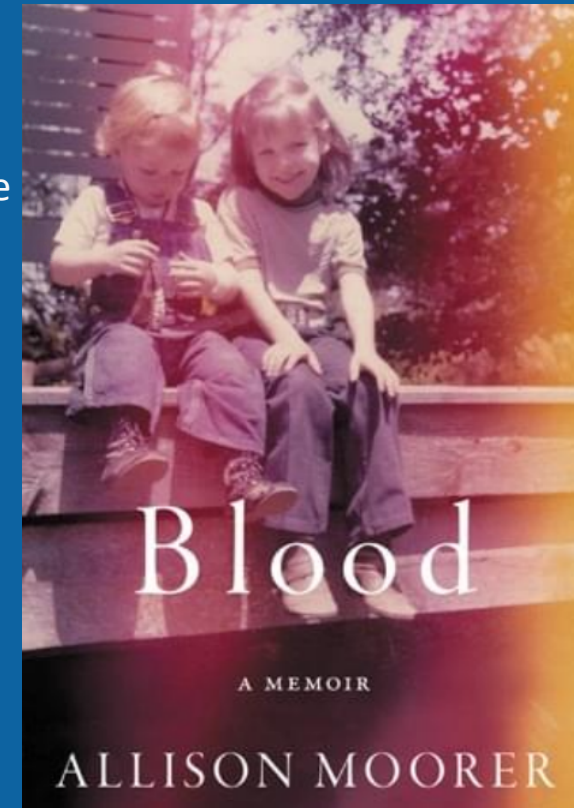
Season Two will tell the first chapter in the story of the modern U.S. immigration system, a story that began as a rescue mission across the Florida Straits but soon devolved into a saga of indefinite detention, prison uprisings, and deportations. It's a character-rich story that exposes the betrayal at the heart of our modern immigration policy and that charts a direct course to our current moment of crisis at the southern border.



Blood

Blood is a six-part memoir podcast from Oscar- and Grammy-nominated singer/songwriter Allison Moorer, whose life changed forever on the morning of August 12, 1986. After years of alcoholism and domestic abuse, Allison's father shot and killed her mother before turning the gun on himself. Just 14 at the time, Allison was there at the house when this horrible act of brutality occurred.

Allison grew up haunted by the pain of her childhood and the tragic deaths of her parents. But as she and her family had always done, she turned to music to express herself. Allison and her sister, Shelby Lynne, have both gone on to successful careers as singer/songwriters.



Blood

Blood will build on the powerful story Allison tells in her celebrated memoir of the same name, which was published in 2019 along with a companion album. The show will have a distinctive sound design, layered with family recordings from the 1970s and 80s; scripted narration by Allison; interviews with family members and friends; lyrical excerpts from the memoir; and songs and conversations from an intimate concert in Nashville with Moorer and special guests, to be recorded specifically for the podcast.

In Blood, Allison will explore the intersection of pain and art, trauma and love. With grit and vulnerability, she will look clearly at her family bonds and reckon with the question of how we are defined by who and where we come from. How much of who we are is in our blood?





People





Team



Chip Brantley

Executive Producer

Chip Brantley is the co-creator and co-host of *White Lies*, an investigative podcast from NPR. The author of *The Perfect Fruit* (Bloomsbury), his work has appeared in Slate, Gourmet, the Oxford American, The New York Times, and The Washington Post, among others.



Andrew Beck Grace

Executive Producer

Andrew Beck Grace is the co-creator and co-host of *White Lies*, an investigative podcast from NPR. His work has appeared in The New York Times, The Washington Post, NPR, and PBS's Independent Lens. His film *Eating Alabama* premiered at SXSW, played over 40 festivals worldwide, and aired nationally on PBS.



Laurel Mills

Project Manager

The recipient of 2 Green Eyeshade Awards from the Society of Professional Journalists, her work has appeared in mental_floss, [TheAtlantic.com](https://www.theatlantic.com), Salon, Gizmodo, Jezebel, Dame and The Birmingham News, among others.

Mike Goodrich, Chairman of the Board



Financials





Use of Proceeds & Revenue Targets

\$200K

Additional
Podcast
Investment

\$200K

18 Months of
Operating
Expenses

\$200K

White Lies
Season II

\$150K

Blood

\$750K

Year 2 Revenue
Target

\$1.5M

Year 3 Revenue
Target

“ Storytelling and copulation are the two chief forms of amusement in the South. They are inexpensive and easy to procure.”

Robert Penn Warren

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