

MIDNIGHT BASKETBALL LEAGUE — 40TH ANNIVERSARY

Media Wrap Report · City of Atlanta Celebration & Press Conference

Coverage Window: Aug 22-28, 2026

Locations: Atlanta City Hall · Morehouse College

Spokespeople: Mayor Andre Dickens · Romando Davidson · Dr. Cynthia Williams

12

OUTLETS REACHED

4 / 2 / 6

TV / RADIO / PODCAST & DIGITAL

2

PRESS CONFERENCE VENUES

40

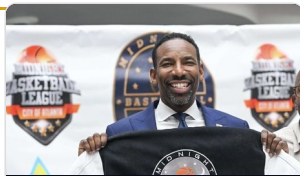
YEARS OF IMPACT CELEBRATED

COVERAGE & EVENT HIGHLIGHTS



CITY HALL RECEPTION

Mayor Dickens with city & Morehouse leadership



COMMEMORATIVE PRESENTATION

Mayor receives 40th Anniversary league jacket



11 ALIVE ATLANTA ↗

Mayor Dickens press conference · 8/28



THE MAROON TIGER ↗

Safety message brought to Morehouse



11 ALIVE ATLANTA ↗

R. Davidson studio interview · 8/27



WIGO 1570 AM ↗

On-site · empowering youth in ATL



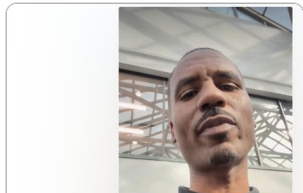
THE ATL NOW ↗

City Hall press conference reel



WAOK — ON POINT W/ JUANDOLYN STOKES ↗

On-demand podcast episode · 17m



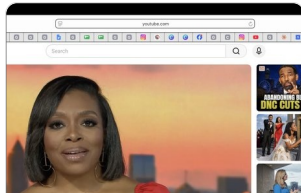
BALLER'S BRIDGE ↗

Shout-out post · 54 likes / 13 comments



JOCELYN KNOWS SPORTS ↗

IG recap · showcase games weekend



11 ALIVE (YOUTUBE) ↗

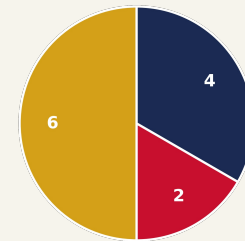
2.3K views on video upload



ALSO SYNDICATED ↗

11 Alive segment picked up via Yahoo News

COVERAGE MIX BY MEDIA TYPE



TV Radio Podcast/Digital

TELEVISION (4)

CBS Atlanta	coverage confirmed
11 Alive Atlanta	11alive.com/video/...8703e
Fox 5 Atlanta	coverage confirmed
The ATL NOW	instagram.com/reels/Dcj8LGagnUu

RADIO (2)

WAOK Atlanta — Juandolyn Stokes Show	facebook.com/1380waok audacy.com/podcast/waokam
WIGO 1570 AM	instagram.com/reels/DckHV0Dus2f

PODCAST / DIGITAL & SOCIAL (6)

The Recap Report	therecapreport.com
The Culture Ticket	youtube.com/@TheeButtaNotButter
The Maroon Tiger	maroontigermedia.com
Jocelyn Knows Sports	instagram.com/jocelynnknowssports
Fit with CJ Washam	coverage confirmed
Baller's Bridge	instagram.com/p/DcmHdpggAPT

ESTIMATED AUDIENCE REACH

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2.76M

ATLANTA TV HOUSEHOLDS

#7 US media market · reachable via 3 broadcast affiliates (CBS Atlanta, 11 Alive, Fox 5)

2.82M

11 ALIVE YOUTUBE SUBSCRIBERS

Owned digital extension of broadcast coverage · segment logged 2.3K views

~48K

COMBINED INDEPENDENT SOCIAL FOLLOWERS

WAOK, WIGO, Jocelyn Knows Sports, Baller's Bridge & The Maroon Tiger accounts

REACH BY OUTLET

TELEVISION	PLATFORM	AUDIENCE SNAPSHOT	BASIS
CBS Atlanta	Broadcast	2.76M TV households	Atlanta DMA, Nielsen 2024–25 season (#7 US market)
11 Alive Atlanta	Broadcast + YouTube	2.76M households · 2.82M YT subs	Atlanta DMA (Nielsen); channel subscriber count, video 2.3K views
Fox 5 Atlanta	Broadcast	2.76M TV households	Atlanta DMA, Nielsen 2024–25 season
The ATL NOW	Instagram Reel	489 plays (posted clip)	View count visible on submitted reel screenshot
RADIO	PLATFORM	AUDIENCE SNAPSHOT	BASIS
WAOK 1380 AM	Broadcast + IG	~3,500 AQH · 5.9K IG followers	Nielsen Audio PPM average-quarter-hour; @1380waok Instagram
WIGO 1570 AM	Broadcast + FB	2.6K FB followers	Class D station, not Nielsen-rated; Facebook page followers
PODCAST / DIGITAL	PLATFORM	AUDIENCE SNAPSHOT	BASIS
Baller's Bridge	Instagram	25K followers	@ballersbridge Instagram profile
The Maroon Tiger	Campus paper + IG	7.8K IG · ~9K AUC students	@themaroontiger Instagram; Atlanta University Center enrollment (Morehouse/Spelman/Clark Atlanta)
Jocelyn Knows Sports	Instagram	7.3K followers	@jocelyknowssports Instagram profile
Recap Report / Culture Ticket / CJ Washam	Podcast/Digital	Reach not independently verified	No public subscriber/listener figures located at time of this review
Also Syndicated — Yahoo News	News Portal	~180M monthly US visitors (platform-wide)	Yahoo News total site traffic; not a segment-specific view count

Methodology & caveats: TV figures reflect the Atlanta Designated Market Area (DMA) household count — the potential audience within broadcast range, not confirmed viewers of this specific segment. Radio AQH (average quarter hour) reflects Nielsen Audio's estimated in-the-moment listenership, not a weekly cumulative total. Social follower counts are public profile snapshots pulled at the time of this report and reflect platform reach, not guaranteed content views. Because TV, radio, and digital audiences overlap within the same metro area, these figures should be read as parallel indicators of potential exposure rather than a single additive total.