


Podcasting for Publishers

It's a bigger opportunity than you may think

Elaine Appleton Grant



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Why people listened... in 2021

1. Multitasking
2. To learn new things
3. They craved a sense of belonging
4. They were lonely



In 2025, this hasn't changed.

What news audiences crave now:

- Connection and community
- Trust
- In-depth content

*Researching Unmet Needs (RUN), a 2024 study of more than 30,000 Americans by the Public Media Content Collective

A big disconnect

What journalists *think*
audiences want:

- Objectivity
- Independence
- Accuracy
- Newsworthiness

What audiences *say* they want:

- Approachability
- Empathy
- Clarity
- Emotional resonance
- Journalists willing to listen

*Claudia Mellado & Constanza Gajardo, Chilean study cited in “What audiences really want: For Journalists to Connect with them as People,” by Mark Coddington & Seth Lewis, Nieman Lab, 11/6/24

Every voice in the community

“There is not a single user asking for more, cheaper content...What they want from us is more of the uniquely human characteristics of connection, collaboration and care.”

Shirish Kulkarni, News For All, Media Cymru and the BBC, research about marginalized communities' news habits in Wales, 2024

So what's the opportunity?

Solve unmet needs with your podcast:

- Connection & belonging
- More depth
- Identity: A sense of place
- A range of community voices



Community & connection

- Warm, inviting host
- Sound of the Vineyard
- Shares community events and hyper-local news



In-depth information

Behind-the-scenes
conversations with reporters

Conversations complement &
expand on online/printed
news



Build your reporters' brands

Younger audiences trust individuals, not institutions

37% of people 18-20 get their news from “news influencers.”



The business case

- Meet younger and diverse audiences where they are
- Cross-promote across platforms & properties
- Offer multi-platform sponsorship packages



But we're stretched thin

This doesn't have to cost a lot.

It doesn't have to take loads of time.

Your staff has many of the skills you need

Partner with radio stations or other newspapers



Humanize the issues

— “

The power of their voices...made us pivot.
I love the way their voices break and
crackle and emote. It's just more
powerful in the audio experience.

” —

— Gilbert King
Bone Valley



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