



**VINEYARD  
GAZETTE**  
MEDIA GROUP

# **Podcasting for Publishers**

NENPA Portland ME. 2025

# Bios

## Monica Brady-Myerov

**Publisher, Vineyard Gazette Media Group**  
**Creator, Host and Editor – On The Vineyard Podcast**  
**25 years Reporter for NPR**



## Elaine

## Appleton-Grant

**CEO and Co-Founder Podcast Allies** - Strategic editorial consulting,  
production, and training  
Host and Executive Producer Sound Judgement Podcast  
Worked at WBUR, NH Public Radio, and Colorado Public Radio



# Audio Trends in Spoken Word

48% of the US population listen to some spoken audio every day.

An estimated 135 million people in the U.S. listen to spoken word audio content daily, and listening continues to increase

Increased by 55% over the last 9 years

An estimated 20.9 M daily newspaper circulation (print and digital combined) both weekday and Sunday



# New Podcast



# Younger Demo

**214%**

Over the last 8 years younger listeners (12-24) time spent listening has increased 214%

Gen Z spends 22% of their time with spoken word audio



# Listening Habits

**Podcasting listening was at an all-time high in 2023**

**64% of the U.S. population has listened to a podcast**

The mobile device is the primary way people listen to Spoken Word  
31% of the podcast audience consumed a **news podcast** in the last month

Media consumption is dominated by video streaming services and YouTube  
93% use YouTube and 59% spend more time with it, both higher than non-news podcast users.



# AI in Podcasting

Assists in transcription

The Soundtrap logo is displayed on a solid purple rectangular background. It features a white icon of a double-headed arrow with a horizontal line through its center, followed by the word "Soundtrap" in a white, sans-serif font with a registered trademark symbol.

Simplifies audio editing – Soundtrap

Can generate podcasts without humans!

The Wondercraft logo is shown on a light purple rectangular background. It consists of a stylized, multi-colored "W" icon followed by the word "Wondercraft" in a dark blue, serif font.

**Otter.ai**

## AI Podcast Generator

Use Wondercraft's AI to generate a podcast episode for free!



# Publisher Podcasts

New York Times 12+ podcasts

The Enterprise

The Upper Cape Catch

Voice of San Diego

**The New York Times**

**The Enterprise**

Serving Cape Cod Communities Since 1895

 **VOICE of SAN DIEGO**





# On The Vineyard

- Highlights content across Vineyard Gazette properties
  - Features our Editor-in-Chief and reporters
  - Gives a sense of place
- 
- Available on all podcast platforms and prominently on our website
  - One founding sponsor, others interested





# ON THE VINEYARD

PODCAST



PHOTO BY TIM JOHNSON



## FEATURING:

- Community Concerns over State Forest Restoration
- Tony's Market
- Pinkletinks

