Launching a Daily Podcast
Local news explained. Weekdays at 6 a.m.

Get up to speed on the stories shaping Seattle, every morning at 6 a.m. Hosted by Patricia Murphy and produced by KUOW, Seattle’s NPR news station.
AGENDA:

- The daily(ish) news podcast landscape
- How we piloted Seattle Now
- Performance, lessons learned + next steps
1. **Micro-bulletins** – short news bulletins of just a few minutes that aim to provide a quick summary of the day’s news. These are often aimed at voice devices such as the Amazon Alexa and Google Home. Examples include BBC Minute and NPR News Now.

2. **News round-ups** – these are longer podcasts that have the aim of briefing people at particular points in the day with a short update. Examples include the FT News Briefing.

3. **Deep-dive analysis** – these typically take one story for deeper analysis. Examples include The Daily from the *New York Times*. 

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**What’s our niche in the daily podcast ecosystem?**
What’s our niche in the daily podcast ecosystem?
What's our niche in the daily podcast ecosystem?

Deep Dives

News Roundups

Micro-bulletins

Where will the original journalism come from?
What listener habit are we tapping into?
What problem are we solving for the listener?
WHY THIS MATTERS:

• Audience Habits are changing.
• Our skillsets as journalists have to evolve.
• Culture of feedback and airchecking.
MARCHING ORDERS:
• Make the Daily, except… you know… for Seattle.
• Design a daily news product for a digital-first audience.
• Make something for the morning.
• Source Diversity goal-- 40%
• 4 full time employees max, ideally 3.
WHO IS THIS PODCAST FOR? WHAT IS OUR OPPORTUNITY?

Up First—14 min.

**OPPORTUNITY—9-15 min.**

The Indicator—8 min.

Wild BITE—10 min.

All Songs Considered —37 min.
PHASE 1 PILOTING – JULY-SEPTEMBER 2019

Short episode sprints, with rotating producers/reporters
Different blends of news and tone
Airchecks/feedback

- **Hostiness/editorial sensibility:** The host reflects the target listener’s curiosity, while putting her own unique stamp on news stories.
- **Relevance (news curation and story selection):** Every episode highlights at least one news story everyone is talking about, and surfaces at least one story they should be.
- **Originality:** Every episode is underpinned by a clear, fresh idea.
- **Sonic texture:** Story is deepened via the use of sound—scoring and music; field tape; vox, etc.
- **Narrative momentum:** The pacing is quick.
SEATTLE NOW SHOW TEMPLATE

9-13 Minutes

3 Headlines, 3 Minutes  Feature or 2-way, 6-10 Minutes
PHASE 2 PILOTING – OCTOBER-DECEMBER 2019

Priorities

- Solidify staffing
- Simulate the churn of a daily pod
- Sharpen editorial northstar
  - News story selection & focus
  - Headline curation
  - Guest selection/ curation
  - Execution & originality of story ideas
    - Headlines
    - Lighter-lift episodes
    - “Casual Friday”
Seattle Now: Hit the panic button?

Western Washington had the first confirmed case of the COVID-19 coronavirus, and this weekend, the first reported deaths in the U.S. So what's a reasonable Seattlite supposed to do as more cases are expected?

Guest: Dr. Clyde Crumpacker, infectious disease specialist and professor at Harvard Medical School

Follow live updates on the coronavirus outbreak at KUOW.org
AUDIENCE TRENDS

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<thead>
<tr>
<th>Dates</th>
<th>Downloads</th>
<th>Listeners</th>
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<td>Mar-May 20</td>
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Avg. Episode Download (28 days) 4,260
Avg. Weekly Downloads (Aggregate) 24,047

Seattle Now Weekly Downloads / Listeners

How Old Are You?

![Graph showing age distribution ranges from < 18 to 65+ years old.](Image)
HOW TO STAFF IT

WHAT WE HAVE:
KUOW NEWS: ~30 JOURNALISTS
KUOW AUDIOSHOP: 2 EDITORS, 3 PRODUCERS

WHAT WE GAVE UP:
KUOW NEWS: 1 REPORTER/HOST, 1 SENIOR PRODUCER
KUOW AUDIOSHOP: 2 PRODUCERS
ASPIRATIONS GOING FORWARD

ASPIRATIONS / UNDER WAY:
• TESTING MORE DEEPER-DIVES / NARRATIVE
• PODCAST --> BROADCAST (MORNING EDITION)
• PARTNERSHIPS?
• BUILD ON THE HABIT? NEWSLETTER?
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