

Local Podcasting

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Hey there! Thanks so much for coming. In this session, we're going to talk broadly about productives ways to think about a (realistic) local approach to podcast development. So, I know it's a big and sprawling topic, and that what works for some might or will not work for others, and the configurations that make team what they are so specific and differentiated that it's a miracle we can even connect on a human level. But the point here is to get a line of discussion going, the juices flowing, and some options showing. You can find me in the hallways after and we can continue to chat after. - NQ

Discussion questions

1. What is the goal of this local podcast?
2. Is this a local podcast for a local audience, or a locally-sourced podcast for a national audience?
3. What are the unique qualities of your newsroom, unique stories of your communities?
4. Does this idea warrant a whole podcast?
5. What productive relationships can you develop between podcast and broadcast, between digital and analog?
6. How can you build a podcast operation on top of existing workflows?
7. How do you reach podcast-listening audiences in your community?
8. How do you measure the success of your local podcast relative to the goal?
9. What partnerships can be formed?
10. How can the value of local podcasts be articulated to local underwriters and supporters?
11. How can the value of local podcasts be articulated to management?

Models to watch

- NHPR's Civics 101
- The Hearken-powered "Curious" universe: Curious City, Bay Curious, SoCal So Curious, Curious Nashville, Curious Louisville, etc.
- WBEZ's Making Oprah
- WNYC' There Goes the Neighborhood, Season 2 with KCRW
- KQED's Q'ed Up
- WBUR's Season Ticket
- OPB's This Land is Our Land
- Down in Alabama (AL.com)
- Kelly Moffitt's great [Flyover podcast newsletter](#)

Useful links for thinking

Maureen's Tabs

- Air Media: "[Localore: Finding America project](#)"
- Democracy Fund: [Local Fix newsletter](#)
- University of Oregon's Agora Journalism Center: "[Local Journalism in the Pacific Northwest](#)" Report
- Center for Cooperative Media: "[Comparing Models of Comparative Journalism](#)" report
- Current: [Local That Works series](#)
- Poynter: [Interview with St. Louis Public Radio's Kelly Moffitt](#)
- Hearken: [Resources](#)

Nick's Tabs

- Stratechery: "[The Local News Business Model](#)"
- API: "[How Millennials Get News: Inside the habits of America's first digital generation](#)"
- The Guardian: "[The big journalism void: 'The real crisis is not technological, it's geographic'](#)"
- Knight Foundation: "[From Airwaves to Earbuds: Lessons from Knight Investments in Digital Audio and Podcasting.](#)"
- Nieman Lab: "[This Vermont-focused nonprofit news site is looking to podcasting to add new revenue streams.](#)"
- Current: "[Why not promote our podcasts like we do our own programs?](#)"
- Barbara Cochran: "[Rethinking Public Media](#)"
- Second that Local Fix newsletter jam.

Tamar's Tabs

- NPR Training: "[How to hook your podcast audience](#)"
- NPR Training: "[How audio stories begin](#)"
- NPR Training: "[A blueprint for planning storytelling projects](#)"
- Current: "[How NPR One data points to new ways to thinking about local content](#)"