

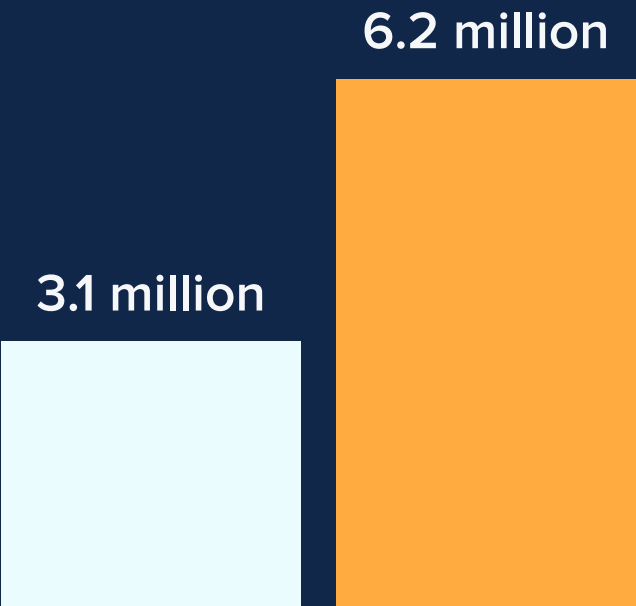
A map of Wisconsin with various radio stations marked. Call letters and call signs are listed for several stations: WHWC (Colfax), WHRM (Wausau), WHLA (Wausau), WPNE (Green Bay), WCML (Alpena), WIAA (Interlochen), WCBU (Peoria), WBAA(AM) (West Lafayette), WYSO (Yellow Springs), WOSU(+AM) (Columbus), WOUB(+AM) (Pittsburgh), and WILL(+AM) (Urbana). Green arrows point from some stations towards the center of the state. A light blue rectangular box is overlaid on the map, containing text.

What is it?

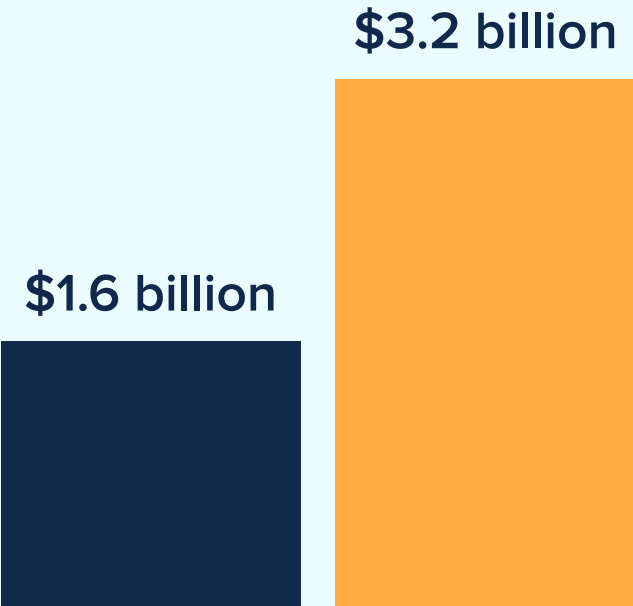
The **NPR Network Initiative** is how NPR and Member stations will work together in new ways to reach audiences that reflect our communities and grow support for our shared mission.

The Goal of the NPR Network is to, by 2030....

Double the number of people who are members of a local station



Double the total revenue in the public radio system



NPR Network Initiative Workstreams

GP Webinar

Digital Audio Exchange

Turning unsold digital sponsorship inventory into revenue

May 24

NPR Network podcasts

Building audience for the network's 900+ podcasts through branding and cross-promotion

TODAY

Growing audience support

Using NPR platforms and data-driven approaches to increase local station members and donor giving levels

June 14

NPR Network brand

Communicating our local-national mission to new audiences and donors

June 21

NPR+ podcast bundle

Driving station membership among NPR digital superfans

June 28

NPR One reimagined

The best place to experience the local-national NPR Network and support its work

Fee model review

An evaluation of funding for the service NPR provides to its Members, taking these new initiatives into account

Big tech and commercial radio giants look to dominate

Los Angeles Times

Subscribe Now
\$1 for 6 months

COMPANY TOWN



SiriusXM to buy Stitcher for up to \$325 million in largest podcast deal yet

FUTURE-FORWARD THINKING

How iHeart's Buying Spree Will Effect The Future Of Podcasting

Big radio made another big podcasting purchase. But what does iHeart's acquisition of Triton mean to the podcasters who aren't today hosted by Omny? And how will this move shape podcasting's tomorrow?

FEBRUARY 18, 2021

≡ 🔍 GOT A TIP?

THE *Hollywood* REPORTER

NEWSLETTERS SUBSCRIBE

NEWS FILM TV AWARDS LIFESTYLE BUSINESS INTERNATIONAL VIDEO PODCASTS

HOME > BUSINESS > DIGITAL

Spotify Buys Company That Turns Radio Shows Into Podcasts

Whooshkaa, based in Australia, will soon be integrated into Megaphone, the podcast advertising platform the audio giant acquired last year.

The New York Times

THE VERGE

TECH

REVIEWS

SCIENCE

CREATORS

ENTERTAINMENT

VIDEO

MORE



PODCASTS TECH CREATORS

SiriusXM Is Buying '99% Invisible,' and Street Cred in Podcasting

The deal, for one of the industry's earliest success stories, is the latest salvo in an era of rapid consolidation.

Amazon buys Wondery, setting itself up to compete against Spotify for podcast domination

Wondery is now part of Amazon Music

By Ashley Carman | @ashleyrcarman | Dec 30, 2020, 12:54pm EST

NPR and its Members are moving apart in podcasting

Listeners see no tie between us because we have no common brand in podcasts.

Many NPR Members find building audiences and revenue for their podcasts to be challenging.

As a result, Member stations are not sharing in the benefits of podcasting equally.

NHPR Expands Its Podcast Reach with New Exclusive National Distribution Deal with Stitcher

New Hampshire Public Radio | By **NHPR Staff**

Published November 9, 2021 at 8:11 AM EST



American Public Media Partners With Audacy's Cadence13 In Multiyear Podcast Deal.

Jun 10, 2021 Updated Jun 10, 2021



NPR and Member stations should form a podcast network

48


NPR PODCASTS

~900

ACTIVE STATION PODCASTS

- A **unifying factor** — similar to the radio tower — for presenting the best of local and national content to the audience
- Provide a concrete example of the breadth and scope of the NPR Network — of NPR and Member stations working together
- Potentially the largest podcast network in the world.

NPR Network Podcasts



A diagram illustrating the relationship between different types of NPR podcasts. A large orange bracket at the top spans the width of the slide. Below it, on the left, are two stacked light blue rounded rectangles. The top rectangle contains the text 'Member Station Podcasts that opt in'. The bottom rectangle contains the text 'all NPR Podcasts'. To the right of these rectangles, the text 'Cross Promote Each Other' is written in orange. Two curved orange arrows originate from this text: one points to the top rectangle and the other points to the bottom rectangle.

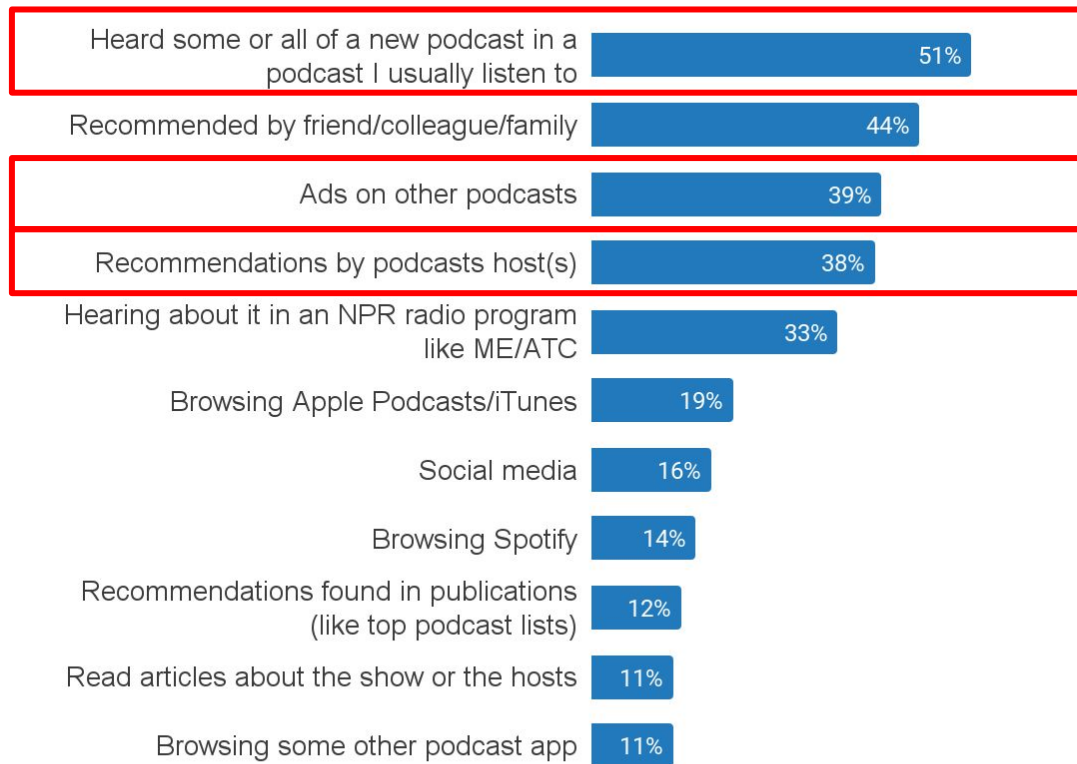
Member Station Podcasts
that opt in

all **NPR Podcasts**

Cross Promote Each Other

**Samples,
recommendations
and ads are the top
ways listeners hear
about podcasts.**

Thinking about the last few podcasts you tried, how did you hear about them?



Source: NPR All Podcasts Survey 2021, N = 25,958 NPR podcast listeners

NPR Network Podcasts

Member Station Podcasts
that opt in

all **NPR Podcasts**

Distribute w/NPR

Co-branded partnerships where stations produce & own their content and NPR handles:

- Publishing
- Distribution
- Sponsorship sales

**Coming
Soon**

Co-produce w/NPR

- *Believed* w/Michigan Radio
- *No Compromise* w/ WAMU, WABE & KCUR
- *On Our Watch* w/KQED

Let's do more.

Potential Future Podcast Network Features

Analytics Support

Tools and resources to help us better understand our audience.

- Analytics Dashboard
- Collaborative Surveys
- Visibility into learnings from NPR & other stations

Improved Network Publishing

Publishing tool enabling stations to self-publish within the network, enabling easier:

- Monetization
- Simplified/automated cross-promotion
- Analytics

Network Cultivation

- Opportunities to connect and share insights with one another on production, marketing and editorial success, failures and best practices
- In-person gatherings
- Podcast focused trainings

Editorial Features

- Newsletter for listeners
- Coordinated feed-drops in NPR shows
- More local/national podcasts like Consider This (in NPR One)
- You tell us!

Timeline

Summer 2022

- NPR to apply NPR Network brand to all of its podcasts along with pilot group of participating station podcasts

Fall 2022

- NPR Network brand roll-out and marketing campaign
- On-board more participating podcasts and begin podcast cross-promotion

Year End 2022

- Goal to have launched six local pods distributed by NPR.

Next Steps

- Let us know you are interested!

dmccoy@npr.org

eregister@npr.org

- Take the NPR Network survey!

(You'll get a link after this webinar.)