<p align="center">**Beyond Audiograms:**
Audience Engagement in Podcasting</p>

Goals: To provide thought-provoking frameworks that challenge our group's perception of audience engagement in podcasting. We want to empower and equip each person to explore new routes to reach new audiences, expand on their existing tools and resources, and really dig deep to form meaningful relationships with their listeners.

https://docs.google.com/presentation/d/1vBQ0fD0QPsv0jtFabj_b-wO7W2Q_OgKdFbUQnTWNxOU/edit?usp=sharing

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Intros | 10 minutes

Each speaker will say who they are, who they work for, and provide one to two-liner insights on a specific project or space that they're passionate about within audience engagement for podcasting.

Keep these short and sweet — 2 to 3 minutes max.

Also define how we think of engagement for each of our projects.

- **Alex**: SMS - JoJo the News Bot
- **Brianne**: Overall audience engagement discoveries at BF / IG stories
- **Ashley**: Upcoming KPCC podcasts and engagement around Unheard LA, Shoes Off
- **Byard**: Engagement and localizations around "modern-day redlining" and work rehabs.

Brainstorm | 10 minutes

A brainstorm is meant for people to wake up and get the creative juices flowing.

We'll provide every table with sticky notes and ask them to write down as many things that come to mind when we ask the following three questions:

1. How do you communicate with people you care about? (email, social, slack, in person, at church, over the phone, text, letter, etc)
2. What do you love about podcasts/audio?
3. Why should you engage with your audience? (To increase traffic, to increase subscription numbers, to make your journalism more accurate, to get attention, etc.)

Alternate ideas (let us know if you like any of these, or if you want to contribute any other questions):

- What resources do you have in order to connect with your audience?
- What are the struggles facing the industry?
- What are different communities you find yourself in throughout your day? (Riding the subway, waiting in line, reading an article, sitting in a meeting, family dinner, etc)

Group Discussions | 25 minutes

Break into four/five groups and assign a scenario to each group (they don't get to choose):

1) Large public radio station or podcasting company (NPR, Panoply)
2) Medium newsroom with small audio team (BuzzFeed News, Vox)
3) Small newsroom that wants to get into audio (City Bureau)
4) Freelance podcasters

Ask each group to come up with an audio product (daily podcast, weekly podcast, radio show, flash briefing, etc) and determine what audience engagement success might look like given their scenario.

Prompts for them to work off of:

❏ What does "success" look like for you? (here, they're picking one of the models of success we brainstormed above and acknowledging that different scenarios have different needs)

❏ What's one way you could start to tackle that goal? (Could be an SMS bot, social media campaign, a pop-up newsletters, a training program, etc)

❏ What roadblocks are in your way?

Takeaways | 15 minutes

One person from each table presents their group's scenario and findings. Then we leave the floor open for any questions, comments, or personal experiences.

Two-fold takeaway:

1. Success in audience engagement in podcasting varies from newsroom to newsroom. Figure out who your ideal audience is, and work with the resources you have in order to tackle new ways of distribution while revisiting and expanding on your existing methods.

2. People will hopefully come out of this session with ideas and skills to help them regardless of the kind of newsroom they're in, because the exercise will force them to think about audience engagement in a new way.

RESOURCES

http://journalismthatmatters.org/experienceengagement/wp-content/uploads/sites/507/2015/07/Kaleidoscope-2015.pdf

https://towcenter.org/research/guide-to-audience-revenue-and-engagement/