



WUSF DESIGN INTENSIVE

PRX x WUSF Podcast Consultancy

Day 1 | January 30, 2023



HELLO, WHO ARE WE?



STEPHANIE KUO

Director, Training
📍 New York, NY



MIKE RUSSO

Project Manager, Training
📍 Kansas City, MO

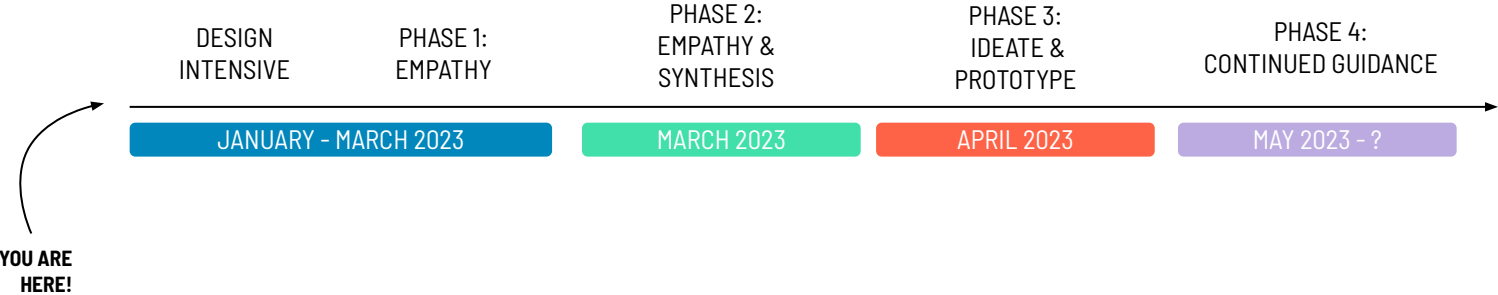


CULTURE SHARE

WHERE OR WHAT DO YOU CALL HOME?

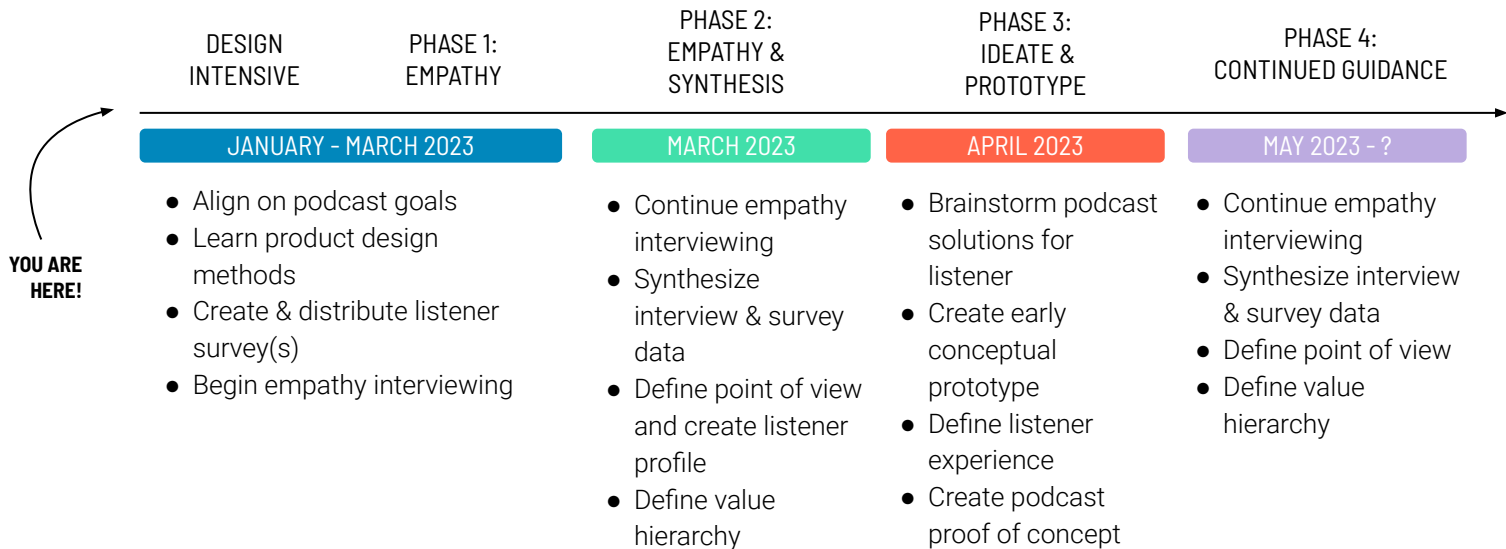


CONSULTANCY TIMELINE





CONSULTANCY TIMELINE





WHAT WUSF WILL WALK AWAY WITH

GOAL 1	GOAL 2	GOAL 3	GOAL 4
CREATIVE CONCEPT FOR WUSF KIDS ART PODCAST Create a daily product that fills actual audience needs and stands out with a unique KERA identity	CONCEPTUAL PROTOTYPES FOR A WUSF FLAGSHIP PODCAST Begin testing a podcast that has gone through rigorous design research and audience-focused development	MINDSET & FRAMEWORK FOR CREATIVE WORK Learn and adopt new processes for more innovative and collaborative work across the station and with partners	STRATEGIC PLAN FOR MARKETING, ENGAGEMENT & MONETIZATION Gain a better understanding of the podcasting industry in order to make clear plans for sustainability



BUT FIRST, THIS WEEK...

	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
	OBJECTIVE: ALIGNMENT	OBJECTIVE: EMPATHY	OBJECTIVE: DEFINE PROBLEMS AND IDEATE SOLUTIONS	OBJECTIVE: PROTOTYPE AND FEEDBACK	OBJECTIVE: TRANSITION TO CONSULTANCY
10:00	WELCOME & CULTURE SHARE	WELCOME BACK & CULTURE SHARE	WELCOME BACK & CULTURE SHARE	WELCOME BACK & CULTURE SHARE	WELCOME BACK & CULTURE SHARE
11:00	EXPECTATIONS, TIMELINE	REVISIT GOALS AND PROBLEMS WORTH SOLVING	REVISIT DESIGN SPRINT AND EMPATHY INTERVIEWS	REVISIT IDEATION & FINALIZE IDEAS	<i>DESIGN SPRINT</i> FINALIZE PROTOTYPE CONCEPT DECK + AUDIO
	INTRO TO PRX'S WORK WITH STATIONS	PRX PROCESS & HOW WE'LL GET YOU THERE		<i>DESIGN SPRINT</i> INTRO TO PROTOTYPING	BIO BREAK
12:00	BIO BREAK	BIO BREAK	<i>DESIGN SPRINT</i> SYNTHESIS CAPTURE DETAILS CLUSTER INTO PATTERNS INTERPRET NEEDS ESTABLISH POINT OF VIEW	<i>DESIGN SPRINT</i> PROTOTYPE ROUND 1 TRAILER SCRIPT AND VISUAL MOOD BOARD	<i>DESIGN SPRINT</i> FINAL PRESENTATIONS
	GROUP IDEATION WHAT DO WE WANT FROM PODCASTS?	INTRO TO DESIGN		<i>DESIGN SPRINT</i> PROTOTYPE FEEDBACK	DEBRIEF
1:00	LUNCH (60 MIN)	LUNCH (60 MIN)	LUNCH (60 MIN)	LUNCH (60 MIN)	LUNCH (60 MIN)
2:00	GROUP IDEATION WHAT IS STANDING IN OUR WAY?	<i>DESIGN SPRINT</i> FORM GROUPS	<i>DESIGN SPRINT</i> INTRO TO IDEATION	<i>DESIGN SPRINT</i> PROTOTYPE ROUND 2 CONCEPT DECK	GROUP REFLECTION
3:00	GROUP SYNTHESIS IDENTIFY PATTERNS AND PRIORITIES	<i>DESIGN SPRINT</i> INTRO TO EMPATHY IN DESIGN	<i>DESIGN SPRINT</i> IDEATE PODCASTS, TOPICS, THEMES	<i>DESIGN SPRINT</i> PROTOTYPE FEEDBACK	RELIEVE LARGER GROUP
	BIO BREAK	BIO BREAK	BIO BREAK	BIO BREAK	
4:00	DEFINE THE GOALS OF THE CONSULTANCY AND THE PROBLEMS WORTH SOLVING	<i>DESIGN SPRINT</i> EMPATHY INTERVIEWS	<i>DESIGN SPRINT</i> SURFACE THE BEST IDEAS IMPORTANCE / DIFFICULTY	<i>DESIGN SPRINT</i> PROTOTYPE ROUND 2 AUDIO TRAILER + CONCEPT DECK	TRANSITION TO CONSULTANCY AND PLANNING FOR KIDS PODCAST
5:00	QUESTIONS & ROADMAP	QUESTIONS & ROADMAP	QUESTIONS & ROADMAP	QUESTIONS & ROADMAP	QUESTIONS & ROADMAP



ROADMAP

DAY 1

- Introduction to PRX's approach to podcast development
- Group Ideation: Imagine & Align on a future for podcasts
- State of Podcasting
- Set goals and establish the problems worth solving



**PODCASTS
WILL BE
"A THING"
ONE DAY**





GOOD BROADCAST

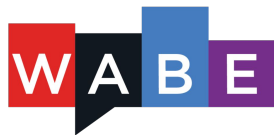
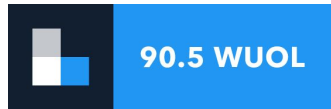


GOOD PODCASTS



WHY PRX?

- Unique legacy and institutional character
- Focus on creators
- Ongoing support
- Alignment with your goals
- We're not here to make a buck (really!)



WYOMING PUBLIC MEDIA





WHAT IS OUR SECRET SAUCE? 🥫

DESIGN THINKING



WHAT IS OUR SECRET SAUCE? 

PRODUCT DESIGN

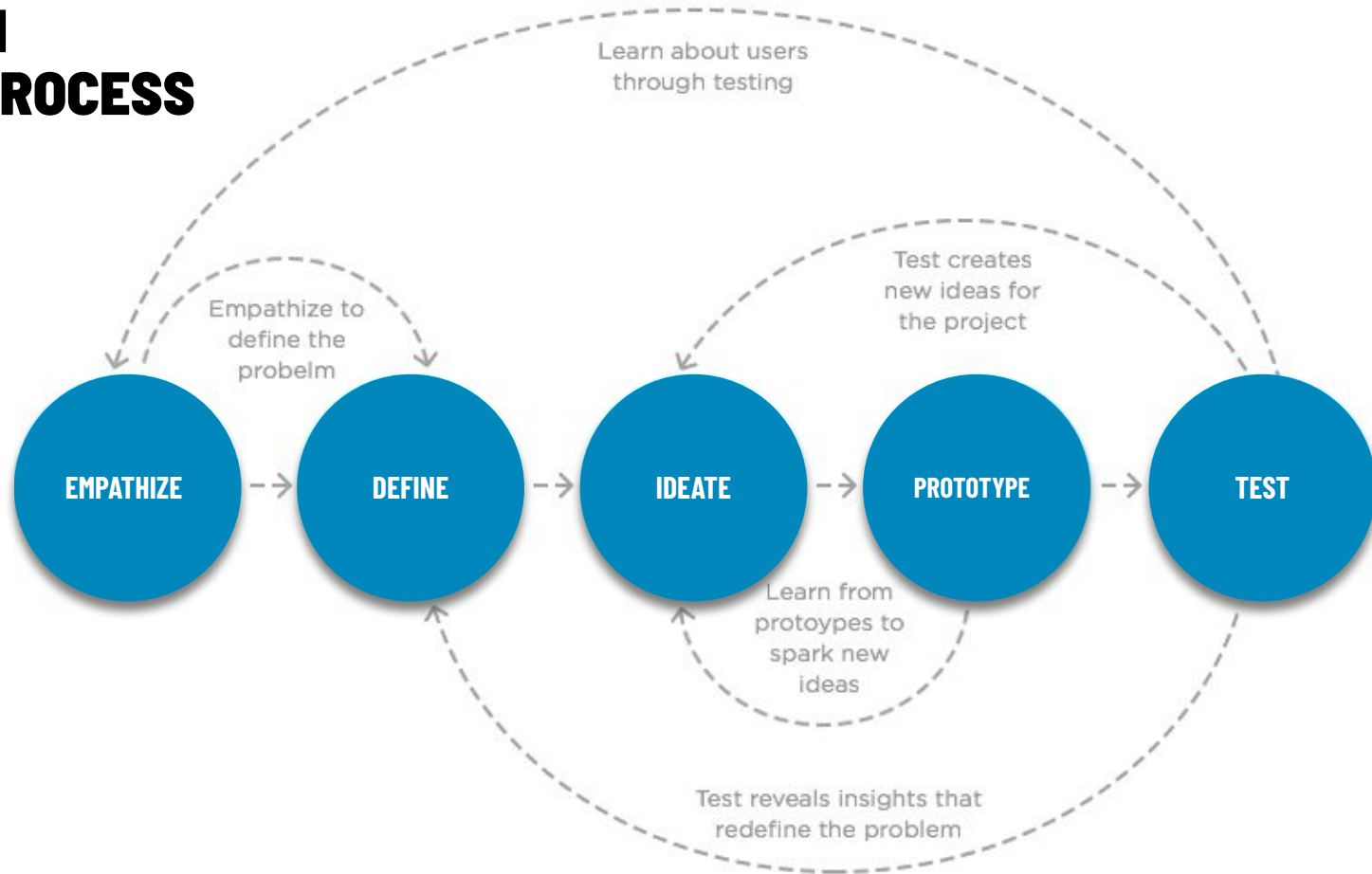


WHAT IS OUR SECRET SAUCE? 🥫

**DESIGN
IS CREATIVITY WITH PURPOSE**

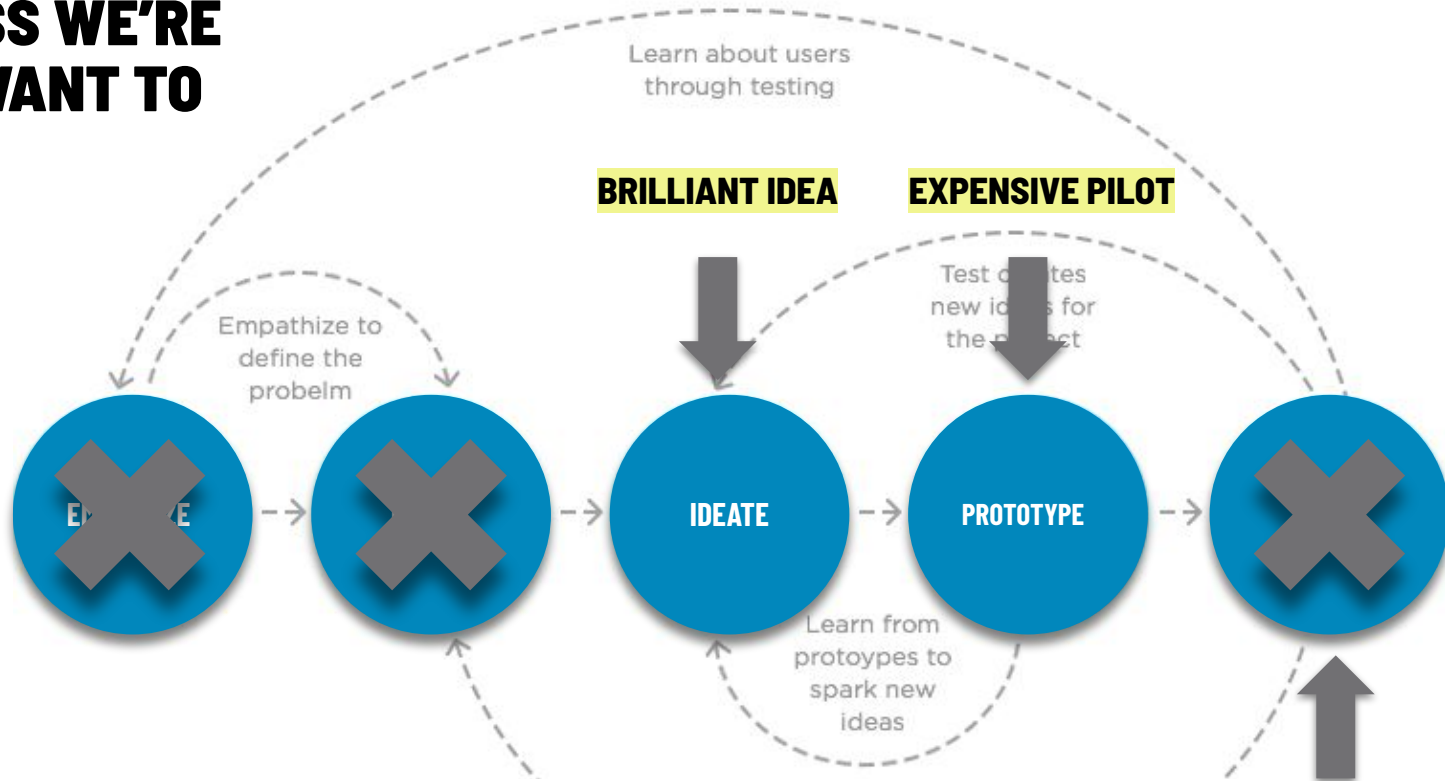


THE DESIGN THINKING PROCESS





THE PROCESS WE'RE USED TO / WANT TO AVOID



"IF ONLY WE HAD MORE MARKETING..."
"THE AUDIENCE DOESN'T GET IT."
"I GUESS PODCASTS JUST DON'T WORK."

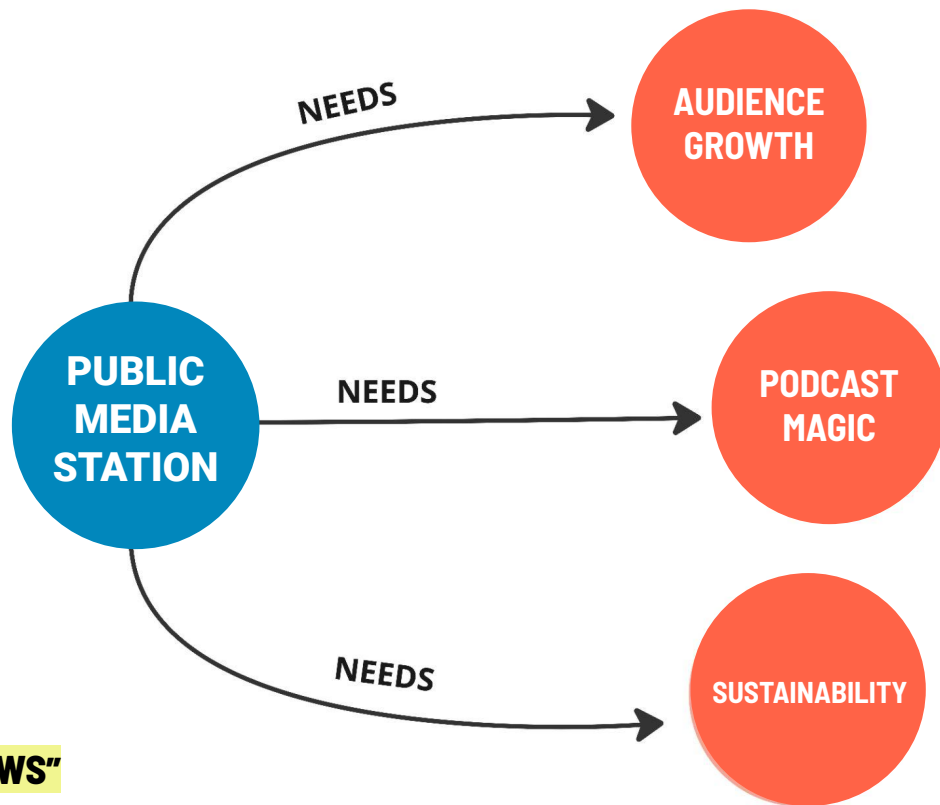


THE PUBLIC MEDIA PODCAST DILEMMA

"WE WANT PODCASTS TO GET NEW LISTENERS"

"PODCASTS AREN'T WORTH THE INVESTMENT"

**"EVERYBODY IN OUR NEWSROOM IS SITTING ON
A PODCAST, BUT THEY HAVE TO REPORT THE NEWS"**





WE HELP STATIONS FIND THEIR VALUE



WE CREATE SPACE TO FIND:

THE NEED

THE USER

THE FOCUS



IN A NUTSHELL...

1

We create space for organizations to transform the creative process into repeatable action.

2

We do the work to tie podcasts to station goals and audience growth.



CASE STUDIES

THE SUCCESS OF OUR PAST AND CURRENT WORK WITH
STATIONS JUST LIKE YOURS







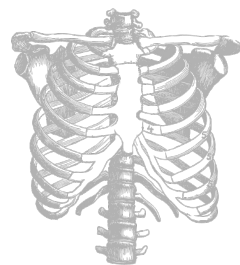
WAMU 88.5

AMERICAN UNIVERSITY RADIO

THROUGH THE CRACKS





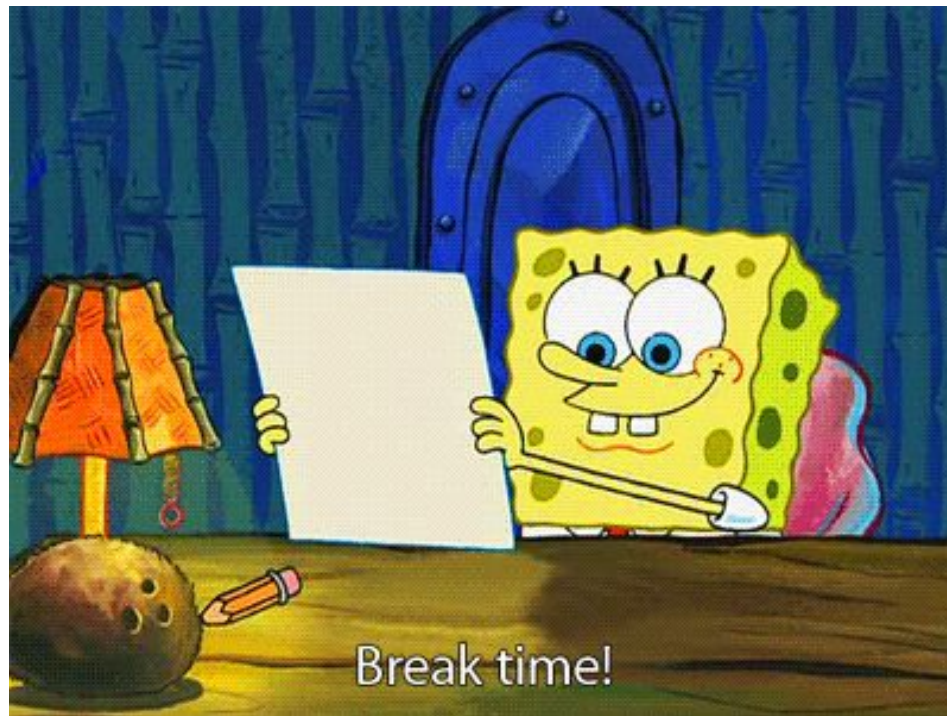


sick
A WFYI PODCAST





QUESTIONS?





NORMS & MINDSETS

CO-CREATING A SAFE, PRODUCTIVE AND CREATIVE
WORKING ENVIRONMENT



NORMS & MINDSETS

-  We are creating a space space (together). Allow your co-workers to show up in a way you may not be used to seeing them.
- ☐ **W A I T:** Why Am I Talking?
-  Engage tension NOT drama. Learn from disagreements.
-  Assume best intent. We are all here to get better.
- ☐ Ask for help! We promise, you're not being disruptive.
-  Yes, and...
-  Show up for yourself and for others. You get what you put in.
-  Take a break! Your wellbeing comes first.

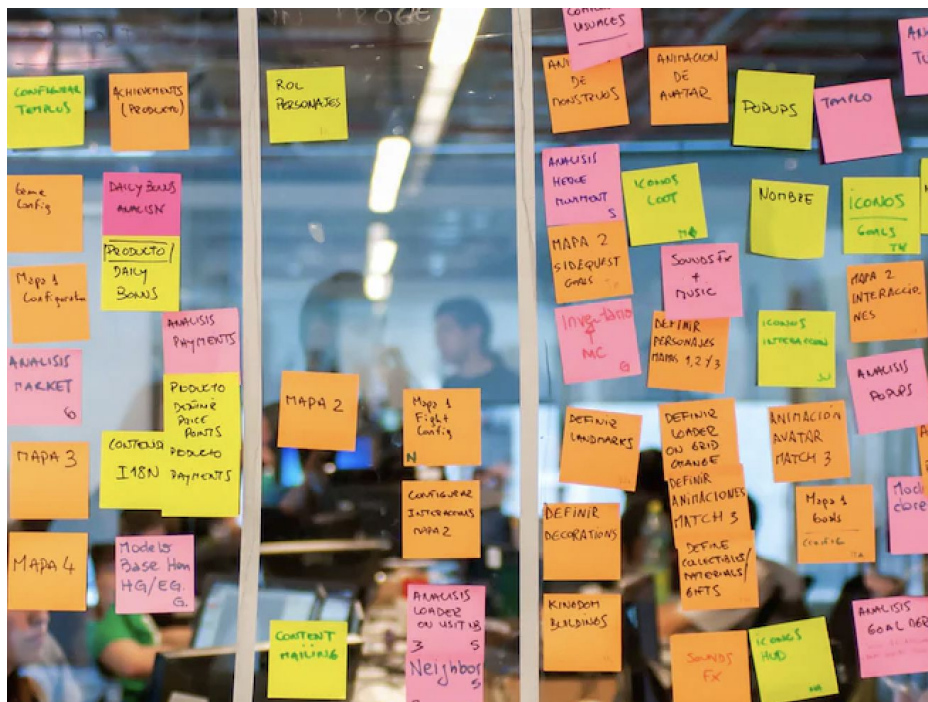


REMEMBER...





IMAGINE AND ALIGN
ON A FUTURE OF
PODCASTS AT WUSF





WHAT DOES WUSF WANT FROM PODCASTS?



WHAT DOES WUSF WANT FROM PODCASTS?

ACTIVITY



10 MIN

- Write down as many hopes, dreams and desires as possible on Post-it notes.

GUIDELINES

- 1 idea per Post-it
- Keep ideas simple (1-5 words or pictures)
- Quantity over quality
- Brainstorm until time is up



WHAT DOES WUSF WANT FROM PODCASTS?

ACTIVITY



15 MIN

- Cluster similar ideas
- Title each cluster.
 - What is the theme?
 - What is the pattern that links these ideas?

GUIDELINES

- We need 2 volunteers to help move Post-its around.



WHAT DOES WUSF WANT FROM PODCASTS?

ACTIVITY



10 MIN

- You have **5** votes. Vote for the most compelling ideas.

GUIDELINES

- What is your personal favorite?
- What is most aligned with WUSF?
- What will excite your audience the most?
- What is out of WUSF's comfort zone but worth trying?



DOT VOTING





60





WHAT IS STANDING IN THE WAY?





WHAT IS STANDING IN THE WAY?

ACTIVITY



10 MIN

- Write down as many barriers, concerns, questions, doubts and fears as possible on Post-it notes.

GUIDELINES

- 1 idea per Post-it
- Keep ideas simple (1-5 words or pictures)
- Quantity over quality
- Brainstorm until time is up



WHAT IS STANDING IN THE WAY?

ACTIVITY



15 MIN

- Cluster similar ideas
- Title each cluster.
 - What is the theme?
 - What is the pattern that links these ideas?

GUIDELINES

- We need 2 NEW volunteers to help move Post-its around.



WHAT IS STANDING IN THE WAY?

ACTIVITY

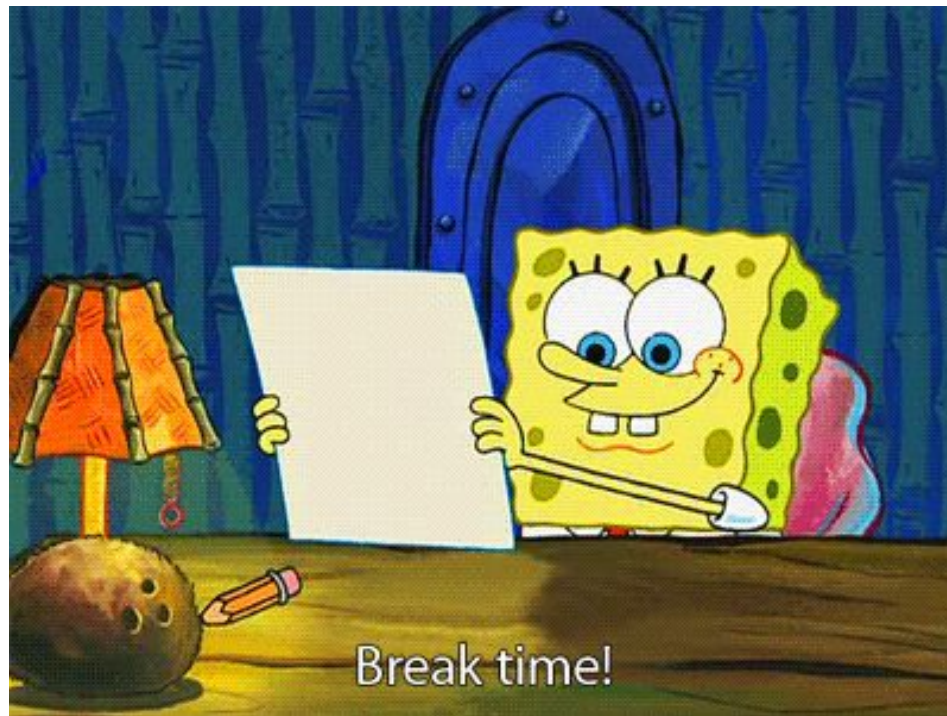


10 MIN

- You have **5** votes. Vote for the most resonant ideas.

GUIDELINES

- What is your biggest concern?
- What is WUSF's biggest concern?
- What feels impossible to overcome? What is a persistent failure or setback?
- What is most urgent?
- What excites you as a challenge?





INTRO TO PODCASTING

Where we started,
where we are, and
where we're going





HOW MANY PODCASTS ARE IN THE APPLE DIRECTORY TODAY?



1+ MILLION

2+ MILLION

4+ MILLION

7+ MILLION



1+ MILLION
2+ MILLION
4+ MILLION
7+ MILLION





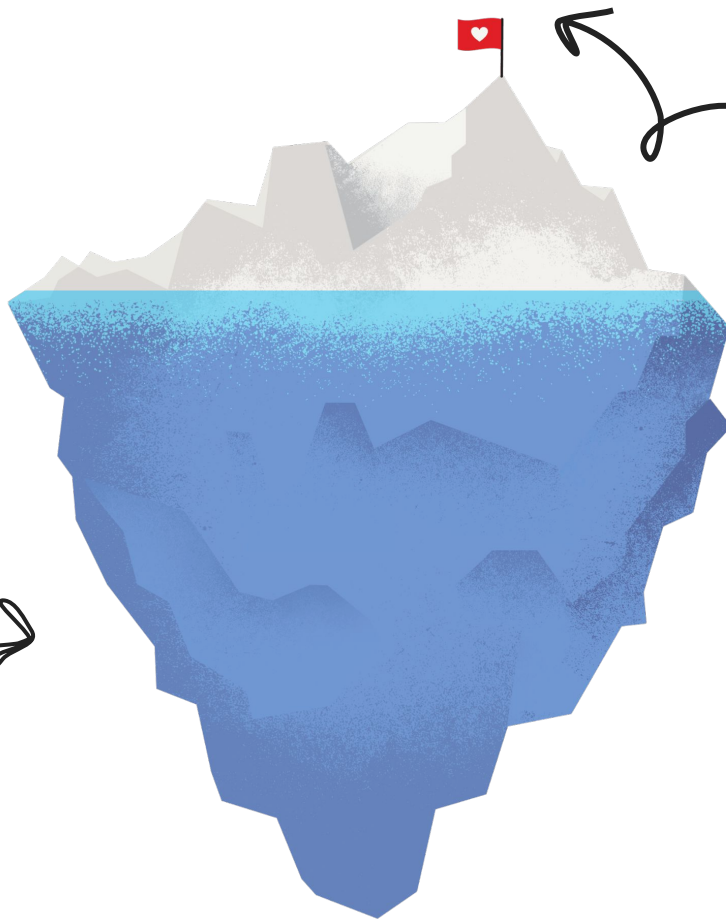
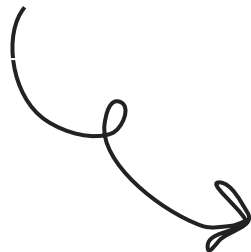
35X INCREASE IN 7 YEARS



**LESS THAN 4% OF PODCASTS HAVE
MORE THAN 10 EPISODES AND PRODUCED A
NEW ONE IN THE LAST WEEK**



**THIS IS WHAT
EXISTS**



**THIS IS WHAT
YOU SEE**



**1ST
WAVE**



**2ND
WAVE**



**3RD
WAVE**



**4TH
WAVE**



1ST WAVE



- “Podcast” first coined (2004)
- Distribution of MP3 through RSS feeds

2ND WAVE



- Launch of the iTunes Directory, fully supportive of podcasts
- Release of the iPhone



3RD WAVE



- Apple Podcast App released as part of iPhone iOS (no need to download separately)
- Smartphone/mobile listening growing
- Launch of SERIAL podcast

4TH WAVE



- Corporate acquisition & consolidation of wealth
- Growth of ad technology
- \$1B+ in ad revenue
- Pressure on the open and once-independent ecosystem

WHAT'S NEXT?



- Globalization
- Localization (hyper)
- Video



PODCAST ECOSYSTEM IN 2015





2022





2022: ZOOM IN ON ACQUISITIONS





The
New York
Times

PUSHKIN



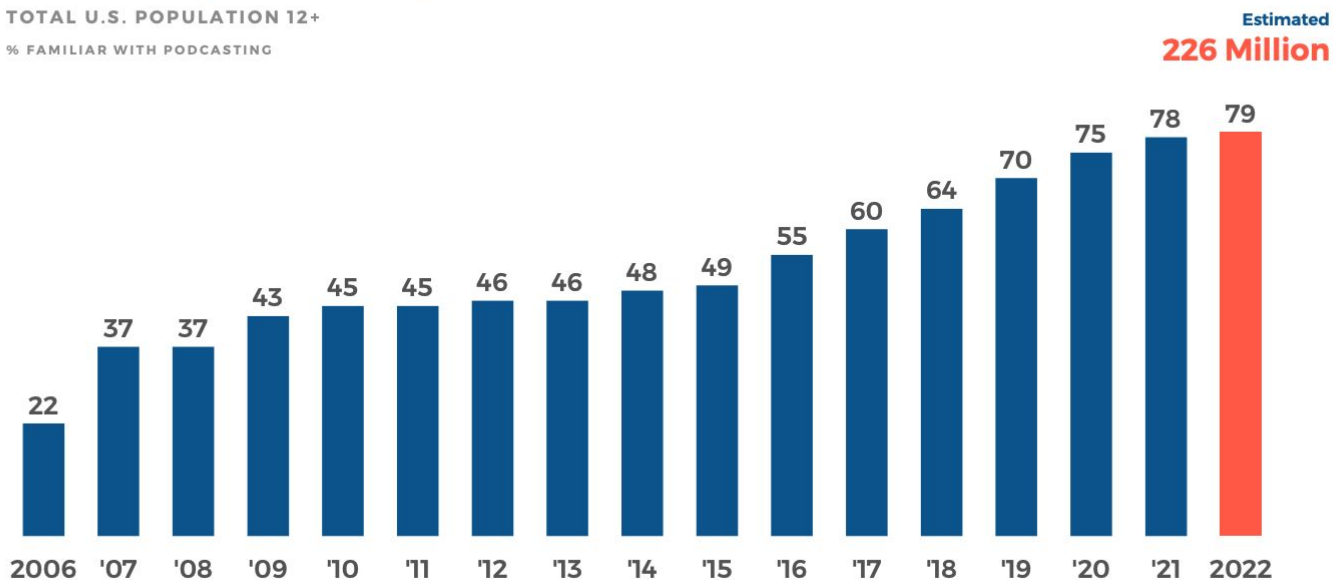


Podcasting Familiarity

TOTAL U.S. POPULATION 12+

% FAMILIAR WITH PODCASTING

 THE INFINITE DIAL 2022



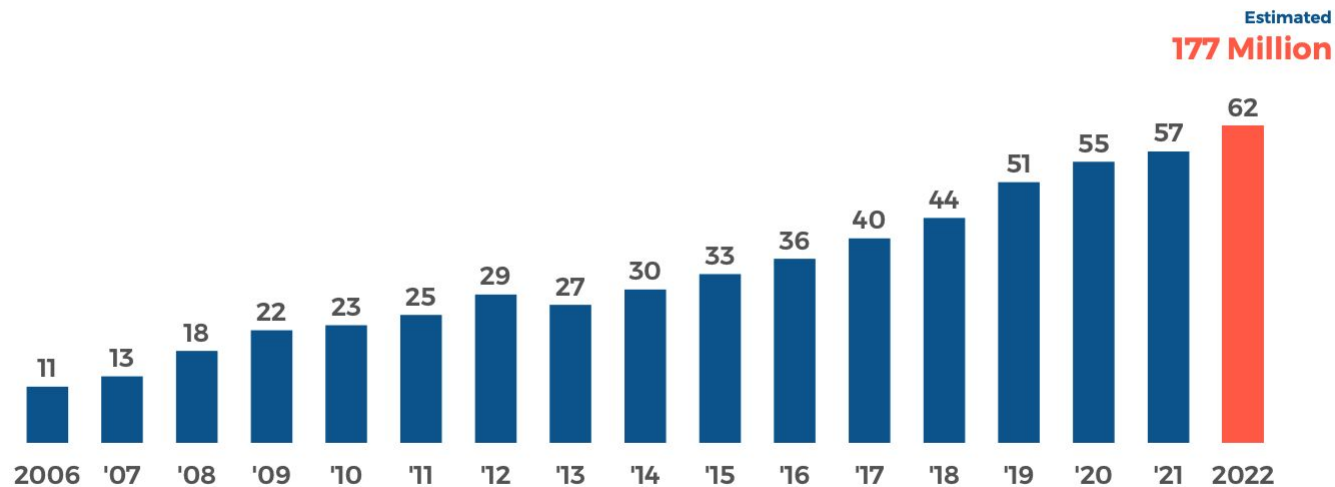


Podcasting Listening

TOTAL U.S. POPULATION 12+

% EVER LISTENED TO A PODCAST

 THE INFINITE DIAL 2022



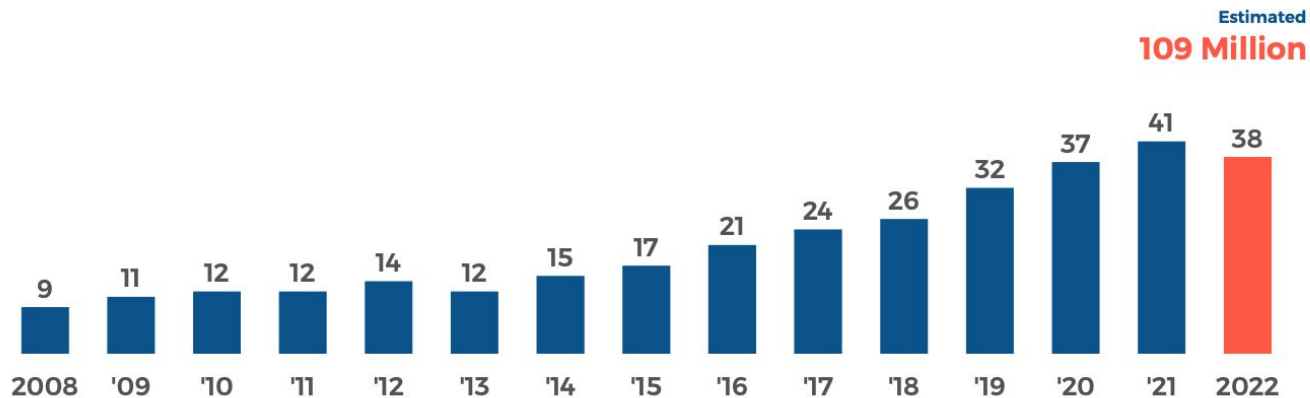


Monthly Podcast Listening

TOTAL U.S. POPULATION 12+

% LISTENED TO A PODCAST IN LAST MONTH

 THE INFINITE DIAL 2022



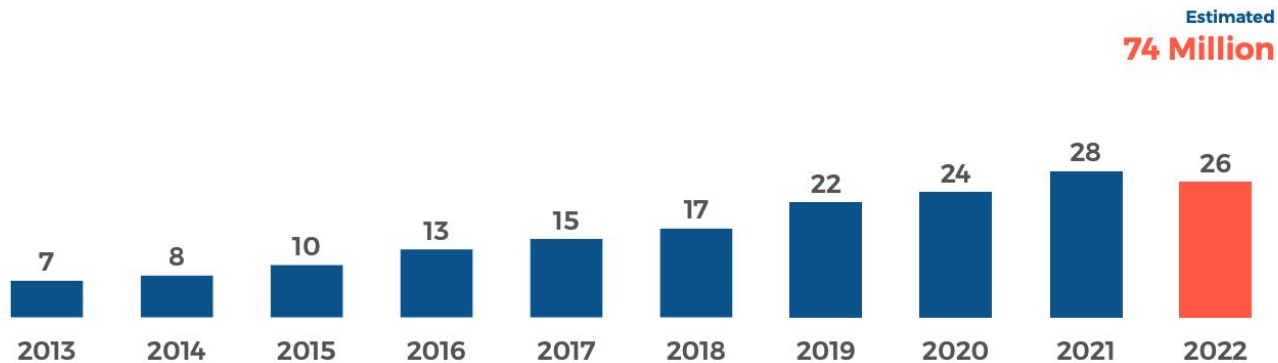


Weekly Podcast Listening

TOTAL U.S. POPULATION 12+

% LISTENED TO A PODCAST IN LAST WEEK

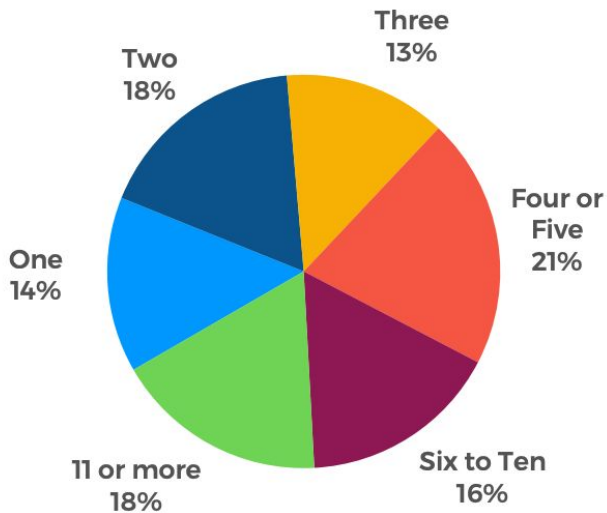
 THE INFINITE DIAL 2022





Number of Podcast Episodes Listened to in Last Week

BASE: U.S. AGE 12+ AND LISTENED TO PODCAST IN LAST WEEK



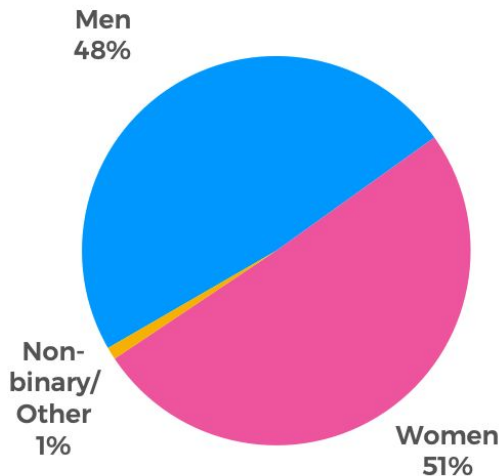
U.S. weekly podcast listeners averaged
Eight podcasts
in the last week



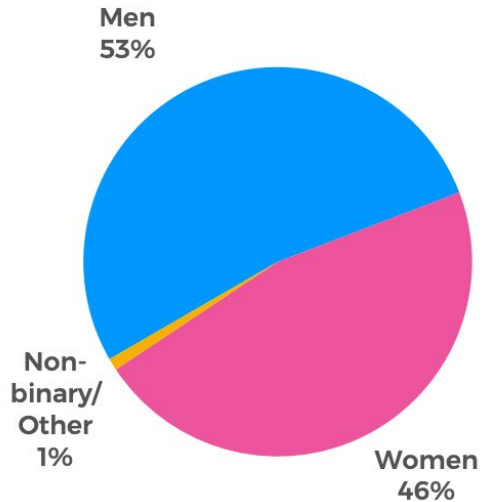
Gender of Monthly Podcast Listeners

BASE: U.S. AGE 12+ AND LISTENED TO PODCAST IN LAST MONTH

U.S. POPULATION 12+



MONTHLY PODCAST CONSUMERS 12+

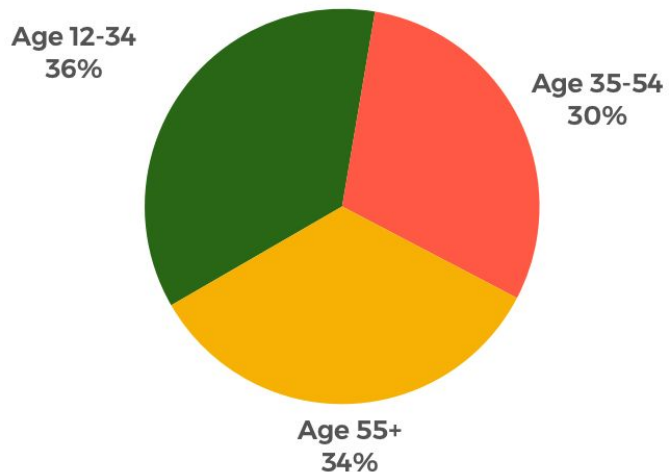




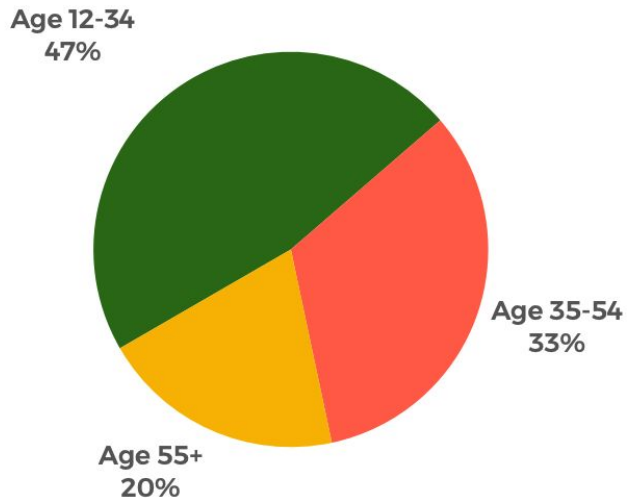
Age of Monthly Podcast Listeners

BASE: U.S. AGE 12+ AND LISTENED TO PODCAST IN LAST MONTH

U.S. POPULATION 12+



MONTHLY PODCAST CONSUMERS 12+



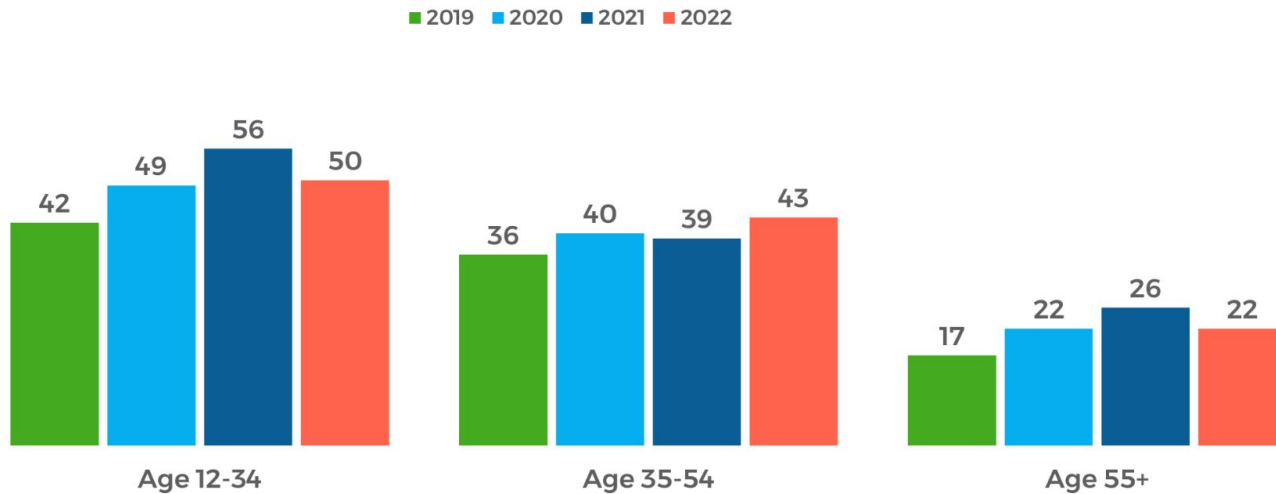


Monthly Podcast Listening

U.S. POPULATION

% LISTENED TO A PODCAST IN LAST MONTH

 THE INFINITE DIAL® 2022

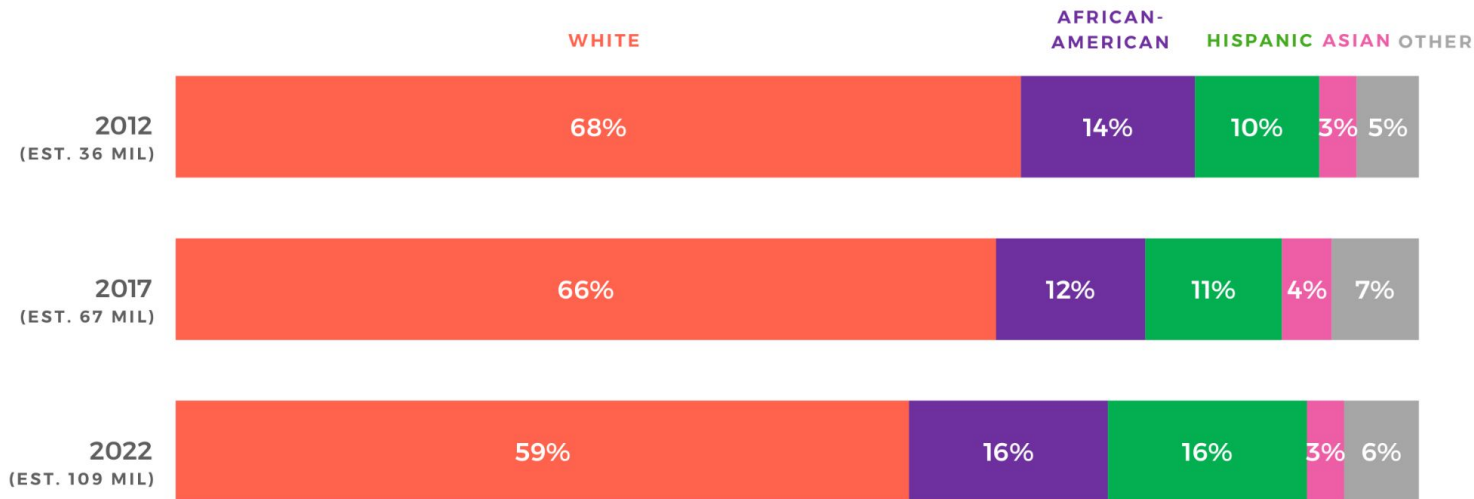




Ethnicity of Monthly Podcast Listeners

BASE: U.S. AGE 12+ AND LISTENED TO PODCAST IN LAST MONTH

 THE INFINITE DIAL[®] 2022

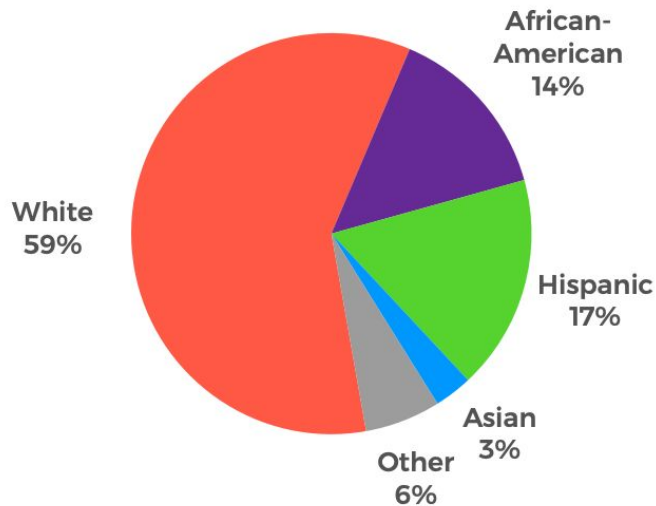




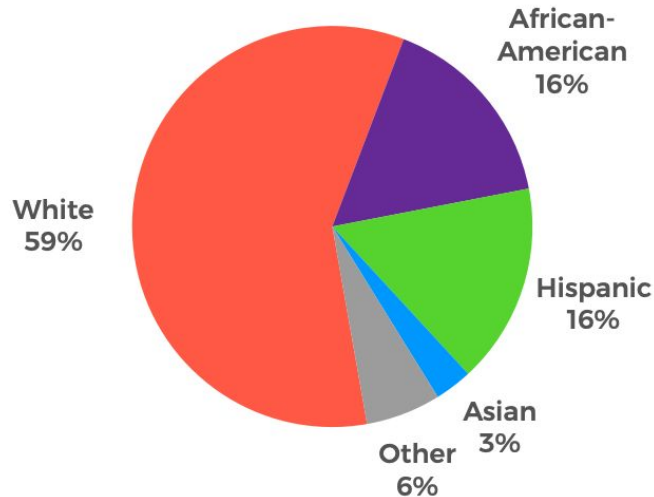
Ethnicity of Monthly Podcast Listeners

BASE: U.S. AGE 12+ AND LISTENED TO PODCAST IN LAST MONTH

U.S. POPULATION 12+

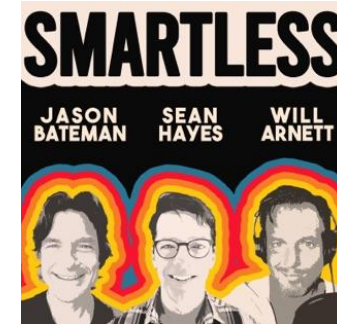
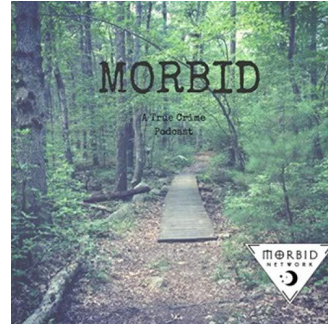


MONTHLY PODCAST CONSUMERS 12+



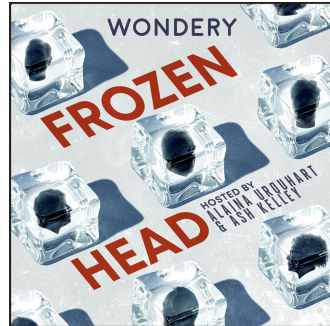
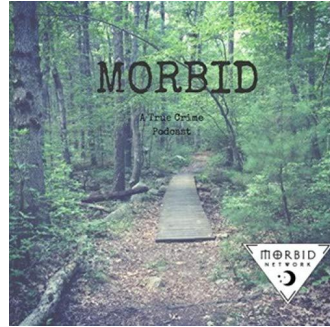


TOP PODCASTS - PODTRAC





TOP PODCASTS - CHARTABLE





TOP PODCASTS - EDISON





KNOWING “WHY PODCASTS”?

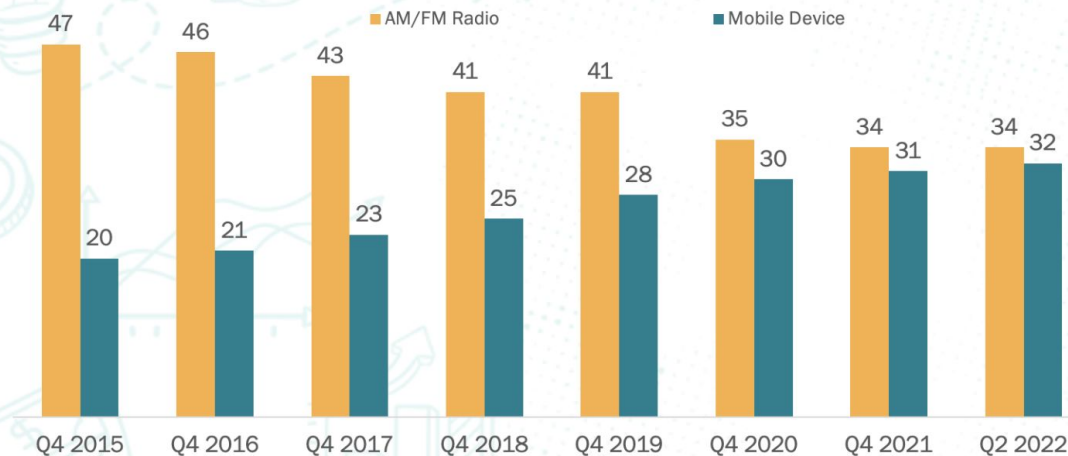
WHY INVEST IN PODCASTS?

- They are sticky
- The completion rate is unmatched
- High loyalty and ROI

PODCASTING LOYALTY

- The only medium with a 98% completion rate
- 93% of people who start a podcast listen to most or all of the episode (Edison)
- 22% of fans listen to 22+ hours of podcasts a week
- 35% listen to more than 10 different shows per month

SHARE OF EAR – AMERICANS 13+ AUDIO LISTENING BY DEVICE



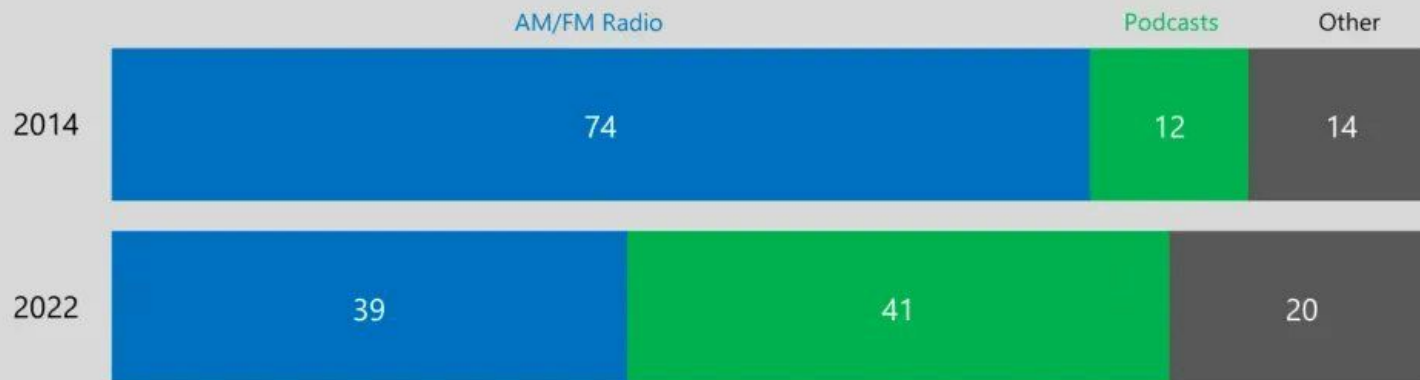
Edison Research Share of Ear® 2022





Share of Time Spent Listening to Personality/Talk Audio by Platform

US Population Age 13+





REVISIT BIG PODCAST GOALS



PODCAST MISSION STATEMENT



**PODCAST MISSION STATEMENT =
WE STRIVE FOR THIS VALUE**



ROADMAP



DAY 1

- Introduction to PRX's approach to podcast development
- Group Ideation: Imagine & Align on a future for podcasts
- State of Podcasting
- Set goals and establish the problems worth solving

DAY 2

- Revisit goals and problems
- Introduction to Design Thinking & Product Design
- Introduction to Design Sprint
- Design Sprint: Empathy
- Design Sprint: Empathy Interviews