

Building National Public Media's Communications Team

NPR is synonymous with audio, but with dramatic growth in the podcasting industry since Serial launched in 2014, competition has intensified. As a result, competition for sponsorship intensified.

In order to expand awareness of NPR among brands and agencies and establish NPM as an audio branding thought leader, I advocated for creation of a PR / Communications position.

Created in 2016, NPM's Communications unit started with one core team member and grew into a four-person team in three years. For external facing efforts, the team secured significant earned media and built strong relationships with trade press. Internally, the team launched an internal newsletter, NPM Cheat Sheet, that educated NPM staff and internal stakeholders on company initiatives, new products, HR updates, and more.

\$900k

value of earned speaking opportunities for NPM executives from 2016 to 2019

275%

avg. annual increase in inbound media requests from 2016 to 2019

325+

Articles mentioning NPM or NPR sponsorship from 2016 to 2019 — 142 in 2019 alone

Established press relationships with:

ADWEEK

AdAge

DIGIDAY

**The
New York
Times**

