

④ TYPES OF AUDIO THAT PEOPLE SHARE

AUDIO EXPLAINERS



Explainer journalism has become a common approach to storytelling lately. But actually, the practice of taking a news story and making sense of it for people—public radio has been doing that with audio for a long time. That’s the idea behind Audio Explainers. They teach you something through a simple, quick and interesting audio clip. Like, how to sound like an Austinite (36,000 listens). Or the scientific reason tomato juice tastes better on planes (34,800 listens).

STORYTELLERS



Public radio interviews a lot of people around the world. The subjects of our stories often have amazing stories to tell. But it’s more than that. The way the stories are told is captivating. This category, Storytellers, plucks out those experiences that have the makings of driveway moments. Like a doctor’s harrowing attempt to save a boy dying from Ebola (10,400 listens). Or the funny backstory of a woman who became the voice of D.C.’s Metro (4,300 listens).

WHOA! SOUNDS



A Whoa Sound should make you react that way—whoa. And many people did when they shared a Whoa Sound on Facebook or Twitter. This category captures the fascinating sound of a place, a person, wildlife or something else. It creates a unique listening experience that wouldn’t work visually. It’s the eerie silence of climate change (26,000 listens). The strange sound hidden inside a hummingbird’s chirp (75,500 listens).

SNAPPY REVIEWS



This category is simple: Tell the listener what something’s all about. A movie, a book, a local attraction. Do it in a concise audio clip. This could follow the template of a traditional “review,” but the stations took some more creative approaches. KUT pinpointed the most beloved Austin landmarks ... and read their worst Yelp reviews (13,600 listens). Two Nashville Public Radio reporters gobbled up the city’s famous hot chicken on tape and hilarity ensued (3,900 listens).