

Listen up, tune in to Wilson County News on Apple, Google, and Spotify podcasts

Your local news is convenient, accessible, and on the go

By WCN Staff
Wilson County News

During a national *Editor & Publisher* webinar Feb. 10 presented by publisher Mike Blinder, *Wilson County News*' Director of Operations Kristen Weaver joined Matt Larson of Our-Hometown.Inc — a web development company that has worked with newspapers for 24 years to help build digital business models — and Guy Roginson of SignalsAZ.com, to discuss the role that local newspapers are taking in audio news: podcasts!

"The *Wilson County News* has engaged readers with the ability to listen to the news using audio articles from wilsoncountynews.com since November 2019. This feature allows our readers to listen to the news at their own convenience, while multitasking or on the go. In January, we began a service that allows us to turn these audio articles into podcasts. Now readers can listen to our news podcast in Apple, Google, and Spotify, or can access each podcast directly from wilsoncountynews.com," Weaver said.

What's a podcast?

"A podcast is an audio program you can subscribe to on your smart phone," Larson explained. "It is similar to talk radio, but the difference is that it is on demand. You can go in at any time and listen to the latest episodes, or go back and hear old ones. The content is presented as a playlist in podcast apps like Google, Spotify, and Apple."

Larson said 60 percent of the United States listens to audio con-

tent once a week. Over the last year, the audio audience has grown by 50 percent. Adswizz also reports that the news genre is the No. 1 podcast category. Podcasts represent 19 percent of digital audio buys. Sixty-four percent of media brands are spending more despite COVID.

"Audience is huge and the frequency is remarkable," Larson added.

Audio articles and WCN podcast

"Our readers have been enjoying the audio articles feature, with hundreds listening to the news every week from <https://wilsoncountynews.com>," Weaver said after the webinar. "And now, you can listen to the *Wilson County News* as a podcast! It is exciting to see the news being consumed on different platforms and to watch it grow."

Local businesses have the opportunity to build engagement with a "WCN Audio Articles Podcast" sponsorship, which includes an automated tagline incorporated at the beginning of each article on the website and podcast.

In addition, the *Wilson County News* has also incorporated a weekly radio-style podcast episode titled, "What's Going on in Wilson County?" to talk about the news each week. A customized sponsorship is available for this series as well.

For more information, contact Kristen Weaver at kristen@wcn-online.com, or Pam Smith at psmith@wcn-online.com, or call 830-216-4519.

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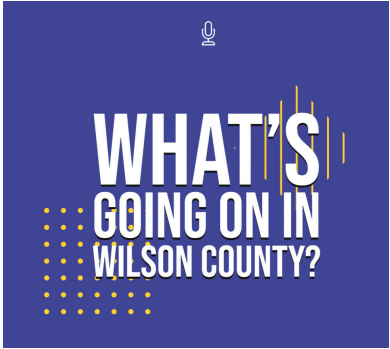
EDITOR & PUBLISHER/Screenshot
WCN's Kristen Weaver joins Editor & Publisher publisher Mike Blinder, Our-Hometown.Inc's CEO Matt Larson (bottom left), and Signals-AZ.com publisher Guy Roginson for a zoom-style webinar with publishers from all over the United States. learning about podcast automation in the newspaper industry Feb. 10.

Blazing new trails

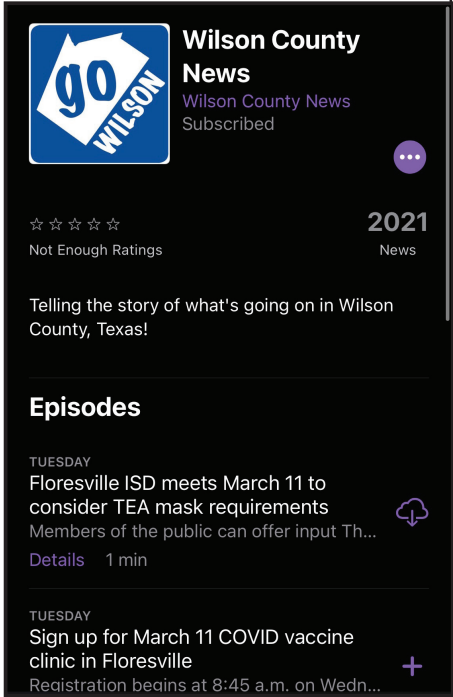
In 2021, the *Wilson County News* celebrates 37 years as a locally run business covering local news in Wilson County and the surrounding areas. The *Wilson County News* is a traditional media platform that has also seen tremendous growth through its website, <https://wilsoncountynews.com>, as well as its social media platforms — Facebook, Instagram, Twitter, YouTube, and, more recently, SoundCloud, Buzzsprout, Telegram, and MeWe.

With humble beginnings as a small shopper newspaper, the *Wilson County News*' leadership has always ventured into new waters. It was the first business to have a fax machine and offer fax service in Floresville in 1988. The newspaper's very first website was developed in 1999. Soon after, <http://wilsoncountynews.com> took shape and has continued to develop over the years.

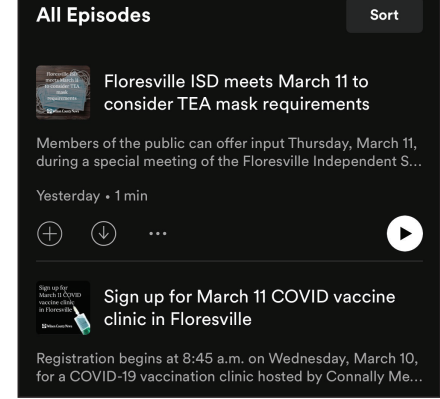
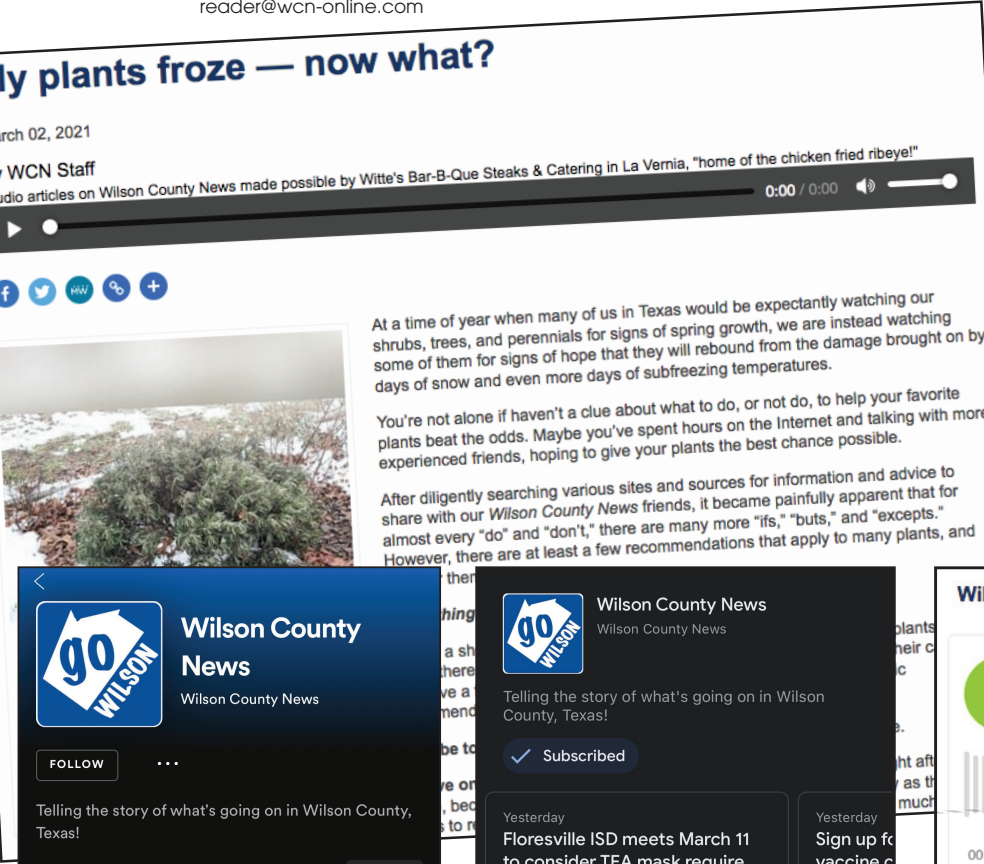
In 2013, WCN launched its first digital app — currently available as a community app, GoWilson (available as a download from gowilsonapp.com). And in 2019, WCN began presenting articles in audio format, with podcasts following in early 2021.



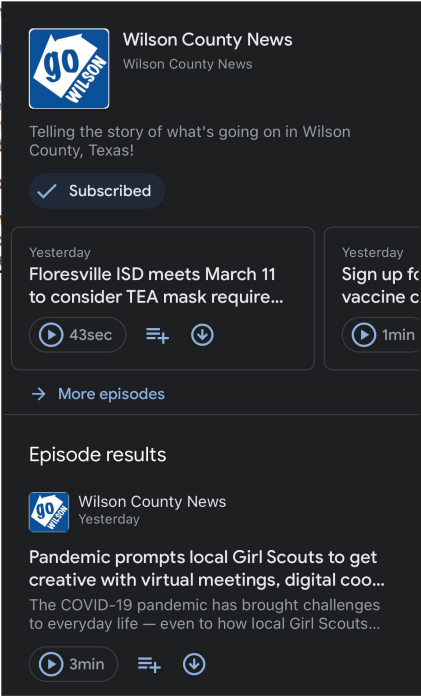
The *Wilson County News* podcast episode "What's Going on in Wilson County?" is released every Friday!



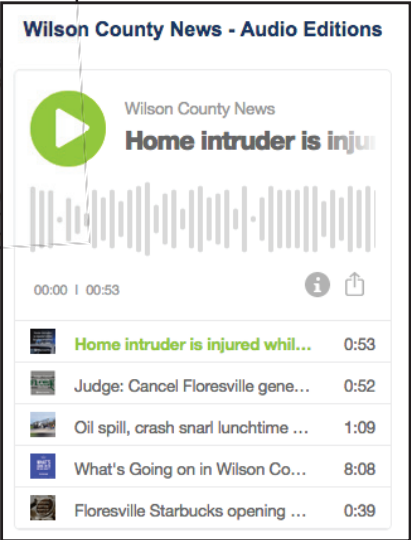
WCN FILE/Screenshot
Apple users can find the Wilson County News podcast through Apple Podcasts.



WCN FILE/Screenshot
Spotify users can listen to local news in Spotify.



WCN FILE/Screenshot
Google users are finding the Wilson County News through Google Podcasts.



WCN FILE/Screenshot
Buzzsprout hosts Wilson County News podcasts. Readers can access the podcast player directly from wilsoncountynews.com.

WCN FILE/Screenshot
Wilson County News readers can access local news using their preferred method online at <https://wilsoncountynews.com>. Articles are made mobile friendly and are available in a podcast feed with a module on the right side of the website, making listening to the local news very easy for consumers.