

BACK STORY

VIRGINIA HUMANITIES

THE AMERICAN HISTORY PODCAST

BACKSTORYRADIO.ORG
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ABOUT THE PODCAST

BackStory is a weekly podcast, produced by Virginia Humanities, and bi-weekly segment on NPR's Here & Now. BackStory explores the history behind today's headlines. Each episode takes the listener on a journey into the past, with lessons and conclusions that are easily applied to the present.

THE AUDIENCE

507K DOWNLOADS PER MONTH

1.2M LISTENERS PER HERE & NOW SEGMENT

▶ BACKSTORY IS IN THE TOP 1% OF ALL APPLE PODCASTS!

WHAT LISTENERS ARE SAYING:

"I'm a new BackStory listener - and I have been DEVOURING episodes. The show is all about well-told stories, from a diversity of perspectives. Such a good history podcast." - Gnomer84 via iTunes

"I'm obsessed. Can't get enough BackStory. Who knew historical context could be so . . . entertaining?" - Mary Jo Kirwan via Facebook

"I love BackStory. A really great crew." - Ethan Healey via Twitter

HOSTED BY RENOWNED HISTORIANS



ED AYERS



NATHAN CONNOLLY



JOANNE FREEMAN



BRIAN BALOGH



58,000 UNIQUE MONTHLY PAGEVIEWS



13,000 LIKES



2,000 EMAIL SUBSCRIBERS



9,000 FOLLOWERS

PERFORMANCE REVIEW

YOUNG, EDUCATED & CONNECTED

The largest segment of BackStory's core audience is 25-34 years old, affluent, college educated, and listens to podcasts within a week or less of download. In addition, more than half follow their favorite podcasts on other digital channels like social media and newsletters. According to The Infinite Dial, the longest-running survey of digital media consumer behavior in America, more than 60% of Americans are aware of podcasts and more than 40% now listen, showing a steady and consistent increase since gathering of this data began in 2006.

▶ **18.1% OF BACKSTORY'S AUDIENCE IDENTIFIED EDUCATION AS THEIR INDUSTRY**

LISTENER HABITS

80.3% HEAR THE ENTIRE SHOW

82.4% FIND SHOWS THROUGH OTHER PODCASTS

26.0% NEVER SKIP ADS

51.0% MAKE PURCHASES BASED ON PODCAST ADS

WHAT THE MEDIA IS SAYING:

"Each week these three history professors explore a current event through the events of past centuries, which I find strangely reassuring." - Carrie Brownstein in The Guardian

"This podcast looks at the history of fake news in America. The lesson? We've been here before." - Prashant Rao, deputy Europe business editor for The New York Times on BackStory's fake news episode

"Deeply insightful, often absorbing reminders of the peculiar ways in which history can rhyme, and of the forgotten alleyways of American political life." - The Atlantic's Podcast Listener's Guide to the 2016 Election

WHERE SCHOLARSHIP & STORYTELLING MEET

BackStory exists between historical scholarship and journalism and this approach to storytelling is reflected not only in its team, but in the guests who contribute to each episode. A who's who of top academics from around the world have joined journalists, authors, librarians and more to bring historical context to the events happening around us. Recent guests have included:



GARY GALLAGHER
AND RISA GOLUBOFF



JAMELLE BOUIE



DAVID BLIGHT AND
BEVERLY GAGE



MARGOT LEE
SHETTERLY

