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 REOWNED HISTORIANS

Ed Ayers
Nathan Connolly
Joanne Freeman
Brian Balogh

58,000 unique monthly pageviews
13,000 likes
2,000 email subscribers
9,000 followers

Facebook: @backstory | Instagram: @backstory_ | Twitter: @backstoryradio
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**

- **Hear the Entire Show**: 80.3%
- **Find Shows Through Other Podcasts**: 82.4%
- **Never Skip Ads**: 26.0%
- **Make Purchases Based on Podcast Ads**: 51.0%

**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

FACEBOOK: @BACKSTORY | INSTAGRAM: @_BACKSTORY_ | TWITTER: @BACKSTORYRADIO