

From: "The New York Times" [REDACTED]

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Subject: Reminder: here's your February newsletter

Date: Fri, 10 Feb 2017 13:32:02 +0000



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Dear Subscriber,

There's something about audio: a growing trend in media, it offers the distinctive intimacy of hearing journalists and others giving voice to their findings, opinions and experiences. Our podcasts and other audio are also pretty convenient when reading or viewing Times content isn't an option. So, here's a New York Times Audio primer, and a bit more.

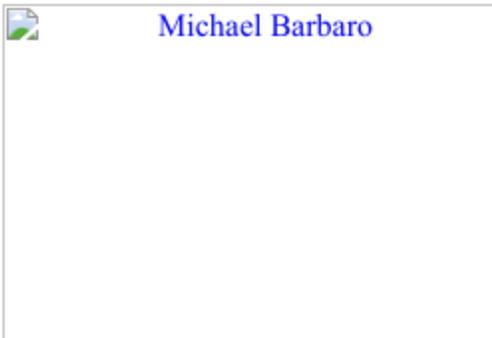
New York Times Audio



Once there was the golden age of radio; this may turn out to be the golden age of digital audio. We invite you to sample the world of Times Audio, presenting our journalists and others talking about a wide range of topics. Hear Wesley Morris and Jenna Wortham in lively conversations about the cultural scene on Still Processing; spend Valentine's Day, or any day, with Modern Love, featuring essays on intimate relationships, read by such talents as Kristin Chenoweth, Molly Ringwald and Sarah Silverman; get political commentary that speaks truth to power — and to you — on The Run-Up or in our very latest audio news brief, The Daily (see below).

[TAKE A LOOK](#)

New in Audio: The Daily



Michael Barbaro, distinguished political reporter and formerly host of The Run-Up, will start your day with this news audio brief. Each of "The Daily" episodes features two to four segments on a range of timely topics.

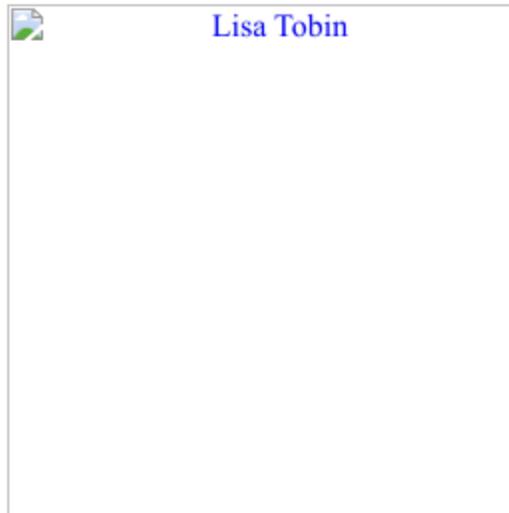
You can go beyond the The Daily audio news brief with a daily message from Michael following up on one of the day's biggest stories. What to expect: never a dull moment.

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SIGN UP

CATCH UP WITH NYT EXECUTIVE PRODUCER OF AUDIO

Lisa Tobin



Lisa oversees the development and production of The New York Times's audio report. Previously, she was a senior producer at WBUR (Boston's NPR news station), our partner in creating the "Modern Love" podcast. At WBUR, Lisa also served as senior producer for innovation, and she created Audiofiles, the first database of notable audio storytelling.

WHAT DREW YOU TO THE TIMES AND OUR EXPANDING AUDIO INITIATIVE?

The question being posed by The Times was alluring: “What should The New York Times sound like?” I was struck by what a big and existential question that was for a traditional news organization to be asking. And it indicated to me that the thinking behind this initiative was quite progressive — that The Times shouldn’t sound the same as it reads. Audio is a distinct medium.

The Times understands that. And so I think it’s the most exciting place to be making audio right now. The challenge at The Times will never be finding great voices to work with or great stories to tell. It’s about choosing from a staggering number of possibilities and focusing on the few, thoughtfully selected projects that demand to be done in audio. Those projects that are best told through this medium with its particular strengths — intimacy, immediacy, transparency and voice.

IN THE WORLD OF JOURNALISM, WHAT DISTINCT REWARDS AND CHALLENGES DOES AUDIO PRESENT, COMPARED TO PRINT AND VIDEO?

Audio is at its heart a medium that engages its listeners. We talk about it as a “one-to-one” relationship between the listener and the person behind the microphone. We grow attached to the voice in our earbuds. One of the few universal truths of successful audio programming is a host that people like and feel connected to and find authentic. This is a relationship that’s harder for writers — especially journalists — to form with their audience. We’re bringing the byline to life.

With that comes loyalty. You want to come back to the people you care about. And most audio programming is consistent in its delivery — you can count on the next episode being there every day, or on a certain day every week.

The Times can’t be beat for in-depth coverage of the most important stories of our time. But it can be difficult to connect in an emotional way to those stories through traditional print reporting. Audio is singular in this regard. We read dozens of stories about the refugee crisis, but it’s only after hearing a father’s voice break as he describes the harrowing journey he took with his children that the humanity of the situation fully resonates with us. And we need both — the reporting and the voices. When I talked about finding those projects at The Times that demand to be told in audio, this is one of the things we’re considering — what are the stories of our time that voice will be able to most powerfully illuminate and bring to life?

LISTEN UP

Did you know?



February 2017 is a celebratory moment for The Times. Know why? Clue: It's the 75th anniversary of a New York Times institution that first appeared on page 165 in our paper on Sunday, Feb. 15, 1942, and it has been engaging, amusing and confounding readers ever since. We invite you to visit its historic premiere: You can even still participate.

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Check Out the Most-Shared Articles

These are the recent stories shared most by NYTimes.com readers.



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Our Latest Newsletter: The Interpreter



How stable are democracies? Why do some wars get more attention than others? What does the U.S. get for defending its allies and interests abroad? Questions like these are answered in this weekly newsletter, which delivers context behind the week's biggest stories directly to your inbox.

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