

## **Centre Daily Times – enhancement of their sports podcast.**

*From their final report:*

[“The Lions’ Lair”](#) Penn State sports podcast is now well underway at the Centre Daily Times, thanks in large part to a Fellows Grant that helped us rebrand and enhance an existing podcast. We used the funds to purchase a two-person podcast recording kit with mixer and boom arms, as well as mic isolation shields and a one-year subscription to Adobe Audition for the audio editing process. We also recently hired a freelance podcast producer to work on the weekly episodes.

The first episode of “The Lions’ Lair” [premiered on June 16](#), featuring an interview with new Penn State men’s basketball coach Micah Shrewsberry. Since then, the episodes have consistently had more downloads than the previous sports podcast had last year during the Penn State football season. With the football season now upon us, we expect that reach to continue to grow.

Additionally, we publish a story online and in print with the launch of each episode. Those have also drawn a wide audience to our site, and we hope that an exclusive subscription offer on those stories and on the podcast results in an increase in digital subscriptions.