**NPR President is Betting on Podcasts to Hook Millennials**

The recent ranking from measurement service Podtrac shows that 7.5 million people are listening to NPR’s podcasts each month, making it the most popular supplier of the audio-on-demand programs created for digital devices. Jarl Mohn said, “This is a real additive product. We’re seeing some very encouraging signs that younger people are coming into NPR that previously haven’t listened. They get excited about a podcast and then start listening.”

***Los Angeles Times 6.29.16***

<http://www.latimes.com/entertainment/envelope/cotown/la-et-ct-jarl-mohn-npr-on-the-record-20160629-snap-story.html>