**WNYC Will Use Podcast Unit to Boost Content Footprint**

New York City public radio station WNYC is launching a new unit that will create podcasts and distribute its programming to other outlets. WNYC Studios' projects include a joint program with The New Yorker magazine and a Supreme Court-themed spinoff from its "Radiolab" program. "This is the way we will become a much, much bigger content company, period," said Dean Cappello, WNYC's chief content officer and executive vice president.

***The New York Times 10/12/15***

[***http://www.nytimes.com/2015/10/13/business/media/wnyc-to-open-new-podcast-division.html?\_r=1&WT.mc\_id=SmartBriefs-Newsletter&WT.mc\_ev=click***](http://www.nytimes.com/2015/10/13/business/media/wnyc-to-open-new-podcast-division.html?_r=1&WT.mc_id=SmartBriefs-Newsletter&WT.mc_ev=click)