

I have learned from listening to public relations podcasts that the public relations industry is a vast field. It is much more than what people might say it is. The idea that there are public relations podcasts is a very underreported concept. I had no prior knowledge of these podcasts. This podcast is used in this episode to market CBS move to a more digital coverage and reporting style.

In the podcast, CBS co-presidents Neeraj Khelamni and Wendy McMahon discussed how the industry had grown. “Streams for CBS News had gone from a billion streams in a year to more than 80 million”, according to Khelamni. CBS News is now trying to bring the news back to primetime. They discussed how they rode the momentum of moments that struck the world, like ten years since Trayvon Martin, and how important they covered it. Khelamni and McMahon also discussed their desire to converge their audience. They realize now that much of the world have resorted to streaming for their news and entertainment. In that essence, it is believed that CBS has created a digital newsroom, which would be the first of its kind. It is also explained that push alerts have become paramount to the success of digital newscasts.

This program's purpose is for individuals skilled in public relations to be able to communicate with the rest of the public. Without this, CBS News would not be able to market its features to the rest of the community. CBS wants to sell its world-class reporters and new financial upgrades and commitments. Without the Digi-day podcast, there would be a lot of issues being able to market these to the rest of the public. This podcast may also be able to reach those who aren't digitally inclined. If it is popular enough, advertising from or of the podcast can get the radio and television.