



CASE

IRPIMEDIA

“**Refining a Newsroom:
Sharpening a Podcast’s
Focus, Audience
Targeting**”

STUDY

IN SHORT

The main focus of IrpiMedia’s work is to improve the discoverability, structure, and engagement of their Newsroom podcast. They analyzed distribution gaps across platforms, reorganized publishing channels, and worked on clearer branding and consistent presentation. They also helped define a road map for promotion, audience growth, integration with IrpiMedia’s investigations, and long-term strategic use of audio, video, and social formats including Instagram, Facebook, and newsletters.

ABOUT THE NEWS OUTLET

IrpiMedia is the only independent investigative-journalism outlet of Italy, focused on long-form reporting. It tackles organized crime and corruption, climate, migration, surveillance, and systemic injustices. It publishes in-depth investigations, multimedia projects, and podcasts. Newsroom is its first original weekly podcast, designed to translate complex investigations into accessible audio storytelling for a broader audience.



PROJECT OBJECTIVES

IrpiMedia aimed to strengthen Newsroom by improving its discoverability, clarifying its identity, and developing a structured, multiplatform audience strategy. The goal was to better connect investigative journalism with broader audiences through branding, distribution, and a long-term roadmap for growth and monetization.



IMPLEMENTED SOLUTIONS

The team analyzed audience behavior and distribution gaps, reorganized publishing channels, and mapped all podcast touchpoints across platforms. Using design-thinking principles, they refined the podcast’s focus, strengthened its visual and social identity, and developed a coordinated strategy for promotion across Instagram, Facebook, newsletters, and the website.

WHY THIS PROJECT?

IrpiMedia decided to focus on this project because Newsroom had strong editorial potential but lacked a structured audience strategy, multiplatform presence, and cohesive social identity. Key elements were missing, such as links to all major platforms, integration on our website, structured promotion on Instagram, LinkedIn, and Facebook, and audience research to guide growth.

This project allowed the team to study its listeners, reorganize distribution and promotion channels, design a road map for audience growth, strengthen the brand, and prepare the podcast for future development and monetization.

HOW DID APPLYING DESIGN THINKING PRINCIPLES HELP?

Applying design thinking was extremely helpful because it allowed IrpiMedia to break down the Newsroom project and analyze it from multiple angles. During training, both the team and the trainer were able to explore the strengths and weaknesses of the podcast in detail, and this gave IrpiMedia the clarity to adjust the focus of each session.

It also created a shared space where the team could rethink the format and the way they present investigative journalism to their listeners. Overall, the process guided them in making more informed decisions and understanding the specific needs of their audience.

DID IRPIMEDIA'S APPROACH CHANGE ENGAGEMENT WITH ITS AUDIENCE IN ANY WAY?

Yes, the team's approach definitely changed the way they engage with their audience. After the sessions, they started working on audiences in a more vertical and structured way, especially by addressing the habits and expectations of people in different online environments. They also began refining the touchpoints where they hoped to attract interest. For example, on Instagram they strengthened the identity of Newsroom and introduced short video presentations, which significantly improved visual communication and interaction. They haven't implemented every insight yet, but the direction is clear and already showing positive effects.

WHAT CHALLENGES DID IRPIMEDIA ENCOUNTER AND HOW DID IT ADDRESS THEM?

One of the main challenges that the team faced was the fragmented distribution of the podcast: missing channels, no unified landing page. They also struggled with aligning editorial, social, and membership teams on shared goals. To address this, they mapped every touchpoint, fixed platform gaps, improved internal coordination, and created a clear road map for promotion and audience growth. This helped them work in a more structured and consistent way.

WHAT INSIGHTS OR LESSONS DID IRPIMEDIA GAIN FROM THIS PROJECT?

One of the most important lessons the team learned is the need to differentiate content across different touchpoints instead of replicating the same message everywhere. Thinking vertically about audiences helped us understand how people behave on each platform and what kind of storytelling works best. We also realized the potential for expanding the audience organically through collaborations and partnerships. Another key insight was identifying one of our weaknesses: the name “Newsroom,” which is quite generic. This pushed us to reinforce the payoff and the host’s voice as distinctive elements of the brand.

WHAT DOES IRPIMEDIA PLAN ON DOING NEXT?

Next, the team plans to expand the distribution of Newsroom by publishing all episodes on YouTube and Apple Podcasts. They also aim to start promoting selected podcast content to reach new listeners and make the show more visible within the wider podcast and newsletter audiences. Their goal is to strengthen IрпиMedia’s presence across platforms and grow a more stable and recognizable listener community.

WHAT ADVICE WOULD IRPIMEDIA GIVE TO OTHER JOURNALISTS OR ORGANISATIONS CONSIDERING A SIMILAR PATH?

The team would suggest approaching their podcast or media project with a design-thinking mindset from the beginning. Taking the time to understand both the product and the audience can completely reshape the strategy and lead to more meaningful engagement. It’s also important to stay flexible and adapt the content to different touchpoints rather than expecting one format to work everywhere. Building collaborations and exploring organic ways to expand the audience can make a big difference. Finally, don’t underestimate the power of a clear and memorable identity — sometimes strengthening your voice or payoff can make your project stand out much more.



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The Newsroom podcast