

The producers working in this medium ("producers" in this context usually means people who report, narrate, edit, and soundtrack their audio stories) are making work that's *solid gold*.



Have you heard of "driveway moments"? Where you're listening to a story on the radio in your car and you arrive where you're going but you just sit in your car to hear the end of the story?



While you might get caught in a social media vortex and have a hard time pulling yourself away, it doesn't usually feel transcendent. But that's what it feels like when you experience the best audio stories.



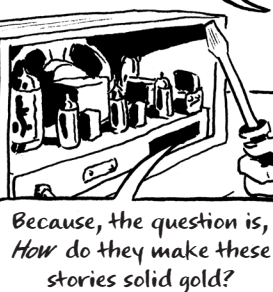
And I tell stories. That's what I do for a living.

I'm betting you do, too. If not in the form of comics, then you're telling stories when you write up reports for your boss, or make a sales call, or even create a Facebook profile.



We are *all* storytellers.

So what do these radio producers know that I don't know?



Because, the question is, *How* do they make these stories solid gold?