

Taylor Swift with NPR

TARGET AUDIENCE: Taylor Swift fans, NPR Listeners that are not typical listener of Swift's music

GOALS: Promotional media tour for release of Swift's album 1989

PUBLISHED: Audio and text on NPR

SITE VISITORS: Liberal minded adults with interest in news, culture and the arts

SITE TYPE: News

AGE OF READERS: While the median age of the NPR radio audience is 49, the median age of its web visitors is 40 and the median age of its podcast users is 36, according to a survey published on its website.

TITLE: 'Anything That Connects': A Conversation with Taylor Swift



Taylor Swift's latest release 1989

Based on traffic to her website, females between the ages of 18 and 24 are the average Taylor Swift fan. Compared to the 54% male audience over the age of 24 NPR listener, Swift including NPR on her media tour for the release of 2014's *1989* is not congruent with her target audience. The interview was conducted by NPR's Melissa Block on *All Things Considered*. Block has a 12 year old daughter and was able to ask a few questions that her daughter (a more typical and expected fan of Swift), however most of the interview was geared seemingly toward the more mature, more typical NPR viewer.

The way the text is formatted online reflects this; it uses a simple serif text in plain black font, the interviewer in the same font but bolded. There are line breaks between question and response and one block quote, one embedded video (Swift's first single "Shake It Off"), and two photos: one at the top of the article and one embedded in the right side of the text. At the top of the page is the link to listen to the recorded interview, and there are several embedded links within the interview to artists that influenced Swift. It is all straight forward, without frill and caters to the typical male, 24-56 year old demographic of the NPR listener and reader who comes to the site not be entertained but informed.

I'm interested in returning the interview to the typical Swift fan, 18-24 year old girls, who are interested in stylized images and texts, and make an interview that references that typical fan catered to that fan.