

The New York Times

# The Daily

## The Daily Pitch Points

The Daily draws on the unrivaled quality and expertise of The New York Times global newsroom of almost 1,500 journalists.

The Daily's mission is to tell stories more deeply—and to incorporate a new kind of transparency into the way those stories are told. The unique approach of The Daily provides listeners with an intimate and human look at the news, offering them a deeper understanding of the world that is necessary in these fast-changing times.

Listeners love The Daily because it fosters an understanding of the news that they can't get anywhere else. It helps people who are looking to make sense of all that's going on in the world right now.

Host Michael Barbaro and the show's producers work tirelessly to provide a thoughtful and human look inside the important stories of the day. The richness of their report hooks listeners instantly and draws them back to tune in every day.

Not only does The Daily offer listeners deep analysis of the day's most pressing stories, the show allows its audience to get to know New York Times reporters and understand exactly what it takes for them to get the full story.

### Listener Testimonials

"I appreciate that you always ask those questions that I want to ask, like 'Who is that person?' and 'Why is that significant?' At the end of an episode, I feel that I have enough information about the whole picture that it makes sense, it has context and I can retain it."

"Your interviews have made me cry and laugh and feel inspired and angry. I have even changed my opinion on several topics because of I things I have heard on The Daily."

"The Daily is a new form of journalism, delivered flawlessly and consistently day after day. The engagement it reaches and the emotional involvement it achieves is unique."

"In the age of tweets and sound bites, the depth you provide on issues is vital."

"You do a great job of adding a human element to the issues and aren't afraid to say you don't know something — that is truly rare these days."

“You've introduced me to what real journalism is. You consistently bring in people who are in the trenches and really have a commitment to reporting the news.”

“The Daily gives a good amount of time to each story, which I like because then people and laws are explained while the new information is presented. It's as if I'm being educated and keeping up with the news at the same time, which, for me, is much more beneficial. The Daily doesn't just add in credibility, it shows it, put it front and center.”

“I appreciate bite size chunks with enough substance that I can chew them over all day. A deeper dive than just the news headlines.”

“I am loving The Daily. It is informative, relevant, focused, concise, factual, and thought provoking. To me, this is how news should be.”

“Intimate, informative, and persuasive. Thanks for helping me better understand our complicated world.”

“You have made me smarter; given me the ability to talk more intelligently on subjects; have broadened my understanding on complex topics; and given me a snapshot of everything current.”

“I really like Michael's sort of light, open, smart way of asking questions. He asks the questions as if he is one of my friends. And I LOVE LOVE LOVE having access to all these amazing incredibly knowledgeable New York Times columnists, journalist and sources whose by-lines I have seen for years.”