



SARAH KOENIG

Host, and Co-Creator of Peabody Award-winning *Serial*



Photo: Will Yurman

Sarah Koenig is the host and co-creator of the award-winning podcast *Serial*. Launched in 2014, *Serial* is credited with bringing mainstream attention to the podcast format and has been downloaded more than 175 million times, making it the most listened-to podcast in the history of the form. Among other honors, *Serial* won the

2014 Peabody Award, the first time the award has been given to a podcast. In 2015, Koenig was named one of *Time Magazine's* "The 100 Most Influential People."

Sarah Koenig began her career as a newspaper reporter – her first reporting job was at her weekly hometown paper. She lived in Moscow, Russia for several years, where she worked for the *New York Times*, and

"... I would follow Ms. Koenig's work wherever it took her. She is an agile writer of cool, declarative sentences. Her voice — literate, probing, witty, seemingly without guile — is an intoxicating one to have in your head."

— New York Times



"On *Serial*, [Koenig] is the standard bearer for due diligence, calling everyone, weighing (and re-weighing) every fact, and remaining conscious of her own biases. This kind of thoroughness—whether it's foregrounded this conspicuously or not—is a journalist's core obligation, especially on a story with such high stakes. Koenig fulfills it."

—Slate



In the normally low-profile world of podcasting, “Serial” is a certified sensation—a testament to the power of great storytelling. It’s quickly become the most popular podcast in the world, according to Apple, and the fastest to reach 5 million downloads and streams in iTunes history. “Serial” is the top podcast in the U.S., Canada, the U.K. and Australia, and in the top 10 in Germany, South Africa and India.”

—Wall Street Journal

once she returned, went to work for the *Concord Monitor* in New Hampshire. She did stints as a crime reporter and then as a political reporter – the same beats she’d go on to cover at the *Baltimore Sun*.

In 2004 Sarah Koenig became a producer at the radio show *This American Life*. She has guest-hosted *This American Life* several times, most memorably for the “No Coincidence, No Story” show; she has also produced and reported some of the show’s most popular episodes, including “Switched at Birth,” “Dr. Gilmer and Mr. Hyde” and “Habeas Schmabeas,” a Peabody Award-winning show about Guantanamo Bay.

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