Radio is seeing red

This is Hot Pod*, The Verge’s newsletter about podcasting and the audio industry. Sign up here for more.*

Hello! It’s been a bit since we checked in on the news. Today, I’ve got a look at the ongoing financial troubles at NPR member stations, the shutdown of Rooster Teeth, and the new season of *Serial*.

a:hover]:shadow-highlight-franklin dark:[&>a:hover]:shadow-highlight-franklin [&>a]:shadow-underline-black dark:[&>a]:shadow-underline-white”>Rooster Teeth shuts down, podcast network up for sale

It’s another digital media shutdown, this time at the hands of Warner Bros. Discovery CEO David Zaslav. In addition to shelving movies to save on marketing costs, the company under his leadership has been selling off assets at a pace. Rooster Teeth is next on the list of properties to shut down, with the only component left standing (for now) being the podcast network.

Last week, Rooster Teeth general manager Jordan Levin emailed staff notifying them of the closure. “It’s with a heavy heart I announce that Rooster Teeth is shutting down due to challenges facing digital media resulting from fundamental shifts in consumer behavior and monetization across platforms, advertising, and patronage,” he said, according to a memo obtained by *Variety*. “The Roost Podcast Network will continue

operating and fulfilling its obligations while WBD evaluates outside interest in acquiring this growing asset.” About 150 employees were laid off.

Rooster Teeth first made a name for itself in the early aughts as a pre-YouTube hub for web series like *Red vs. Blue*. But its podcasts, including *H3 Podcast* and *Rooster Teeth Podcast*, have proven to be a bigger draw in recent years. There is no news yet regarding a possible acquisition of the podcast network.