

# Sam Koslowski & Zara Seidler

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## *Journalists and Commentators*



Sam Koslowski and Zara Seidler started out providing news for family and friends through Instagram posts in 2017, they have now expanded their audience to young Australians with The Daily Aus through social media feeds, podcasts, and daily newsletters. The duo say they aim to introduce quality journalism to young audiences to build a healthy and consistent media consumption habit. The Daily Aus audience is nearly all under 35 years old, with most readers citing it as their primary news source, and the flagship TDA daily podcast is one of Australia's most-followed news podcasts. On Instagram, their community is now one of the largest news audiences on social media in Australia, and the largest under 30.

In 2022, Sam & Zara were listed in the Forbes 30 under 30, and their first book with Penguin Random House, is set to be released in mid-2023.

### **About Sam Koslowski**

Business leader, journalist, presenter and commentator, Sam Koslowski is also the co-founder of *The Daily Aus* alongside Zara Seidler. *The Daily Aus* is Australia's leading social-first news organisation targeted at young Australians with an audience of over one million Australians per month engaging with its social accounts, podcasts and newsletter. Sam and Zara not only run the business and produce the content, but also anchor the flagship TDA daily podcast. It has become one of Australia's most-followed news podcasts with largest under 30 audience and a community that is ever growing.

### **About Zara Seidler**

Zara Seidler is the co-founder of The Daily Aus, a social-first news service that engages over a quarter of a million young Australians a day. Coming from a background in independent politics, Zara has worked as a crossbench political adviser to independent federal crossbencher Dr Kerry Phelps and campaign manager for an independent Lord Mayoral campaign. She's also worked at Sky News, Research Australia, and did a research stint at Georgetown University. Zara has also been a commentator on prominent television programs such as Q+A, The Drum and The Project.

### About 'The Daily Aus'

Having started out providing news for family and friends through Instagram posts in 2017, Koslowski and Seidler have expanded their audience to young Australians with The Daily Aus through social media feeds, podcasts, and daily newsletters. The duo say they aim to introduce quality journalism to young audiences to build a healthy and consistent media consumption habit. The Daily Aus audience is nearly all under 35 years old, with most readers citing it as their primary news source, and the flagship TDA daily podcast is one of Australia's most-followed news podcasts. On Instagram, their community is now one of the largest news audiences on social media in Australia, and the largest under 30.

In 2022, Sam & Zara were listed in the Forbes 30 under 30 and have spoken at numerous events including Mumbrella Publish and TEDxSydney. Their first book "No Silly Questions" The Daily Aus explains how the world works (and why you should care) House, was released in 2023.

### What Sam and Zara Talk About:

- The Kids Are Alright - Why Australians under 30 care
- Break The News - Building Australia's next media giant
- Q&A with Sam Koslowski and Zara Seidler, co-founders of The Daily Aus

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