



LUND
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How to Start a Podcast, and Why you Should!

@MICHAELBOSSETTA, LUND UNIVERSITY



Outline of the Workshop

- Presentation on podcasting
 - Benefits, Formats, and Gear
- Live demonstration of the process
 - Skype and in-person interviews
- Q&A (Remainder)
 - Feel free to ask questions along the way!

A Short Introduction



- Started in October 2016
- Interview Format
 - 30 mins – 1 hour
- Released 2-4x per month
- 93 Episodes
- 70,000+ downloads
- 150+ Countries

KEY BENEFITS



I. The Podcast Medium

- **Super**-flexible
 - *Theme*
 - *Technology*
 - *Timing*
 - *Target Audience*



Theme

- *Podcasts can be about anything!*

- ***Flexibility:***

- *Content*

- *Strategic Purpose*



Branding / PR?

Education?

Mobilization/
Conversions?

Networking?

Something else?

Technology

- Flexible cost
- Highly portable
- Video/streaming possibilities



Timing

- Customizable schedule
 - Helps align with resources
 - Long-form or short-form?
- *“On-demand” for creators, too!*
- Regular intervals?
- Episodic content?

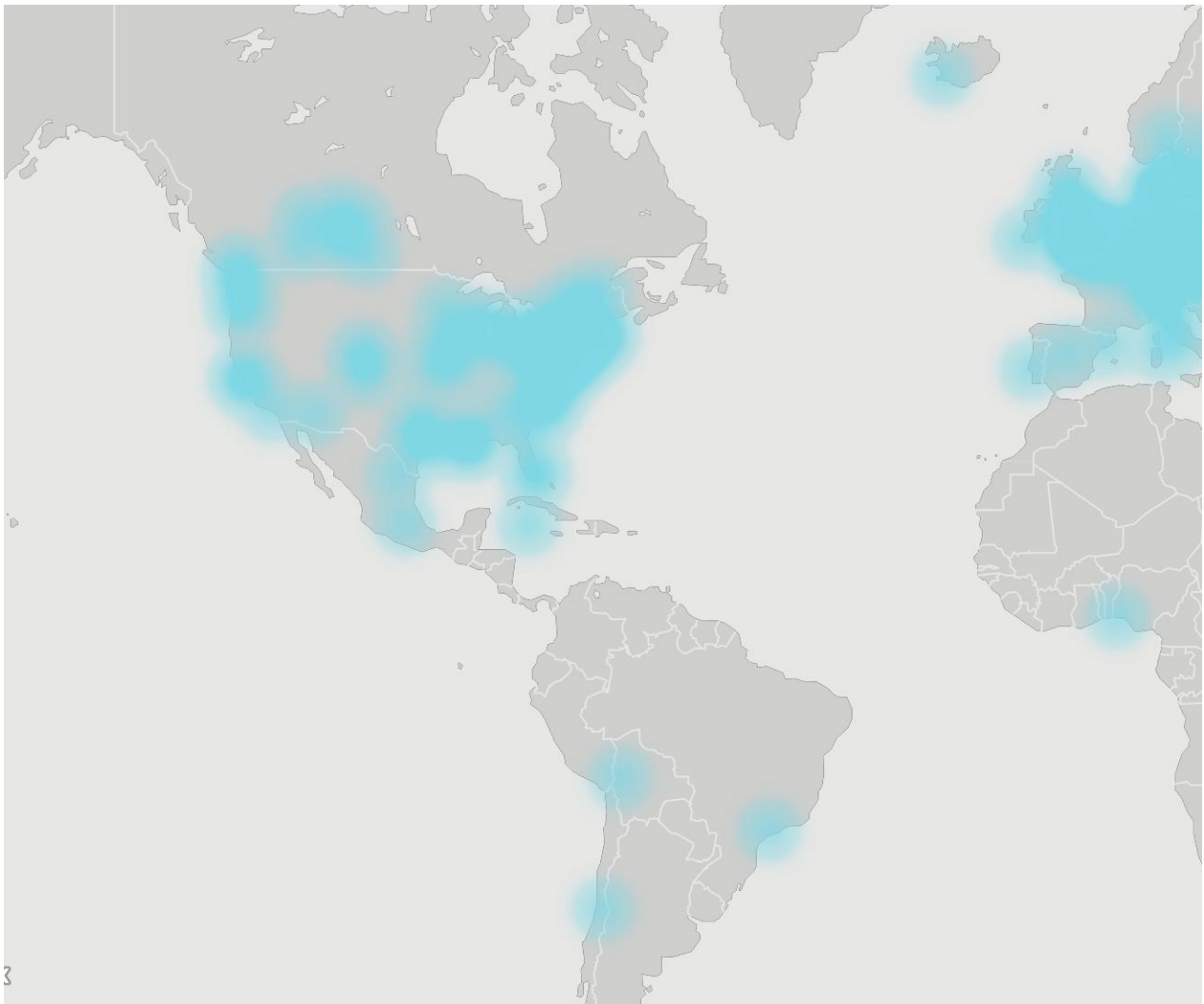
Target Audience

- Flexible:
 - but should connect to theme and strategic purpose
- Can be more specific than “the public”
- Word-of-mouth is key...
...and sharing is tied to perceived value

II. Exposure

- Social Media
- Podcast repositories (Apple, Spotify, YouTube)
- Google Search (SEO)
- ***Point of Discovery / Contact***

Global Reach



ALL-TIME

Top Countries

#	COUNTRY	DWNLDS	%
1	United States	14,947	31.34%
2	Kingdom of Denmark	4,691	9.83%
3	United Kingdom of Great Britain and Norther...	4,028	8.44%
4	Federal Republic of Germany	3,387	7.1%
5	Canada	2,616	5.48%
6	Kingdom of Sweden	1,550	3.25%
7	Kingdom of Belgium	1,340	2.81%
8	Commonwealth of Australia	1,224	2.57%
9	Kingdom of the Netherlands	1,104	2.31%
10	Repubblica Italiana	874	1.83%

III. Networking

- Establish new connections
 - Broaden professional network
 - with experts/stakeholders
 - with partner organizations
 - *Guests get a concrete output for their time*
 - Engage target audience



IV. Knowledge Acquisition

- Topic Scouting and Exploration
- Episode Preparation
- Expert Conversation
- Material Absorption (through editing and QA)
- Networking

FORMATS



Super Flexible

- Hosts:
 - Single Host
 - Co-hosts
 - Rotating hosts?
- Content:
 - Interviews?
 - Documentary?
 - News/Policy Commentary?
 - Persuasion?
 - A mix?



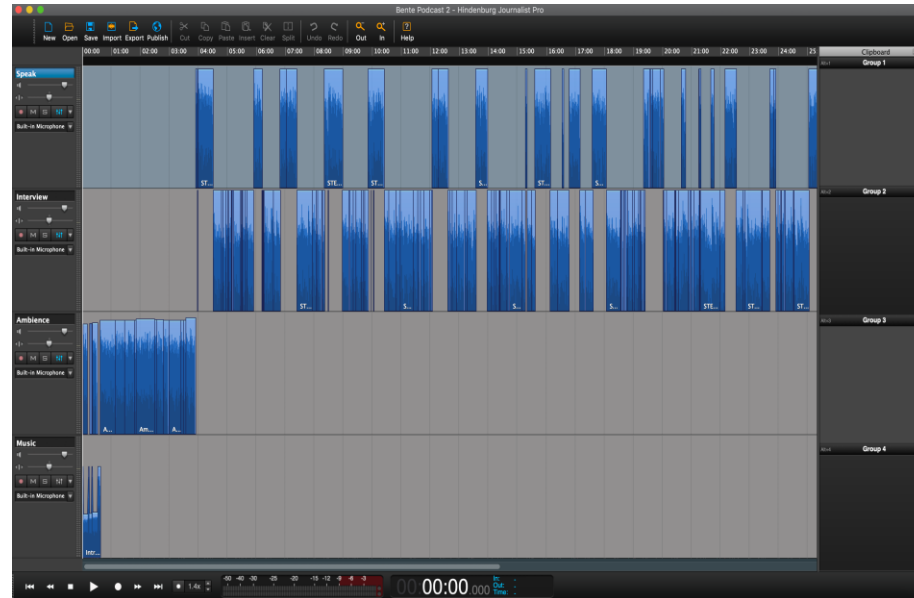
A vintage-style silver microphone with a mesh grille and a chrome body, mounted on a stand. It is positioned on a wooden surface against a blue background. The word "GEAR" is written in white serif font to the right of the microphone.

GEAR

Basics:



+



+



Mic

DAW

Host

My (Skype) Setup:



+



+



+



Røde
NT-USB

Reflexion
Filter

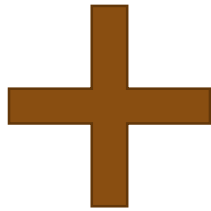
Hindeburg
(DAW)

Simplecast
(Host)

On the road:



Zoom H1



Lav Mics



Key Takeaways

- Podcasting is a **flexible medium** with space for innovation
- This flexibility can be leveraged for **strategic communication**
 - Fit purpose to goals of the individual/organization
 - ***Authenticity*** is key!
- Costs are low, but so is **attention**
 - Align purpose with **target audience**
 - ***Think outside the box!***

Social Media and Politics Podcast!



93 Episodes, including:

- **Social Media and Political Campaigns**
- **Chatbots for Civic Engagement**
- **World Leaders on Instagram**
- **Advocacy and Mobile Apps**
- **Academic Research on Disinformation**



@SMandPPodcast



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