Creating Successful Podcasts for Associations

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In this session, we will explore how to create a successful podcast for your association

• Define the goal, target audience, and metrics
• Create a compelling format and narrative
• Discuss the nuts and bolts of production
• Identify suitable distribution platforms
• List some do’s and don’ts of podcasting
• Share some real-life examples of podcasts
DEFINE THE VISION AND GOALS

Defining the goal of your podcast before you start is key.

For most organizations, the goal is to BUILD and MAINTAIN a COMMUNITY.

HOW? ... EDUCATE & ENTERTAIN!
DEFINE THE AUDIENCE

Defining who are you trying to reach connects to the goal of the podcast:

- Current members?
- A specific set of the membership?
- Potential new members?
- Members of the general public who may find the content useful and interesting?
DEFINE THE FORMAT AND STRUCTURE

TYPES OF PODCASTS

Chatcasts: Another Round, Still Processing

Interviews and Panels: SLATE’s Mom and Dad are Fighting

Scripted Interviews: Terrible Thanks for Asking, Reply All

Reported Narratives: S-Town, 99% Invisible

Audio Drama: Homecoming, The Truth Podcast
OTHER ELEMENTS TO CONSIDER

• Standalone Episode, or a Series?

• Frequency: Think about how often your podcast needs to come out.

• Who is telling the story?
  • Hosted or Narrated?
    Narration takes the listener by the hand or moves the story from topic to topic.
    
    Listen: Jack La Lanne: Fit For Life

• Non-hosted or narrated - where the character(s) do all the heavy lifting.

  Seltzer Man: http://www.radiodiaries.org/walter-backerman-seltzer-man
Types of Interviews: (Courtesy of Youth Radio*)

*Expert Interview*

When we think of the word expert many of us picture a doctor, lawyer or professor. But an expert can be anyone who has a lot of knowledge or experience that you can to tap into for a particular story. We often interview experts when we need a complicated process explained, or if we need someone to speak about broader trends for a story. When looking for the right expert to talk to, think about someone who is:

- Good at explaining things and/or a dynamic storyteller
**PRE-INTERVIEW**

**THE PRE INTERVIEW:**

This is the point where you have researched the person and use this conversation as a research tool as well.

Before you go further a pre-interview is very helpful to establish the climate of the show, foster trust, learn about their personality/energy/vibe. If they are nervous, this is the time to reassure them and then follow through with that reassurance when you start the interview.

They will usually tell you at this moment, whether something is off limits. Also, open yourself up to questions from the person.
• Be prepared, people like to know you did your homework.

• Question Planning: Write out your interview questions.

• Challenging questions: Ask questions that are on YOUR mind as a listener.

• Make space for quiet. If you don’t respond right away, people often will say more.

• Play with questions. Ask important questions in more than one way.
• Pull the best tape first

• Host Intro: Orient the listener before you write the rest of your piece

• What are the driving bits of tape. Find your selects!

• The Host intro is the PROMISE to the listener. Why should they stay and listen?
The e structure follows this outline:

(juxtaposed with the 5 W’s)

A - Action (What) *The action is also usually your best tape, your hook*

B - Background (Who*)

D - Development (Where, When, How)

C - Climax (Why/ So, what)

E - Ending (Why/ So, what)

Start with a character in action, give background, go back to the narrative and
DEFINE THE METRICS

• Identifying METRICS that will inform the ongoing development and production.

• Distribution for podcasts are decentralized, so measurement can be complex. A few ways we can measure impact:

  • Unique downloads of a podcast are best measurement
    • Drawback: cannot see how long the user is listening
    • Targeted surveys of users for useful feedback

Other ways to track engagement ....
BEHIND THE SCENES
• Planning
• Producing
• Publishing
• What’s your mission?
• Which format works?
• Is music important?
• What’s in a name?
• Do you need a logo?
• Who should be the host?
PRODUCING

RECORDING

• Pilot Episode
• Equipment: Microphone, sound mixer, recorder
• Sound editing
• Keep the recordings short and clean
• LISTEN before you record: Wear headphones

EDITING

• Editing Software: Audacity, Adobe Audition (+LAME, FFmpeg libraries), Open Source
• Mix Down: Intro/Outro and music pre-recorded.
• Add Effects: Amplify & Normalize
• CALL TO ACTION
• Landing Page
• Podcasting Platforms
  - iTunes
  - Stitcher
  - SoundCloud
• Social Media
• E-newsletter
• Metrics
FIVE PODCASTING DO’s

1. Find your personal mic distance
2. Choose “where” wisely
3. Have a strong introduction
4. Practice your part
5. Provide a hook to re-engage
FIVE PODCASTING DON’Ts

1. Don’t touch the microphone
2. Avoid moving
3. Nod: No Yes’s and Ah’s
4. Don’t read from the script
5. Avoid long recordings
READY FOR LAUNCH

OH, IT'S EASY.
HAVE FUN!
QUESTIONS?

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