



BOSTON UNIVERSITY

Podcasting 101



Kerry Donahue
Director of Training
PRX



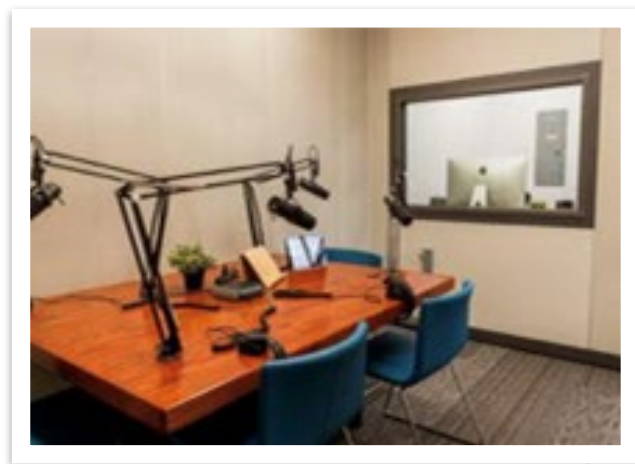
Lindsay Abrams
Training Lead
PRX



Anne Donohue
Associate Dean
Boston University

Introducing PRX







What we do



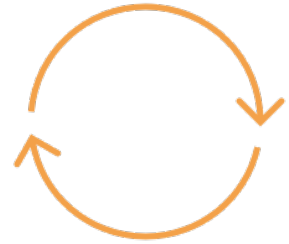
CREATE

We are a fierce champion of new voices and new formats.



GROW

We work with producers to grow engaged audiences.



SUSTAIN

We build revenue through innovative technology and experimentation.



What's Happening

This talk will cover:

- Overview of podcasting landscape
- Key first decisions
- Think like a publisher
- Best practices for guests
- Additional resources from PRX and Boston University





The New York Times



Have We Hit Peak Podcast?

If past experience (cough, blogs) is any indication, a shakeout is nigh.

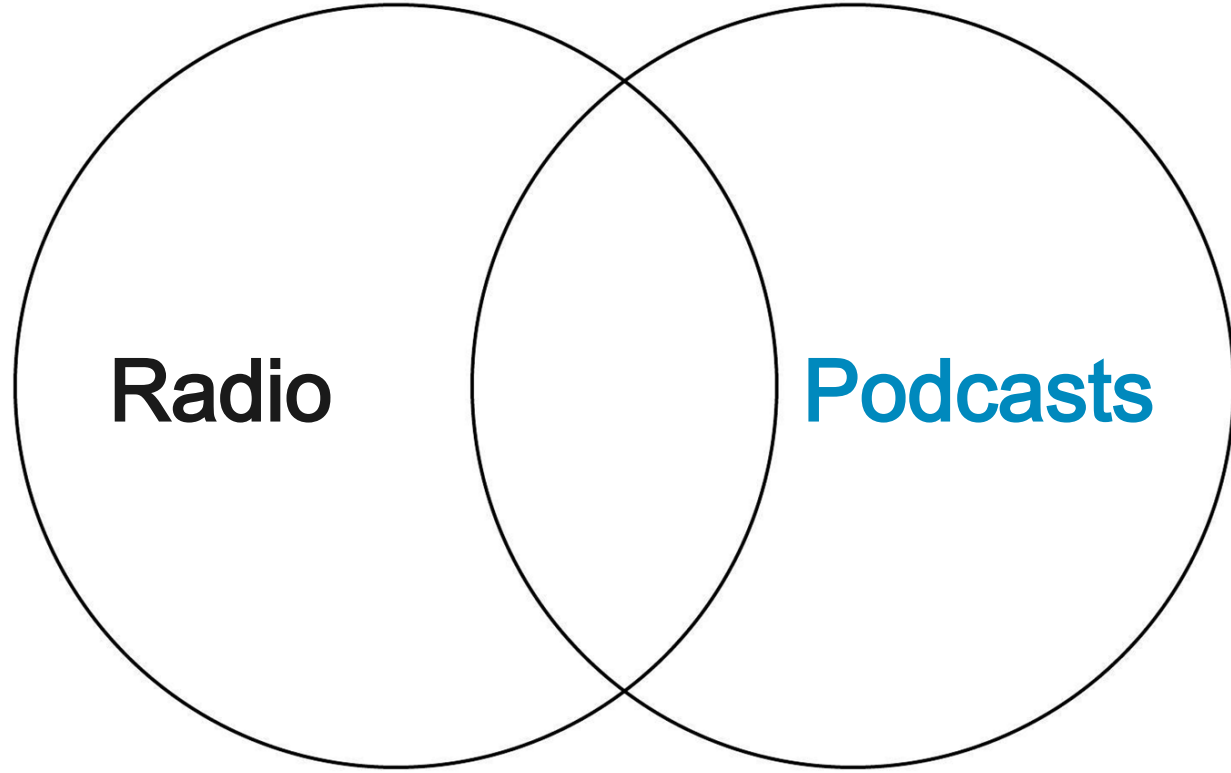




What is Podcasting?

On-demand audio
over the internet







Podcasts...

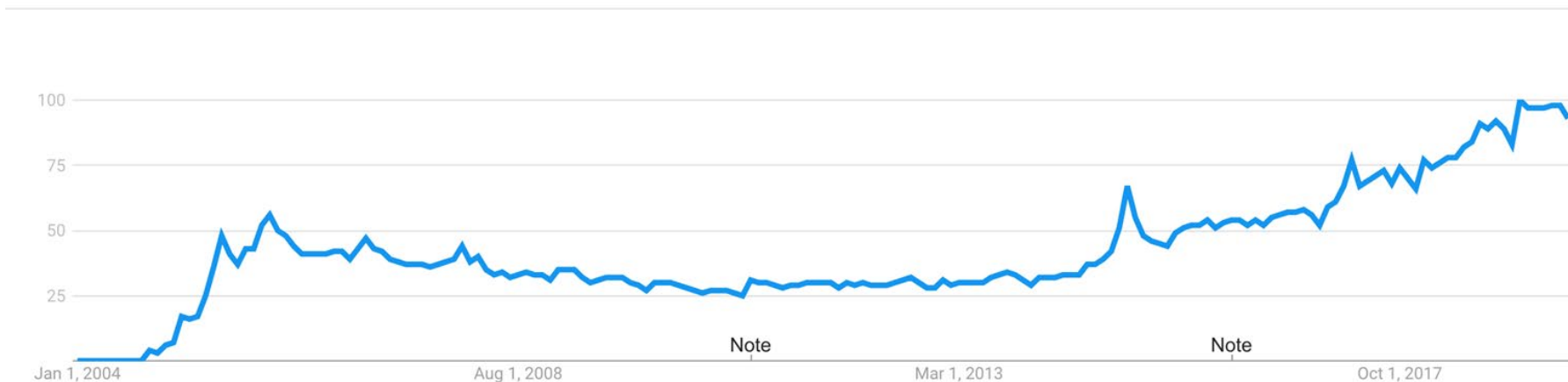
- Are **on-demand** .
- Take **companionability and intimacy** to the next level.
- Contextualize **emotionally complex stories** .
- Are an **embarrassment of niches**
- Bond and deepen **communities** .
- Are natively **global** .
- Are an opportunity to **take risks, experiment** and reach a **new audience** .



Podcasting Landscape



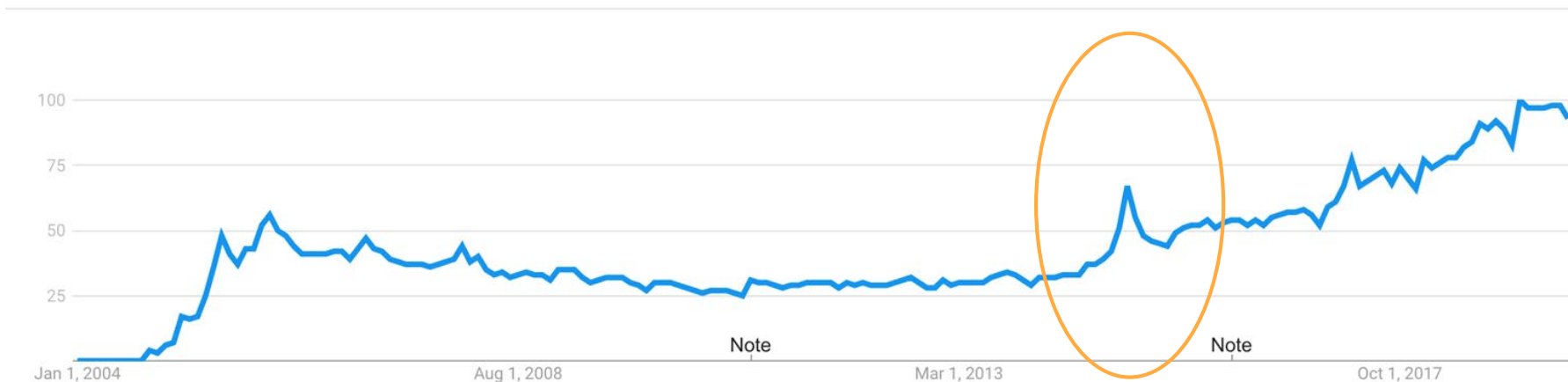
Interest in podcasts



"Podcast" search interest on Google worldwide from 2004 to present.



Interest in podcasts



"Podcast" search interest on Google worldwide from 2004 to present.



Landscape in 2015



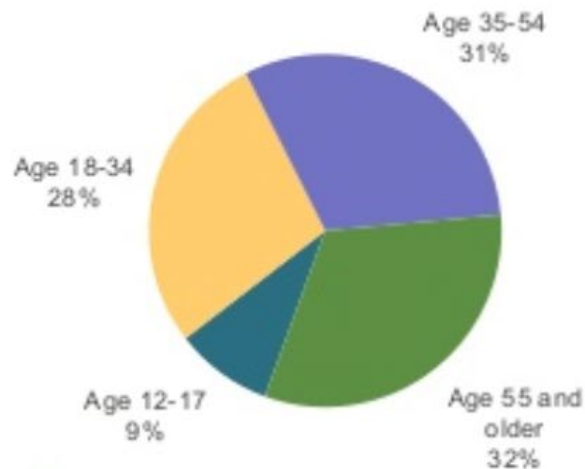


2019

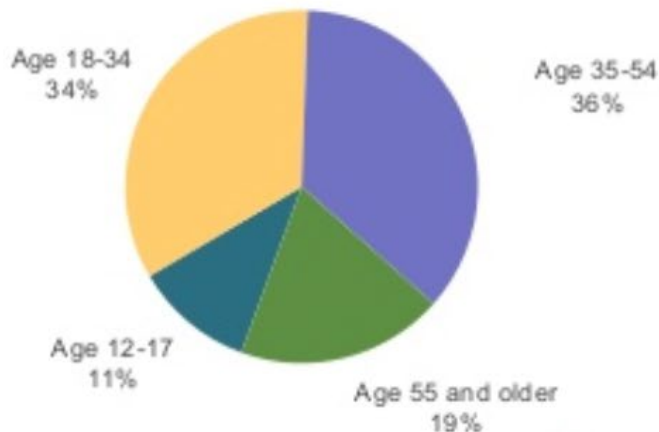


Composition of Podcast Consumers

U.S. Population 12+

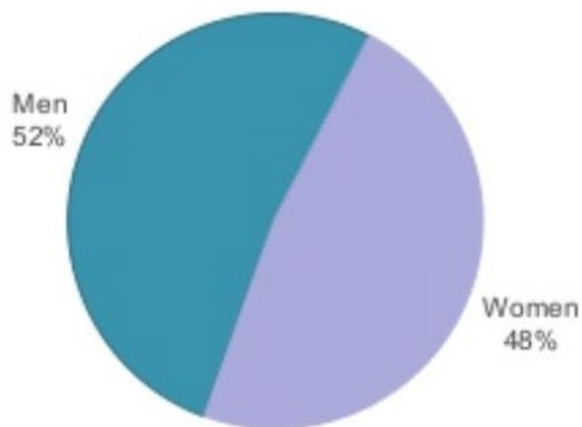


Monthly Podcast Consumers 12+



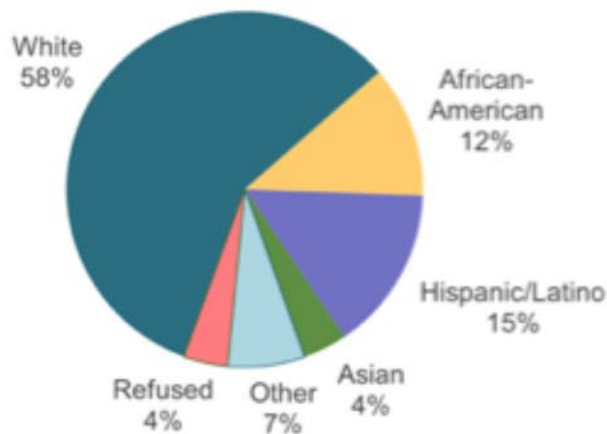
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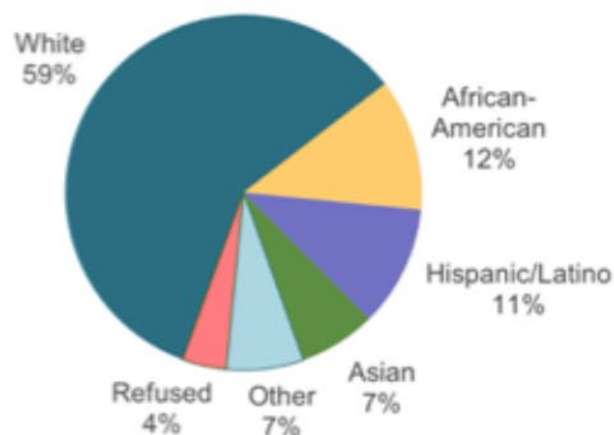


Listener Composition by Race/Ethnicity

U.S. Population 12+



Monthly Podcast Consumers





How do you listen?





PODCAST INDUSTRY RANKING HIGHLIGHTS
TOP 15 PODCAST PUBLISHERS
US AUDIENCE: DECEMBER 2019

RANK	PODCAST PUBLISHER		US UNIQUE MONTHLY AUDIENCE	GLOBAL DOWNLOADS & STREAMS	ACTIVE SHOWS	SALES CONTACT
1	NPR	✓	23,750,000	154,078,000	70	National Public Media
2	iHeartRadio	✓	23,327,000	150,173,000	349	iHeartRadio
3	Wondery	✓	10,582,000	52,561,000	84	Wondery Brand Partnerships
4	New York Times		10,095,000	73,487,000	10	
5	PRX		9,728,000	70,559,000	82	
6	Barstool Sports	✓	8,187,000	39,987,000	36	
7	ESPN	✓	6,891,000	43,933,000	63	ESPN Audio Sales
8	WNYC Studios	✓	6,802,000	31,978,000	54	
9	Kast Media		5,624,000	29,379,000	59	
10	NBC News		5,451,000	34,333,000	27	Wondery Brand Partnerships

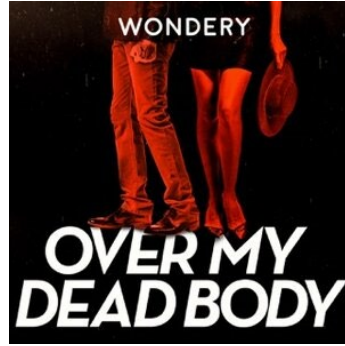
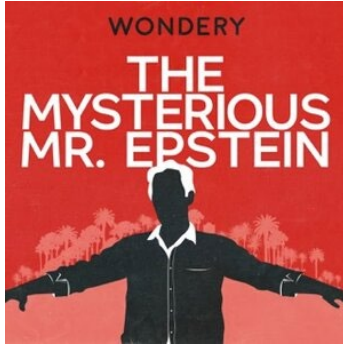


PODCAST INDUSTRY RANKING
TOP 20 PODCASTS
US AUDIENCE: DECEMBER 2019

RANK	PODCAST	CHANGE	PUBLISHER	
1	The Daily	---	The New York Times	
2	Up First	---	NPR	✓
3	NPR News Now*	new	NPR	✓
4	Stuff You Should Know	-1	iHeartRadio	✓
5	This American Life	-1	This American Life/Serial	✓
6	The Ben Shapiro Show	-1	Daily Wire	
7	Pardon My Take	-1	Barstool Sports	✓
8	Call Her Daddy	-1	Barstool Sports	✓
9	Wait Wait...Don't Tell Me!	-1	NPR	✓
10	Hidden Brain	+2	NPR	✓



Top podcasts of 2019



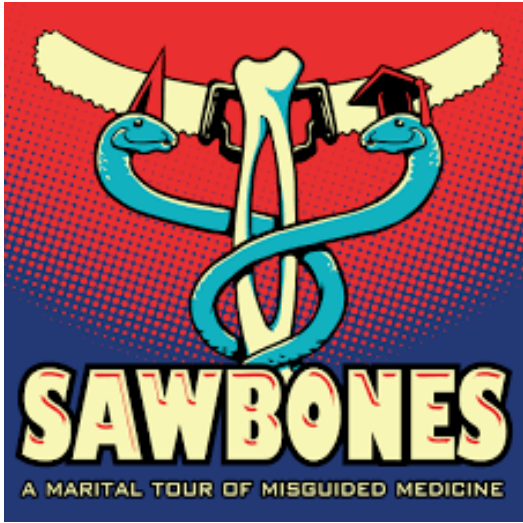


Academic Podcasts





Scientists Talking Science





The Difference Between Cell and Sawbones?

Sawbones:

- Personality, humor conversational
- Someone you want in your ear,
 - in your car
 - in your kitchen



If you are dull...





Boston University Pods

Early adopters - BU Podcast Academy 2006





“ At the end of the
day...podcasting will be
successful, it will just be
part of the infrastructure ”

-Doug Kaye, 2006



Fast Forward to 2020



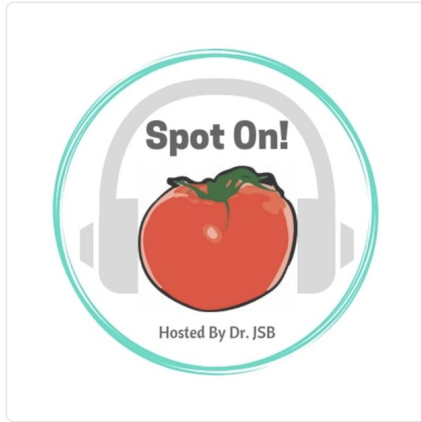
CAS '86



COM '93



BU Homegrown Podcasts





BU Homegrown Podcasts

WTBU

MUSIC SPORTS NEWS BUITM THE BEAT **PODCAST**

PODCASTS

If you are interested in getting involved or affiliating your podcast with the WTBU Podcasting Program, please email our

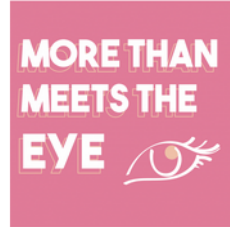
Audio Productions Director at productions@wtburadio.org.



YAS

Your favorite WTBU Podcast, giving you the latest in the world of entertainment.

Created by Rukia Magege, Elizabeth



MORE THAN MEETS THE EYE

More goes into keeping up with an aesthetic than just clothes. So many aesthetics have a rich history and are entrenched in film, music



IT COULD BE WORSE

It Could Be Worse helps you feel better about your problems by describing the tragic lives of history's most unlucky people.



Predicting the Future

“ No one is ever going to get rich in podcasting. ”

-David Carr, NYT Media Critic and BU
Professor of Journalism, 2014



Key first decisions

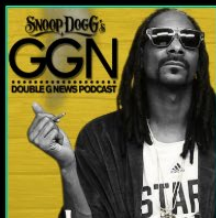
(Once you've defined your listener)



You need a good idea



COMPETITIVE LANDSCAPE



LIGHT
CONVERSATION



CRITICAL
CONVERSATION

WHERE'S THE SOUTH'S PERSPECTIVE?



LIGHT
CONVERSATION

CRITICAL
CONVERSATION

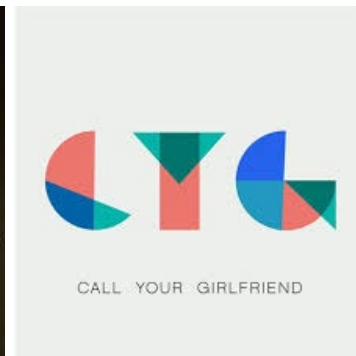


Decide on format

What is the best way to structure your podcast?

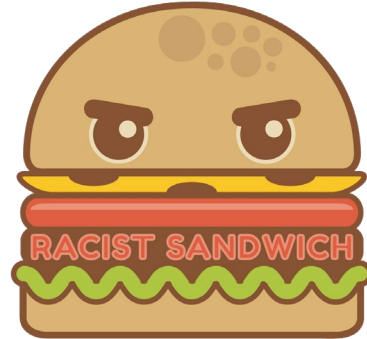


Chatcasts



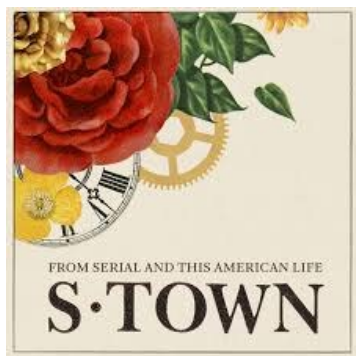
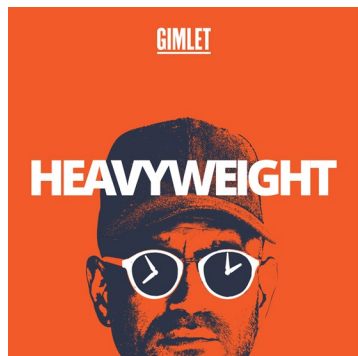
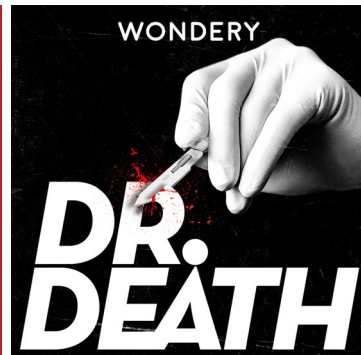
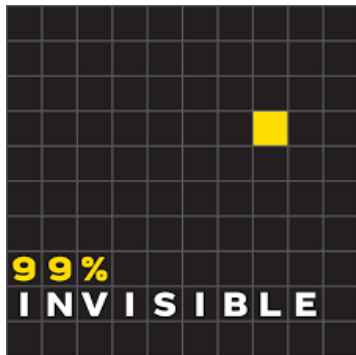
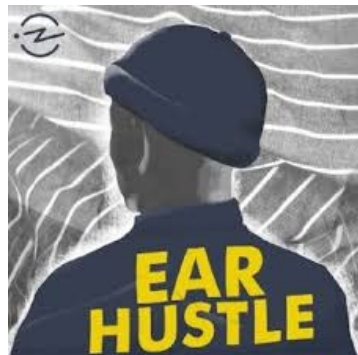


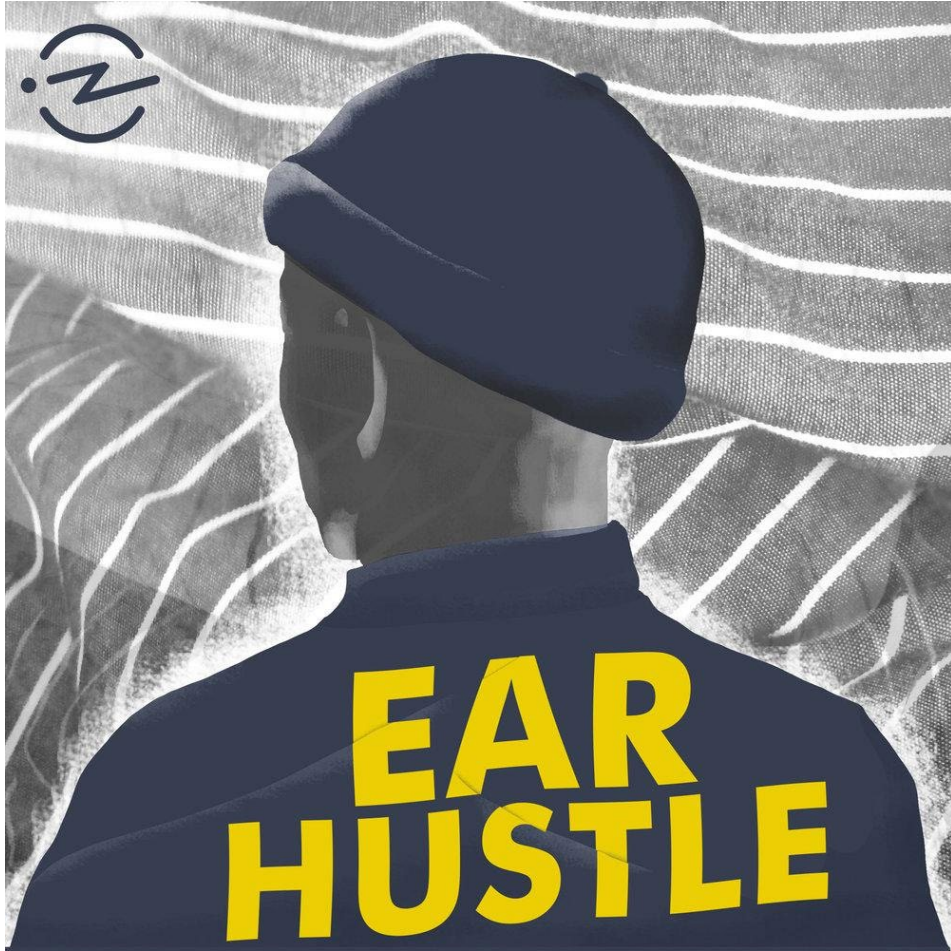
Interview (scripted or non -scripted)





Narrative nonfiction







Narrative fiction





Decide on frequency

How often will your podcast be released?



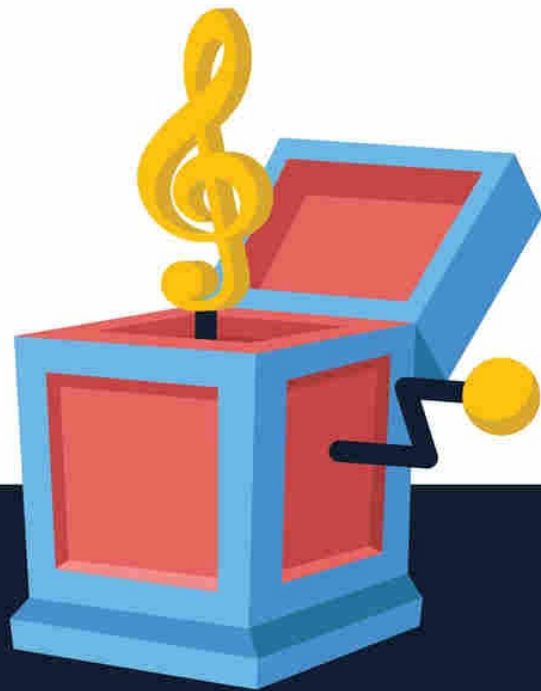
Frequency

1. **Building audience** - long gaps between episodes or inconsistent drops are hard to follow
2. **Sponsors** - they value consistency and frequency
3. **Production demands** - how much work does your show involve?
4. **Feed updates** - inconsistency and inactivity mean your subscribers won't get updates



Decide on length

Discipline and editing makes a more enjoyable podcast.



THE MUSIC BOX



What's in a name?

Clear - Descriptive - Memorable -

Logo Friendly - Smart Speaker Friendly



The Cannabis Tales

Unpacking cannabis for the curious



Unpacking cannabis for the curious



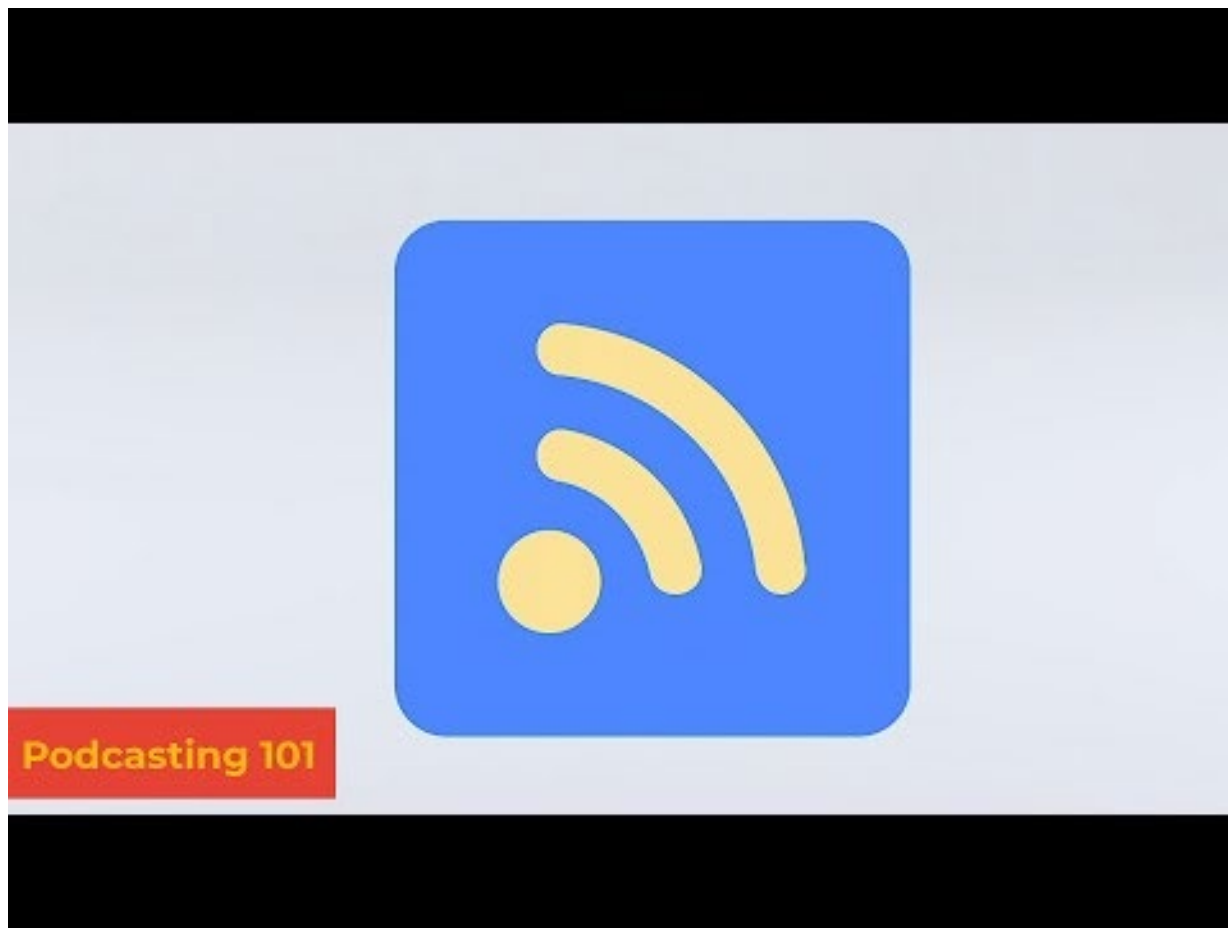


Where to find music





Think Like a Publisher



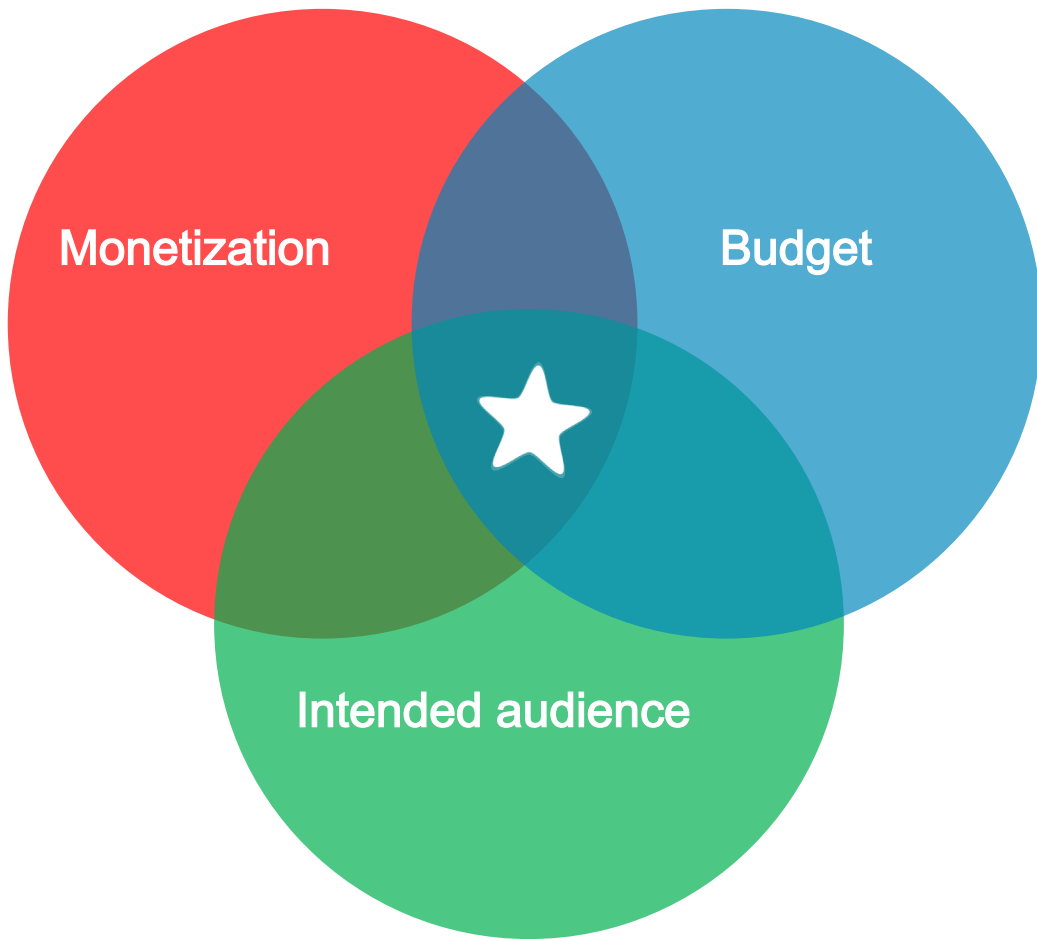


Choosing a hosting platform

- Cost
- Metrics
- Control
- Monetization









Podcasting 101



Make a Budget

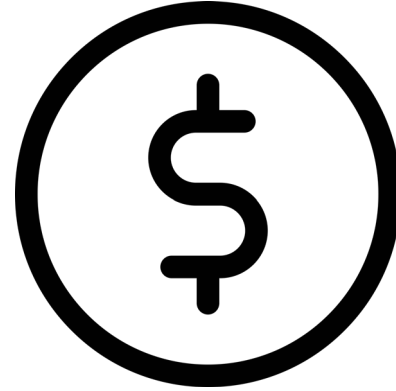
- Staff
- Recording equipment
- Audio editing software
- Storage
- Studio time
- Podcast hosting
- Website hosting
- Marketing
- Music rights/clearance





Sustainability

- Audience size
- Monetization
- Partnerships
- Metrics
- Sponsorship

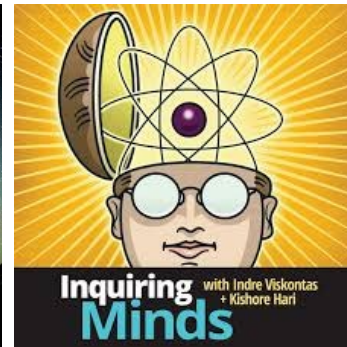
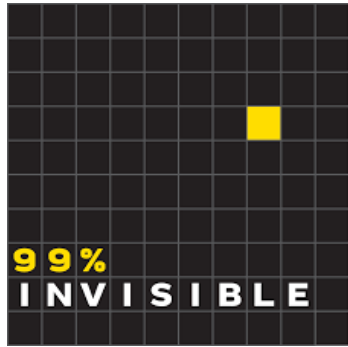




**So you've been invited
to guest on a podcast**



Podcasts in Search of Experts





Preparing for your interview

- **Identify** what type of show you're appearing on
- **Listen!** Get a sense of the host(s) and the show's tone
- **Ask** what will be expected of you
- **Focus** your expertise
- **Pre-interview** vs the real deal
- **Sound great:** Offer to record yourself if interviewing over the phone



Recording

- **Go somewhere quiet** to avoid background noise
- **Be personable** - you are a character on the podcast
- **Tell stories** that illustrate your points
- **Have fun with it!**



Additional Resources





Podcasting 101 Videos & Companion Course



PRX

PODCASTING 101
from PRX and the Google Podcasts creator program

Hosted by Luvvie Ajayi & Sean Rameswaram

Welcome to Podcasting 101, the companion course!

For today's lesson, we're going to start from the very beginning— should you make a podcast?



googlecp.prx.org



RECORD



LEARN



GATHER



PRX Podcast Garage Boston

podcastgarage.org

- **Studio rental** (\$1/minute; 25% off for members)
- **Upcoming Events** :
 - **2.20** - Maker Mingle
 - **2.22** - Audio Production Study Hall
 - **2.27** - Intimate Interviews with Heidi Shin
 - **3.5** - Introduction to Podcast Scoring (4 -week workshop)

SAVE THE DATE

Tickets:

on.prx.org/catapult3



PROJECT CATAPULT SHOWCASE

Featuring *Reveal's* Al Letson





Additional Resources - BU

- **COM** has **two podcast studios** primarily for COM students
- **WTBU podcast studio:** Apply at the start of each semester
- **MED campus podcast studio:** Godley Digital Média Studio
 - You have to make a reservation for training first before you can reserve the room (Google **BU Godley Studio**)
- Many university faculty and staff have **free access** to **Adobe Audition audio editing software**



PRX

Thank you!



Kerry Donahue
Director of Training
PRX



Lindsay Abrams
Training Lead
PRX



Anne Donohue
Associate Dean
Boston University