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INSTITUTE OF ADVANCED STUDY

Everyone's Talkin' At Me: Growing Your Own Podcast

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Introduction

- Lockdown saw podcasts rocket in popularity
- Easier to produce than video & potentially more engaging ('intimate voice')
- Exchanges journal founded 2013 to promote 'interdisciplinary discourse'
- Remote working made author engagement (& title visibility) more challenging
- Podcast...seemed ideal compliment

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Creating Exchanges' Discourse

- Early episodes format & production testbed
 - Testing institutional reaction also important
- Intro & outro sandwich around 'core' content
 - Focus on 'early career publishing experiences'
- Discussions with guests preferred format
 - Multiple voices more engaging for listeners
 - But...the more guests the longer the episode!
- Exchanges Discourse 15 minute standard

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Mean duration: 13m
22s, min/max 4m
38s/35m 06s

Scripted vs Improvised

- Improvised
 - Produces dynamic & exciting content, limited prep-time
 - Require excellent speaker & hosting skills, can sound too 'in-jokey' or unpolished/incoherent
- Fully-Scripted
 - Strongly defined & shaped content, very coherent
 - Most labour intensive pre & post-production stages
- Semi-scripted
 - Well-defined format, allows for segues & side-discussions
 - Polished content less-time intensive to produce
 - Good hosting skills essential!

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Scripting this
podcast...about 5 hours
work (!)

Technical Challenges

- Laptop/smart phone good enough
 - Dedicated kit might be better
- Software can include:
 - **Zoom/Teams** (record dialogue)
 - **Audacity** to post-process/clean up
 - **PowerDirector** to edit & assemble
- Mediated (edited) production more polished
- Word365 makes producing transcripts easy

Adobe Premiere Elements
or Corel Video Studio are
good alternatives

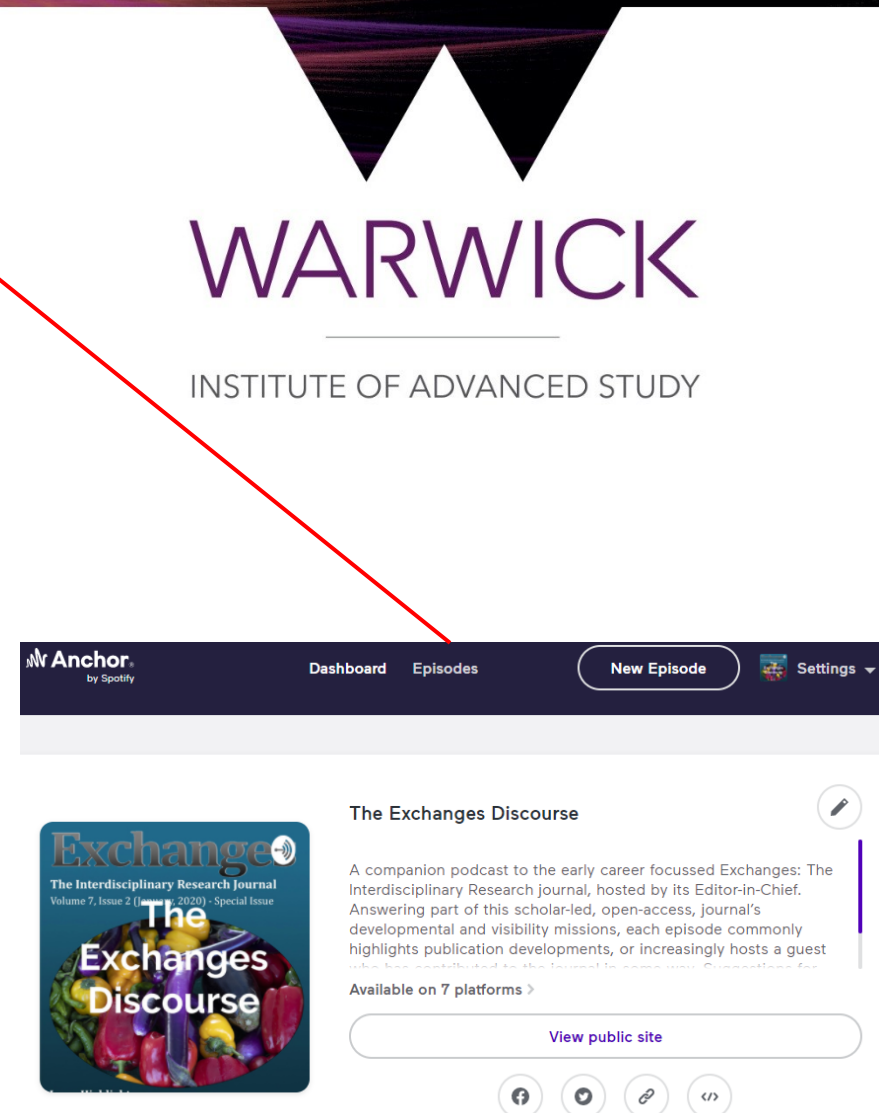
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Yes, I'm aware of the latest
version Audacity data*
collection 'issues' (I'm running
a legacy installation to avoid
this!) but *Ocenaudio* is a good
alternative platform

Hosting & Attention

- Hosted on Anchor.fm (owned by Spotify)
- Competition for listeners is...fierce!
- What's your podcast USP?
- Strong concept + audience knowledge essential
- How long? Depends on audience & you



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Concluding Thoughts

- 20 Episodes produced (since May '20)
- Original goals...achieved!
- Refresh/revisit format for '22
- Increasing recognition for podcast (huzzah!)

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That's
4h 27m 22s of
content

Contact & Questions

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Yes, lockdown means I've forgotten how to smile on camera... ;)