



# BOSTON UNIVERSITY

Podcasting 101





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Director of Training  
PRX



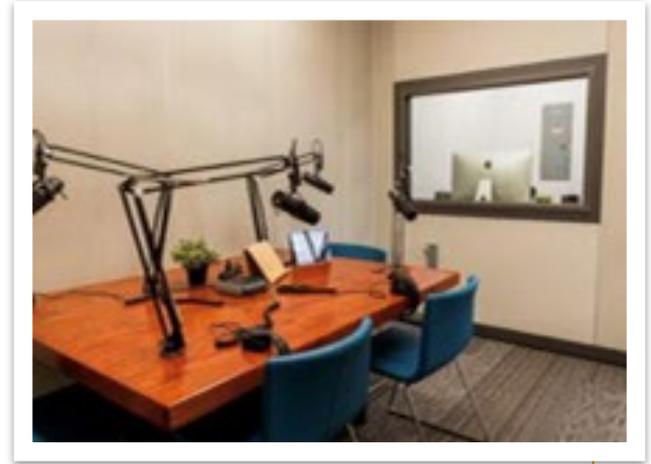
**Lindsay Abrams**  
Training Lead  
PRX



**Anne Donohue**  
Associate Dean  
Boston University

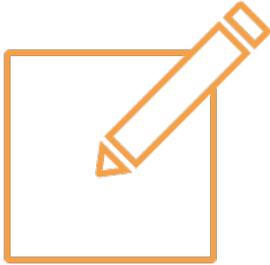
# Introducing PRX







# What we do



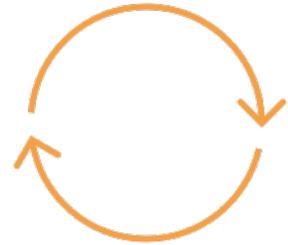
## CREATE

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.





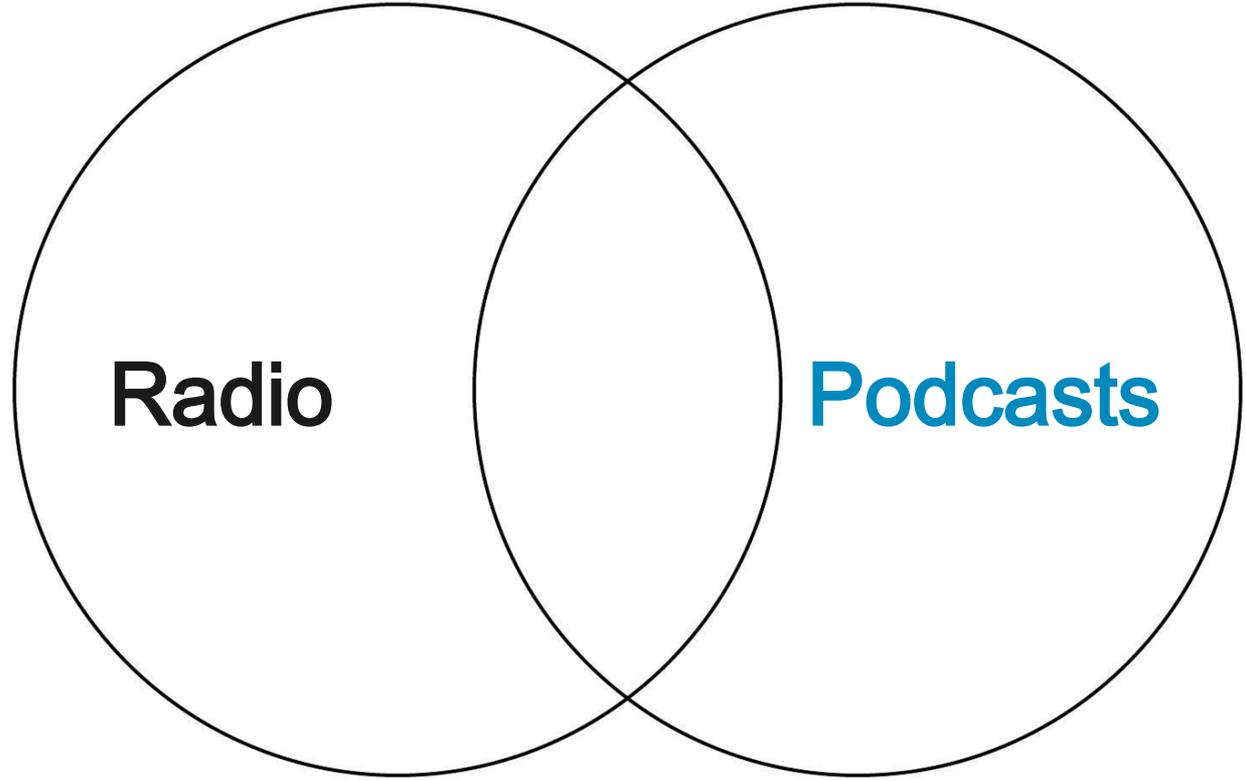
# What is Podcasting?

On-demand audio  
over the internet

BOSTON PUBLIC  
LIBRARY









## 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** .

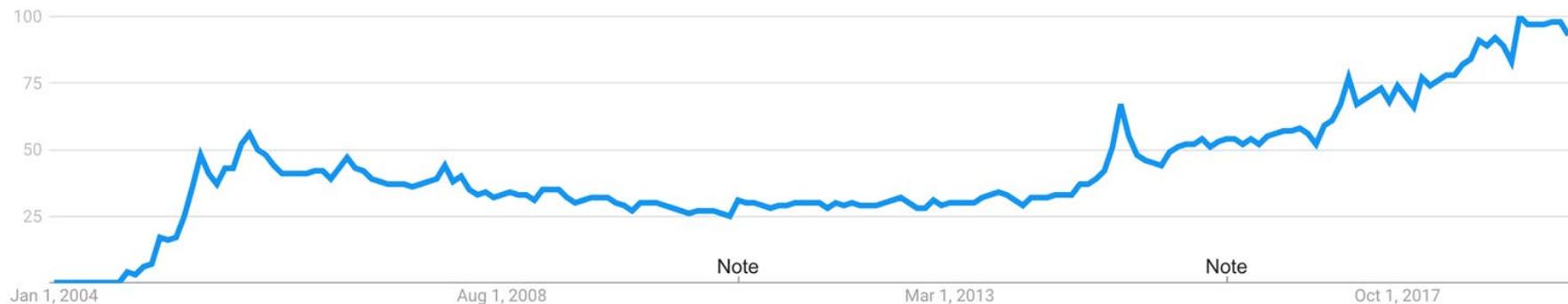




# Podcasting Landscape



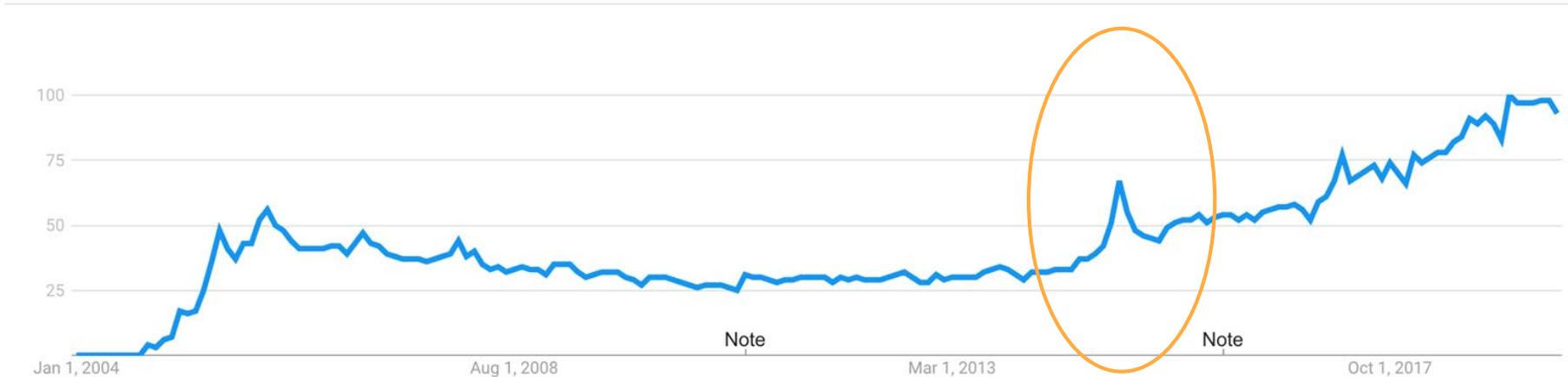
# Interest in podcasts



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



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



# Landscape in 2015



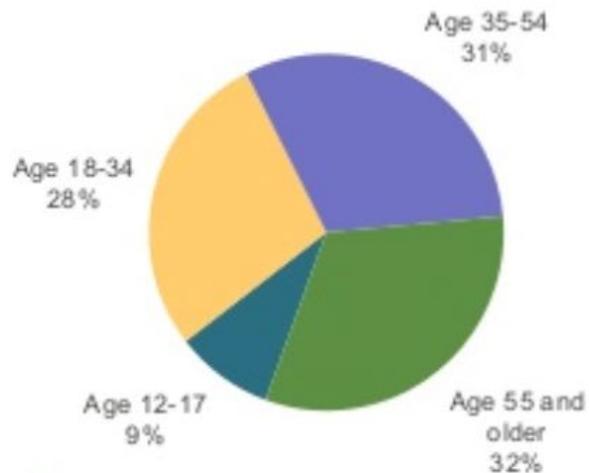


2019

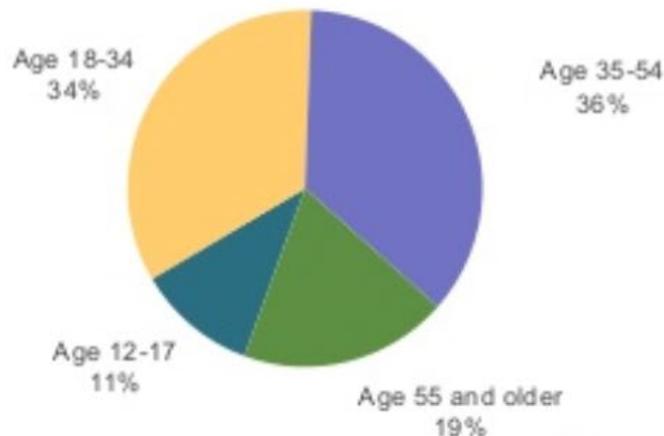


# Composition of Podcast Consumers

U.S. Population 12+



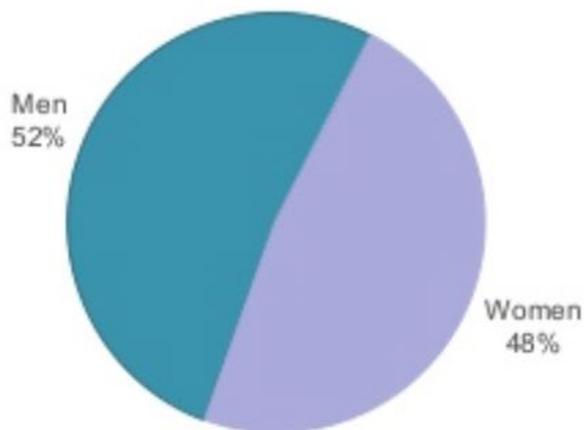
Monthly Podcast Consumers 12+





# Composition of Podcast Consumers

Monthly Podcast Consumers 12+

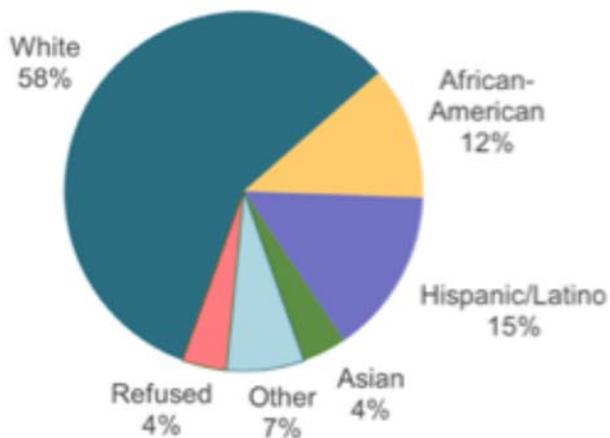


The Infinite Dial © 2018 Edison Research and Triton Digital

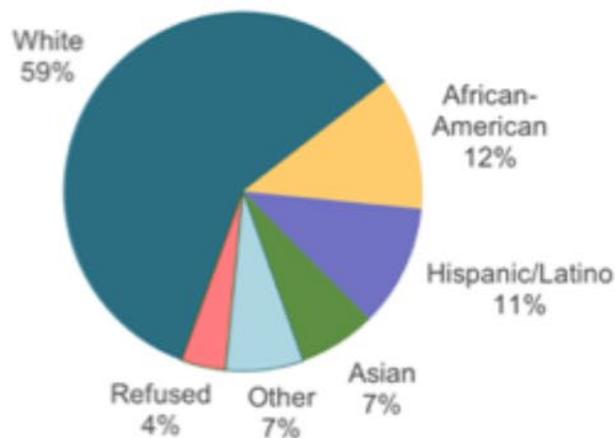


# Listener Composition by Race/Ethnicity

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



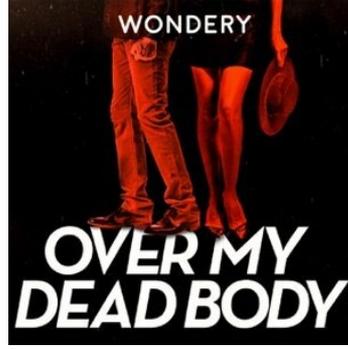
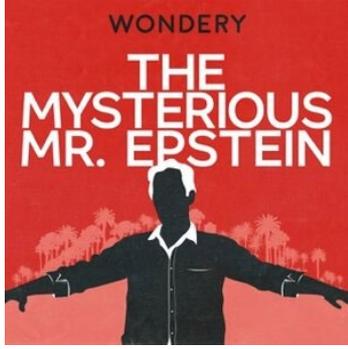
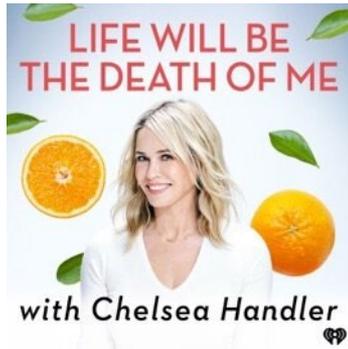


PODCAST INDUSTRY RANKING  
TOP 20 PODCASTS  
US AUDIENCE: DECEMBER 2019

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	✓

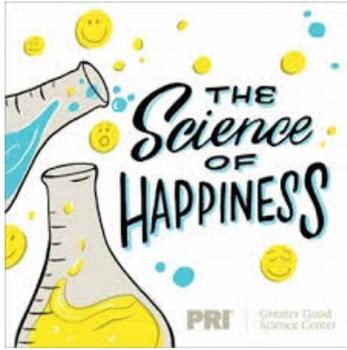


# Top podcasts of 2019



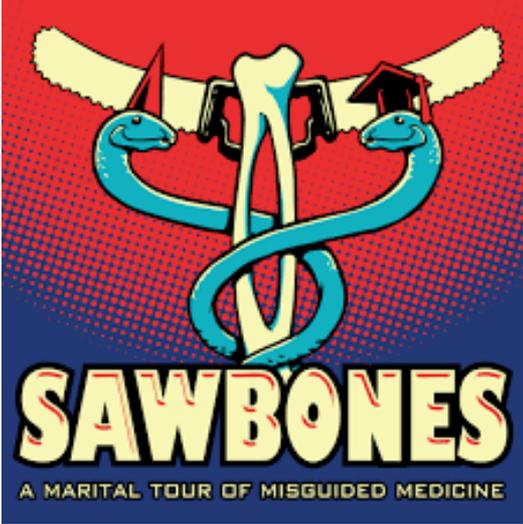


# Academic Podcasts





# 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 BUITEM 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](mailto: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

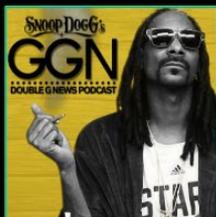
(Once you've defined your listener)



# You need a good idea



# COMPETITIVE LANDSCAPE



LIGHT CONVERSATION



CRITICAL CONVERSATION

# WHERE'S THE SOUTH'S PERSPECTIVE?

A grid of 10 media covers arranged in two rows of five. Each cover has a red apple sticker with the text 'NEW YORK CITY' and a green cannabis leaf icon. The covers are: Row 1: 'THE BREAKFAST CLUB' (three people), 'SWAY IN THE MORNING' (text), 'EVERYDAY STRUGGLE WEEKLY EDITION' (three people), 'THE COMBAT JACKSON SHOW' (military helmet), 'npr music' (microphone). Row 2: 'Snoop Dogg's GGN' (Snoop Dogg), a photo of two men at a table, 'THE JOE BUDDEN PODCAST' (Joe Budden), 'npr WHAT'S GOOD WITH STRETCH & BOBBITO' (text), and 'RapRadar' (text).

LIGHT CONVERSATION



CRITICAL CONVERSATION

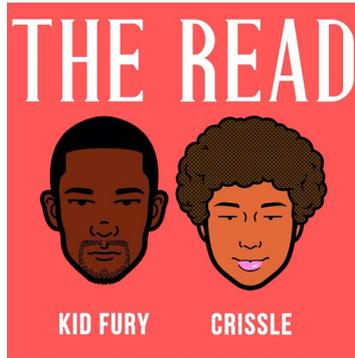


# Decide on format

What is the best way to structure your podcast?

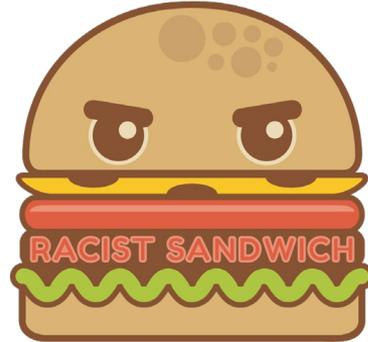
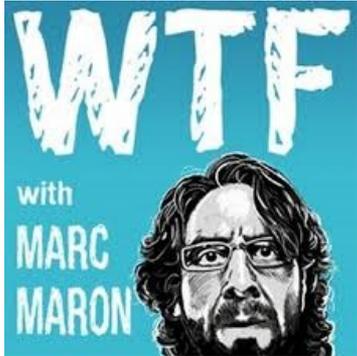


# Chatcasts



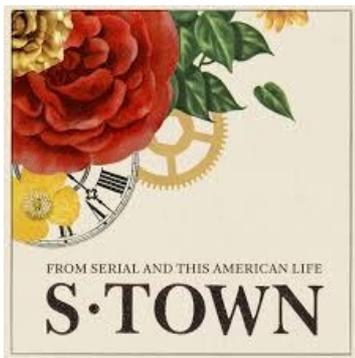
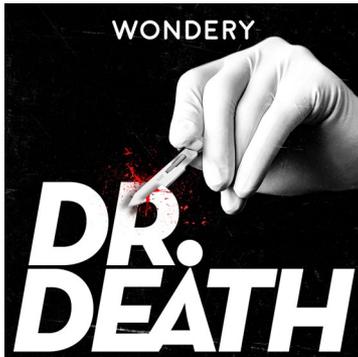
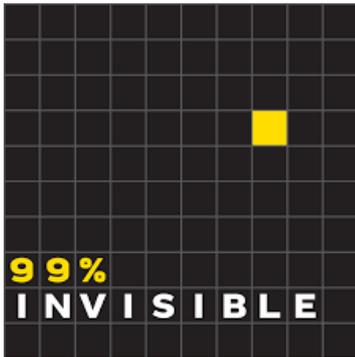
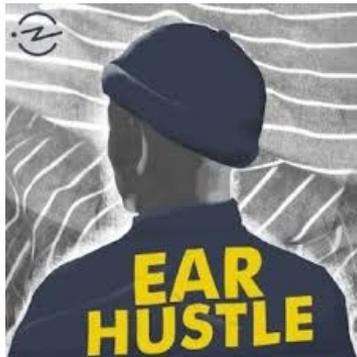


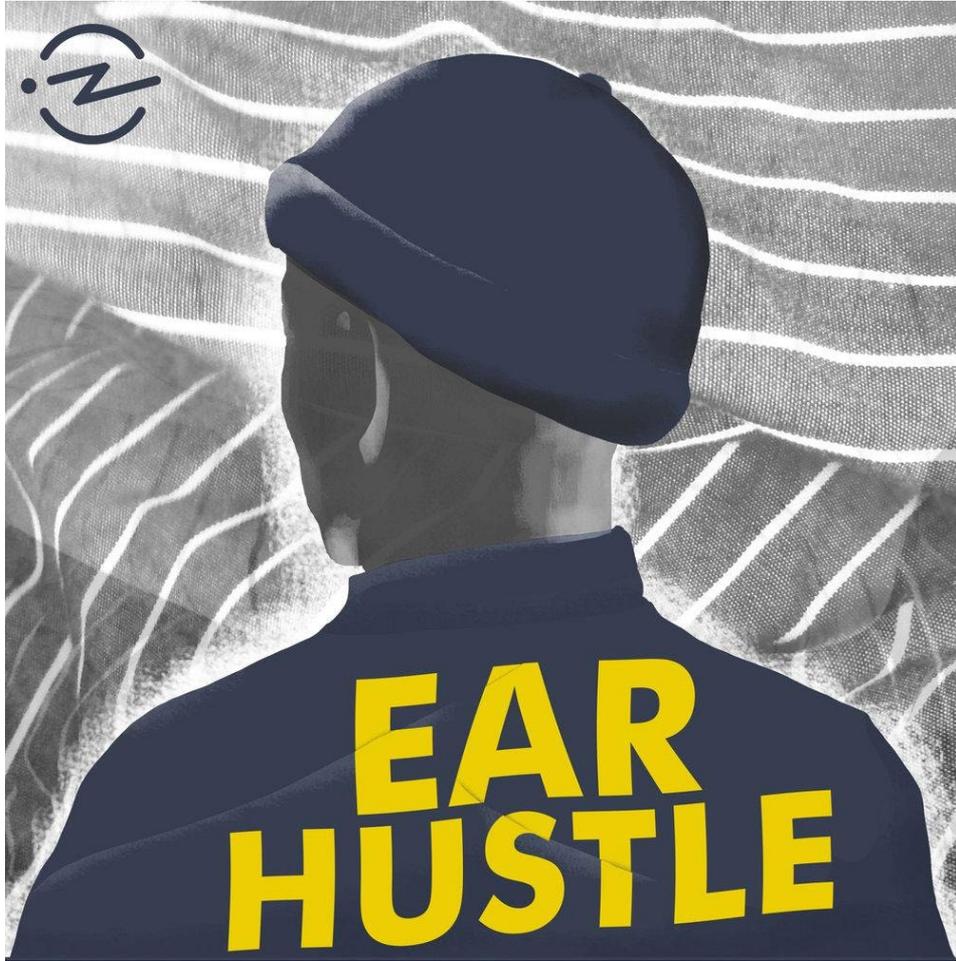
# Interview (scripted or non -scripted)





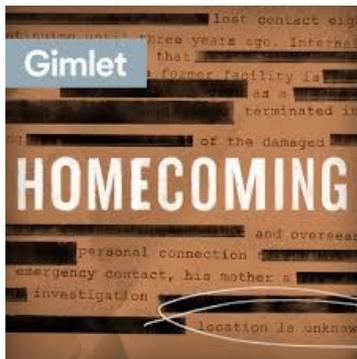
# Narrative nonfiction







# 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



# Sticky

Unpacking cannabis for the curious



on  
something  
*life after legalization*





# Where to find music

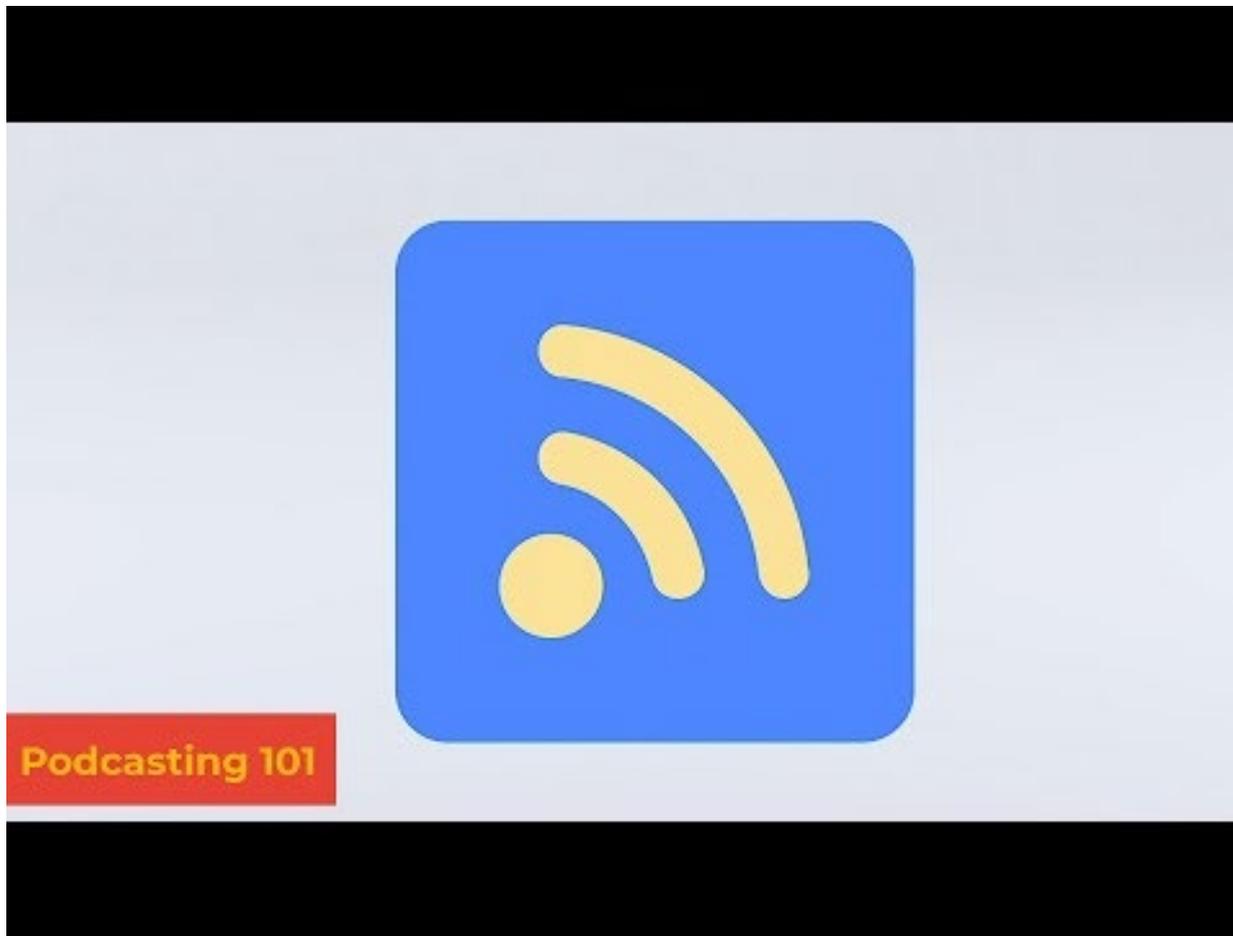


Storyblocks  
AUDIOBLOCKS





# Think Like a Publisher



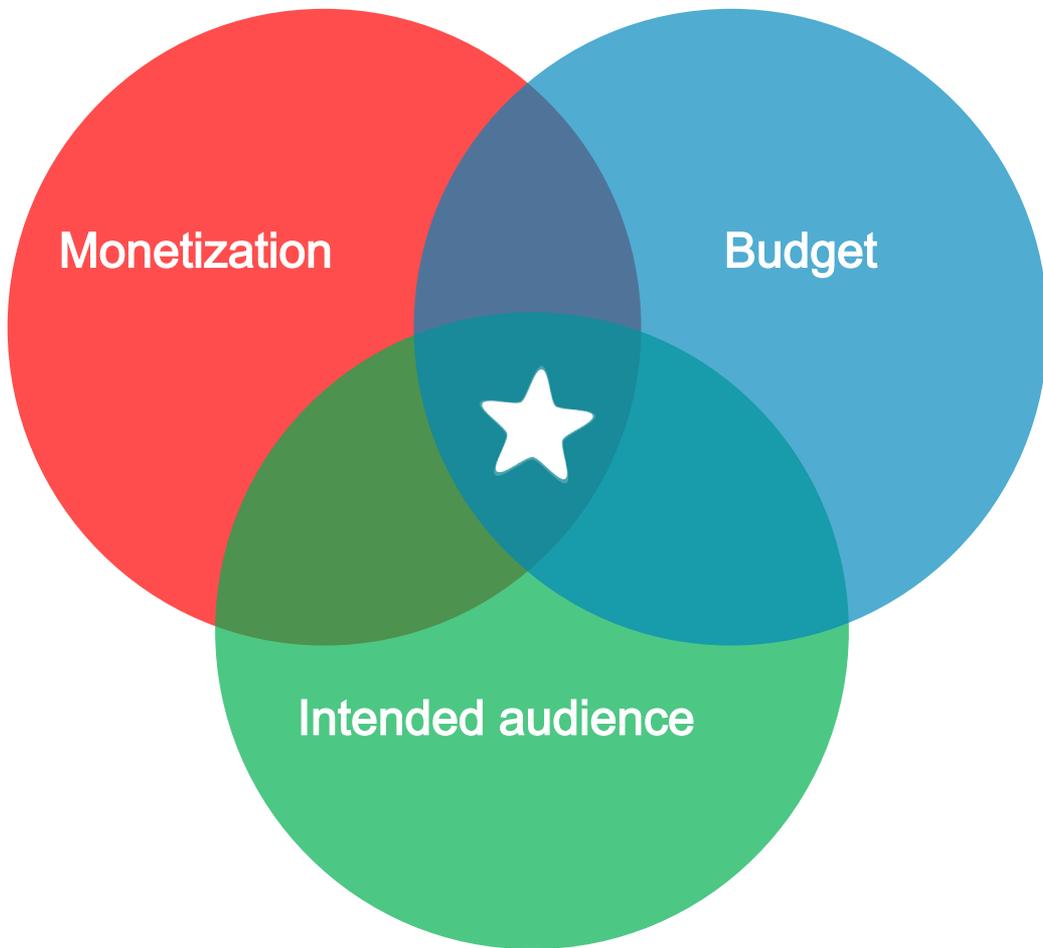


# Choosing a hosting platform

- Cost
- Metrics
- Control
- Monetization









Podcasting 101



# Make a Budget

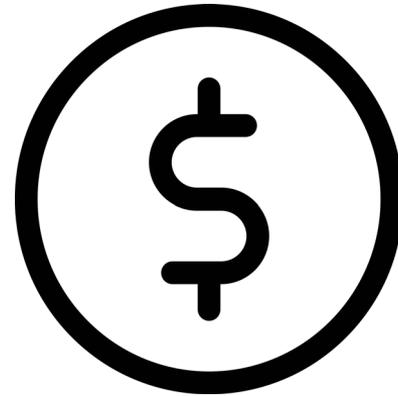
- Staff
- Recording equipment
- Audio editing software
- Storage
- Studio time
- Podcast hosting
- Website hosting
- Marketing
- Music rights/clearance





# Sustainability

- Audience size
- Monetization
- Partnerships
- Metrics
- Sponsorship

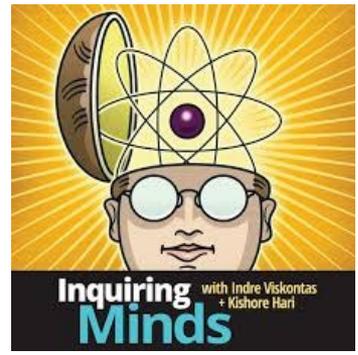
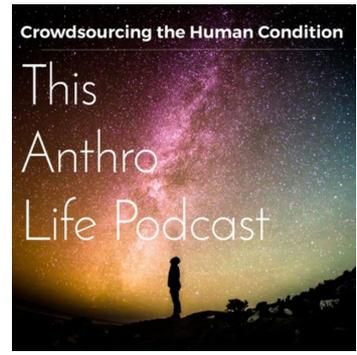
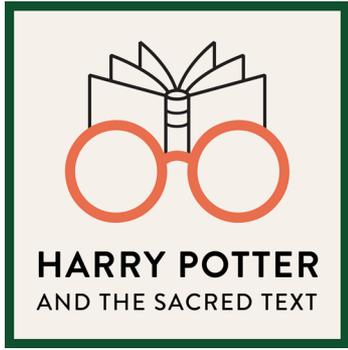




**So you've been invited  
to guest on a podcast**



# 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



**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](https://googlecp.prx.org)



**RECORD**



LEARN



GATHER



# PRX Podcast Garage Boston

[podcastgarage.org](http://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](https://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!





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