

February 2020

Podcast Basics



Diann Schindler, Ph.D.

"In the Know!"

What We're Covering

What is Podcasting?

Podcasting Statistics

Blogging Statistics

Where to Find Podcasts

Why Listen?

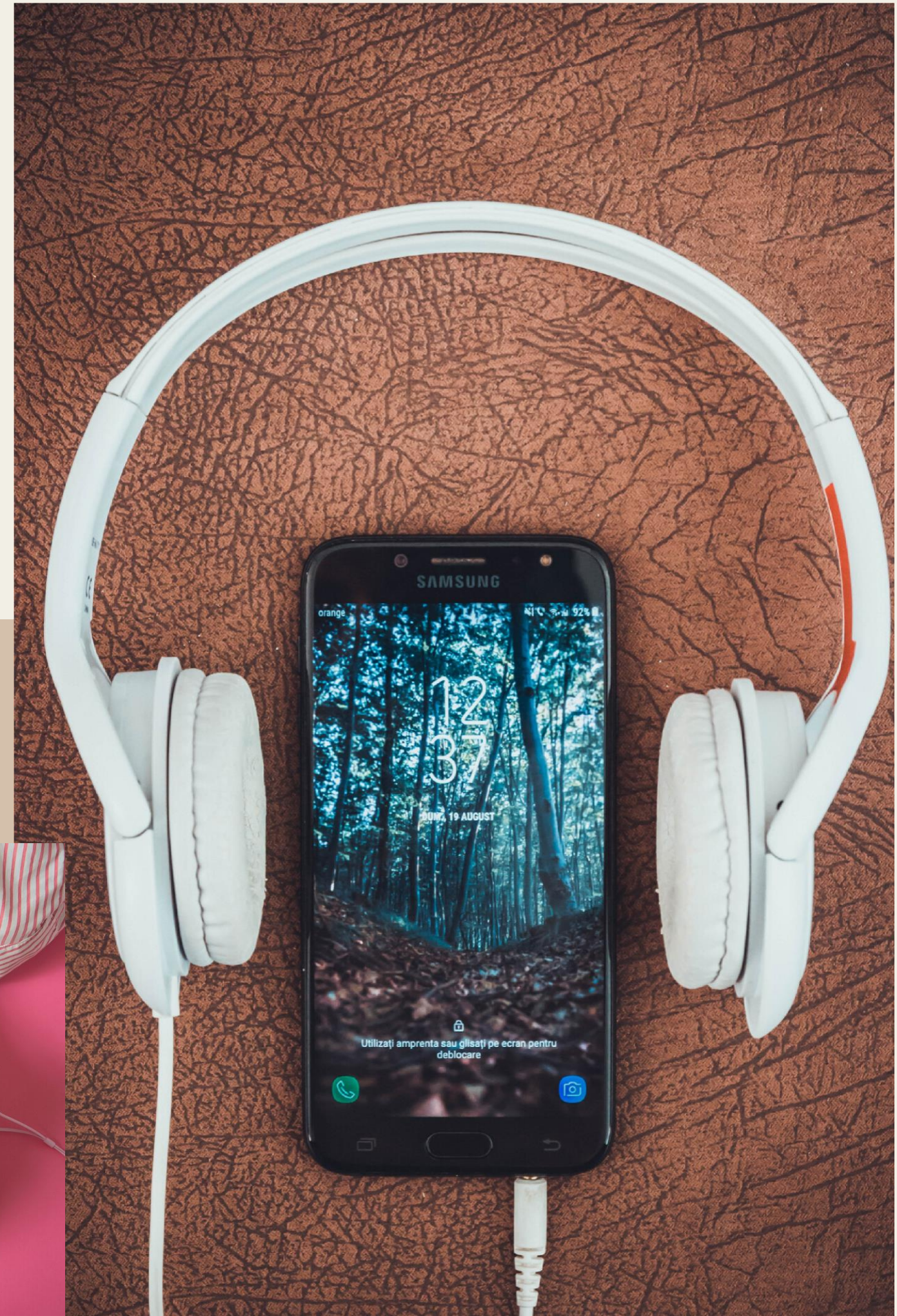
Want Your Own Show?

"Guest" to Get in the Game

"In the Know!" - Let's Listen

Takeaways

Q&A



"In the Know!"

WHAT IS PODCASTING?

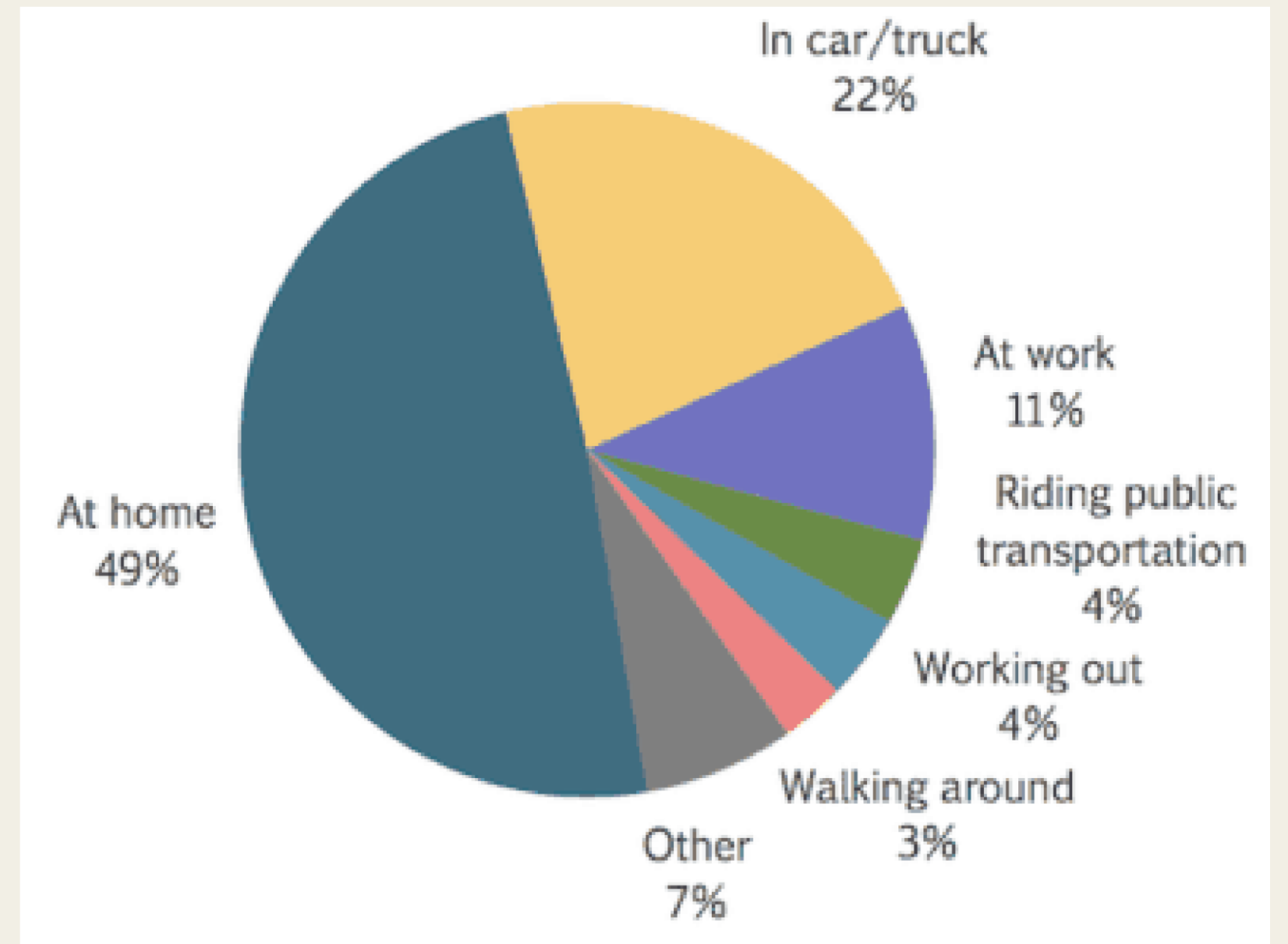
...a new medium that allows people to generate news and radio-esque shows that can be listened to on the go.

"iPad + broadcasting" = podcast
"portable on demand" = pod

...a form of recording and making audio-based episodes available over the internet
...or download to listen offline.

- iPad/Notepad
- cell phone
- laptop/computer

Where Listeners Listen




PODCASTING STATS

UNITED STATES

- 850,000 active podcasts
- 29+ million podcast episodes

- 51% (150 million) of US population have listened to podcasts
- 22% (103 million) listen weekly
- 18-44-year-olds = 67% of audience
- 45+ year-olds = 33% of audience
- 45% earn over \$250,000/year
- 45% have a college degree
- 68%, post graduate degree
- podcasting spans over 100 languages

Source:MusicOomph



Listeners are loyal, affluent, and educated. 50% of homes are podcast fans. Comedy is the most popular genre, followed by education.



**500 million blogs out of 1.7 billion
websites in the world.**

BLOGGING STATS

Blogging is Here to Stay!

- **About a third of all websites are blogs.**
- **Tumblr hosts 440 million blogs.**
- **WordPress, 60 million.**
- **More than 2 million posts go live every day.**

HostingTribunal.com

BROADCAST PLATFORMS



WHERE TO FIND PODCASTS



WHY LISTEN?

We are wired to absorb what we hear.

We do not skim or scan the way we might do with a news article or a blog post.

We create images in our minds.

We connect to the story.

We learn.

THE QUALITY OF EXPERIENCE CAN BE EXTRAORDINARY.



WANT YOUR OWN SHOW?

WHO IS MY TARGET
AUDIENCE?

WHAT DO I HOPE
TO ACHIEVE?

WHAT WILL MY
PODCAST BE ABOUT?

DO I HAVE TIME?

**CURIOSITY
AND
PASSION
WRAPPED
IN
RIGOR**

GET IN THE GAME BY "GUESTING"

Placing ads on Facebook and Amazon is "one and done" marketing. Podcasts are "evergreen."

"Guesting" is less expensive.

Reach a different, an additional audience beyond social media, website/blog.

Talk about your book, how it came to be, etc.

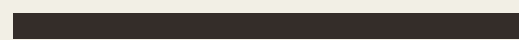
Show notes includes your name, your photo, bio, contact information, website/blog, photos of your book covers, book titles, links for purchasing, and more.



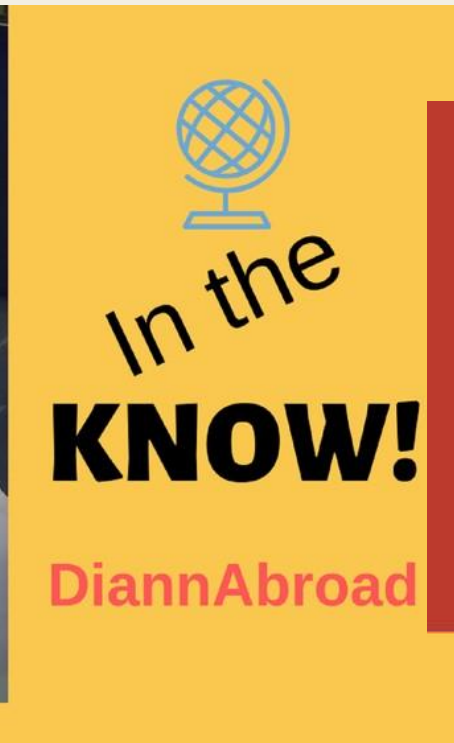
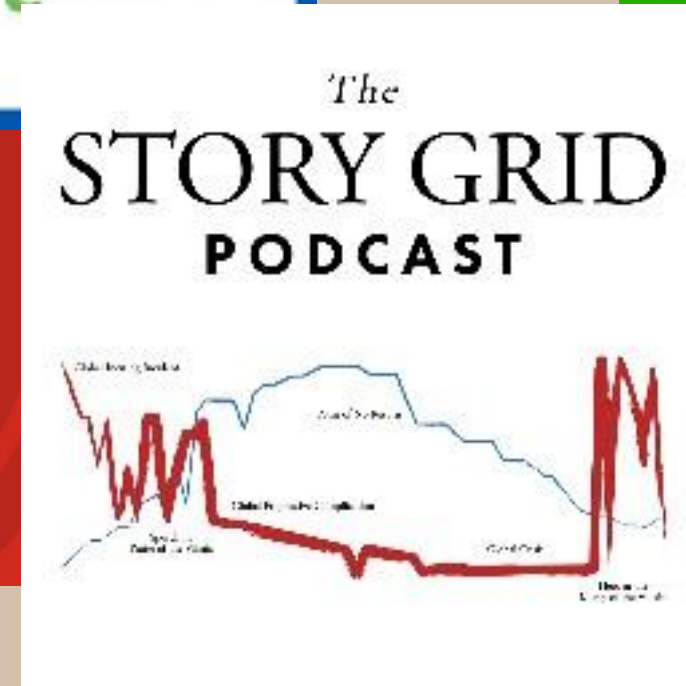

In the
KNOW!
DiannAbroad

Let's Listen.

**Marla McDaniel,
Coordinator of the
Amelia Writers Group**



My Favorites



TAKEAWAYS

- **PODCASTING AND BLOGGING ARE HERE TO STAY.**
- **NAME A TOPIC: THERE'S A PODCAST FOR THAT**
- **LEARN AND KEEP CURRENT**
- **SUBSCRIBE, RATE, REVIEW, COMMENT, SHARE**
- **PODCASTS REACH AN ADDITIONAL AUDIENCE. LISTENERS GALORE!**
- **CREATE YOUR OWN SHOW**
- **ENHANCE YOUR MARKETING STRATEGY BY GUESTING**



Photo by Mat Reding on Unsplash



**THANK
YOU!**