

PODCASTING YOUR STORY

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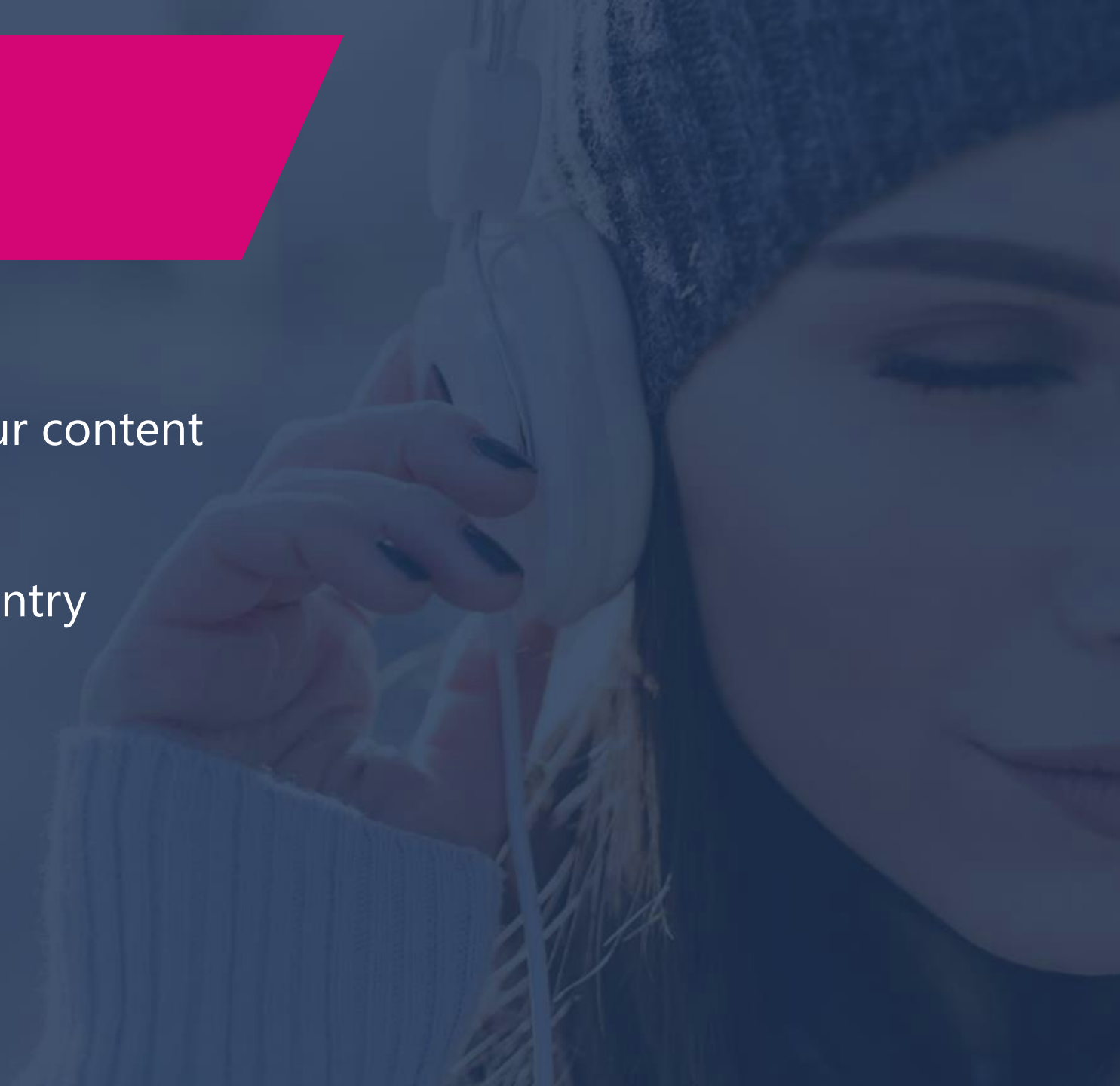
AGENDA

- The benefits of podcasting
- Who's listening?
- Finding your "why"
- First steps
- Creating your show
- Measuring success



WHAT'S SO GREAT ABOUT PODCASTING?

- Mobile and portable
- Subscription model brings your content directly to your listeners
- Cost-effective; low barrier to entry for both creators and listeners
- A more personal way to engage with your community





**Who's
Listening?**

Apple Podcasts lists
**over 700,000 active
podcasts in 2019,**
encompassing
29 million episodes
in **over 100
languages**



INCREASING AWARENESS AND LISTENERSHIP



50% of all homes have at least one podcast listener, who may pass information on to the rest of their household.

PODCASTS ARE TAKING OFF

165 MILLION PEOPLE

have listened to at least one podcast

(A 20 million person increase since 2018)

An additional

14 MILLION PEOPLE

Are weekly listeners






LISTEN ON THEIR SMARTPHONES

In a variety of ways



A black and white photograph of a desk setup. On the left, a boom arm holds a professional microphone. In the background, a computer monitor displays a waveform. The desk surface has various items, including what appears to be a keyboard and some papers. A large, solid pink circle is centered over the image, containing white text.

**“People don’t
buy WHAT you
do, they buy
WHY
you do it.”**

—Simon Sinek

FIRST STEPS



you are 
What you listen to

1

**ASSEMBLE
YOUR TEAM**

2

**PLAN
YOUR TIMELINE**

3

**DETERMINE
YOUR FORMAT**

#ICMA2019

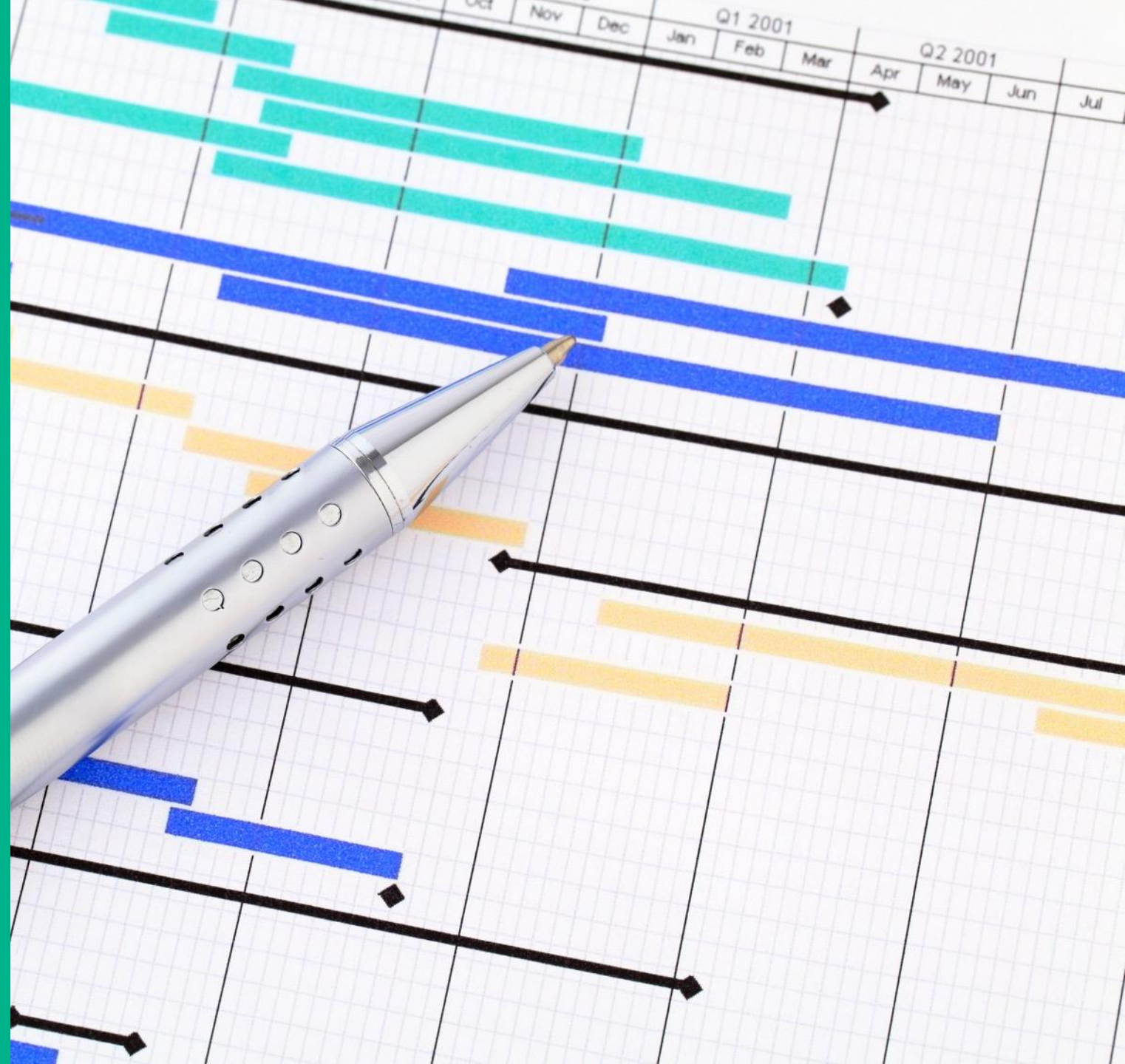
ASSEMBLE YOUR TEAM

- Content planners
- Communications
- Production
- Project managers
- Hosts



DETERMINE TIMELINES

- Target launch date
- Production timeline
- Episode frequency and structure



FIND YOUR FORMAT

- Guest types
- Host roles
- Recurring segments
- Average show length



EXAMPLES OF LOCAL GOV PODCASTS



#ICMA2019

CREATING YOUR SHOW



1

**CONTENT
DEVELOPMENT**

2

**AUDIO
PRODUCTION**

3

**BRANDING &
BROADCASTING**

4

**SHARING &
MARKETING**

#ICMA2019

CONTENT CREATION

- This work reflects the core of your “why”
- Begins months before you ever post an episode
- Goes hand in hand with timelines



AUDIO PRODUCTION

- Quality audio is a MUST
- Wide range of quality equipment
- Good editing makes your show and your guests look amazing



BRANDING & BROADCASTING

- Your podcast's visual brand is a potential listener's entry to your show
- Cover art should be clean, simple, and reflective of your "why"



SHARING & MARKETING

- Getting your show on podcast feeds and apps
- Announcing your podcast
- Your web and social media presence



MEASURING SUCCESS



THANK YOU

Questions?

ICMA | conference