PODCASTING YOUR STORY

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

LISTEN ON THEIR SMARTPHONES
In a variety of ways
“People don’t buy WHAT you do, they buy WHY you do it.”

—Simon Sinek
FIRST STEPS

1. ASSEMBLE YOUR TEAM
2. PLAN YOUR TIMELINE
3. DETERMINE YOUR FORMAT

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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
CREATING YOUR SHOW

1. CONTENT DEVELOPMENT
2. AUDIO PRODUCTION
3. BRANDING & BROADCASTING
4. SHARING & MARKETING

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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