Podcasting with the Adaptation Fund

and
Interview/Format Tips for Podcasts & Video

ADAPTATION FUND

Overview

- Podcasts are not technically difficult to create
- There are potentially large audiences for adaptation-related information
- Podcasts raise awareness about your work
- Podcasts leverage your access to thought- leaders inside and outside of your organization
- Podcast content can be repurposed

Substance

- Talk about things you're interested in
- Talk about things within your expertise
- Talk about topics that promote your work
- Structure episodes around a consistent theme to build audience
- Cover specific areas of information and key "take aways" in each episode
- Factor in the news value when choosing topics

Audience

- Identify a specific audience
  - Co-professionals
  - Donors
  - The general public
- Create content with a representative of that audience in mind
- Use audience feedback via comments to develop future episodes
- Use engagement measures to identify popular topics
  - views, comments, likes, etc.

Stories

- Use stories and anecdotes to increase engagement with your audience
- Stories make the podcast substance more memorable
- Stories humanize information and data
- Stories relate the general subject to your specific area and programs
- Stories are entertaining and drive audience loyalty

Interviews

- Zoom is a good platform to conduct interviews on
  - Podcasts are audio only
  - Easy to record content from anywhere
  - Handles multiple guests
- Limit guests to two with complementary expertise
- Prepare questions in advance
- Follow up interesting departures from main areas, but limit those that are off topic
- Ask guests for anecdotes that illustrate your main themes

Interviews continued

- Listen to guests carefully
- Respond with follow-ups that your target audience would find interesting
- Respond with your own observations if they add value to the audience experience
- Keep the pace of interactions with guests lively and on the topic.
- Interrupt and move on if the conversation drags

Add Value for Your Audience

- Talk about where audiences can get more information

- Create transcripts of each episode and post them on-line

- Answer questions and add new information based on previous episodes

- Create interest in future episodes by promoting new topics and guests

Post Production

- Start with <u>Audacity</u> editing program
  - Good recording and editing features for free
  - Supports most commonly used file formats
  - Widely used, so there are many online tutorials
  - Open source
- Create a generic intro and outro with some music that identifies your podcast; include contact information
- Cut out mistakes or weak material

Distribution Platforms

- Podcasts are easily distributed as attachments to your professional email networks
- Umbrella groups, such as the UN, may share your podcast via their networks
- Apple and other large platforms have podcast channels
- Encourage existing networks to forward podcast link
- Request contact information from new listeners

Video Production Tips

- Select relevant interviews
  - Program Director
  - Beneficiaries
- Stay on topic with questions
  - Keep answers short
  - Answers must reflect back the questions
- Use natural light, tape/film outdoors
  - Have relevant background
  - Tape in an area with limited background noise

Video Production Tips

- Tape visuals based on the content of interviews
- Sequence visuals
  - Wide establishing shots
  - Medium shots of key project features and activities
  - Medium tight shots of interview subjects and key elements of project details
  - Close ups of project details to cover edit points during post-production
  - Take advantage of excellent tutorials online.

For questions about Podcasting or other multimedia production matters

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