Podcasting with the Adaptation Fund

and

Interview/Format Tips for Podcasts & Video
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 **Audacity** 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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