Podcasting for Schools

The Why and How

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What Will We Cover?

- Why podcast?

- Possible podcast topics and guests

- Outline of a full season

- Working with your experience level, budget, and space

- Q & A

Why Podcast? (AKA - if you aren't the marketing department, this is how you sell it to them)

Part 1 - Grow your audience

50% of US homes listen to podcasts regularly (Nielsen, 2017)

32% podcast listeners, listen monthly. Increased from 26% in 2018 (Infinite Dial 19)
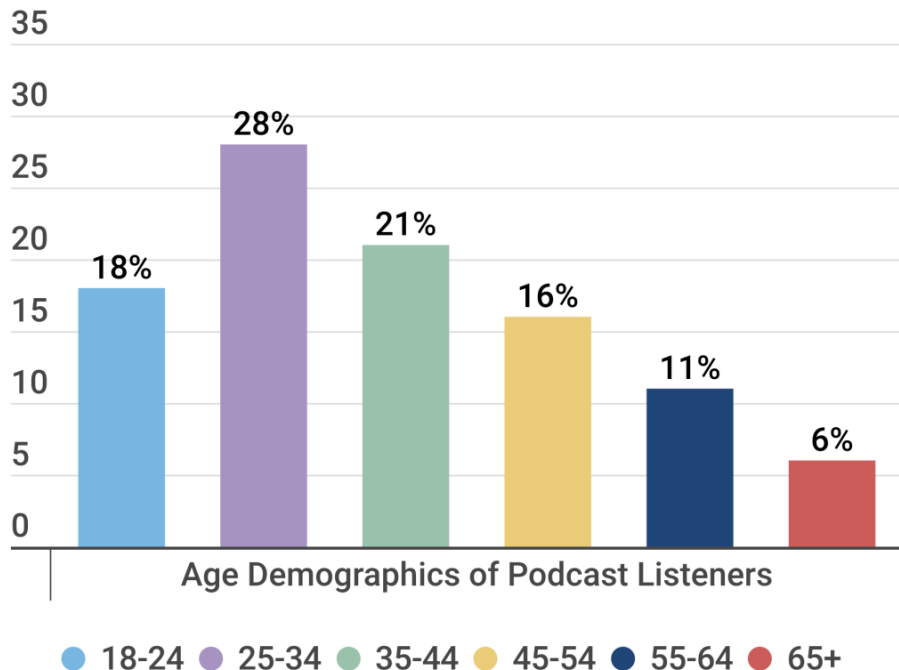
22% of podcast listeners, listen weekly. Increased from 17% in 2018 (Infinite Dial 19)

Why Podcast? (AKA - if you aren't the marketing department, this is how you sell it to them)

Part 1 - Grow your audience

Age Demographics of Podcast Listeners
- 18-24: 18%
- 25-34: 28%
- 35-44: 21%
- 45-54: 16%
- 55-64: 11%
- 65+: 6%

Easily reach:
- Parents
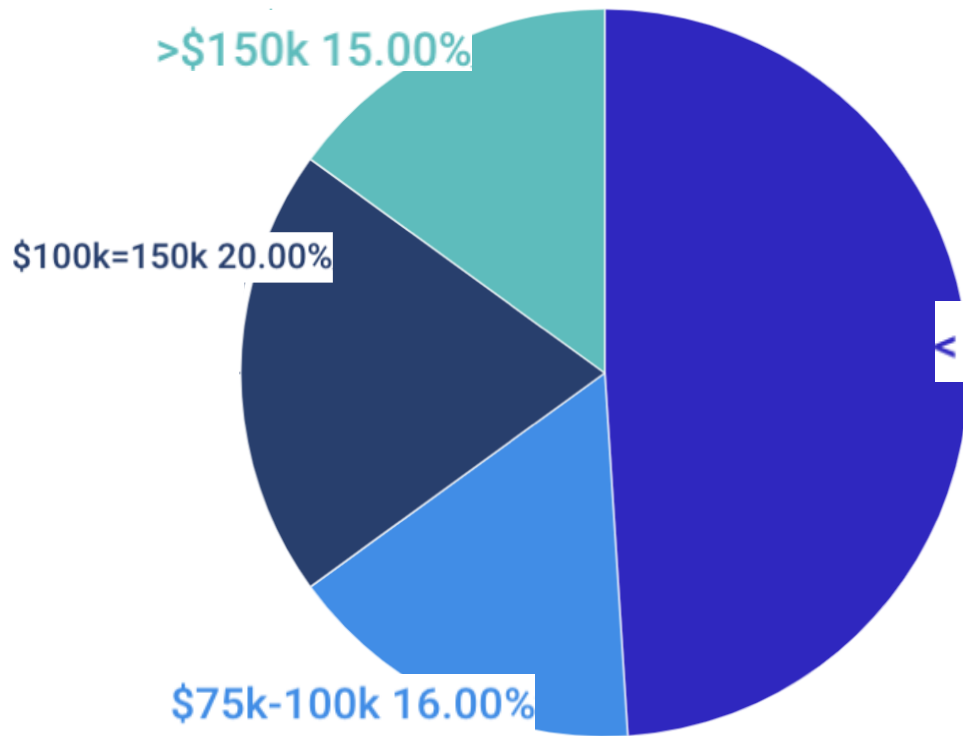- Grandparents
- Alumni
- Faculty and staff

Sources:
www.marketingland.com/u-s-podcast-audiences-keep-growing-62-million-listening-weekly-258179

www.buzzsprout.com/blog/podcast-statistics

Why Podcast? (AKA - if you aren't the marketing department, this is how you sell it to them)

Part 1 - Grow your audience

Annual Household Income of Podcast Listeners

- >$150k 15.00%
- $100k=150k 20.00%
- < $75k 49.00%
- $75k-100k 16.00%

Median Household Income
in the US:
Around 60K

Sources:
www.buzzsprout.com/blog/podcast-statistics

www.census.gov/library/stories/2019/09/us-median-household-income-up-in-2018-from-2017.html

Why Podcast? (AKA - if you aren't the marketing department, this is how you sell it to them)

Part 2 - Make it easier for your audience

Easier content consumption for:

Consistent multitaskers

Dual-income families

Why Podcast? (AKA - if you aren't the marketing department, this is how you sell it to them)

Part 3 - Make it easier for you

Yes, easier for YOU!

Why Podcast? (AKA - if you aren't the marketing department, this is how you sell it to them)

Part 3 - Make it easier for you

Video Creation Checklist

- ❏ Storyboard/create shot list
- ❏ Select subjects
- ❏ Work around weather (if outdoors)
- ❏ Check/adjust camera(s)
- ❏ Check/adjust lighting
- ❏ Check/adjust audio
- ❏ Film as many shots as needed
- ❏ Make sure visuals in foreground *and* background are pleasing
- ❏ Edit footage
- ❏ Edit color/lighting
- ❏ Edit audio
- ❏ Export in all needed formats

Why Podcast? (AKA - if you aren't the marketing department, this is how you sell it to them)

Part 3 - Make it easier for you

Podcast Creation Checklist

- ❏ Come up with topic and guest(s)
- ❏ Create outline of questions
- ❏ Check/adjust audio
- ❏ Record for as long as needed
- ❏ Edit audio
- ❏ Export

Why Podcast? (AKA - if you aren't the marketing department, this is how you sell it to them)

Part 4 - The "competition"

But there are already so many podcasts!

Common thoughts on podcast competition for a school

- There are so many podcasts already, there is too much competition.

- How will our potential listeners find us in the sea of other podcasts?

- If our neighboring/competitor schools aren't podcasting, why should we?

Why Podcast? (AKA - if you aren't the marketing department, this is how you sell it to them)

Part 4 - The "competition"

There are so many podcasts already, there is too much competition.

A school podcast **is not a competition**.

This **is a tool** to connect with:
current families
potential families
your school community

Why Podcast? (AKA - if you aren't the marketing department, this is how you sell it to them)

Part 4 - The "competition"

How will our potential listeners find us in the sea of other podcasts?

You aren't trying to have the parent 500 miles away find your podcast.

You are trying to build upon your communication strategies for current community and potential families.

Why Podcast? (AKA - if you aren't the marketing department, this is how you sell it to them)
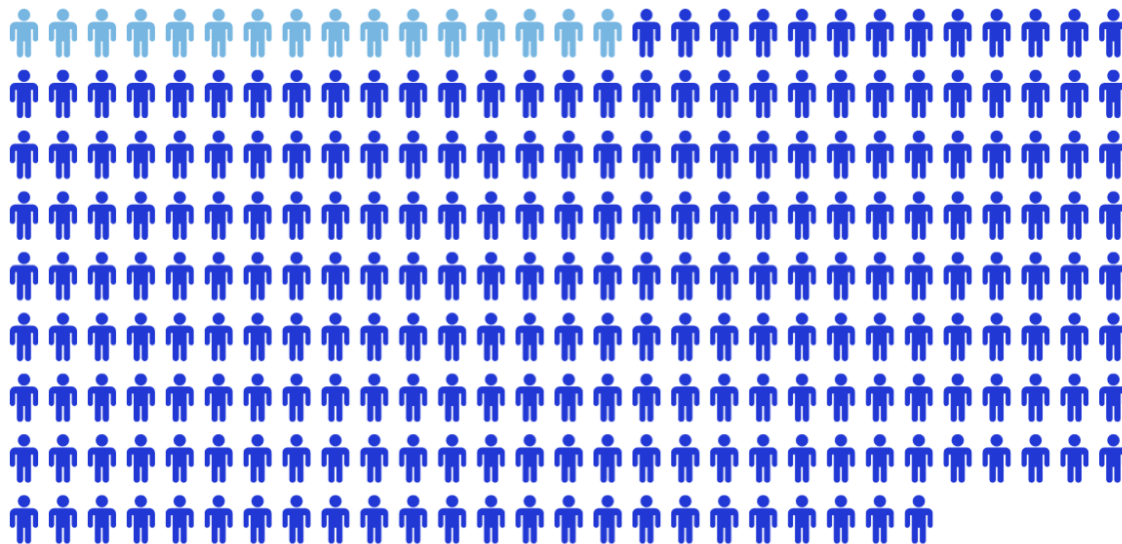
Part 4 - The "competition"

If our neighboring/competitor schools aren't podcasting, why should we?

They **are** your very, small bit of podcast competition.

Why Podcast? (AKA - if you aren't the marketing department, this is how you sell it to them)

Part 4 - The "competition"

6%

of ISACS Schools have a podcast

● ISACS schools with a podcast ● ISACS schools without a podcast

Datta collected on 8/5/19

Why Podcast? (AKA - if you aren't the marketing department, this is how you sell it to them)

Part 4 - Pick a format/style that fits your school

There is no "one right way" to podcast

- Single host interviewing guests on variety of topics

- Audio newsletter/announcements

- Single host talking through different topics

- Faculty/staff highlight

- Principal podcast

- Student-run

Questions

Possible Topics and Guests

Part 1 - Categories

Possible Categories

- Education/curriculum
- Admissions
- Alumni
- Community
- School history
- Parent/teacher education

Possible Topics and Guests

Part 2 - Most popular podcast topics of 2019

Games & Hobbies

News & Politics

Health & Healthy Living

Kids & Family Sports

Arts Science

Society & Culture

Business

Religion

Possible Topics and Guests

Part 2 - Most popular podcast topics of 2019

Religion

Society & Culture

Kids & Family

News & Politics

Games & Hobbies

Business

Health & Healthy Living

Science

Sports

Arts

Possible Topics and Guests

Part 3 - Suggestions

Topics

- Your presence in the community
- School history
- Issues facing children today
- Child development
- Your curriculum
- Big announcements
- Fine arts
- Athletics
- Science
- After school class programs

Guests

- Guest speakers/presenters
- School counselor(s)
- Graduating students
- Parents
- Students
- Alumni
- Award winners

Outline of a Full Season

Your Turn

Month	Host(s)	Guest(s)	Topic	Category
Aug.	Principal	2 teachers who ran program	Summer Camp - how it went and why it is unique	Admissions
Sept.	Principal	Guest speaker	Guest speaker's topic	Parent/Teacher Ed.
Oct.	Principal	Alumni	Returning to campus, looking back, how their education here affected their life post-graduation	Alumni and Admissions
Nov.	Principal	2 community partner reps	The school's partnering with community organizations	Community and Admissions
Dec.	Principal	2 faculty/staff members who have been on campus the longest	History of the school	School history
Jan.	Principal	Guest speaker	Guest speaker's topic	Parent/Teacher Ed.
Feb.	Principal	Award Winner	Award winner: how they lived their life after graduation that lead to their award	Alumni and Admissions
March	Principal	School Counselor(s)	Anxiety in young children	Parent/Teacher Ed.
April	Principal	Students and teacher	Penpal project in classroom	Community
May	Principal	A teacher and a parent	School traditions	School history
June	Principal	Soon to be graduates	How the school has prepared them for the next step. Favorite moments.	Admissions
July	Principal	Student, teacher, and member of planning process	Summer renovations and what it means for next year	Admissions

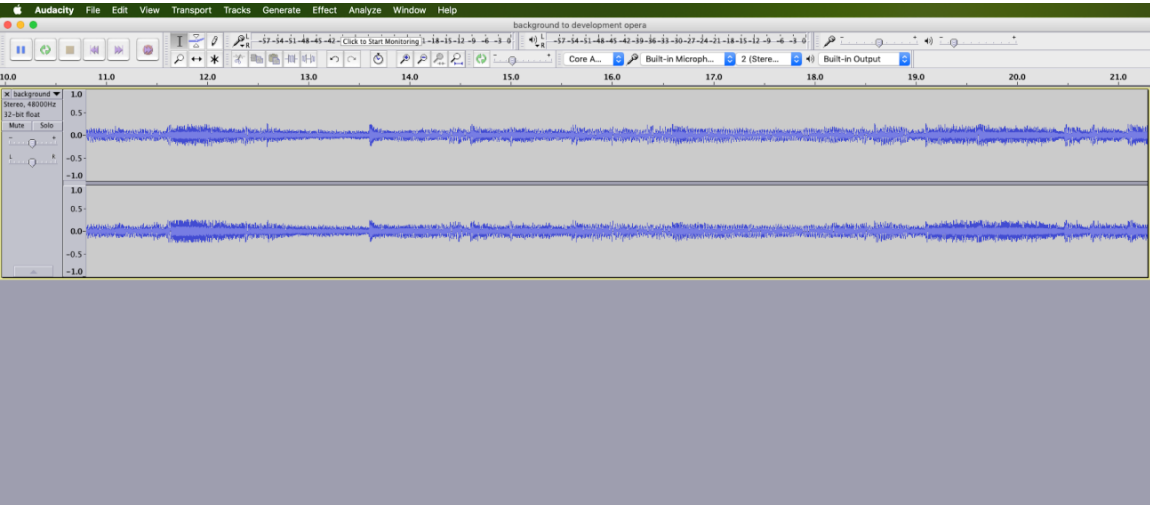# Working with your experience level, budget, and space

Part 1 - Experience level

- Ideal editor - someone who has multimedia experience, but not necessary.

- Learn for free through Audacity, apps, and/or YouTube!

Working with your experience level, budget, and space
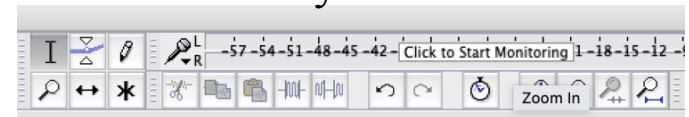
Part 2 - Budget

Free audio editing software:
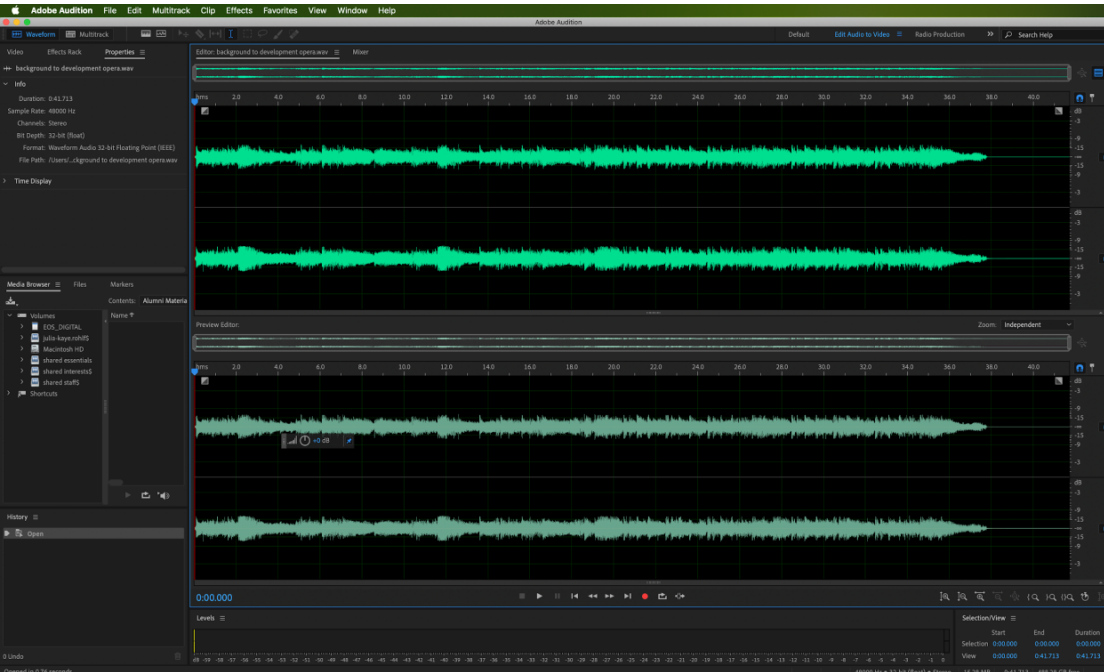
Audacity

Audacity's editing screen

Audacity's toolbar

Working with your experience level, budget, and space

Part 2 - Budget

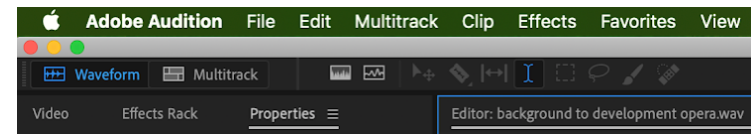Adobe audio editing software:

Adobe Audition

Adobe Audition CC

$32/month or $240/year

Adobe Audition's editing screen & toolbar

Working with your experience level, budget, and space

Part 2 - Budget

Mics

- MXL 990 Condenser - $70
- Blue Yeti USB - $125
- **Zoom H4N - $200**
- Rode Podcaster USB - $230
- Lav mics - $70-$200

Accessories/Additions

- Foam covers - $5
- Soundproofing door cover - $50
- Sound proofing 1'x1' panels - 48 pack for $50

Hosting Platforms

- **SoundCloud -**
  - Free - $12/month

- BuzzSprout -
  - Free - $12/month

- PodBean -
  - Free - $9/month

Note: iTunes/Apple Podcasts is not a platform, but a directory.

Working with your experience level, budget, and space

Part 2 - Space

Audio Studio:

The Dream

Working with your experience level, budget, and space

Part 2 - Space

Audio Studio:

The Likely Reality

Questions?

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Resources cont.

Audio Editing Softwares

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Audio Editing YouTube Tutorials

- Audacidy basic walk-through
- Adobe Audition basic walk-through

Suggested YouTube Channels

- Pat Flynn
- Mike Russell

Podcasting Research and Stats

- www.buzzsprout.com
- www.statista.com

Podcasting Tips

- NPR's "So You Want to Start a Podcast? Read this First"
- "Why Start a Podcast?"