



SIRR

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Podcasts as a
Platform for Societal
Development

2025.01.24



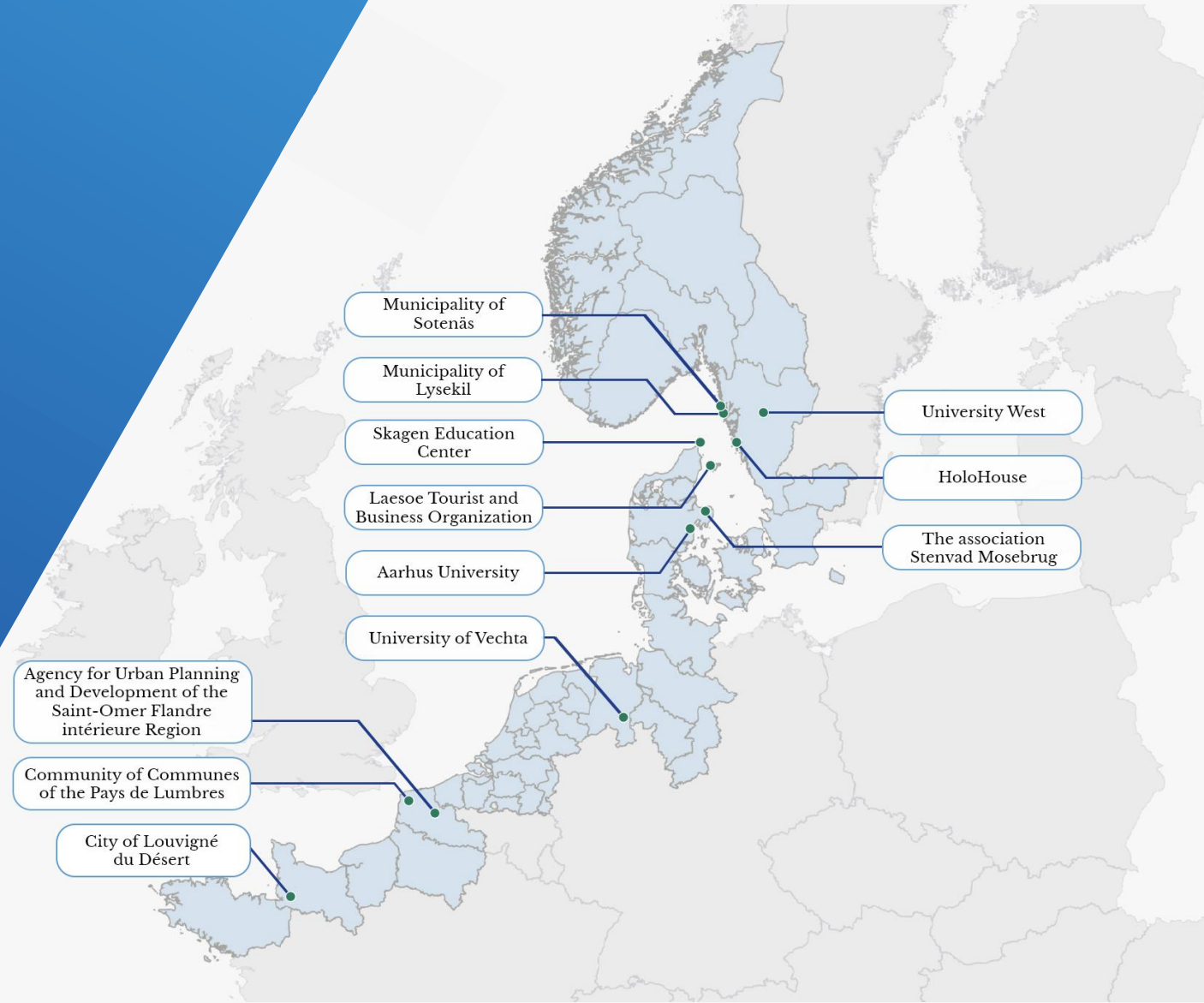


SIRR

We develop sustainable, innovative and resilient rural areas together. *All onboard in rural societies for a fair future !*

The Project Hubs will implement Multi Helix pilots, collaboratively developed with the support of the project's knowledge partners.

Project period: 01.10.2022 – 30.09.2027



Who am I?



Wilma Westin Lundqvist



Social Scientist, University West



Teaching, research & project work



And now... Podcasting! 😊



Fritidspodden



Till Punkt



What is a podcast?

- 🌿 The term comes from combining "iPod" and "Broadcast".
- 🌿 It refers to recurring audio content often distributed via subscription over the internet → a method of publishing audio files online.
- 🌿 Podcasts are available to listen to at any time.
- 🌿 They can be streamed online or downloaded for offline listening.





What to think of when creating a podcast?

- 🌿 Who are your listeners? Or more specifically, who is your ideal listener?
- 🌿 How long should each episode be?
- 🌿 When will episodes be released? (Consistency is key!)
- 🌿 Will you invite guests? If so, how many and how often?
- 🌿 Remember... creating a podcast takes time and commitment!
- 🌿 Think of a unique name—but bear in mind, the first name you think of might already be taken.
- 🌿 Plan your graphic design and visual identity: always have a profile picture and consider creating unique visuals for each episode.





Let's see what type of Podcast you would like:



Menti Code: 7434 3029

Leading a podcast

- 🌿 Main role → Guide the conversation and connect with the audience. Focus on dialogue rather than a strict interview.
- 🌿 If edited, ask again if needed!
- 🌿 Use clear and concise language
- 🌿 Contextualise ideas, encourage examples and comparisons to make concepts relatable.
- 🌿 Help the audience follow a story & lead the audience seamlessly between topics to avoid confusion
- 🌿 Take notes & have someone act as a second pair of ears so you can clarify any unclear points before the guest leaves.

- 🌿 *Why me?*
- 🌿 *Why now?*
- 🌿 *Why this?*



A podcast, or a project?



Pre-production

- *Brainstorm, decide how many episodes, layout of episodes, production schedule, finding guests, pre-interviewing, theme music, visualizations, communications, etc...*



Production

- *Meet before, get comfortable, test the equipment, avoid time-sensitive phrases like "yesterday" or "last week"*



Post-production

- *listen to the audio through headphone, Write show notes, "quick clips" emotionally powerful moments that keep listeners interested*



Distribution

- *Communication strategy, teasers, marketing (SoME, E-mail)*



Putting it into the word



The more technical stuff....

- 🌿 At University West we use a RODECASTER, a hardware-based tool.
- 🌿 You can use almost anything—computer, phone, Zoom, and so on—as long as it allows you to record.
- 🌿 Good sound quality is important, so a good microphone is essential

Online tools for recording and editing include:

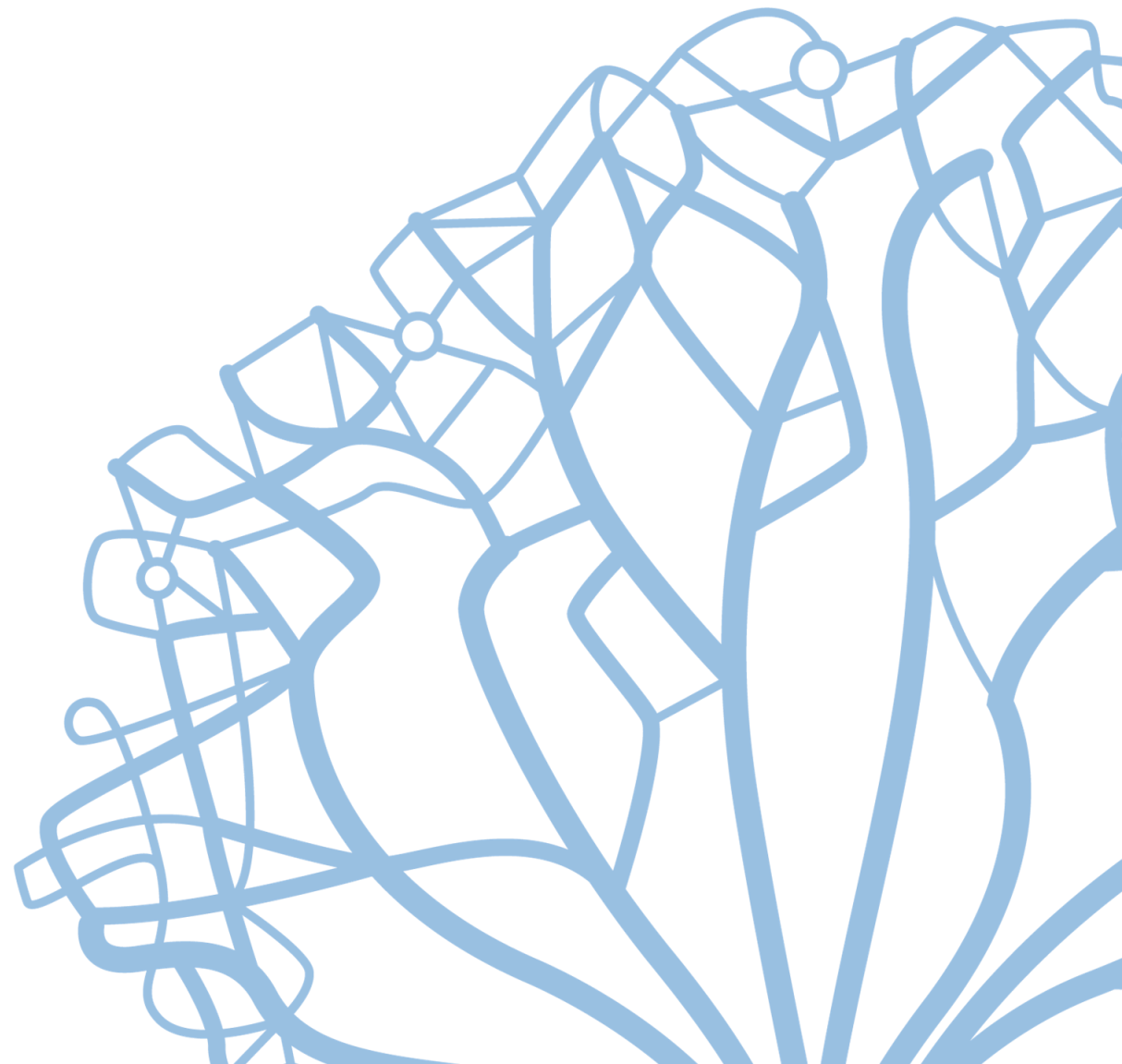
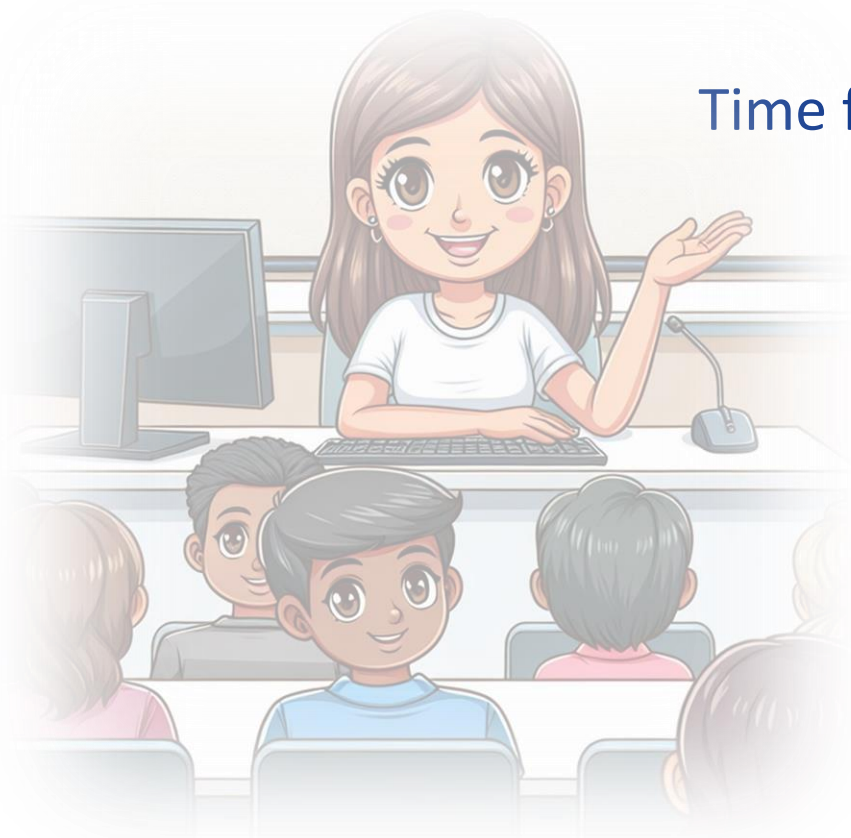
<https://podcastle.ai/>

<https://podcast.adobe.com/>

That said, this is not my strongest area, and I've been fortunate to have a media technician who handles all of this—**because quality matters!**








Time for questions!









Podcasts as Catalysts for Societal Development

-  A Meeting Point for Diverse Perspectives
-  A Two-Step Learning Experience
-  Tackling Complex Issues with a Long-Term Vision
-  A Platform for Engagement and Mobilization
-  Accessible and Inclusive





A Meeting Point for Diverse Perspectives

-  Academics, professionals, citizens...
-  Cross-field collaboration & collective effort
-  Neutral spaces
-  Creating connections



A Two-Step Learning Experience



The live dialogue during recording

- Transdisciplinarity
- Co-creation of knowledge
- Challenging assumptions



During the Listening Experience

- Personal pace and timing
- Reflection and knowledge integration
- Opportunity for application to everyday situations





Create a Long-Term Vision to tackle Complex Issues

- 🌿 Defining the problem and building consensus
- 🌿 Inclusive perspective
- 🌿 Addressing immediate needs while planning for the future
- 🌿 Steps for action that works together
- 🌿 Inspiring for change
- 🌿 Real world examples





A Platform for Engagement and Mobilization

- 🌐 Highlight areas for input and collaboration
- 🌐 Create connections
- 🌐 Empower the audience (!)
 - For change to happen, we need our citizens not only onboard but together with us, sharing their realities and expertise





Accessible and Inclusive



Accessibility & flexibility



Conversational and story telling





What about challenges?

- Technical learning curve
- Audience engagement
- Resources and time





5 things for your success

- 🌿 **Be consistent** - people should recognize the content, and it should be published at a specific time and day. Hook into the listeners' routines.
- 🌿 Adjust the sound so it **sounds good**.
- 🌿 **Pre-meeting**, let participants get comfortable speaking into the microphone and with each other. Record this as well, some golden moments come when they don't know they're being recorded.
- 🌿 Be relaxed and help your guests relax.
- 🌿 Remember - **it takes time!**





Your thoughts



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SIRR: Sustainability, Innovation and Resilience in Rural areas