

OFFICE OF **UNIVERSITY**
COMMUNICATIONS

Launching a podcast

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THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL



Well Said

- Launched in March 2016
- 117 episodes
- 46,700 listens
- Team of four
 - Jackie Vetrano
 - Co-host, co-producer, writer
 - Will Rimer
 - Co-host, co-producer, writer
 - Emilie Poppett
 - Writer
 - Brandon Bieltz
 - Editor, former host and producer

The Pitch

- Cheap
- Quick, quality content
- A new audience
- An additional asset to current content strategy
- Highlight University experts



Initial plan

- Purchase gear that would give us the best sound quality







Audiobox USB interface: \$99

MXL 770 condenser microphone: \$60



Initial plan

- Purchase gear that would give us the best sound quality
- Build a regular schedule
- Create several episodes before launch
- Find a hosting site
- Have the podcast on several podcast platforms including Stitcher, iTunes, GooglePlay

1	 soundcloud.com	8,463
2	 SoundCloud Embed Player	8,013
3	 m.soundcloud.com	2,221
4	 SoundCloud iOS	1,429

1	AppleCoreMedia iPhone	9,850
2	Unknown RSS app	4,716
3	Overcast	2,958
4	iTunes	2,696
5	AppleCoreMedia iPad	1,039
6	Stitcher Radio for Podcasts	471
7	Pocket Casts	351
8	iCatcher! Podcast Player	194
9	CastBox Podcast Player	162
10	AppleCoreMedia iPod	98

Early stages



- Audio editing practice
- Test-runs and lost episodes
- First podcast with Bubba Cunningham the week before the NCAA tournament
- A nomadic podcast
- Trial and error

The Pitch

- Cheap
- ~~• Quick, quality content~~
- ~~• A new audience~~
- ~~• Large core users~~
- An additional asset to current content strategy
- Highlight University experts

What we quickly learned

- Promoting and marketing a podcast is a struggle
- They are far more time demanding than we thought
 - 15 minute podcast was around six hours of work
- We needed more defined goals
- We needed to hone in on an audience
- We needed transcripts

First regroup

- First season had 2,659 listens.
- By redefining our audience and adjusting our promotion plans, we grew by 94% in the second season
 - Featured more students
 - Featured faculty and staff who could discuss things on campus
 - Focused on more timely issues in the mainstream media and our how experts were actively tying it.



Five evolutions later

- In the summer of 2018, we completed an overhaul of Well Said.
- Added new gear
- Grew to 9,200 listens in the first season. 11,000 listens in the second.

Key takeaways for launching

- Start by setting goals
- Record several before going live
- Marketing is critical and takes twice the work
- Have transcripts
- Define your audience
- Gear is important, but the strategy and style is more critical. Invest accordingly.
- Evolve

Ask yourself

- Does your organization really need a podcast?
- Where are you going to record?
- Are you willing to invest?
- What is realistic for your organization?
- Are you ready for a long haul?



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