



Podcasting & Radio

in community media



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Find slides online:
shannoliver.com/radio#acm



1. Quick Background

2. Is radio & podcasting the right fit?

- **Meet Community where they are**
- **Community involvement**
- **Take advantage of existing content**

3. Lessons Learned

4. Lessons in practice

My Community Media Background

KXCI Tucson

- Est. 1983
- 80+ volunteers + staff
- 40k+ listeners each week
- Broadcast mix of music programming, podcasts, & mini-programs

KXSJ San Francisco

- Est. 2018 (from KUSF in 1963)
- Formed by former DJs and staff members of KUSF
- Standard community radio model
 - Run by volunteers / part time
- 60+ volunteers, many very experienced
- Broadcast music programming, pre-recorded programs, digital-only podcasts

KCAT TV15

- Est. 1986
- Los Gatos local access TV station
- Podcasting program est. 2 years



Why Audio?



Why Audio?

Meet Our Community
Where They Are

Involve Our
Community

Take Advantage of
Existing Content

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**Meet Our Community
Where They Are**

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Take Advantage of
Existing Content

Is broadcast radio or
podcasting/digital audio
even the right fit?

**Who is
listening?**

**Where
are they
listening?**



**Is broadcast radio or
podcasting/digital audio
even the right fit?**



**Who is
listening?**

**Where
are they
listening?**

**How are these demographics
reflected in your current audience?**

**How are these demographics
reflected in your community that
aren't in your current audience?
(possible audience growth)**

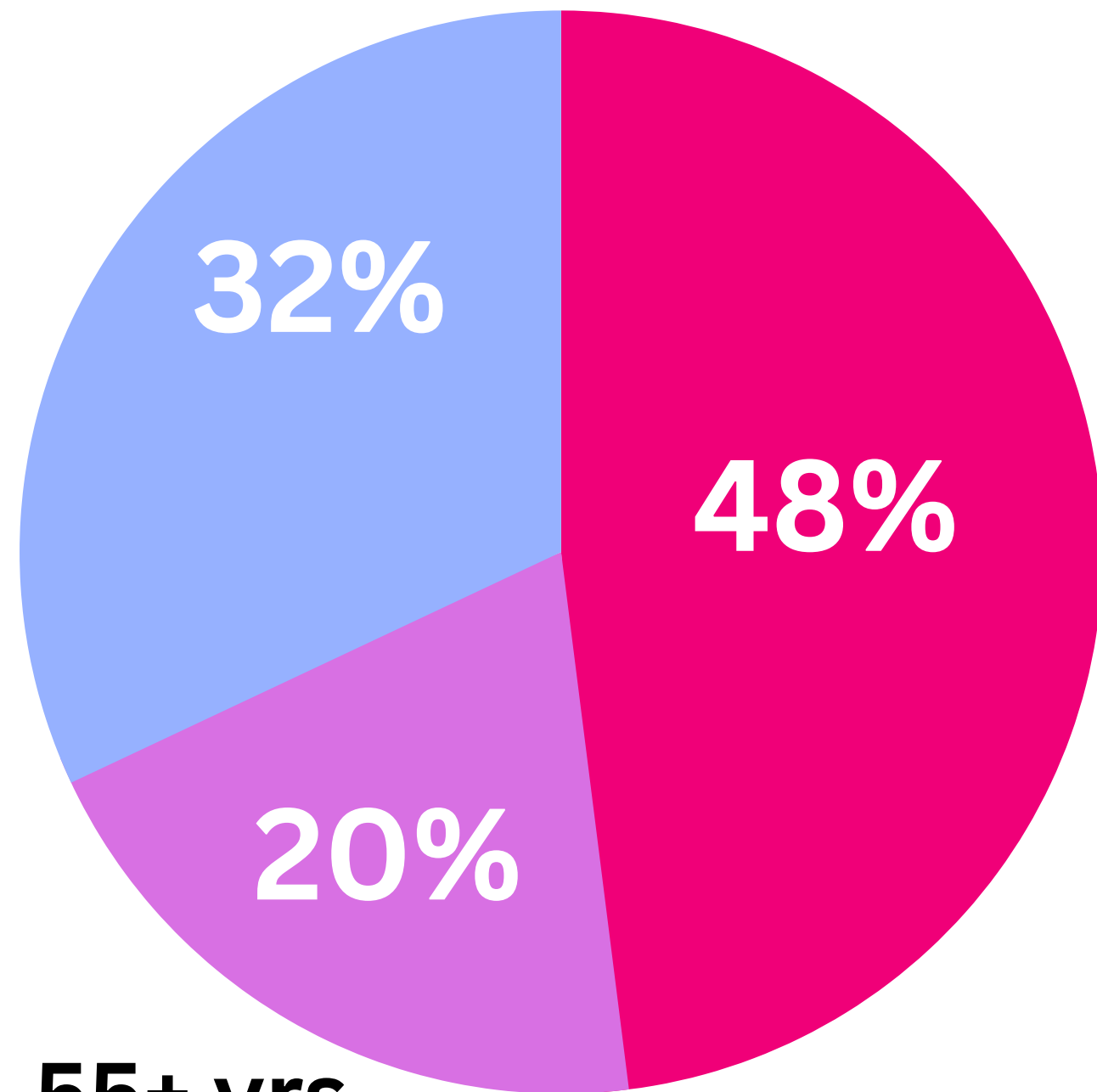
Is broadcast radio or
podcasting/digital audio
even the right fit?

**Who is
listening?**



Age of podcast listeners in the US

35-54 yrs



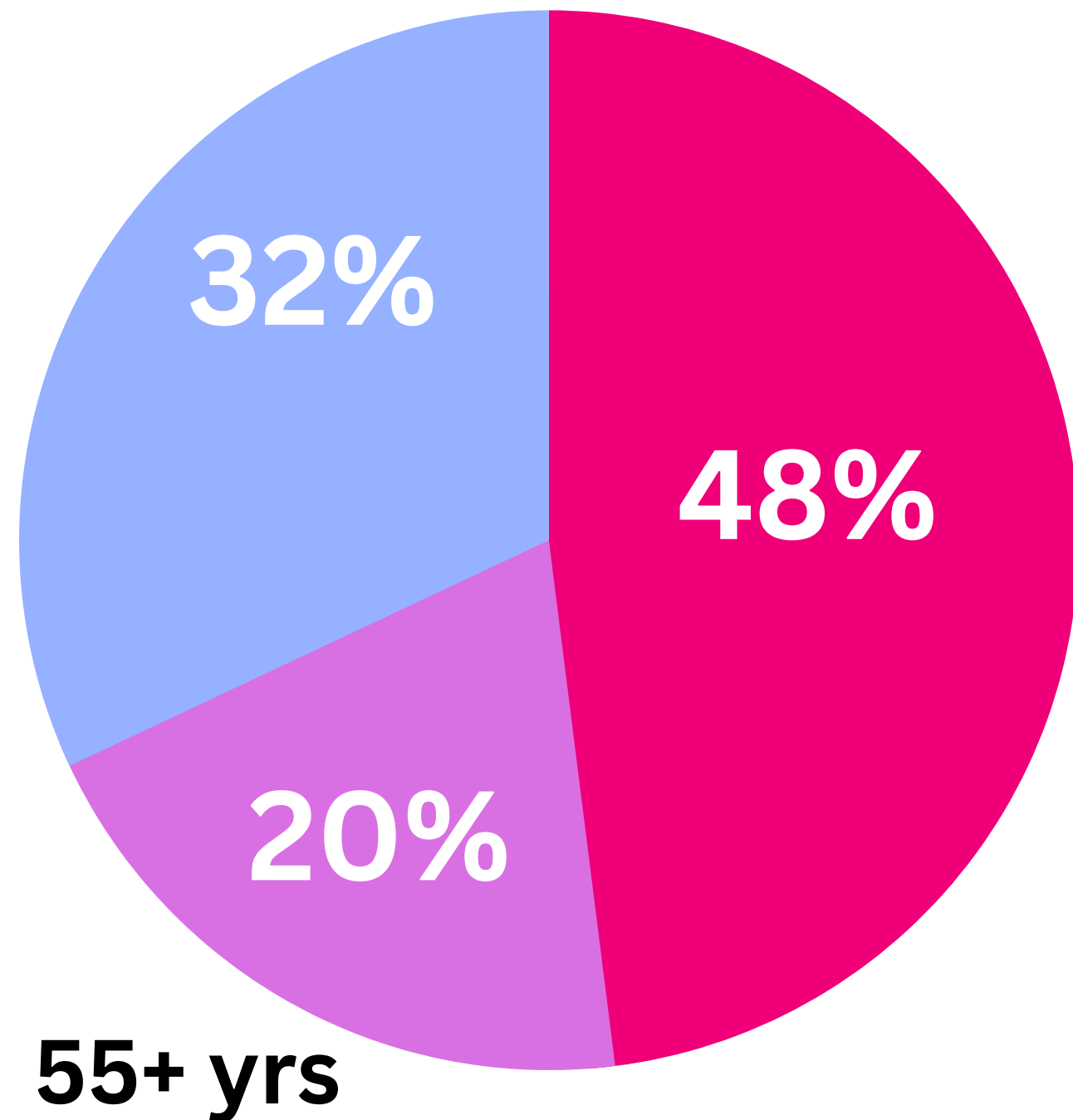
12-34 yrs

55+ yrs



Age of podcast listeners in the US

35-54 yrs



12-34 yrs

55+ yrs

Estimated 104 million monthly podcast listeners in the US

57% of the US has tuned into at least one podcast

Projections show 132 million listeners by 2024, ~20% increase over 4 years

As of 2020, 39% of the men and 36% of women listen to podcasts monthly

57% of the US population has tuned in to at least one podcast

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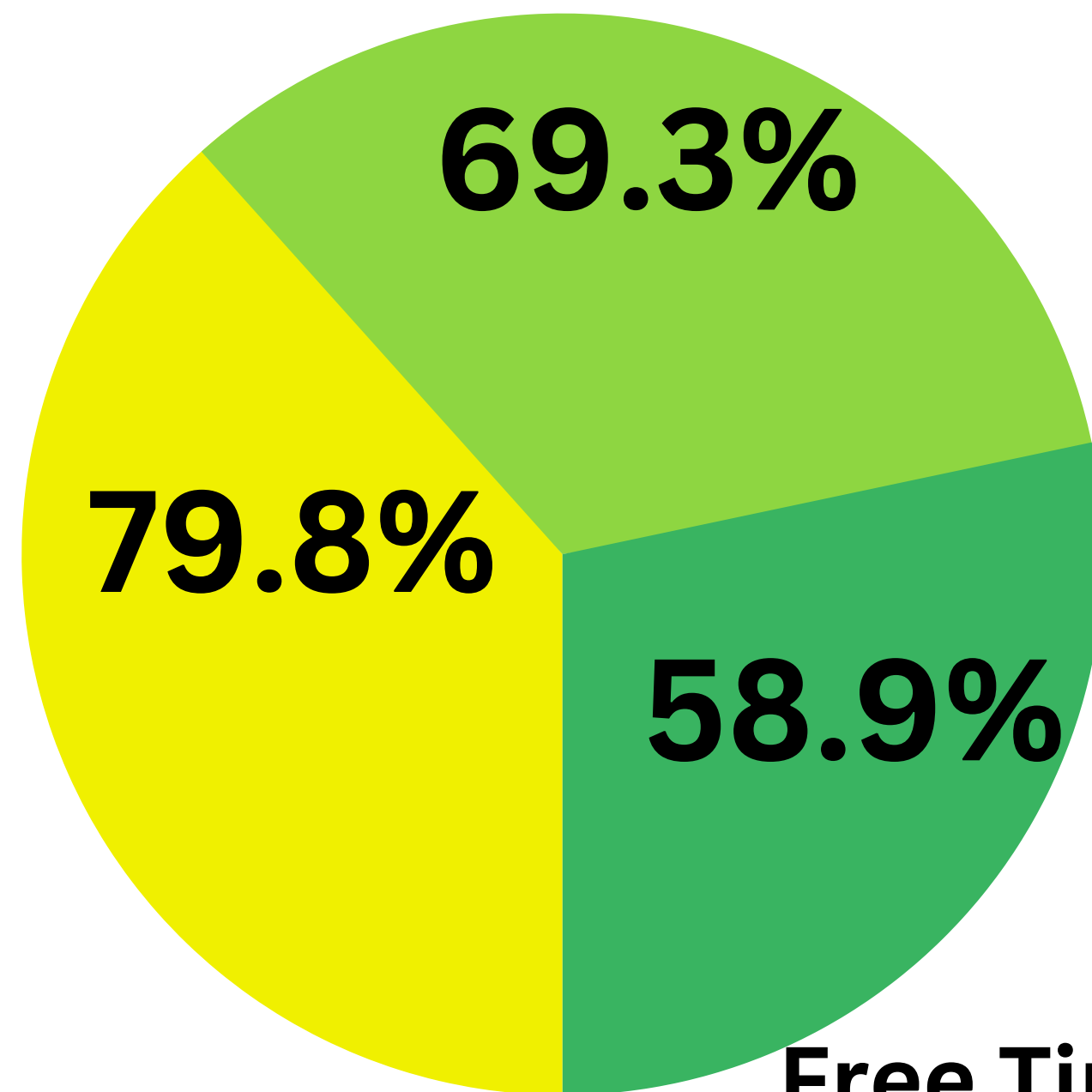
**Where
are they
listening?**



Where people listen to podcasts

Doing
Housework

Commuting



Free Time

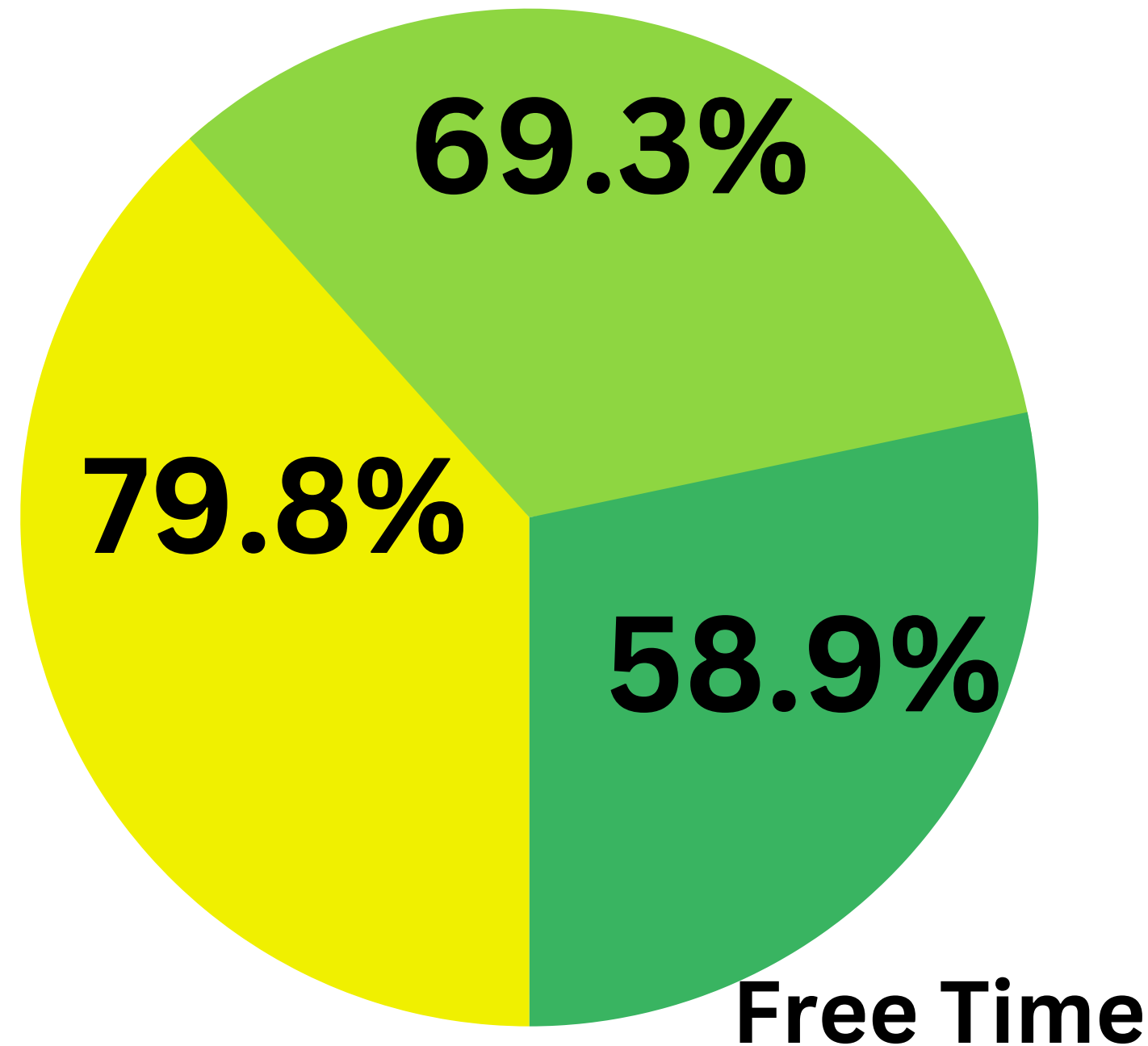
Source: discoverpods.com, Integral Ad Science



Where people listen to podcasts

Doing Housework

Commuting



Source: discoverpods.com, [Integral Ad Science](https://www.integraladscience.com)

Of podcast listeners, 66% report they listen to podcasts more than they watch TV (2019 data - how has this changed post-pandemic?)

93% report they listen to podcasts more than radio

96% report they listen to podcasts more than newspapers

70% of media experts believe audio media listeners will continue to shift from terrestrial radio to digital alternatives

Is broadcast radio or
podcasting/digital audio
even the right fit?

**Who is
listening?**

**Where
are they
listening?**



Why Audio?

Meet Our Community
Where They Are

**Involve Our
Community**

Take Advantage of
Existing Content

Community Involvement

- Get out in our community
- Bring community INTO our station
- Community content creation

Community Involvement

→ **Get out in our community**

Bring community INTO our station

Community content creation



Get out in our community

~ Audio is mobile! ~



Remotely Broadcast



Mobile Podcasting

Community Involvement

Get out in our community

→ **Bring community INTO our station**

Community content creation



Bring community INTO our station



Bring community INTO our station



kxsf.fm



kxci.org



kxsf.fm



kcat.org

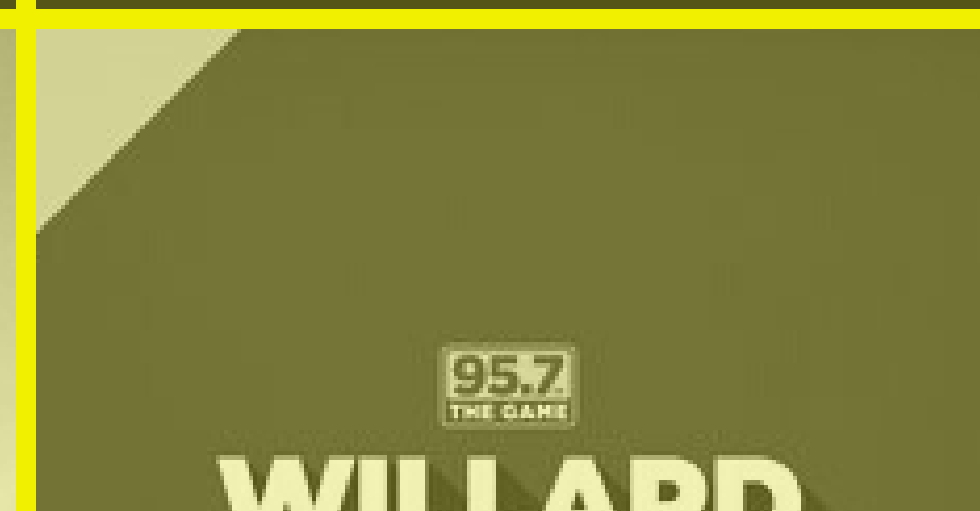
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Community Involvement

Get out in our community

Bring community INTO our station

→ **Community content creation**



Community Submissions



Why Audio?

Meet Our Community
Where They Are

Involve Our
Community

**Take Advantage of
Existing Content**

Take Advantage of Existing Content

aka

**DO WHAT YOU
CAN WITH
WHAT YOU
ALREADY HAVE**

Repurpose Content

- Extract audio from current programming
 - Low quality audio = Expectation management
 - Shorter episodes
 - Provide context
 - Clip quotes out / "Best of"
- Transform Audio into video

Repurpose Content

Transform audio into video



The banner features a teal background with a brick wall pattern on the right. On the left is a portrait of Meredith Jaeger. In the center are two book covers: 'THE PILOT'S DAUGHTER' and 'THE DRESSMAKER'S DOWRY'. On the right is a photo of Lloyd, a man with glasses and a plaid shirt, wearing headphones and speaking into a microphone. Below the images, on the left, are three links: a podcast icon for 'lloyd.show/apple', a Spotify icon for 'lloyd.show/spotify', and a link icon for 'lloyd.show/browser'. On the right, the text 'Lit With Lloyd' is in large white letters, followed by 'USA Today Best Selling Author' and 'Meredith Jaeger' in smaller white letters. A small 'k' logo with a cat silhouette is in the bottom right corner.

lloyd.show/apple
lloyd.show/spotify
lloyd.show/browser

Lit With Lloyd
USA Today Best Selling Author
Meredith Jaeger

Source: lloyd.show

Repurpose Content

- Extract audio from current programming
 - Low quality audio = Expectation management
 - Shorter episodes
 - Provide context
 - Clip quotes out / "Best of"
- Transform Audio into video
- Transcribe interviews etc. for written content
- Repurposing can be sneakily expensive
 - True cost = time. Need to streamline to be worth it

Repurpose Content

Multi-purpose

audio-only
shorter
TV
video-only longer
social clips blog
YouTube engagement
behind-the-scenes

longer
video
behind-the-scenes
engagement
social clips

prioritize lighting over
sound treatment
extract audio from video
dedicated podcast studio
livestream chat
studio audience
editing

Repurpose Equipment



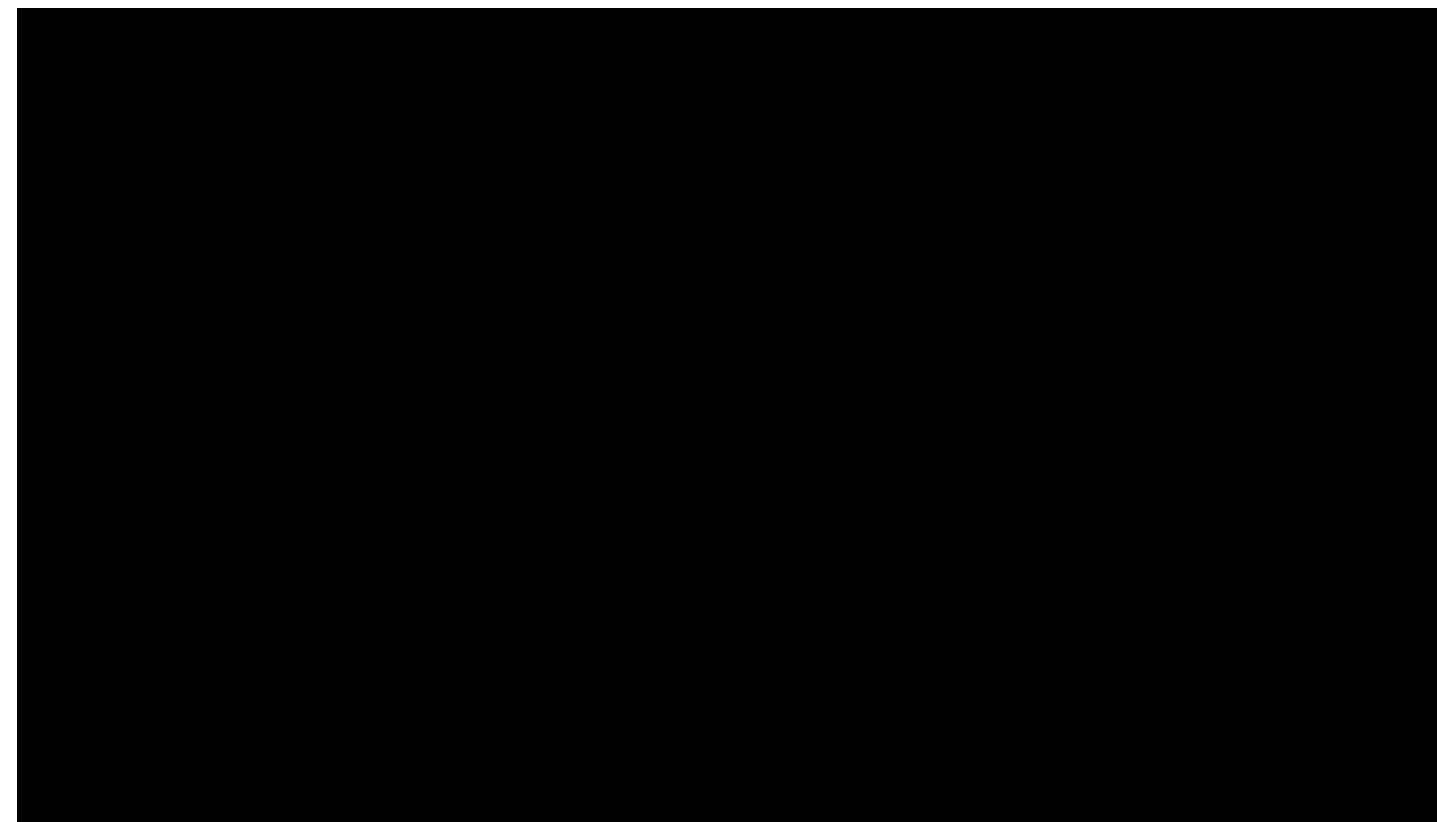
Podcast during
off-hours



Live music w
broadcast equipment

Multi-purpose Equipment

Level up!



extract audio from video

prioritize lighting over
sound treatment

studio audience

Multi-purpose Equipment



shannoliver.com

Source: kcat.org/camp

Cameras w dedicated
podcast space



Broadcast booth in a
music venue

kxci.org

Dedicated equipment
& time slots for live



kxsf.fm

LESSONS LEARNED



LESSONS LEARNED

When kicking off a new overall podcasting/radio department:

Quantity > Quality

= faster iteration
= cheaper, faster answers

Repurpose Content

audio-only
shorter
video-only
social clips
YouTube
engagement
behind-the-scenes
TV
longer
blog

Multi-purpose

longer
video
behind-the-scenes
engagement
social clips
prioritize lighting over
sound treatment
extract audio from video
livestream chat
studio audience
editing

LESSONS LEARNED

Different approach to developing original content & onboarding new hosts

- Work with **existing content creators** (initially)
- Creators who can **edit their own material**
- **No existing podcast** (or just small, engaged audience)
- **Active social media** presence
- **Prioritize engagement** over unique content
- Rely more on **community submissions**
- **Explore mini-programs** and short form content

LESSONS LEARNED

Define content
creator/host
partnership
expectations

Tweak
Marketing
Tactics

Expectation
Management

- **Audition** host & DJ pitches
- **Train** hosts / DJs/ Content Creators overall process
- **Trial** new programs
 - ex. 5 episodes the review
- Invest more in **targeted SEO**
- Shift more focus from production onto **discoverability**
- When launching program, think of it as a **support to existing programming** as opposed to extra revenue

LESSONS IN PRACTICE

- Volunteer-run needs **more people do less things**
- **Department autonomy** (KXCI's model)
- Break larger roles into **committees**
- **Central organization** is even MORE important in broadcast radio & pre-recorded content
 - Programming
 - Logs
 - Underwriting / Promo spots
- Find diverse programming & volunteers via **targeted recruitment**
- **Incentivizing** DJs and Volunteers

- **Develop mini-programs** for volunteers who can't make weekly commitment
 - Easy to incorporate, don't need to schedule or put Automation, just have your DJs/hosts play them at the end of their sets/shows
- **Change our DJ onboarding process**
 - Give pitch
 - Audio training
 - Sub for shows
 - Host at weird hours
 - 2 week audition/trial
 - Reassess in 6 months
 - Note: need leverage to pull this off

LESSONS IN PRACTICE

- **Youth outreach**
 - Partnerships with Boys & Girls Club and SFSU
- **Free & sliding scale workshops/classes**
 - Great place to find DJs

IS THERE STILL A PLACE FOR TERRESTRIAL RADIO?

**MANY PEOPLE HAVE MOVED TO DIGITAL, BUT
THERE ARE STILL PLENTY OF PEOPLE LISTENING
TO BROADCAST, AND THEY'RE PART OF THE
COMMUNITIES WE SERVE TOO!**



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