

Outreach in Virtual Space

Developing a Podcast for Speech & Hearing Professionals

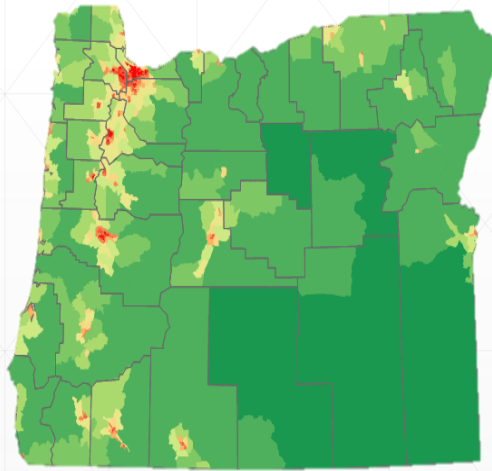
Presented by Andy McMillin

PODCAST

- Primarily an audio format
 - Similar to a radio show
 - Available for free download from internet sites like iTunes, Stitcher
 - Easy to access from anywhere with an internet connection
 - Can be played directly from internet, or managed on a smartphone/tablet app
 - Rapidly growing form
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OREGON

- Population very concentrated in one small area of the state
- Large rural areas that are hours from the nearest city
- Speech & Hearing professionals often work in highly isolated areas

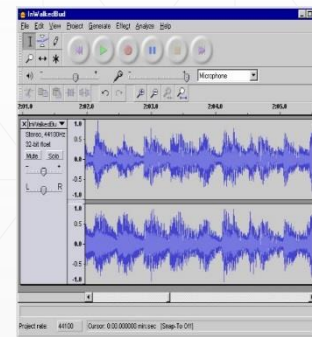


OUTREACH TO RURAL AREAS

- Historically, outreach has been limited
 - Rural practitioners have expressed a sense of disengagement
 - Membership very low in rural areas
 - Rare attendance at State Conference, which is in high-population areas
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EQUIPMENT

- Audio recorder
 - Tascam DR 70-D
- Microphones (at least 2)
 - Shure SM-58
- XLR cables
 - Connect mics to recorder
- Desk stands for mics
- Software to edit audio w/
 - Audacity



COLLECTING THE INTERVIEWS

- Importance of being on-site
 - 2000+ mile trip around the state
 - 13 days
 - Stayed in 7 cities
 - Visited 12 towns
 - Arranged to conduct interviews of approx. one hour each
 - Worked mostly with rural school districts
 - Found some private practice professionals
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SETTING UP THE PODCAST

- LibSyn.com
 - Audio files “live” here – this is the homepage of the podcast
 - Necessary to have adequate storage for relatively large audio files
 - iTunes
 - Most popular distribution and download site for podcasts
 - Use RSS feed from LibSyn
 - iTunes simply “links” to files that live at LibSyn
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SETTING UP THE PODCAST

- **Stitcher Radio**
 - Dedicated podcast app
 - More sophisticated management options than iTunes
 - Also uses RSS feed to link to files that (still) live on LibSyn
 - **Blog/Facebook**
 - Blog function on Website to announce new episodes
 - Auto post to Facebook page
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GOING LIVE

- First episodes released August 2015
 - Currently 3 episodes available
 - 10 more interviews are already recorded
 - Plan to release a new episode each month
 - Interviews with practicing professionals, topical issues as relevant
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OUTREACH

- 100 downloads
 - Table at State Conference
 - Of 13 people interviewed, 12 attended this year's conference
 - After Conference, 20 downloads in one week
 - Cross-platform interest
 - Facebook “likes” up more than 10%
 - Monitoring trends in membership over the next year
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