

Audio Storytelling Resources from Martha Little. These Stats are from Edison Research

- Awareness of the term 'podcast': 37% in 2008, up to 64% in 2018
- Ever listened to a podcast: 18% in 2008, up to 44% in 2018
 - Monthly podcast listening: 9% in 2008, up to 26% in 2018
 - o By age...
 - 12 – 24: 30% listen monthly
 - 25 – 54: 32% listen monthly
 - 55+: 13% listen monthly
 - Weekly podcast listening: 7% in 2013, up to 17% in 2018
 - Weekly podcast listeners enjoy 6 hours 37 minutes of podcast listening each week, across an average of 7 episodes each week
 - Monthly podcast listener gender split: 52% male, 48% female
 - Monthly podcast listener earnings: 16% (\$75K - \$100K), 20% (\$100K - \$150K), 15% (\$150K+)
 - 22% of podcast listeners started listening in the last 6 months
 - 43% of podcast listeners listen to all of the episode, 44% of podcast listeners listen to 'most' of the episode
 - Device used for podcast listening: 42% on a smartphone in 2013, up to 76% on a smartphone in 2018

An article by me about the importance of “puzzle-bait” at the top of podcasts.

<https://www.audible.com/blog/arts-culture/puzzle-bait-how-podcasts-get-and-keep-your-attention/>

Websites to find tutorials, mentors and advice about starting your own podcast.

Audio resources

<https://transom.org/>

<https://airmedia.org/>

<http://freemusicarchive.org/>

Rules for good audio storytelling development:

1. Keep it simple, don't try to pack in a lot of people because the ear has a hard time discerning too many voices and it's hard to keep a theme clear.
2. State your thesis within first 30 seconds. Long intros with meandering points will lose audience right off the bat.
3. Appeal to the heart first then the mind: Find a real person or voice that can tell a simple story that illustrates the point you're trying to make, then build your policy message around that, but hook the heart first.
4. A little bit of music can go a long way. A lot of websites offer free music to lay under spoken word. It's not hard, just takes practice.
5. Play drafts of your production for a lot of people and note what criticisms keep popping up and try to fix. More ears are usually better than fewer.