Podcasting Handout from Gayle Trotter

State-based political podcasts tend to be run by media outlets – not lawmakers. National politicians are bad at podcasting.

The Texas Senate and the Iowa legislature are ahead of the pack.

Will you get your boss ahead of the pack?

Key data points

68 million people (one in five Americans) listen to podcasts monthly
Podcast listeners are young and highly educated – 44 percent of listeners are between 18 and 34, and 57 percent have a bachelor's or graduate degree
Podcasting is growing: 2013 to 2017, the number of people listening to podcasts doubled – and ad revenue went from $69 million in 2015 to a projected $220 million in 2017

Podcast listeners are dedicated listeners
32 percent of Americans in the 25-54 age range listen at least monthly
30 percent of Americans aged 12-24 listen to podcasts at least monthly
27 percent of men and 24 percent of women listen monthly
69 percent of listeners do so on a mobile device
Over 500,000 podcast shows exist
Podcast listeners average seven shows per week
80 percent of podcast listeners stay for most or all of each episode to which they listen

Political podcast sampling

George Bush delivered his first weekly radio address as a podcast during his second term

NPR dominated U.S. and world podcast downloads in August 2018. iHeartRadio and NYT were distant second and third, respectively.

Joe Rogan and Dave Ramsey rank as 2nd and 4th most downloaded shows via Apple podcasts, respectively

Former Obama staffers launched “Pod Save America” in 2017. It has ranked as high as #1 on iTunes for downloads

Make your own podcast

Recording gear
Software
Audio levels
Hosting/distributing
Loudness
Editing software
Guide to starting your own podcast