



Podcasting & Design Thinking Resources

Podcasting

Online Resources

- PRX's [Podcasting 101 video series](#)
- NPR Training: [A Blueprint for Planning Storytelling Projects](#)
- NPR Training: [The Journey from Print to Audio Storytelling](#)
- Radio Public's [Learning Guides "All you need to start a podcast and grow it"](#)
- [How To Make a Podcast](#) by KPCC's Misha Euceph
- [Bello Collective's Podcasting 101](#)
- [The Surprising Secrets of Successful Podcasters](#) by Midroll
- [Transom.org](#) - Deep resource of general information plus excellent bi-weekly podcast, [How Sound](#)
- [What the F\\$%# is Narrative?](#) by WBUR's Karen Given (from BU Power of Narrative Conference)
- [Listen Up! How To Launch And Grow A Hit Podcast](#) from the Knight Center for Journalism in the Americas
- [Gimlet Academy](#)
- [Marketing and Sponsorship templates](#) from Multimer
- Lastly, PRX's [template](#) for podcast marketing and sample materials.

Newsletters

- [HotPod Newsletter](#)
- [Bello Collective](#)
- [Podnews](#)
- [Inside Podcasting](#)

Books

- [Out on a Wire: Storytelling Secrets of the New Masters of Radio](#) by Jessica Abel (plus accompanying podcast)
- [Sound Reporting: The NPR Guide to Audio Journalism and Production](#) edited by Jonathan Kern
- [Reality Radio: Telling True Stories in Sound](#), edited by John Biewen and Alexa Dilworth
- [So You Want to Start a Podcast: Finding Your Voice, Telling Your Story, and Building a Community that Will Listen](#) by Kristen Meinzer
- [Make Noise: A Creator's Guide to Podcasting and Great Audio Storytelling](#) by Eric Nuzum

Conferences

- [WerkIt Festival](#) - Los Angeles, October 3-4, 2019
- [Sound Education](#) - Boston, October 10-12, 2019
- [She Podcasts](#) - Atlanta, October 1 -13, 2019
- [Third Coast International Audio Festival](#) - Chicago, October 31 - November 2, 2019
- [OnAir Fest](#) - LA Nov 7-8, 2019 and Brooklyn March 5-8, 2020
- Boston Univ. [Power of Narrative](#) - Boston, March 20-22, 2020
- [Podcast Movement](#) - Dallas, August 5-8, 2020

Facebook Groups For Creators

- [Podcasters' Hangout](#)
- [Podcasters' Support Group](#)
- [Listen Up!](#) - community tied to [Knight Foundation MOOC](#)
- [Podcast Community](#)
- [Podcast Movement Community](#)
- [She Podcasts](#) - for creators who identify as female or non-binary
- [Binders full of PODCASTERS](#) - for creators who identify as female or non-binary
- [WOC Podcasters](#)
- [Black Podcasters United](#)

Facebook Groups For Fans

- [The New York Times Podcast Club](#)
- [Podcast Brunch Club](#)
- [Podcasts We Listen To](#)

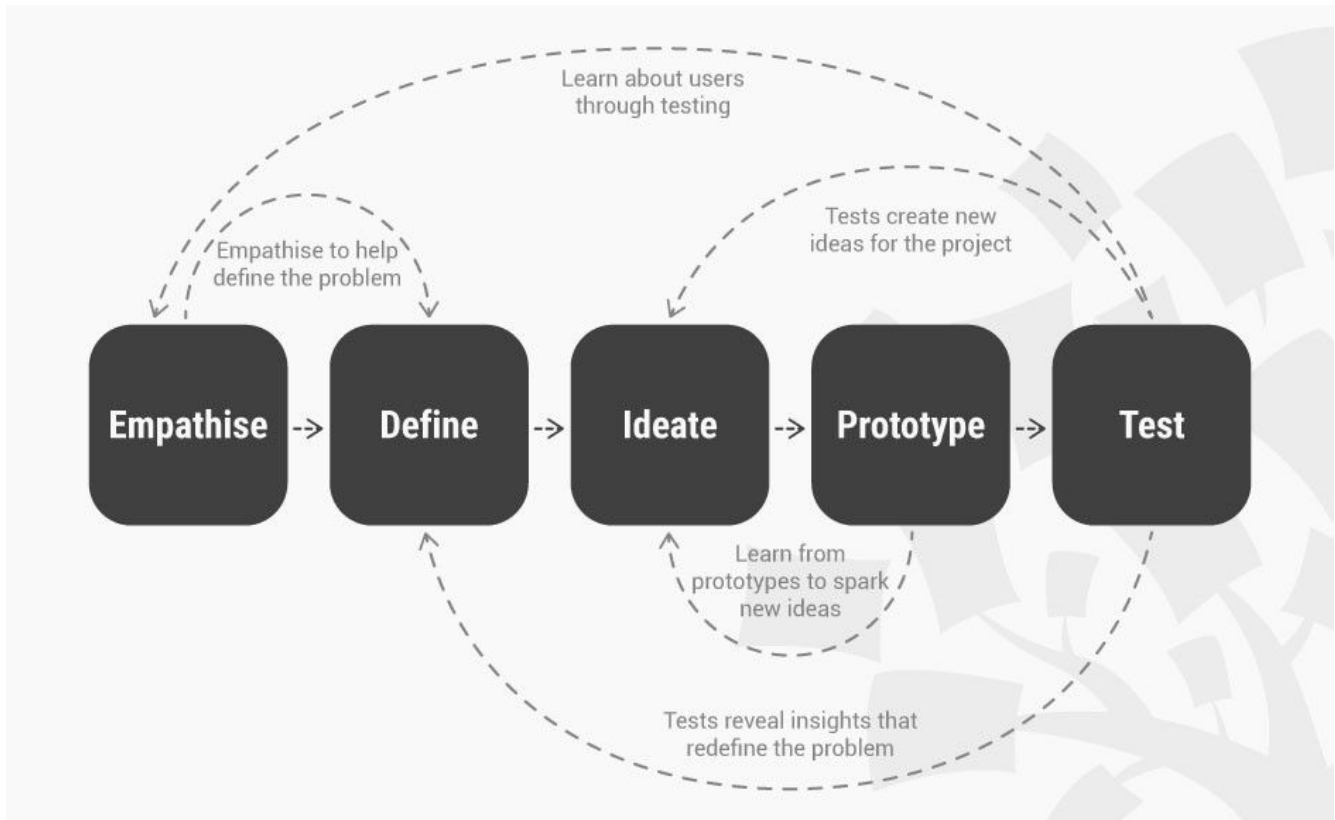
Twitter Hashtags

- #PodsInColor - For promoting shows by podcasters of color
- #PodernFamily - For promoting new podcast episodes
- #Podcreator - Google Podcasts creator program



Design Thinking

The Process:

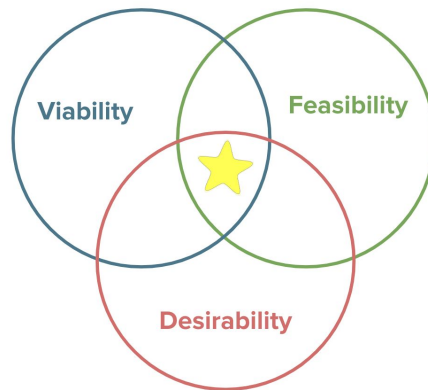


It is important to note that the design thinking process is not intended to be linear—the steps can be followed in any order, often doubling back to earlier steps when you get blocked. It is meant to be run iteratively, starting at the outset of a project and continuing well after launch (much like the scientific method!). By cycling through the process quickly and many times over, you increase your chances of arriving at a solution that is *desirable* to your audience, *feasible* to build and deliver, and financially *viable*.

If the process feels unwieldy for a particular project or initiative, that doesn't mean design thinking doesn't have a place. We recommend getting comfortable with the [8 core abilities of design thinkers](#) and exercising these skills in all of your work and - for fun and good practice - try it in your personal life, too. Need to get your family to align on plans for the next vacation or you and your partner/roommate to prioritize home improvement projects? This process can work there, too. .

[Desirability - Feasibility - Viability](#): True innovation occurs at the intersection of these three goals.





Desirability

Are we creating something that solves a real need or desire for a real user?

Feasibility

Can we create it given our time, team and resources?

Viability

Will it bring in revenue/funding on an ongoing basis?

Key Mindsets

- Design thinking is *human-centered, collaborative, optimistic, experimental, and non-hierarchical*.
- Flare and Focus: Exploring a wide range of possibilities (*flaring*) then making smart decisions quickly (*focusing*). Equally important is to know when you're in one phase and then the other; you should not attempt to do both at the same time.
- Bias Toward Action: When in doubt about which course of action to pursue, *plant a flag*, then prototype, test and iterate. Keep going!

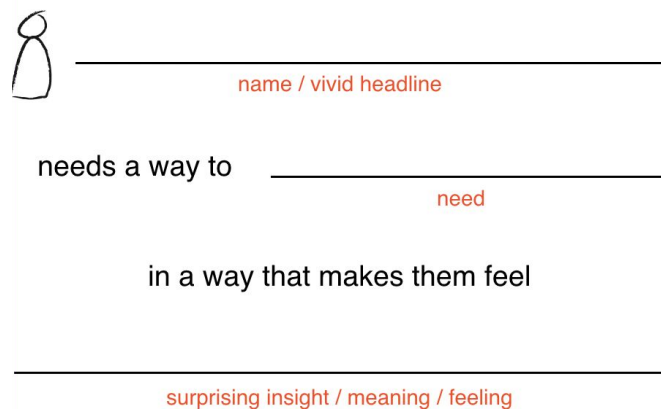
Frameworks and Exercises

- Try a mad-lib:

My show is about _____ and on it you'll
hear_____. You Should listen if you are
_____.



- Top-Down Trends: Using rapid research methods, identify the emerging trends that inform the space you're working in.
 - Social
 - Technological
 - Economic
 - Environmental
 - Political
- Empathy Interviews: Conducting open-ended conversations with potential users as a way of understanding their lives, behaviors, and beliefs and identifying meaningful needs.
- User POV: An audience-oriented statement that drives the focus and content of a design project. (*"The user is the referee."*)
 - Person + Context + Need + Insight



- Rules for Flaring (aka good Brainstorming):
 - Defer judgment
 - Encourage wild ideas
 - Build on the ideas of others
 - Stay focused on the topic
 - One conversation at a time
 - Be visual
 - Go for quantity
- Criteria for selecting ideas: Most **meaningful** to your audience, most **useful** to your audience, most **personally excited about**



- The Three R's of Prototyping: **R**ough, **R**apid and **R**ight (Question)
- Giving Feedback: We use Rose-Thorn-Bud feedback to identify what's working (**roses**), pain points (**thorns**) and areas for opportunity (**buds**). *Remember: Feedback is a gift, not a demand for change!*
 - This is a useful way to assess ongoing processes as well as to conduct post-mortems for completed projects and initiatives
 - Instructions for a structured one-on-one feedback process within a team using Rose, Thorn, Bud

What Can I Try With My Podcast Idea Tomorrow?

- Spend some time talking to (and gaining empathy for) users of the stories and ideas you're working on. Remember, they can be either internal or external to your podcast or target audience.
- Set aside an hour to capture and cluster or ideate around a problem you've been meaning to solve
- Make rough prototypes for an imaginary episode before you commit to a particular direction. Use a storyboard, craft supplies, or some other material. Get creative!
- Sit down for one-on-one feedback with peers, family members, colleagues, or even your audience!

Design Thinking Resources

- Process and mindsets print-out (Stanford d.school)
- Design Thinking Bootleg (Stanford d.school)
- 8 Core Abilities for Design Thinkers (Stanford d.school)
- Wired to Care (Book, By Dev Patnaik with Pete Mortensen)
- Seth Godin's Shiplt (also we are fans of Seth's daily blog)
- Design Thinking and Journalism Go Together. Here's How. (Hearken)

