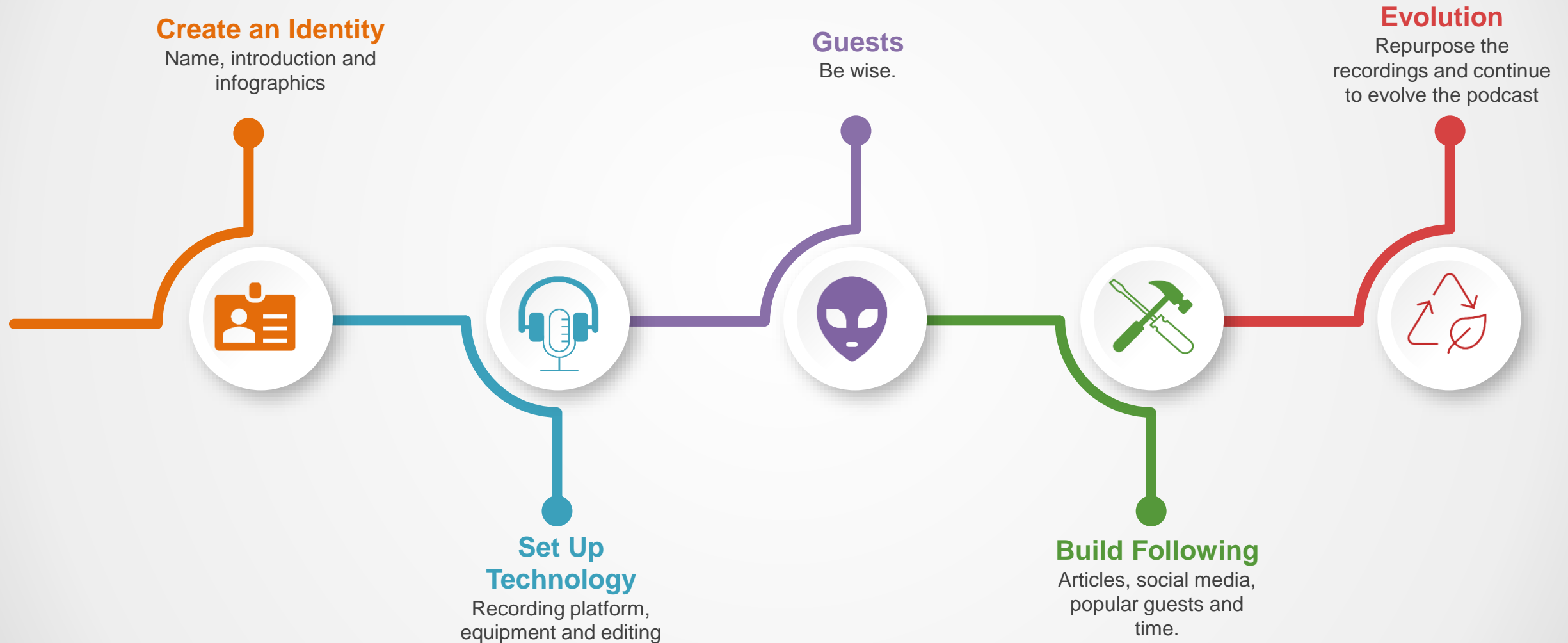


5 Steps to a Successful Podcast





Create an Identity

Branding

- Name you podcast
- Introduction
- Infographics

Planning

- Schedule with work team
- Reporting and PoA
- Determine your intentions now
 - Episodes vs. Series vs. Seasons



Planning

- Literature search ➤ Found nothing
- PoA + grants ➤ Integrate opportunities
- Reporting ➤ Excel sheet
- Team involvement ➤ Co-hosts, content help, use TEAMS
- Content ➤ Thoughtful themes
- Online Presence ➤ Website, social media
- Frequency ➤ Off-season, twice a month
- Length ➤ 30 mins vs 1 hour
- Structure ➤ Conversational

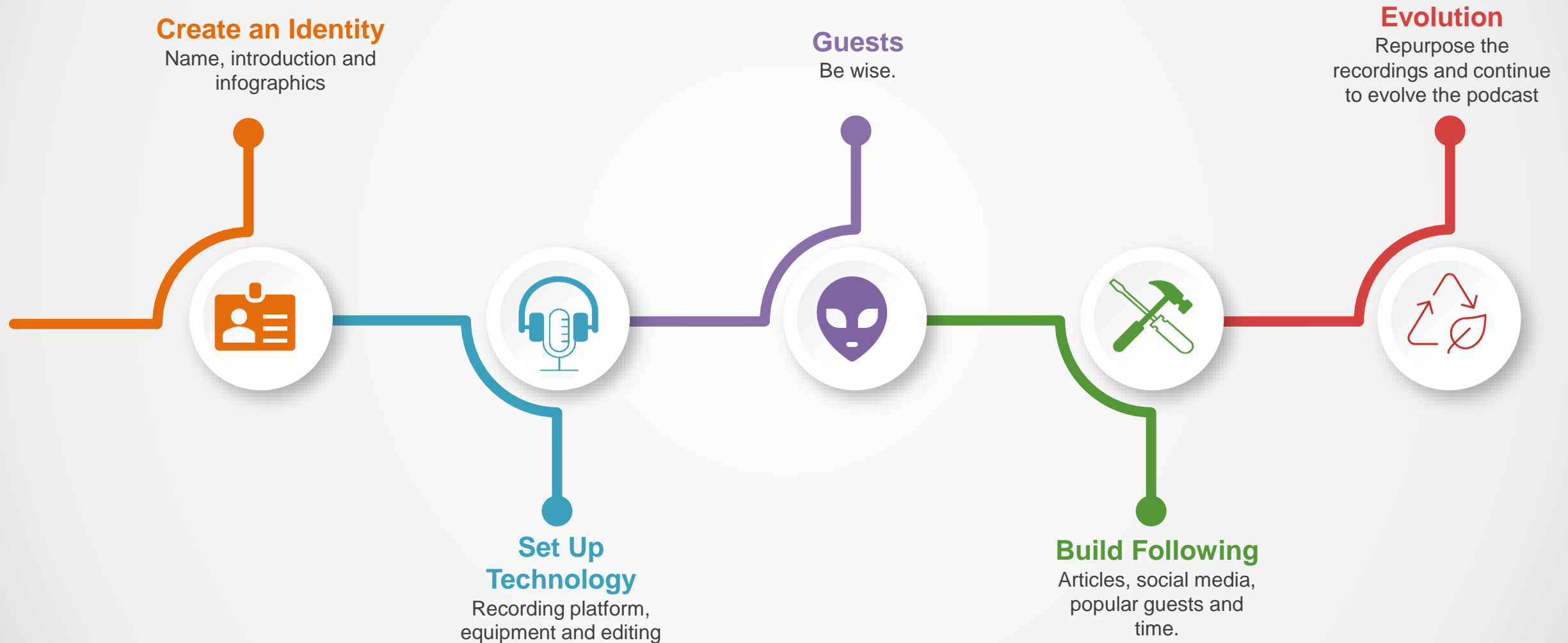


Branding

- Unique Name
- Record introduction
- Create infographic for social media and slide set



5 Steps to a Successful Podcast





Set Up Technology

Equipment

- Recording ~\$700

Software

- Recording, free
- Editing, free
- Posting ~\$15/mo

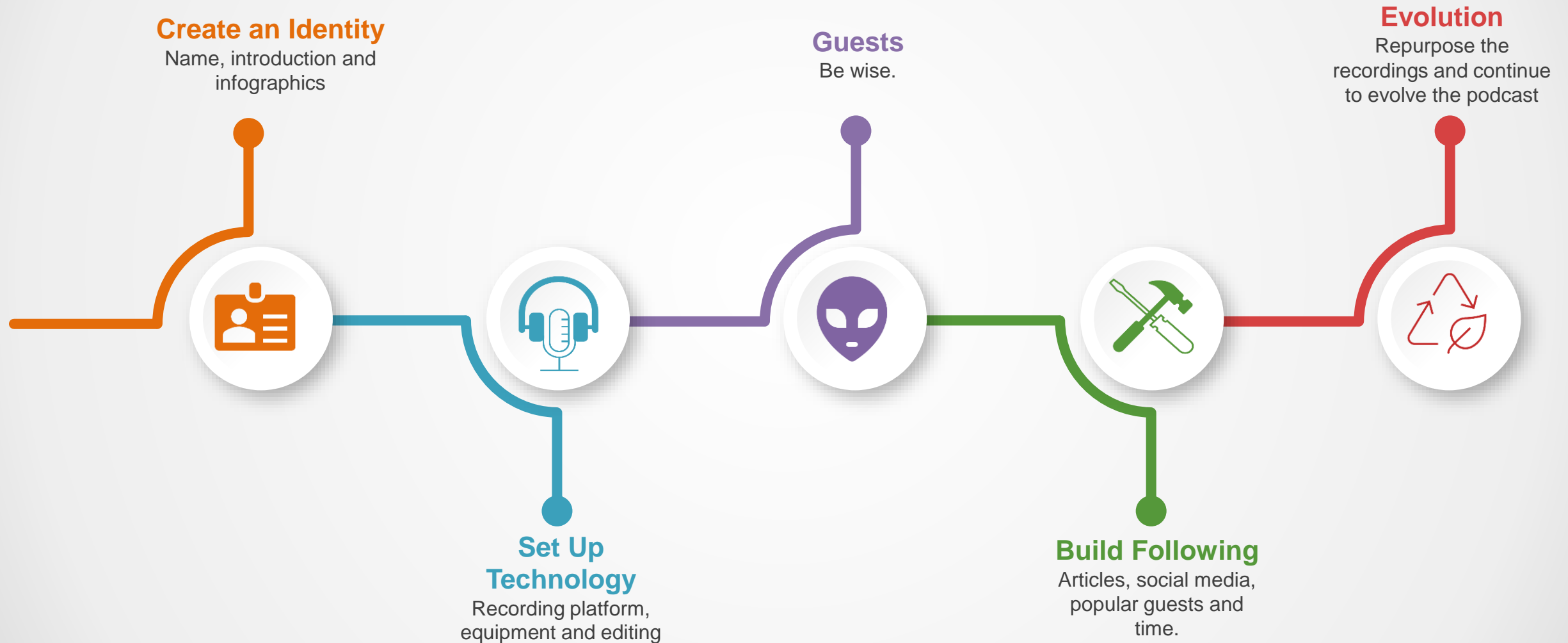


Pause PowerPoint

- Audacity
- Buzzsprout
- Apple podcast
- Spotify
- Webpage



5 Steps to a Successful Podcast





Guests

Be Informative

- Share your stats
- Using form letters
- Questions

Be Wise

- Getting guests but be strategic
 - Personality
 - Do they have a following
 - Reliable source
 - Engage with your team to get ideas



Invitation Example

Hello _____,

My name is _____ and I work for MSU Extension as _____. We are looking for guests for our [MSUE Field Crops team podcast](#) “In the weeds”. We would like to have a conversation about your research on _____ and believe you would be an exceptional guest. Last season, we typically run this program during the winter, we averaged around 80 listeners and had several that reached 120. We are targeting row crop farmers in Michigan as our listeners. If you would like to listen to some here is the [webpage](#) and we are also on Spotify and iTunes.

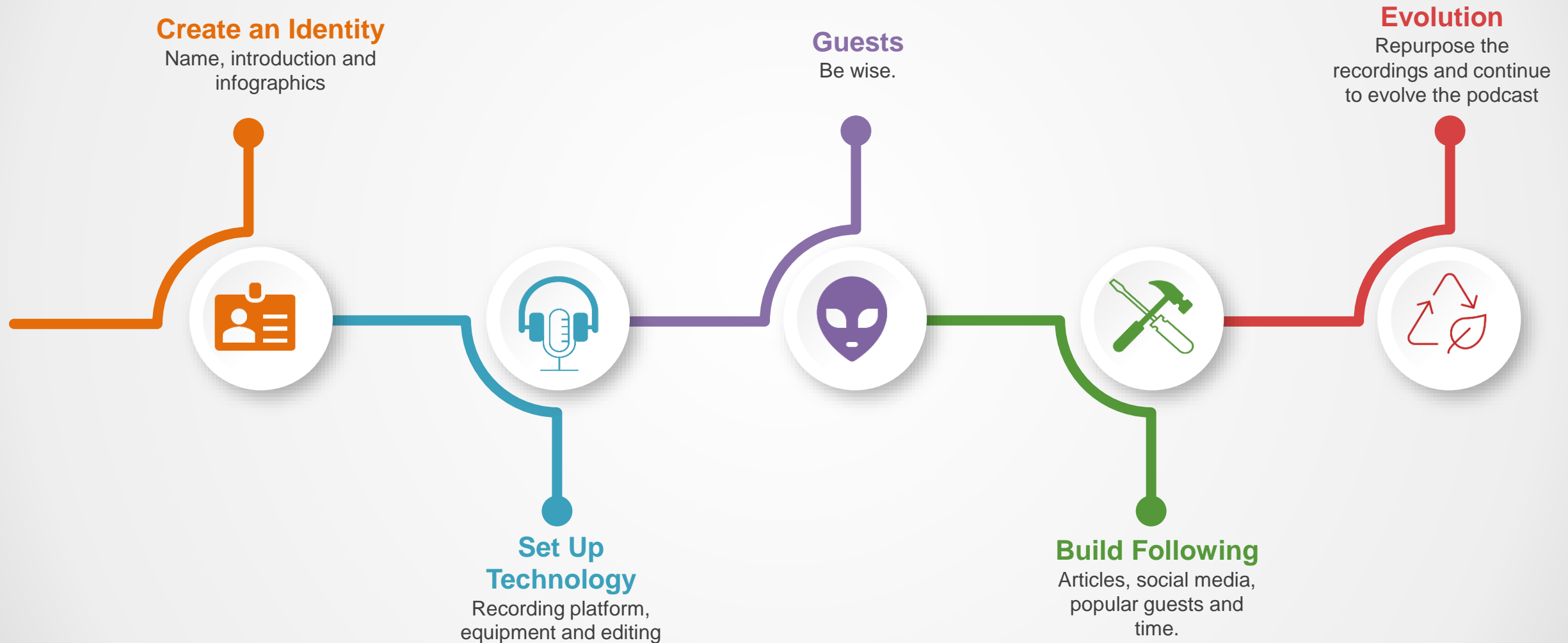
We are currently looking to record the podcasts over Zoom in _____month_____, although they will not be released until _____. It typically takes an hour to record and we will send you a list of 10 proposed questions just so you have an idea of what we would like to cover. After things are recorded and edited, I’ll send you a link to listen to it before it will be published. Please let me know if you have any questions. If you are interested, we will send you along those questions and start to schedule a time that works best for all of us!



Question Example

1. How would your parents describe what you do for a living?
2. Tell me a little about your background? What got you into agricultural research?
3. In the Lake Erie Basin, and now in the Saginaw Bay, we in Michigan are becoming more aware of the impact on our water resources by harmful algal blooms. Can you explain the role of phosphorus in this crisis?
4. Can you describe your work on phosphorus and cover crops/ crop residues?
5. Does the frost// freezer cycle impact phosphorus loss by cover crops?
6. In your estimation, what is something people seem to misunderstand about phosphorus export and tillage?
7. In the Western Lake Erie Basin and in the Saginaw Bay there is a lot of subsurface drainage(tile). What should farmers understand about the transport of phosphorus through these drains?
8. Climate change forecasts predict more flooding and longer dry periods in the Great Lakes. How will that influence phosphorus transport?
9. How do you think nutrient recommendations and application should change in the Great Lakes?
10. What makes you keep working on this problem?
11. If you had a billion dollars to spend on solving the dissolved phosphorus problem, how would you spend it?

5 Steps to a Successful Podcast





Build a Following

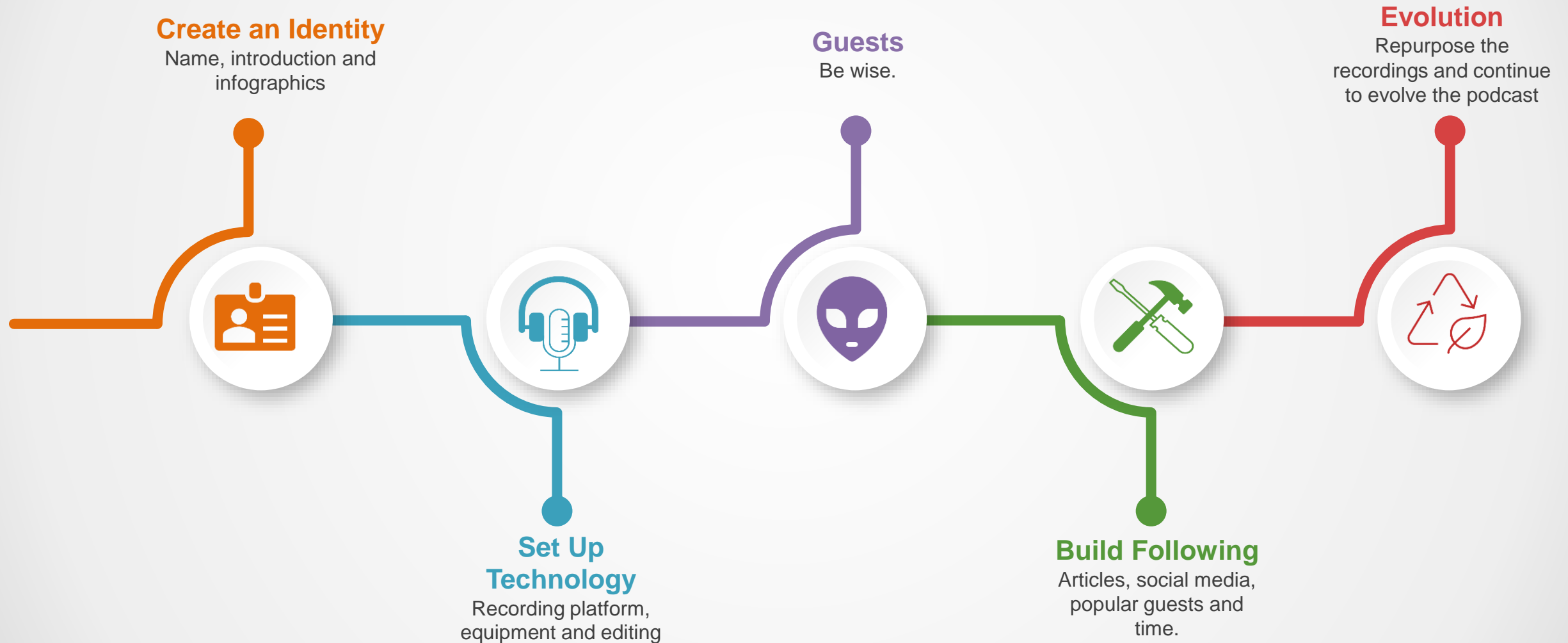
Advertising plan

- Articles
- Social media
- Reposts, shares

Get more listeners

- Popular guests
- Mention at meetings
- You've Gotta Feed the Beast!!

5 Steps to a Successful Podcast





Evolution

Continue to evolve

- New music or introduction
- use of social media

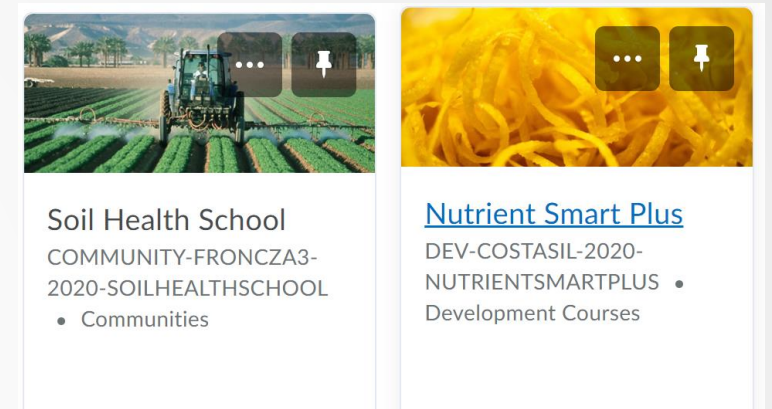
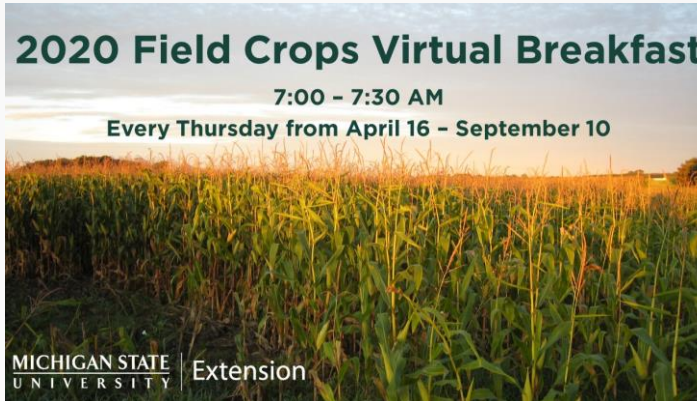
Recycle

- Repurpose the recordings

Examples of other uses



- in articles
- D2L courses
- resources to email
- pair with program



traditional roles that keep the family and farm running smooth. Listen below as she explains her supporting role, added stress of having an off-farm job and how she maintains a healthy work life balance.

Working Women, the Backbone of Family Farms

▶ 0:00 / 4:38

Whether it's the added income from an off the farm job, emotional support, helping hand or late night bookkeeping, women in farming play a pivotal role alongside their counterparts to both farm and family management.



Examples of other uses

MAY 7, 2020

Virtual Breakfast 2020. Episode 4. Fine-tune nutrients with Dr. Kurt Stein... >

▶ **PLAY** 46 min

MAY 6, 2020

In the Weeds: What does this cover crop do for my farm? >

In the Weeds Series 4 Episode 4: Monica Jean, MSU Extension Field Crops Educator, sit down with Dustin Mulock, Farmer from Ontario, CA, to discuss biofences, companion cropping and nutrient management with cover crops.

▶ **PLAY** 9 min

APR 30, 2020

Virtual Breakfast 2020. Episode 3. Corn and Soybean Planting Considera... >

▶ **PLAY** 34 min

APR 29, 2020

In the Weeds: One Canadian's Approach to Cover Crops >

In the Weeds Series 4 Episode 3: Monica Jean and Paul Gross, MSU Extension Field Crops Educators, sit down with Woody Van Arkel, Farmer from Ontario, CA, to discuss cover crops integration into his corn, soybeans, wheat and sugarbeet rotation.

▶ **PLAY** 16 min

5 Steps to a Successful Podcast

