

So You Want to Start a Library Podcast? Q&A

User: can you speak about other hosting websites beyond PodBean?

Dr. Rogers: Sorry, but I've only ever used PodBean as a podcasting hosting site. I'm sure there are others that are great but I think this one was the best we could find at the amount we were willing to spend.

User: About how much time is spent coming up with your podcast up until its release?

Dr. Rogers: It's about a three hour process, or at least, that is how much time I budget for each episode from start to finish.

User: Do you change your music selections or are they always the same?

Dr. Rogers: I have reached a point where I keep the same music for the intro and extro; however, for our BibliObservatory series, that one has a different sound to set it apart from the main episodes.

User: How do you market the podcast? Are you actively trying to increase number of listeners?

Dr. Rogers: I usually promote each new episode on our main website as a news item, then also post them to our main Facebook page and Twitter account and sometimes even to our LinkedIn page. Depending on the topic, I may also post an episode to a specialty Facebook group or listserv.

User: Do you always have a guest?

Dr. Rogers: Yes, there is always a guest. I always like to have someone to interview and carry on a conversation with; however, there are some library podcasts where it is just a few staff members talking about books and or library related topics so it can really be any format you want it to be.

User: If you're looking for examples of library podcasts (including Curtis's!), here's a good list I've compiled: <https://circulatingideas.com/podcasts-of-interest/> (do you have any more to add?)

Dr. Rogers: This is a GREAT list and thank you for including us! 😊

User: Do you have any interviewing tips?

Dr. Rogers: I think the best thing to remember is to keep the conversation casual and make the person being interviewed as comfortable as possible. I always give them a bottle of water and also a small promotional item as a thank you for coming in to talk with me. I also reassure them everything can be edited which usually puts them at ease.