



# Creative storytelling for change:



Learn how to create your own  
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(Stories to Action)



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## What makes podcasting effective for knowledge generation and translation?

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Podcasts are a uniquely **content-led** media, leading to in-depth exploration of 'niche' topics and perspectives, especially those that are publicly found to be controversial and complex.

Podcasting using a **human-centred design** can centre the voices of marginalized persons/groups left out of mainstream media. They enable the production of long informal discussions that brokers the relationship between marginalized communities and wider publics by drawing attention to socio-political issues that remain neglected, and stories are presented without filtration or a tokenizing.

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Podcasts rely on **listening**, allowing the audience to encounter stories in new ways. Hearing the emotion and tone in a speaker's voice can evoke different understandings in the audience in ways that are missing in conventional reporting.

**Narratives** have made positive influences to inspire and empower policy inquiries, as educational and awareness tools to initiate policy discussions and gain public support, and as advocacy and lobbying tools to formulate, adopt or implement policy

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# 7 steps to get your podcast started!

## 1 Determine your WHY

Determining why you want to create a podcast is important. First of all, it's important to pinpoint what your goal is. This can be a range of different ambitions you may have: creating awareness around a certain issue, advocating for change or action on a specific challenge, linking up and connecting people – whatever comes to mind, jot that down. Secondly, what makes your goal(s) important? Think about how your goal relates to the work around you; key trends, pressing issues or important needs you see. By creating this clear link, you are defining the added value of your goal. Thirdly, define who you're trying to impact with your podcast. Visualize your main audience as well as others that might benefit from the podcast indirectly. Keeping this focus in mind will make sure that your podcast 'voice' stays true to your listeners. Lastly, determine when you'll consider your podcast a success. This can be by determining a number of listeners you'd like to reach, change you'd like to see/ influence, feedback you'd like to receive etc. By having this in mind, you'll have a clear target to guide you.

## 2 Get your shizz together

There are different approaches to get the technical resources you need for your podcast. Be creative and curious to find those that work for you and are within your means. Explore different fora, podcasting websites and reviews from podcasters.

When exploring resources, keep accessibility in mind! For example, think of including transcripts and translations for your listeners. Also, consider the accessibility of speakers and your team (e.g. providing a budget for them to access the internet).

Do you have the financial means to make your podcast come to life? Not only do the technical resources need funding, but compensating your team and guests is important in valuing their time and shared insights. Some tips: explore potential grant opportunities, look for potential sponsors or explore non-profit/free resources that you can use.

## 3 Get your team together

To go far you need to work together. When looking for team members, focus on skills, competencies, resources and team-spirit. The right team can help you go a long way. It's also important to determine clear boundaries and role divisions during the recruitment and onboarding stages. Also, communication is key! Make sure to discuss how you will ensure clear and transparent communication throughout the process.

## 4 Plan it out!

A goal without a plan is just a wish – so get planning! Think of: what do you want to visually/ audibly portray (e.g. branding guidelines, social media image, intro and outro music or narration), how many episodes you want to have, which topics will be discussed and which speakers you want to have? Make sure to create a realistic planning that gives room for flexibility and rest.

## 5 Be prepared

Prior to the recording stage, make sure to prep your host and guests – this can be during an introduction call or email. Also, plan out the interview structure to have a guideline on hand when recording. On tech, make sure to send all speakers an overview with all tech issues they need to consider beforehand (think of quiet surroundings, the proper mic set-up, etc.). Lastly, prior to recording make sure to do a check-in and tech-check. Now you're set to record and edit!

## 6 Create community

The more people feel connect with your podcast the more likely they are to listen to, engage with and share further your podcast. Some tips to consider: use social media to give listeners space to influence or respond to the content, to launch the podcast, to show behind-the-scenes (e.g. fun bloopers) of the podcast development process and to link the audience with speakers.

## 7 Reflect on the process

Reflecting needs are real. Make sure to plan enough time throughout the process for processing and aligning with your team. These moments will be important for sharing lessons learned and for celebrating your wins!

# Stay Connected!

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