



CHILDREN'S RADIO
FOUNDATION

INTRODUCTION TO PODCASTING



INTEGRATING PODCAST EPISODES

You are a part of the Children's Radio Foundation's network of youth reporters who go on air once a week to discuss youth perspectives on issues that affect different spheres of your lives. The Youth Reporters' Network (YRN) includes young people broadcasting from community radio stations across South Africa, Zambia, Tanzania, Ivory Coast and the Democratic Republic of Congo.

Over the years, we have heard powerful stories emerge from your communities, and we think they are worth sharing - both within the YRN and with the world. That's why the Children's Radio Foundation has begun producing a podcast called the Radio Workshop. The podcast launched late in 2021, and in collaboration with youth reporters from the YRN, we've already produced in-depth stories about the 2021 looting in South Africa, as well as vaccine hesitancy amongst young Africans.



You can listen to the episodes [HERE](#).

Here's where you come in. By producing monthly podcast episodes with your help, we hope to:

- Provide you with training that will improve your narrative storytelling skills, and give you the opportunity to get involved in podcast production.
- Provide you with short podcast episode segments to slot into your showclock so that you can share these powerful stories from across the YRN with your communities.
- Reach a global audience via platforms such as Spotify and Apple Podcasts, and make the world more aware of the important work you're doing.

The podcast episodes we produce together will also be aired on SAFM, reaching nearly 200,000 listeners.

Sometimes you may be asked to broadcast short podcast episode segments that include stories told by youth reporters based at other radio stations in the YRN. While this might seem unusual, we feel it's an excellent way to maximize the potential of the YRN by sharing information, experiences, strategies and learnings from across different communities.

This new strategy is still in its early stages of development and CRF is inviting both the youth reporters and radio station partners to collaborate with us in the creation, distribution and airing of podcast stories on radio and on your social media platforms.

WHAT IS A PODCAST?

A **podcast** is an episodic audio series that a user can listen to online via a podcast platform or download to a personal device to listen to at a time of their choosing.

Podcast platforms



Spotify



Apple Podcasts



Google Podcasts



YouTube



Stitcher

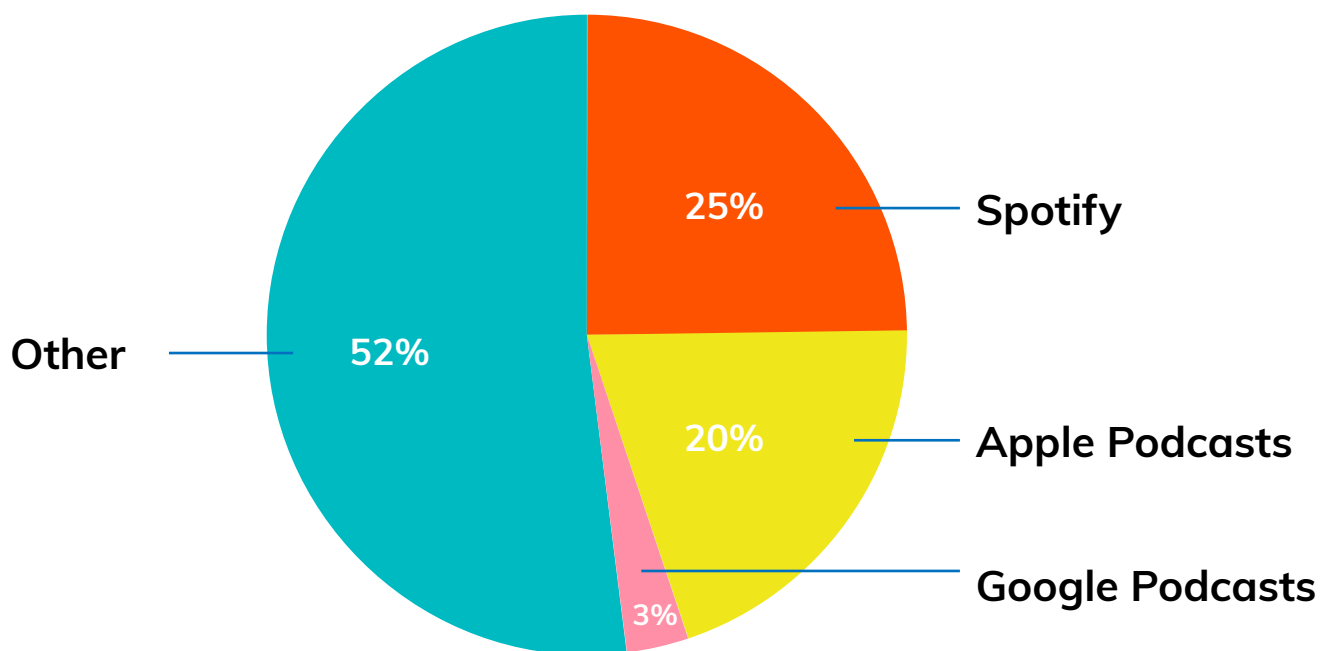


Overcast



Pocketcasts

Where do people listen?



Source: Libsyn (USA statistics)

Types of podcasts

Podcasts come in many different formats. For example:

Single Voice Talking into the Mic

- Usually scripted storytelling
- Can include music and sound effects

Chatcasts

- 2+ people getting together and talking with little to no structure
- Simulate conversation with friends

Interview (scripted or non-scripted)

- Can be just a conversation with a guest or snippets of an interview that are highly edited with narration
- Even what sounds like a free-flowing conversation is usually highly edited

Narrative nonfiction

- A real-life story about real people and events told in a compelling way
- Story-driven, but must remain as accurate to the truth as possible
- Relies on heavy editing to splice together the right story, pulling from interviews and other recordings, sounds, and music

Narrative fiction

- For adults and kids
- A return to the days of radio drama



PODCASTING VS. RADIO

Podcasting and radio are both audio formats, but there are some key differences between them.

Podcasts

Radio

Global	Local
Broadcast on the internet	Broadcast on FM or AM radio waves
On-demand (users can choose what they listen to and when they listen to it)	Scheduled
Can be replayed	Airs once
Need a personal device (smartphone, tablet or computer) to listen	Need a radio or personal device to listen
Requires internet or data to listen	Free to tune in
To start a podcast, all you need is a smartphone with a mic, a computer, and software to edit audio	To start a radio show, you need a radio station with full broadcast capabilities
Free to create the show you like, where you can say what you like (within reason)	Content is curated by radio station managers, in line with standards devised by broadcast authorities and regulators
No cost to share episodes online	Cost of a license to be on air
Increased intimacy with the listener. Can cater to very niche interests. If you can imagine it, there's a podcast about it!	Must maintain a broad public appeal
Tend to sound more natural, so even though some podcasts involve interviews, podcasters will use their everyday voice	Hosts use their "radio voice"
Pace can slow down and speed up as needed	Shows must remain fast-paced to stop listeners from changing station
Foster online community	Fosters local community
Great for experimental content	Best to stick to tried and trusted traditional formats
The listener must make an effort to find the podcast	The radio show is readily available on the local station

INTEGRATION OF PODCAST AND RADIO

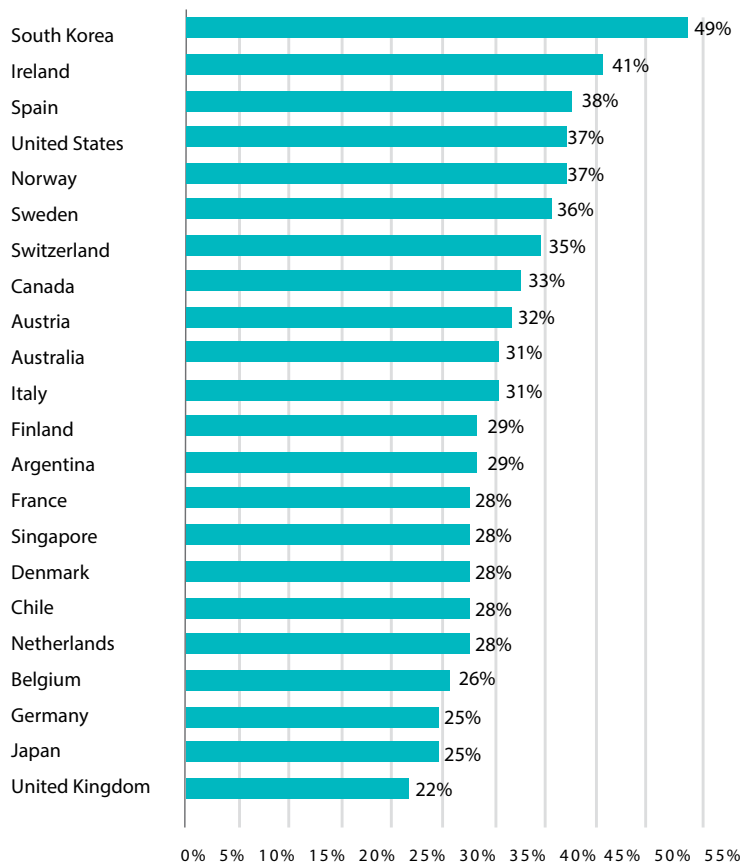
For a long time, radio was the world's only source of audio information and entertainment. But podcasting is becoming increasingly popular around the world as an alternative to listening to radio. That being said, podcasting and radio don't have to be in competition with each other. In places like the USA, podcasting and radio have merged, and combining the power of the two has allowed both platforms to broaden their listenership. In Africa, podcasting is not a well-known medium yet because of the barriers to accessing the internet, but the lines between radio and podcasting are

already blurring. For example, in South Africa, many radio stations are repurposing radio shows into podcasts by uploading them to places like Soundcloud, which gives their listeners the freedom to access programming in their own time. It also gives radio stations a chance to share their content, not only with local listeners, but with a global audience too. What we're noticing is that radio is starting to sound a little bit more like podcasting, and over time, podcasts may start to sound a lot more like radio.



WHO IS LISTENING?

Share of people who listened to a podcast in the last month in selected markets worldwide 2021, by country



Survey time period

end of January to beginning of February, 2021

Age group

18 years and older

Share of respondents



WHAT ABOUT AFRICA?

Research shows that podcasting in Africa has been around for just over a decade, and it is growing as more people gain access to technological equipment and the internet. Even though podcasters in Africa face more challenges than those in Western countries, they are still finding ways to create shows. For example, most producers on the continent use their personal savings to create content and tend to record using devices such as smartphones at home, instead of using microphones and studios. This has enabled podcasters in Africa to launch podcasts successfully, but on the flip side, they tend to struggle to sustain them and cannot yet rely on them to create a livelihood.

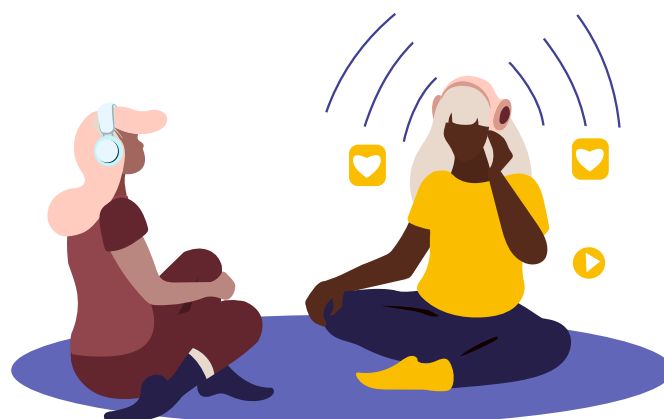
Another challenge on the continent is that audiences are more likely to listen to radio over podcasts. Radio has been the most popular medium of media in Africa for decades because it is free and widely accessible. Podcasts on the other hand require the effort of finding the show of your interest and then listening to it via a device that uses data or the internet, which is costly for many people.

Despite all the hurdles, African podcasters are producing shows across languages and regions

- from Egypt to South Africa. That is because podcasts have the potential to amplify regional issues and perspectives, as well as give voice to communities otherwise forgotten in greater global conversations. **Podcasts offer a way for Africans to communicate and share information about the continent on their own terms.**

African podcasts are now getting more recognition through features in contests such as the Google Podcasts creator programme and the BBC-funded Sounds Audio Lab. It is clear to the world that podcasting has the potential to be huge in Africa, a place where smartphones are widespread and the population is the youngest on earth. Podcasting and youth go hand in hand. The biggest podcast consumers are under the age of 35, while radio is consumed by an older demographic. Podcasts are a more natural fit for millennial and Gen Z listeners, who tend to be familiar with new technology, and are used to consuming individualized content, whenever it suits them.

With more research and data, it will become easier to understand how many people on the continent actually listen to podcasts, and what African audiences are looking for.



SOURCES

- [How podcasting is progressing in Africa](https://wan-frica.org/2020/10/how-podcasting-is-developing-in-africa/)
- [Telling Africa's story: The future is podcasts](https://mg.co.za/africa/2020-07-28-telling-africas-story-the-future-is-podcasts/)
- [Pairing your radio station with a podcast \(and vice versa\)](https://live365.com/blog/pairing-your-radio-station-with-a-podcast/)

AFRICAN PODCASTS

- [Rihamiat podcast \(Egypt\)](#)
- [What's Crap on WhatsApp \(South Africa\)](#)
- [CodeCast Zambia \(Zambia\)](#)
- [Sound Africa \(South Africa\)](#)
- [Sadza in the Morning - \(Zimbabwe\)](#)
- [Men The Podcast \(Tanzania\)](#)
- [Pontes \(Portuguese for "Bridges"\) - \(Mozambique\)](#)
- [Legally Clueless \(Kenya\)](#)
- [I Said What I Said \(Nigeria\)](#)
- [Afroqueer \(Kenya\)](#)

PODCASTING IN AFRICA

The Positives

- Youngest population in the world (three quarters of Africans are under age 35)
- High mobile phone use including growth of smartphones
- Long commutes in many cities (the perfect time to listen to podcasts)
- Connectivity is improving - 3G widely available, 5G access growing
- Increased interest in hearing African stories that are told by Africans
- Ability to connect with others around the continent
- Confidentiality - outside bounds of some censorship
- Strong history of radio + oral tradition = culture of listening

The Negatives

- Connectivity issues and high cost data plans
- Podcasting is not yet familiar - YouTube has a bigger identity
- Discovering new podcasts is hard
- With 54 countries, roughly 2000 languages, and countless different cultures, you really need to know your audience
- Not enough info about who is listening to podcasts
- Financial sponsorship models yet to be established



SHARING PODCAST CONTENT ON RADIO

The Children's Radio Foundation has launched a narrative non-fiction podcast called [the Radio Workshop](#), which features stories that are produced in collaboration with the YRN. Episodes, which can range in length, will be edited down to five minute segments, making it easy for you to slot them into your weekly programming. Most of your radio shows consist of music and advertisements that are used as breaks between talking live on air and playing formats. Playing a podcast on your radio show is similar to adding any other audio format to your showclock. A podcast usually consists of only talking and cannot be interrupted while it airs. As your listeners may not be used to this format, it is important to introduce the podcast format formally by writing it into your show script. You can ask your host to create an introduction that helps the listener

to understand that the podcast is a 'story segment'. Think about giving your podcast format a name, for example: "Story Time" or "The Podcast Bite". Be creative about how you add podcasting to your regular radio show. Listeners can also be invited to ask questions or comment on the segment in order to increase engagement. The podcast segment that you play will not always relate to the theme or topic of the show - making it a kind of magazine-style addition. Make listeners aware that you will be playing the same segment (or a series of related segments) every week for a month, and that they can also access the full version of the podcast on a separate broadcast platform like Google Podcasts, Spotify or Apple Music.



HOW TO PRESENT YOUR SHOW

Note: This is a short sample of how to introduce and include the podcast format in your weekly radio broadcast. The podcast format is not one that you produce yourself as youth reporters - it will be provided to you by CRF at the beginning of each month.



[INTRODUCTION:]

Host/Facilitator 1 [INTRO PODCAST FORMAT]: HELLO beautiful listeners and welcome to today's show! I am [NAME OF HOST] and you are listening to [NAME OF SHOW] on [RADIO STATION]. On today's show we'll be discussing [CHOSEN TOPIC]. Let's start off with a podcast episode produced by the Children's Radio Foundation. The episode was made with help from youth across the continent, working in various community stations that amplify youth voices just like [RADIO STATION] does. This month's podcast episode is called "Young, Unvaccinated, and African" and takes us on a journey around the continent to speak to young people in Zimbabwe, Nigeria, and South Africa who reveal the extreme lengths some will go to to avoid getting the COVID-19 vaccination. So kick back, relax and enjoy our "Story Time" segment... Feel free to share your thoughts, opinions and comments about the podcast episode via our Facebook page or via Whatsapp on [WHATSAPP NUMBER].

[PLAY PRE-RECORDED PODCAST]

Host/Facilitator 2 [OUTRO PODCAST FORMAT]: What I took away from that

podcast episode is that young people have a mind of their own, and it's not always easy to get them to follow the rules. It seems we still have a way to go to get everyone on the same page about getting the vaccine. There is definitely a need for our government to figure out how to reach more young people through ALL media platforms - including social media - which is where most of us get our information.

Host/Facilitator 1 [DIRECT LISTENERS TO FULL PODCAST] I totally agree! People rely so much on Facebook and Whatsapp, which are not always reliable sources of factual information. Too many people create their own content, which isn't verified, and then spread it to the masses. We need to be sharing the facts, not misinformation. That's where I think radio can play an important role in engaging with young people about what's true and what's not! If you liked what you heard, and want to listen to the full podcast episode of "Young, Unvaccinated, and African", then go to Google Podcasts, Spotify, Apple Podcasts, or Stitcher and search for the Radio Workshop podcast - P.S. It's FREE to listen!

HOSTING LISTENING PARTIES

In the podcasting world, podcasters host listening parties to promote their podcasts and engage with their audience. A listening party is an event organized to bring together people to dig into a topic that they care about or want to know more about. Similar to outreach activities, listening parties are an opportunity to strengthen listener engagement and increase the impact of your show. It's an opportunity to continue conversations, raise awareness on an issue, and inspire action. Podcasters also use listening parties to learn what their audience actually think about the show. The audience gets to engage with your show in ways that are more in depth. Like outreaches, podcast listening parties have one or more hosts and they can have both in person and virtual audiences.

In addition to playing the five minute podcast segments on your youth reporter shows, you will be hosting listening parties where you will be required to carefully select listeners and fans of the show who will engage with the full podcast episode in ways that are meaningful and impactful.

There's preparation that goes into hosting a listening party. Similarly to radio shows and outreaches, they require hard work, but the effort is worthwhile because when they are executed well, they can result in great change in your community.

Live listening parties

You prepare for a live listening party the same way you would prepare for an outreach activity by following these steps (and observing COVID-19 protocols and adhering to restrictions):

- Inform your audience about the listening party on your show and social media platforms. Be sure to share the purpose of the listening party, as well as the location and time of the listening party. Share as many details as possible and create excitement by sharing takeaways that come with attending the event.
- Plan the listening party as a team by dividing roles, downloading the full podcast episode you wish to play during the listening party and sharing a precise budget with the Children's Radio Foundation. You can decide whether you want to play the full podcast episodes or the shorter segments.
- Ensure that you have everything you need to execute the listening party including scripts for the hosts, clear instructions about how you want the audience to engage with the audio including questions and competition rules!
- Execute! Host the listening party with an audience that is manageable as far as COVID-19 is concerned. You also want a group of people that will find the topic discussed relevant and will give concrete feedback.

WhatsApp (virtual) listening parties

The same steps you follow for your live listening parties apply. However, COVID-19 presents new opportunities to engage listeners on various social media platforms where they are already "hanging out". Virtual listening parties are suitable for building online communities. [The COVID-19: remote outreach and campaigns toolkit](#) clearly outlines the steps, best practices and tips for hosting virtual events. Pages 4-9 of the toolkit break down the steps one should follow when hosting a WhatsApp

outreach. As mentioned earlier, outreaches and listening parties are similar in that you'll need one or more hosts, an audience and audio for the audience to engage with.

Even more preparation and hard work goes into a WhatsApp listening party as you engage with an audience that you cannot see. So a lot of consideration, team work and patience is necessary. Clear and precise communication and instructions amongst each other and with your audience goes a long way.

With both live and virtual listening parties your main goals are to have your audience listen to the podcast segment and engage with it in meaningful ways by participating in all the activities that surround it.



EXCITED ABOUT PODCASTING?

By now we hope you've got a better understanding of what podcasts are and how the Children's Radio Foundation would like to use them going forward.

If you're keen to give podcasting a go, we would love to invite you to join our training program. Now is your chance to learn all the basic skills you'll need to get started!

Stay tuned for podcasting training opportunities coming your way soon.





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