## Quick-Start Guide to CREATING A GOOD PODCAST

Podcasting has rapidly established its value in the health professions educational realm. Unfortunately, the literature does not provide much guidance in how to proceed with developing audio-only products to fill educational gaps. Here are a few tips to follow when planning your podcast:

Identify the educational gap your podcast will fill—is audioonly media the best choice? Follow best-practice policies contact your Public Relations or IT department for help with platforms, branding, equipment, and publishing.

Design the learning experience —consider graphics, intro and outro sound, and production frequency. Consider your audio-only presence—connect with the learner by filling audio space with spoken imagery, voice inflection, and momentum.

Use the art of storytelling and entertainment-education to foster adult learning—consider more than one voice or opinion to increase interest.

Fill in the audio space and keep the sound moving—stick to a storyboarded template for maximum convenience.

6

Create publicity strategies and incorporate success metrics—track usage data for RCQI (rapid cycle quality improvement).

HEIDI KEELER, PhD, RN @DrHJKeeler

## **Podcast Purpose**

- » Patient education—create content to answer common questions patients ask
- » Learner education—figure out what topics could augment trainee experience or what pieces of existing lecture could be converted
- » Continuing education—see what topics would be of interest to your peers
- » Community building—do something on a topic impacting your community

**Over 50%** of the US population has listened to a podcast—up from 44% in 2018. (Infinite Dial Study, 2019)

## **Podcast Benefits**

Instead of requiring individuals to sit in one spot to learn, podcasts are portable and can be combined with routine activities (like driving or exercising), making it easy to fit into a learner's schedule.

Because podcasts are strictly audio only, they create mental images and shared experiences, often through stories. This learning technique links complex facts to imagery and emotions, resulting in higher retention and recall.

Podcasts can increase your visibility and influence in your profession, and allow you to reach a wider audience.

## Additional Resources

Ahn, J.P., Inboriboon, C., & Bond, M.C. (2016). Podcasts: Accessing, Choosing, Creating, and Disseminating Content. *Journal of Graduate Medical Education*, 8(3), 435-436.

Cho, D., Cosimini, M., & Espinoza, J. (2017). Podcasting in medical education: a review of the literature. *Korean Journal Of Medical Education*, 29(4), 229–239. https://doi.org/10.3946/kjme.2017.69 Suzuki, W.A., Feliu'-Mo'jer, M.I., Hasson, I., Yehuda, R., & Zarate, J.M. (2018). Dialogues-the science and power of storytelling. *The Journal of Neuroscience*, 38(44), 9468–9470.

