

# PODCAST

## BENEFITS

- Brings nationally-known voices to local audiences
- Brings local voices to national and international audiences
- Provides asynchronous self-selected content is great for a busy audience
- Builds scholarly discipline
- Creates durable content

## CHALLENGES

- Difficult to characterize audience
- Unknown number of listeners
- Individual episodes require promotion and advertising
- Scheduling interviews
- Securing funding
- Ideological difference among supporting entities



### *Scholarship in podcasting*

Careful, thoughtful longform audio podcasting is a kind of scholarship.

Good scholarship connects science and solid thinking to the real world.

Scientific results require philosophy for ethical application.

Ethical application requires conversation, not mere information delivery.

Engaging with a consistent audience enables cumulative and continuous learning.

### **Read**



*Conversation as an Education Medium for the Age of Distraction - the 'Art of Range' Podcast*  
by T.D. Hudson