

Sample General Interest Audio and Video Podcasts

These are a sample of popular personal-interest podcasts. I also listen to others previously listed in this handout as well. Some of the following are educational, others for entertainment. In addition to listening to them through my desktop computer or downloading to a MP3 player (*in my case an Apple iPod*), listen to them while driving my car through a Bluetooth connection. There are more than 300,000 podcasts to select from. For novice podcasters, they also present the subtle ways they organize their episodes through use of transition music, standard opening and closing remarks, and more. I actually used a stop-watch and notepad to write down the elements of the podcast. However, for novice podcasters, do not become overwhelmed with the complexity and try to replicate the elements in your first podcast.

Focus on delivering good content. That is why people choose to listen to particular podcasts. Some popular podcasts simply begin with a short introduction, move to the main content, and then end with a short summary. No sound effects, no transition music, or other elements. A lesson I learned when first developing websites for myself and professional organization that I served as web editor was that “content is king”. It is not how pretty the website is, the question is, what is the quality of content that is there? The same lesson applies to podcasting as well.

With the Apple iTunes store, there is a separate directory for podcasts. Navigate to that screen to see the top podcasts. I assume the same is available through Google Play Store for Android users. Since there is nearly a third of a million podcasts available through iTunes, this initial webpage reveals a collection that has been selected by web editors with Apple and also top lists generated by the number of people who have registered for particular podcasts. On the Apple iTunes directory page, there are topical categories selected by the editors such as {modern audio drama”, “election 2016”, “top trending”. One category is called “Editor’s Choice” which represents what the Apple editors think are very best, at least according to their opinion.

In the upper right-hand corner is a search box. Simply type in a topic or name of a person and see what appears. When the first search screen appears, it may also provide options for music, movies, and other content. Focus on the line with the heading of “Podcasts”. Often, this will be a single line of podcasts related to your search term. Click on the small phrase at the end of this line named “See all”. This will bring up a new search screen with more options related to your search topic. It is not complete since it will be probably limited to 50 or maybe more podcasts. There are many nuances to using the iTunes search system and will require your experimentation.

For me as a novice to podcasting, all I did for six months was to listen to podcasts and simply enjoyed them. I selected topics of high interest to me. My first search term with “diabetes” since I am a Type II Diabetic. I found a very helpful podcast that was developed by a pair of individuals. It was named “Diabeticfeed”. I then began to add additional ones related to technology use in the classroom and history since I am a classroom history instructor. After six months, I began to take notes how my favorite podcasts were organized as I described earlier in this document.

Mommycast (Audio)

Subscription link: <http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewPodcast?id=73331704>

Podcast website link: <http://mommycast.com>

This podcast features two mothers who discuss everyday issues that moms talk about: health, education, food, nutrition. The podcast is a conversation between two young busy moms. This podcast has an enormous audience and has drawn the attention of the traditional media. The podcast website has a large amount of supplemental information useful for child rearing.

Old time Comedy Radio (Audio)

Subscription link: <https://itunes.apple.com/us/podcast/old-time-comedy-radio/id281541995?mt=2>

Podcast website link: <http://www.talkshoe.com/talkshoe/web/talkCast.jsp?masterId=19651&cmd=tc>

Great old time radio comedies from the 1930s and 1940s.

Radiolab (Audio)

Subscription link: <https://itunes.apple.com/us/podcast/radiolab/id152249110?mt=2>

Podcast website link: <http://www.radiolab.org/series/podcasts/>

(Highly addictive) Radiolab is a show about curiosity. Where sound illuminates ideas, and the boundaries blur between science, philosophy, and human experience. Radiolab is heard around the country on more than 500 member stations. Check your local station for airtimes.

Science Friday (Audio and Video)

Subscription link: <https://itunes.apple.com/us/podcast/science-friday/id73329284?mt=2> (Audio version)

<https://itunes.apple.com/us/podcast/science-friday-videos/id220281403?mt=2> (Video version)

Podcast website link: <http://www.sciencefriday.com>

This is an example of the traditional media (*NPR Radio*) using podcasting as a distribution system for content that was originally produced for a nationwide radio network. **Science Friday** is a weekly science talk show, broadcast live over public radio stations nationwide from 2-4pm Eastern time as part of NPR's '*Talk of the Nation*' programming. Each week, the focus is on science topics that are in the news. The show brings an educated, balanced discussion to bear on the scientific issues at hand. Panels of expert guests join Science Friday's host, Ira Flatow, a veteran science journalist, to discuss science - and to take questions from listeners during the call-in portion of the program.

TED Radio Hour (Audio)

Subscription link: <https://itunes.apple.com/us/podcast/ted-radio-hour/id523121474?mt=2>

Podcast website link: <http://www.npr.org/programs/ted-radio-hour/?showDate=2016-07-08>

Based on riveting TEDTalks from the world's most remarkable minds.

The Writer's Almanac (Audio)

Subscription link: <https://itunes.apple.com/us/podcast/writers-almanac-garrison-keillorthe/id136642066?mt=2>

Podcast website link: <http://writersalmanac.org/>

This is another example of a radio show that was previously broadcast over traditional media (NPR Radio). It is a great example of a short podcast (about 5 minutes). Garrison Keillor reads small snippets of literature and poetry in each daily broadcast.

This American Life (Audio)

Subscription link: <https://itunes.apple.com/us/podcast/this-american-life/id201671138?mt=2>

Podcast website link: <http://www.thisamericanlife.org/>

(Highly recommended, usually the most subscribed podcast for years). This American Life is a weekly public radio show broadcast on more than 500 stations to about 2.2 million listeners. It is produced in collaboration with Chicago Public Media, delivered to stations by PRX The Public Radio Exchange, and has won all of the major broadcasting awards. It is also often the most popular podcast in the country, with another 2.5 million people downloading each episode. From 2006-2008, we produced a television version of This American Life on the Showtime network, which won three Emmys. We also co-created, with NPR News, the economics podcast and blog Planet Money. A half dozen stories from the radio show are being developed into films. In 2014, we launched our first spinoff show, *Serial*, a podcast hosted by Sarah Koenig. There's a theme to each episode of This American Life, and a variety of stories on that theme. Most of the stories are journalism, with an occasional comedy routine or essay. There's lots more to the show, but it's sort of hard to describe. Probably the best way to understand the show is to start at our favorite's page, though we do have longer guides to our radio show and our TV show. If you want to dive into the hundreds of episodes we've done over the years, there's an archive of all our old radio shows and listings for all our TV episodes, too.