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Library Podcasting: Rightsizing for Resources and Outreach

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Scalability: Scope of Resource and Technology Commitments Will Depend on Intended Outreach Goals.



Human Resources
(talent, time, preparation)

Financial Investment
(cost, technical support)

Potential Audience
(classroom, community,
international reach)

Low Investment



- Recorded on telephone or computer.
- Lightly researched, free flowing



- Minimally edited with free software
- Transcription by device
- Distributed on library-owned website



- Classroom use
- Learning style accommodation

Medium Investment



- Recorded on computer or in studio
- Researched, free flowing or lightly scripted
- More production



- Edited in paid software
- Transcription by professional service
- May have intro and/or outro
- Aggregate distributor



- Community use or community teaching
- Open Access Educational Use

High Investment



- Team, including on-air talent, script writers, director, producer, etc.
- Recorded in studio
- In depth research, highly scripted
- Long production window



- Engineer, professional software
- Transcription by professional service
- Intro and Outro, music
- Branded distributor



- National or international presence
- Highly specific audiences
- Income generation