



# #TeachAgTalks: *Fighting email deluge with podcasts*

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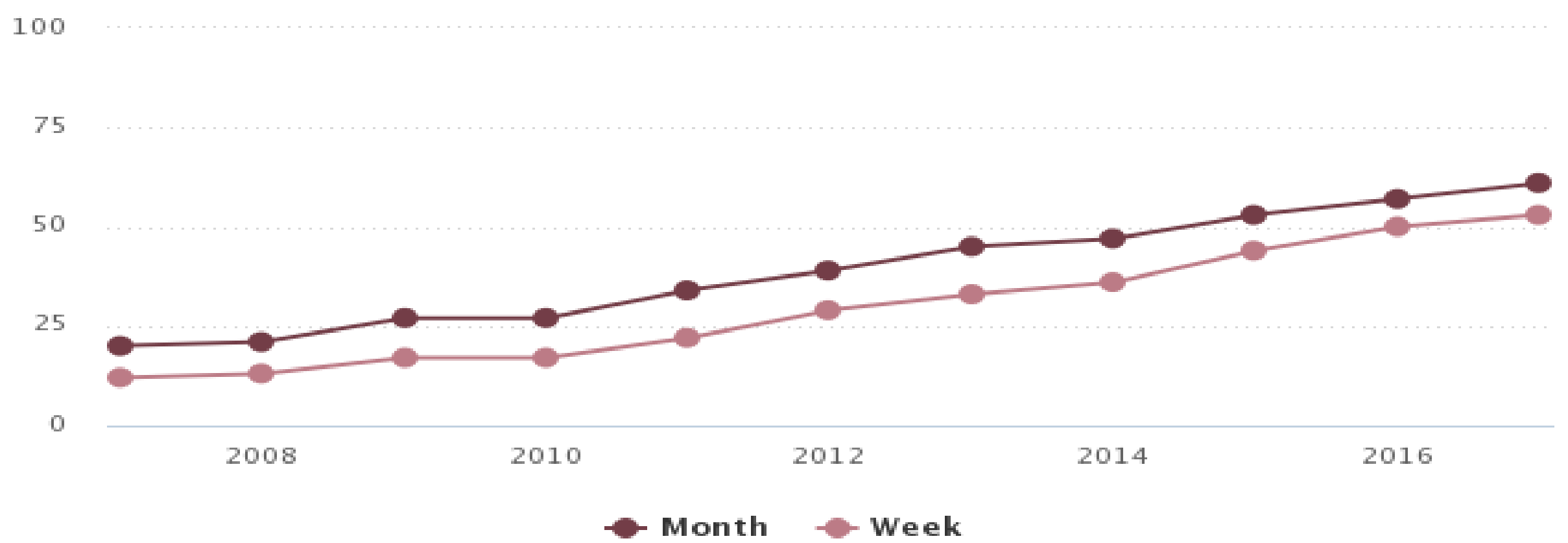
## A Need for Innovation

269 million business and consumer emails sent in 2017.<sup>1</sup> **Is this email overload?**

- Podcasts are quick and convenient packages of information in a **unique** format.
- At least 77% of Americans own a smart phone, capable of receiving and listening to podcasts.<sup>4</sup>
- At least 112 million Americans listen to podcasts and 4 in 10 Americans 12 years or older have listened to a podcast in 2017.
- 41% increase in Americans who listen to online radio from 2007 to 2017.<sup>3</sup>

### Online radio listenership

% of Americans ages 12 or older who have listened to online radio in the past ...



Online radio listenership has increased consistently for the past 8 years. Figure courtesy of the Pew Research Center <http://www.pewinternet.org/fact-sheet/mobile/>

## Implications

53% of Americans listen to online radio at least once a week.<sup>2</sup> (A total audience of 540 million listeners!)

**It is critical to take advantage of the increasing availability of technology.**

The primary objectives of #TeachAgTalks are:

- To effectively distribute the most pertinent information accompanying a weekly statewide email blast to secondary agricultural educators and key agricultural education stakeholders.
- To serve as an accessible platform for unique content from secondary agricultural educators and key agricultural education stakeholders.
- To explore the implications and effectiveness of a new form of media distribution in the context of school-based agricultural education.

Podcasting provides unique opportunities for learning and engagement, including live interviews with stakeholders and professionals, special guests, and special topics.

## How It Works

#TeachAgTalks is a podcast consisting of weekly episodes, no longer than 10 minutes in length, created to highlight key information from a state-wide weekly email blast.

### The Creation Process

- Key events and pertinent information is identified. Interviews with special guests and stakeholders are scheduled.
- Recording of the podcast talks place via Audacity.
- Music, transitions, and remote audio from interviews is added into the podcast during post-processing in Audacity.
- Audio is labeled and exported from Audacity.
- Podcast is published on SoundCloud and iTunes via upload through a free account.

## Future Plans

#TeachAgTalks is planned to continue with weekly episodes delivering critical news to secondary agricultural teachers and stakeholders in the field of Pennsylvania agricultural education. Further exploration of various outlets to provide the podcast through will be explored, as well as various styles of content creation and organization, in order to provide the greatest convenience and benefit to target audiences.

Producers of #TeachAgTalks strive to find ways to include more unique content to listeners. Data on listenership, subscriptions, and reach are currently being collected for analysis to compare the effectiveness of podcast listenership to that of other popular styles of information delivery in the Agricultural Education setting.

## Resources Needed

#TeachAgTalks was created utilizing **under \$100** of new equipment  
Creating and implementing a podcast is affordable.

### Recording Equipment:

- (1) Blue Snowball Studio-Quality Microphone (\$69.99)
- (1) Computer or laptop

### Computer Programs:

- Audacity:** a free open-source digital audio editor and recording software available to anyone.
- Zencastr:** a free online application to record audio from a virtual chatroom. This application was used to remotely interview guests of #TeachAgTalks.
- Free Accounts with iTunes and SoundCloud are utilized to upload and distribute the podcast.



## References

<sup>1</sup>Email Statistics Report, 2017 - 2021 (Rep.). (2017). Retrieved February 13, 2018, from The Radicati Group, Inc. website: <https://www.radicati.com/wp/wp-content/uploads/2017/01/Email-Statistics-Report-2017-2021-Executive-Summary.pdf>

<sup>2</sup>Edison Research (2018, February 08). The Infinite Dial 2017. Retrieved February 13, 2018, from <http://www.edisonresearch.com/infinite-dial-2017/>

<sup>3</sup>Shearer, E. (2017, June 16). Audio and Podcasting Fact Sheet. Retrieved February 05, 2018, from <http://www.journalism.org/fact-sheet/audio-and-podcasting/>

<sup>4</sup>Mobile Fact Sheet. (2018, February 05). Retrieved February 13, 2018, from Pew Research Center: <http://www.pewinternet.org/fact-sheet/mobile/>