

Please stand by for real time captions.

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Just doing another soundtrack. Thank you.

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This is our last sound check will be getting started two minutes.

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Good afternoon and welcome to the F BLP can me webinar Podcasting Using Government Documents . My name is Kathy Carmichael and he with me today is our presenter near Rogers who is the public affairs a librarian and government documents coordinator for Virginia Commonwealth University. In Richmond Virginia. She is work with government documents for her five 25 your career and her podcast is another way to share the love she has for these documents. Before we get started I'm going to walk you through a few housekeeping reminders. If you have any questions you like to ask the presenter or any technical issues please feel free to use them in the chat box. For people on the desktop computer laptop it's located in the bottom right-hand corner of your screen. I will keep track of all the questions and at the end of the presentation we will respond to each of them. We are recording today's session and will email a link to the recording and slides to everyone who registers for this webinar. We will also send a certificate of participation using the email you used to register for today's webinar. If anyone needs additional certificates because multiple people watched please email [F DLP outreach@GPO.gov](mailto:F DLP outreach@GPO.gov). Be sure to include the title of today's webinar along with the names and email addresses of those needing certificates. Desktop users may zoom in on the slides being presented. Click on the full-screen button at the bottom left-hand side of your screen. To exit the full-screen mouse over the blue bar at the top so your screen expands. Click on the return button to get back to the default. At the end of session we will share a satisfaction survey with you. We will let you know when it's available and the URL will appear the chat box. We would appreciate your feedback after the session including comments on the presentation finally me at will be screen sharing her presentation today. Which means once you start talking you will no longer see the chat box. If you want to ask a question once the screen sharing begins mouse over at the top and when the menu drops down click on chat to enable the chat box. I'm going to turn it over to Nina. Thank you.

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Thank you everyone and welcome. Everyone with a furry friend that's working with them at home you might get a certificate for them. That might be interesting. I'm going to share with you my camera. Here I am. I am the public affairs librarian at Virginia Commonwealth University library. I have a podcast called civil discourse. It's based in government documents as the base to get us started about what to talk about and we go from there and discuss government documents and working through the government and common misunderstandings about the government. That's where we go with that. It takes a village. All these people had input into the making of the podcast for the continuous running of the podcast. The person on the far left is my partner. That's his headshot. You'll see what he looks like. Everyone has had a part we had technical assistance. We music created we people every transcripts were listened to podcast to make sure we are staying within the guidelines that's you can do it by yourself I have had a large team that's reduced down to about four people. Just give you quick history of the podcast this is how long it took us from my idea of I'd like to start podcast to the season release. It was

six episodes it took about a year. Just under a year. I was very lucky. If you decide to start podcast now it's going to take you a little bit of time to get up to speed because you cannot directly work with your colleagues for the time being in most states. It gets slow down a little bit. This was enormously fast for my institution. Mind generally move that glacial pace. You could out run it by crawling. Everybody came together. They said let's try. The worst that can happen as it doesn't flow and we stop doing it. That was the process. I got my boss to buy in first and then I got my partner. From there was are working style and answering the questions and being able to articulate a specific purpose. That's the most important thing -- getting the actual podcast off the ground is mostly easy. There are some hard things. Not trying to scare you. It's a pretty easy thing to do. This looks involved. You have to be persistent. That's the key with building anything like this. You have to answer this question. What is your podcasting about. What I found is I have practiced over and over my elevator speech. If anyone's of business major the elevator speech it's the 15 second sale you got into the elevator with the director and you want to start podcast what would you say to get them hooked? Generally I try to talk about the idea that the them of libraries is public access. We want to encourage access to public documents as much as we can. We want open access as possible and this podcast focuses on something that's automatic. I'm already ahead of the game. That usually gets intrigue and then I get off the elevator talk to them more. Content. Here's the thing. I want to be very honest about content and deciding how to go about your podcast. It would seem like the government is an endless source of content and it is and isn't. There concepts so in a related you to talk about them all together. That means doing separate pieces becomes impossible. You end up having to break out that content in a different way. The government has this tendency to go off, for instance, for our podcast this summer I no intention of spending the entire summer on the Supreme Court of the United States. I had no intention doing that. I do plan for the summer. An episode that would create in the next are doing interesting things. They started asking us about them. I found it very important to listen to your audience. If they were going to direction go in that direction if you can and a lot of people said I don't understand these cases going forward. I understand what reporting but I don't understand the implications. Again, come back to the purpose of your podcast. Have a clear purpose. It's easy to get mission creep. You go in one direction and then you're talking about stuff you weren't planning on talking about it has nothing to do with government documents and you get off the road and you're in the weeds. It's important to solidify her purpose as much as you can and stick to it. If you find something else interesting to talk about create a second podcast. Create special episodes but you need to make sure you keep yourself in line as much as you can. To talk about style and partnership. It's about finding the content. Everyone can find federal content document. That's pretty easy. We start with the Constitution and I will show your research guide. The Constitution is the first thing you find. A huge amount of what we talked about comes from the Constitution. With a link to the GPL. Want people to find documents from or talk about them. There could be interesting podcast out there. Just solely on that. You could dig into certain agencies and go all out with their individual documents. There's so many ways you can take something like that. I love the new titles list. It helps to show the government is doing things. A lot of people are to hold the governments in active. It's gridlocked and frozen. That's not true. What discussions her head. It's important we help people recognize the work of the government being done. I have RSS feeds because an ancient

and it use to be called RSS feeds. Now you do through newsletters or press release list. There's still some agencies that have RSS. That's a good way to find out what they're doing right now. If you want something that's timely. And then at the bottom I have this open access or Google type of thing. I just realized you can follow the department of homeland security of Flickr. Not certain how that would play out on a long-term basis. It's funny to me that they are trying to be part of that world and get people excited about what the doing. There are all kinds of expert blogs on various work the government is doing. This was the easiest one to mention. There are a lot of those and you can find other people talking passionately about what you're talking about on your podcast. Then there's your local newspaper. We haven't done as much with our local government documents. We talked about moving into that in the next year to and mixing our focus so doing local and federal. That be more interesting for our listeners. Our audience you need to figure out what your audiences. If I can get you to listen to my podcast the key is to keep in mind what level you're shooting for. I say that by way of us of recommending pens guide. It's intended for a younger audience. If your it's the junior senior level. Training at that level of knowledge. We feel like that's a good spot podcasting is public teaching. This is our purpose. The main responsibility is to engage the public and educational opportunities. When his make things accessible so they can learn for themselves what's going on in the world. We view this is public teaching. The partner is a professor at the University. It strongly in public teaching. Through panels and conferences and this podcast. Your style, content it's extremely informal we use adult language but we don't use selling which is separate to our audience. I've listened to every episode. We try. We went for conversational. We try to make it be as much as he could us hanging out and talking about a thing. It's the best way to reach college students. Wouldn't Inc. they would be interested in black shirt. A lot of conversational. That doesn't mean that's the only way to do it. That's the right way to do it for personalities there are many people very scripted podcast and they sound fantastic. They sound professional, finished, would update selling that. It's just what you feel you want to go for. Remember, if you do something super finished you're going to have a lot more editing. I edit very little. I edit for a link which very rarely. I edit sometimes on tangents and then we talk about something that's ridiculous. I will edit out that chunk. Generally speaking, there's little editing. It's not possible to overstate the importance. That's my partner. He's a political science professor. He teaches in the political science department. He knows all the things so he's fun to talk to. Is a great listener and a speaker. When I'm talking he's paying attention and then he follows up with things he said. Makes notes about how he wants to respond. I know people do it but I think it's important to have something to bounce off of for someone to bounce off of. It's hard to continuously do the podcasts and not have a partner. We also interview people. One things to do with the podcast is we encourage faculty to come on and talk about the researching. We just an episode with one of the professors in political science studying Russia. We did her take on the political situation. We've done work with the eviction people out of urban studies. We've done work with the leadership folks. Out of public administration. Depending on the subject you pick there's ways you can reach professors and use their expertise if you're on and campus. You might consider asking professors to be part of your guest stream one of things I like to do next year is have a nuclear engineer come talk to us about three mile Island. That would be an interesting episode. That kind of thing. Try to find partners that will help you the first fire subjects and give you someone to work with. It's the technical aspects of pretty podcast. The

cost and production difficulties, how you assess it and how you on the word. Cost here you can go from everything if you already have a phone or android to record you can use free software and locally publish if you have a live guide at your library or a repository at your university were in your public library system. It would cost you almost nothing. I've now realized I should the promise list zoom. We are creating a podcast with zoom. The University has access to that. Zoom cost money. There are other ways to do it. You can go to Google meet or other things. That would allow you to see each other when you're doing the recording. I know there are people that do recording without seeing each other. I'm not sure how they do that. Good for them. That's a special talent. You can go from a low price to something like the medium were you have formal recording device of some kind. I don't know if you can see the image but that's my Yanni. It's a microphone you can buy on Amazon. It was \$150. If you want a medium level headset that kind of thing there's low-cost software but is not free. And there's a publishing account. We publish our podcast through think all transistor. It's \$200 a year to publish. It's not hugely expensive. That the worst expense the world and then you can go high-end's. At the library which I haven't been in since March we have a soundproof room. You've much higher quality of sound for the background. We have the physical layout of the room has a high-end microphone, I am software so all that can be very expensive you can spend a lot of money on it. Don't think in terms of I have to have a lot of money to get started. You can get started for next to nothing. If you have any struggles feel free to email me and I will be happy to help you as much as I can. I do want to mention transcription. If you're going to be ADA compliant you need to at the very least provide transcription service upon request. Try to mentally build that into your process. We do transcriptions for everything regardless of request because we don't want students have to request it. We wanted available to them. That's my institution. Whatever institution is chosen you should fall into compliance with that. Be aware of transcription is a concern you need to add in the cost and it's not inexpensive it runs roughly a dollar a minute so there you go. For an hour you're talking \$60. Some of ours go long but we try to shoot for an hour. We publish every week. It's a lot of money. It's investment the University is made because they made the investment in the podcast. It's something you want to keep in mind. Production difficulties. One of my favorite things is when you go to use the software and it needs to update and you have a timeline. That's always painful. When I'm anxious because I need to get the podcast up a certain time. One thing we set is the goal of having the podcast go up at the same time on Friday every Friday. Used to be noon, now it's 5 PM. People to have consistent upload time and date. You don't have to do that. If you don't, takes pressure off production difficulties. If you can't meet with someone this week or someone gets sick or your workload takes a different turn and you can't record, if you have not set yourself on a schedule you have the benefit of saying we're not to point out this week. We didn't do that because we wanted to have a consistent and persistent presence. So far we haven't missed any weeks. I'm not you would. It's bound to happen and would have to release the pain that would cause. Also, the other thing I want to point out that's not infrequent thing is you think you're not gonna have to add it then you open the file and its corrupt whether something going on with the sound and you need to do editing. You'd be amazed how long it will take. You think it's only getting me having to listen to wants. Editing is more involved than that. For any real depth it's gonna take you a while. Assessment it's hard. I'm not kidding. Assessment is tough. It's hard to figure out if your podcast is successful. If your cereal are huge podcast that takes off and explodes and

easily people downloaded it's not question for you whether your podcast is doing what you wanted to do. I hate to break it to you. Your pie not to create that podcast. That's a zeitgeist lightning strike kind of thing. Most people's podcast don't take off that way. It's a slow build. Takes a while to get traction to get list to it. It's hard to assess. The quantitative stuff is easy. You can see how many people downloaded. You can see the reviews, that kind of thing. That's pretty easy to come by. The stuff that's harder to assess is is it building partnerships for you? Is it building connections to the community. Peer and the public library starting a podcast is your public listening? Are they talking about. Are they emailing you was subject ideas. Are they angry? Sometimes their feelings are assessment of what you're doing or that you're in the conversation. I have found it's a fantastic conversation opener. I will go to talk, some will talk about something they're passionate about and I walk up to them say I do podcast as wondering if you'd be interested in being on it. You would be amazed at how their faceplates a and how excited they get and how interested they are. They come and talk to about what they're passionate about. That's huge. Also with politicians we've noticed that they are have been to college and explain things happening. We haven't done as much is that. It got a little interesting. Were taking a quieter simpler approach. That's hung up that. It also leads to other projects. Not only to make a podcast want to make learning a job. She wanted learning objects for her class which are back-and-forth discussions with various legal cases and how the law works in general because she teaches a law class and want us to create this and thought I would be a good partner. That's a softer assessment. It's harder to explain to other people. The first thing you have to do is get on social media. We do not have a twitter account for civil discourse. We did not want to confuse people. When it want to make anything that was a derivative. With Christopher fair put on Facebook and twitter account and for the political science department. These are the people most interested in us. Professors have announced in the class. They been on the podcast. May announce in class and get people to listen. Some professors have assigned episodes because they wanted listen to for people coming to class and they think it's a way to get students interested in those topics. I have business cards for the podcast I can give out for material. A little square business card. They had the image on the front title page of this set of slides. And then there's presentations like this one where I said I have a podcast, welcome to listen to it. Which ever you prefer. Give us a listen. I think mostly comes from word-of-mouth. Professors will listen and say something in class about it and students will say I wonder if that's about? Frankly they're more interested in my partner then they are me. Librarians are not so excited. They know him so some of that and they tell their friends who may or may not have taken the class. That's where we are with that. I say world domination. This is where the majority of her listeners are. There in the United States. We do have listeners from other places. I'm always a little surprised when I open up. I don't have on here pulling. If several listeners in Poland which I'm not entirely certain what that's about. Maybe they're trying to understand the federal government as much is PR. It's fun to get these reports he can get an idea of what your reaches. I haven't cracked Russia but they are on my list. How I think of podcasting. I want people to learn. I want to learn. I want to build connections between ideas and concepts and documents that people can look at. I want them to verify for themselves. I want them to build their own opinion. I want to have fun. It's important I have fun because I do this every week. We record for an hour and then I spent two hours editing. That I spent 15 minutes getting it posted. This is a big chunk of my week. If I were not enjoying it I would have

to step doing it. I encourage you to think about that before you get started hockey make us fun for yourself as possible. I heard this before. It's a persistent commitment. If you decided of a podcast you need to consistently create the podcast. Once a month or once a week or every day which would be terrifying. Whatever it is we're gonna do, once a quarter, you need to be consistent. It's really hard to be consistent about something you hate that you don't enjoy doing. That's no fun. There's no reason. Life is too short to do a thing you don't want to do or that you're not enjoying doing. I encourage you to do that. The other thing I encourage you to think about is when you name your podcast it should be honest. The named our podcast civil discourse. We were worried about the discourse in this country about governmental things. People worried people having divisive feelings and that they were connecting her talking to each other and they were being civil. There are times when Doctor organ bar and I disagree. We have to model the civility want to see in other people and in the discussion. We've learned to do that. And have a civilized pleasant discussion that ends with respectable admiration of the other person even if you don't admire the idea or don't agree. You can and should respect the other person's position. That's we try to get across to them it's important to have the in your mind when you decide you create something like this. The take away. Make sure clear on what you're trying to accomplish. And how you try to reach them. Keeps your concepts. Right your concept document. I cannot say that enough. If you don't write yourself a concept document where you layer concept and layout the way to reach that in the ways you can assess it and what you want to I think is as important as you are going to do. Make notes for yourself. Even if you don't shut up with your boss about things you're not to try to do this or not to try to accomplish. It's too big. I can't emphasize enough having that base document. Everything asking for. Your boss, your bosses boss. People who listen to it are going to ask you how did you come up with it. It's just a good document to have. Your partnership, your team, those are super important. Keep in mind your resources can be from low to high. And then really importantly for people who worry about the numbers the numbers are everything. Keep that in mind and be able to articulate that yourself and other people. It's really hard and disheartening the first couple months you put stuff out and is not getting picked up. It took us three months to get any real traction and in January nothing and then in February we start back up again. It's for your consistent downloads. From August to now almost an entire year we've about 2400 downloads. We feel like it's a good number. We're coming along at a decent pace. Someone will say session such podcast got 10,000 downloads. We are not that. We are accomplishing what we need to accomplish on campus which is exploring government documents any research out there and having a good time talking about it. Keep that in mind. We live in a world based in numbers but they don't always tell the full story. Now we will take questions.

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This Kathy I've question.

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I'm sorry Kathy, I forgot to show people something. So sorry. I was going to show you a screen. Meant to do this. This is our research guide. We set up a seasons. You can see different seasons to left ear. We name the episode and describe each one. People can listen from our research guide. Or they can download from our scholars Compass which is our university repository.

Were happy of people download and listen. We do have a rule about how will allow people to use the podcast set it up so they attributed to us they can use whatever portion they want but they must attribute. Sorry Kathy. Now I'm ready for questions.

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How you deal with the lack of visuals?

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In a podcast? It's really weird and funny. We usually describe to listeners what were doing. If one of us raises her hand yes I see raised hand or whatever something. We sent a little bit like remember when your parents play for you the shadow and other kinds of radio shows. It's like that. We describe things like that. Describe the documents. Generally speaking we just link to them from the research guide and we tell them the podcast. There will be a link in the research guide. Please go there. At the end of the podcast there's a tag. There's Donna's voice. There's our local actress library. She did the voiceover and it says the address at the bottom. She gives that link and people can go to the guide and click on the document.

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Are you allowed advertising on your podcast?

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No. Because were public institution we don't do any advertising. It would only be for VCU things. Because of being a public institution we cannot entertain any sort of advertising. Occasionally we advertise the eviction lab. It's part of VCU overall campus. We were just advertising another part of the institution.

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How do you define the season. It's somatic while others are not.

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They're not somatic until now. It was somatic because we did the summer of Skoda. We have a way to do the seasons and we haven't done them consistently. It's one of the things I failed. What you should do is set yourself a number and that's can be season. We've been sort of have many weeks that's our season. There by semester. If that makes any sense it was a summer, fall, spring so there a little bit broken up in that way. Does that answer your question?

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Patricia says great to see the research guide to the civil discourse podcast. From Bert, very nice service. You may get international viewers give their students and faculty in other countries in U.S. history government.

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Good point. It's very much true. There may be Americans abroad that are studying at other institutions as well.

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I remember from the FTP conference. Glad you're doing it again. Caught stuff I did not catch in the fall.

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She's responding to the earlier question.

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One question that skipped. You been striving to keep things civil. You get uncivil feedback and how do you deal with it?

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We really don't. We get corrections. Which is great when people say that Flag Day. With that three people who email me and said you for that Flag Day. We don't really get much in the way of uncivil commentary at this point. Probably because were not very big. I'll be honest, we took off in the way the huge but tested to make it more of that. The other thing that helps is people are sending it to my VCU.edu account or doggies account. That maybe inhibits people from being rude. There 72 account at University. Also, it has to do with the fact that we don't have a huge amount on the each month. That's 200.

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Two other poly's I asked the guest host?

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Other poly site professors -- it's funny about whether you can get them to be on your podcast. People teach for living say they're too shy. I find it hilarious. Talk to stating cost of 400 kids but you will come talk to me. To people you know. We've had a couple poly site professors and as more do it more are warming to do it. Got more commitments for the spring that I would've gotten because the strength to see we don't ask them superhard difficult questions or more ethical questions. We try to be careful. I would be interested to get more professors and broader subject areas, urban studies, criminal justice those areas. I think it'll come but it's slow building.

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Actually, on that note Amy asked are other members from other departments guest hosts?

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Not guest host. The link yes. We always host. It's me and all be or me. Sometimes he's not available. All professors have different schedules. We've never handed over the hosting duties because he wanted to be our voices. It's at least me and someone else. For urban studies it was me and the two people from the evictions lab and another librarian that was dealing with the common book. The University has a common book which all freshmen read. Last year was on evictions. We brought eviction people into do a podcast. They did a short one in a long one. It's been a couple people from outside poly side. Trying to build out that network. Takes a little bit to get them to commit.

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Other any other podcast that you know of?

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More regal comes other military. I can't remember his last name. He does a marvelous job with that podcast. There's another one out of the Navy. That's name is escaping me. I'm so sorry. Other than those I'm not aware of anyone doing government documents podcast specifically. If there are people out there any know them email me. I would love to form a group of people that work on these things together so we can cross pollinate.

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This is Ashley. If you think of those names and the titles just let me know.

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I can look them up and get it to you.

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This podcasting. Hold I got that one. Podcasting on government information sounds interesting. I like to try it.

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I think you should. Everyone should. Government documents who work with& All of us you think your work is quiet and relatively simple. There's so much depth. There's so many things to talk about. You don't know that to your waiting your documents collection. You going through the docs and you pull out a document that Nixon visiting China and you say when they open China and the 26-year-old blinks and says when Nixon did what? You have a moment of despair. You start talking and realize there's all these things you can explain to them. They're not getting civics in school the way they use two. There's a way to make those interesting to say I only thought Nixon was a bad guy. He did a lot of things. He was nuanced. Let's talk about that. In fact, we were absurd coming up on Nixon open China because of that. I want to bill Newman and I said can you explain this? He said sure and he explained it. That will be in the fall. I say go for it.

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Bert says [Indiscernible -- low volume] podcast. Seen Australia Army podcast.

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Both of those were military podcast. I have been presenting with them on a panel at the military training meeting in December of last year which is how I found out about it. I will get those names to send to all.

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In as a comment. I agree, something I've been wanting to do for a while but have not had support from institutions.

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The world. There are ways to do it. Find out the best thing to do. We got permission. If you build a case and you one stone eventually will let you do it.

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Janice is to return to the interview. You sent interview questions for the podcast? Depends on the person were interviewing. When we interview them give them for broad questions to frame the discussion around. They were great. We did for one off into the longer take. They just talked. That was wonderful. Generally speaking, we try to give a framework document where we say will start this way and this is the first one to questions. If a person one the entire series we would do that. If they felt uncomfortable was they had a list of questions we would create a in a Google doc. We just haven't had anybody do that at the granular level. We would do that for them. When we do it it's really good about creating for cases we create the holdings in the case and that kind of thing to guide the start the discussion. Other than that we don't generally have anything more than that.

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Okay. Will must call for questions. I believe Ashley is going to put out the link for the survey.

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Last call for questions.

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Thank you so much everyone for coming and listening to me talk about podcasting. It's near and dear to my heart. If you decide you want to start one I'll be happy to support you in

whatever way I can. Grab my email from slide. There's anything I can do to help you or share my documents and all the stuff that wanted to me getting permissions and all that other stuff I'd be happy to share that with you.

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Okay. Thank you so much. This is really enjoyable. Be sure to check out other webinars. We do them all the time.

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Thanks. Bye-bye. [Event Concluded]