

# Podcasting with a Purpose:

## From Library Collections to University Connections

### Podcasting and Oral History

While podcasting is not new, the technologies used to develop one are more accessible than ever before. Podcasting involves creating a digital broadcast available for download to a device, such as a smart phone or computer. While its popularity has ebbed and flowed through the years, podcasting is becoming an ever-increasing way to enjoy a variety of audio content once again, including oral history. For some libraries and oral history programs, podcasting allows for long-form storytelling, with the ability to build in context and interweave memories from oral history interviews. It serves as another outlet in providing awareness to oral history collections and in targeting specific topics of interest to a wide range of potential listeners.



### About Amplified Oklahoma

Amplified Oklahoma was launched in May 2016. A production of the Oklahoma Oral History Research Program at the OSU Library, the show highlights a blend of oral history excerpts and interviews with campus experts. A variety of topics related to Oklahoma history and culture are explored, utilizing audio from the library's collections. Published monthly, Amplified Oklahoma continues to build an audience with reach across the state and beyond. Listeners can download or stream the podcast from SoundCloud, iTunes or Stitcher. Show notes, related images, and links to recommended resources are also made available on the OSU Library's website.

### Undergraduate Involvement

Since the start of Amplified Oklahoma, the program has benefited from undergraduate student involvement. The OSU Library funds a podcasting intern to assist in the development of show content. In addition, through a partnership with the OSU Department of History, students working with the library's oral history office as part of a practicum course also have the opportunity to create a podcast, from start to finish. For practicum students, this experience serves as the culmination of their work, as it exposes them to interviewing, audio recording, sound editing, and writing for broadcast.

### Benefits to the Library/University Community

- ▶ Builds awareness of university researchers
- ▶ Opens doors to future library-researcher collaboration
- ▶ Allows for the remixing of library collections
- ▶ Promotes library oral history holdings
- ▶ Engages the public beyond the physical library
- ▶ Encourages undergraduate student involvement

### Listener Reach (Through May 2017)

#### Top Cities

<b>S</b>	Stillwater, OK	448
2	Tulsa, OK	68
3	Oklahoma City, OK	47
4	Norman, OK	37
5	Mountain View, CA	33
6	Ashburn, VA	23
7	Beaver Falls, PA	22
8	Edmond, OK	22
9	Dallas, TX	18
10	Broken Arrow, OK	17

#### Top Countries

<b>U</b>	United States	1,498
2	United Kingdom	28
3	Netherlands	14
4	Turkey	11
5	Korea, Republic of	9
6	Canada	7
7	Germany	7
8	Brazil	6
9	Australia	5
10	Ukraine	5

### Getting Started with Podcasting

- ▶ Determine podcast format (solo voice, multi-host, or segments)
- ▶ Pinpoint producer responsible for leading podcasting efforts
- ▶ Focus on branding, identify show name
- ▶ Capitalize on your library's unique multimedia holdings, in-house experts
- ▶ Think about equipment, production, and recording needs
- ▶ Create online presence and/or social media
- ▶ Determine mechanism to generate RSS feed for podcast publication
- ▶ Outline future shows 3-6 months in advance
- ▶ Commit to a regular production schedule



### Listen

<https://soundcloud.com/amplified-oklahoma>  
<http://www.library.okstate.edu/news/podcast/>



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