

CAREER AND EMPLOYER RELATIONS PODCASTS: BENEFITS AND COSTS

Gregory Heller, Sr. Associate Director, MBA Career Management
gheller@uw.edu | ConversationsOnCareers.com
MBA CSEA Global, June 2021

Photo by [Austin Distel](#) on [Unsplash](#)

CAREER AND EMPLOYER RELATIONS PODCASTS: BENEFITS AND COSTS

Gregory Heller, Sr. Associate Director, MBA Career Management
gheller@uw.edu | ConversationsOnCareers.com
MBA CSEA Global, June 2021

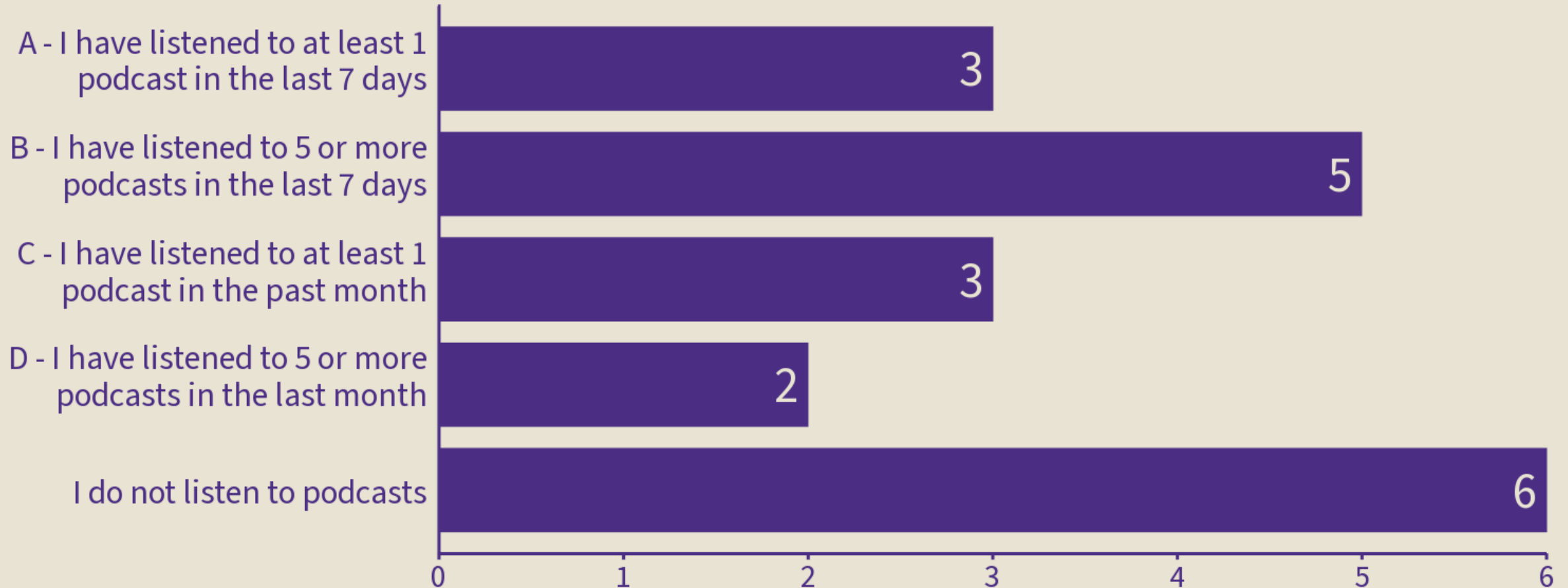
Share some of your favorite podcasts in the chat!

Photo by [Austin Distel](#) on [Unsplash](#)

🔊 When poll is active, respond at pollev.com/mbacmg

📱 Text **MBACMG** to **22333** once to join

W Are you a podcast listener?



Total Results: 19

PODCAST STATISTICS

There are over **2,000,000** podcasts with more than **48 million** episodes as of April 2021.

Half of listeners listen weekly

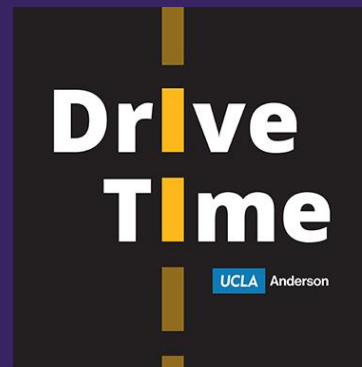
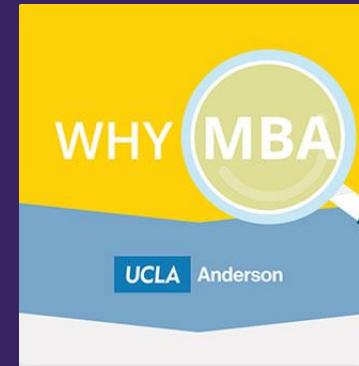
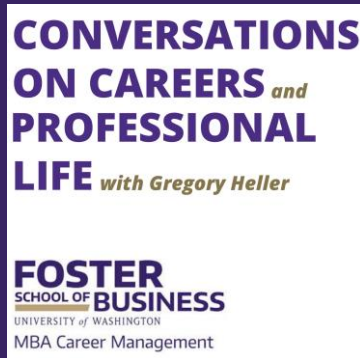
75% listen to more than one podcast

- 55% (155 million) of the US population has listened to a podcast
- 37% (104 million) listen to podcasts at least every month
- 24% (68 million) listen to podcasts weekly
- Age of listeners:
 - 12-34: 48%
 - 35-54: 32%
 - 55+: 20%

B-SCHOOL “CAREER” PODCASTS



Dr. Dawn on Careers



A LITTLE BIT ABOUT ME



CONVERSATIONS ON CAREERS & PROFESSIONAL LIFE

With Gregory Heller



Each episode features conversations on topics related to the job search, professional development, public speaking, resilience and mindfulness. Guests include current MBA students, alumni, faculty and staff, and outside experts.



Photo by Addison Berry on Flickr under CC by-sa-nc/2.0



ConversationsOnCareers.com

WHY DO YOU WANT TO MAKE A PODCAST?

W Why might you want to make a podcast?

“ Connect with alumni and industry professionals ”

“ Storytelling ”

“ Wanted a more creative outlet than current role provides ”

“ Create an on-demand, bite-sized resource for students ”

“ Another way to connect students to employers and the world outside of our school. ”

“ Another way to get insights out to students - saves time in busy MBA schedule ”

“ I want to use the podcast as a way to increase the brand recognition of the firm. Increase awareness of the initiatives we have in place for students. Be proactive in staying on the cutting edge of varying industries. ”

“ Another way to communicate ”

“ Great way to learn ”

WHY I WANTED TO MAKE A PODCAST...

Extend reach of our content
Time shift content for students
Share evergreen content

Share student's & alumni stories
Share advice and from outside experts
Elevate my reputation and brand

WHAT DOES IT TAKE TO MAKE A PODCAST?

But it's gonna take money
A whole lotta spending money
It's gonna take plenty of money
To do it right child

It's gonna take time
A whole lot of precious time
It's gonna take **patience and time**
To do it right child



HOSTING

 libsyn

buzzsprout 


PodBean

RECORDING TOOLS

Hardware

Computer/iPhone
USB Microphone(s)
Recorder
Zoom H4NPro
Rodecaster
XLR Microphones

Software

Audacity (free)
Garageband
ProTools
Abelton

Services

Zencastr
Zoom
Squadcast
AnchorFM



Photo by [CoWomen](#) on [Unsplash](#)

COMMITMENT



Photo by [Isaac Wendland](#) on [Unsplash](#)

DIFFERENT MODELS

- Single host vs multiple hosts
- Solo operation vs production team
- Work with Marketing Department (or not)

FORMAT

- Scripted
 - Write a script
 - Record someone reading it
- Interviews
 - Record and interview w guest(s)
- Produced
 - Edit multiple interviews, live events, connect with commentary

Who would you invite on as your guests?



GUESTS

- Students
- Faculty
- Recent Grads/Alumni
- Coaches (Colleagues)
- Authors/Outside Experts



MARKETING AND PROMOTION

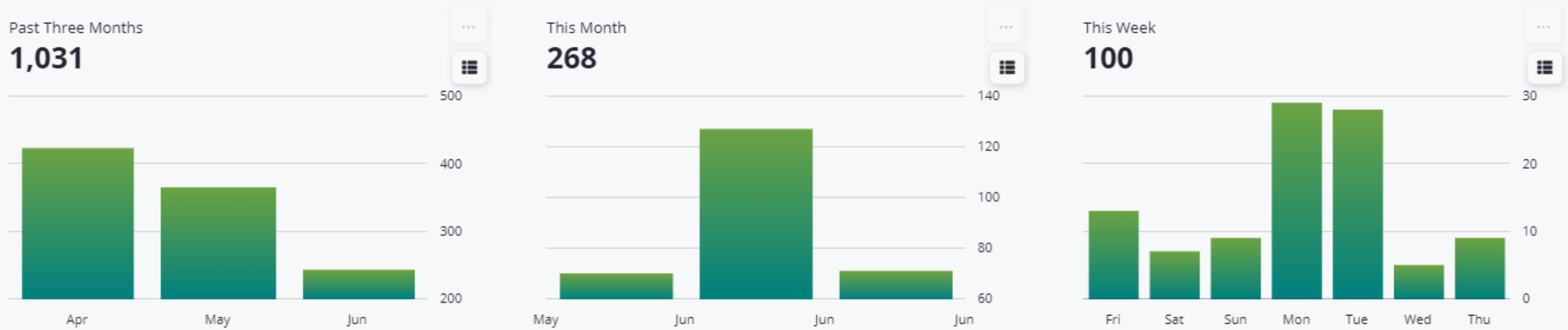


FOSTER
SCHOOL OF **BUSINESS**
ALUMNI NETWORK



**HOW WILL YOU MEASURE
SUCCESS?**

THE PROBLEM WITH STATS



ARE YOU REACHING YOUR TARGET AUDIENCE?



ASK ME ANYTHING

LINKS TO PODCASTS

- <https://conversationsoncareers.com>
- <https://www.chicagobooth.edu/careercast>
- <https://www.lebow.drexel.edu/academics/graduate/student-services/career-services/resources/career-conversations>
- <https://haaspodcasts.org/podcast-network/>
- <https://www.anderson.ucla.edu/degrees/fully-employed-mba/culture/drive-time-podcast>
- <https://www.anderson.ucla.edu/news-and-events/podcasts/why-mba>
- <https://mitsloan.mit.edu/alumni/sloanies-talking-sloanies>
- <https://insight.kellogg.northwestern.edu/podcast>
- <https://dardenexecmbapodcast.podbean.com/>
- <https://open.spotify.com/show/2nVBKtrqKx8yhm2rbYleF6>
- <https://podcasts.apple.com/us/podcast/dr-dawn-on-careers/id1174441485>
- <https://redcircle.com/shows/mba-insider>
- <https://www.learneducatediscover.com/>
- <https://awesomeatyourjob.com/podcast/>

FOR FINAL SLIDE DECK AND SUMMARY OF RESOURCES

Visit <http://conversationsoncareers.com/mbacsea21>