



# Best Practice Podcast Guide for Academic Podcasters



# Impact Studios

Impact Studios is a media production house based at the University of Technology, Sydney. We are part of the Centre for Social Justice and Inclusion. We work with academics, researchers, communities, philanthropists, and other organisations to tell stories that have the power to effect real change. Our team brings together a rich array of storytelling creativity, research and analytical skills and technical expertise to create innovative work, backed by world class academic research.

## Our Podcasts



- [History Lab](#)<sup>1</sup> Winner of the New York Radio Festival's Gold Award, this is Australia's first investigative history podcast, exploring the gaps between us and the past.
- [Hey History](#)<sup>2</sup> A unique podcast for primary school students, this series sees kids grapple with the big questions at the heart of our national story.
- [The Last Outlaws](#)<sup>3</sup> Winner of the 2022 Premier's History Award, this is the remarkable story of Australia's last outlaws, Jimmy and Joe Governo, set in Australia's dark history of frontier violence, racial injustice and the global trade and defilement of Aboriginal ancestral remains.
- [The New Social Contract](#)<sup>4</sup> Winner of Australian Podcast Awards Best Lockdown Podcast 2020 award, this podcast contribute to a national conversation on how the relationship between universities, the state and the public might be reshaped as we live through the COVID-19 pandemic.
- [Life's Lottery](#)<sup>5</sup> New ways to break the cycle of disadvantage, in partnership with the Paul Ramsay Foundation.
- [UTS 4 Climate](#)<sup>6</sup> Leading thinkers from politics, economics, science and journalism continue the conversation on climate, in collaboration with the Institute for Sustainable Futures.

## Why make a podcast with us?

The Impact Studios team is comprised of storytelling experts who work with academics daily.

### We help your research:

- become more accessible
- reach a broader audience
- reach a niche audience
- contribute to a national conversation
- connect with stakeholders and potential partners in industry, policymaking and government
- generate real-world impact



# Using Podcasts to Amplify Academic Research

Impact Studios can work with you to turn your research into a high-quality engaging podcast that fits within your budget. If your idea doesn't fit within the Impact Studios editorial scope, we can advise you on next steps for independent podcast production.

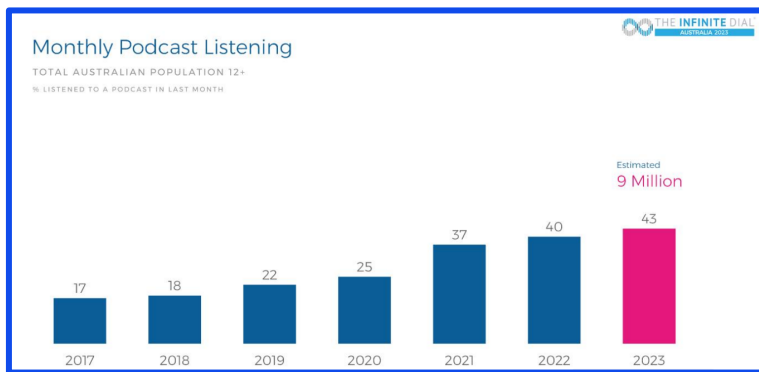
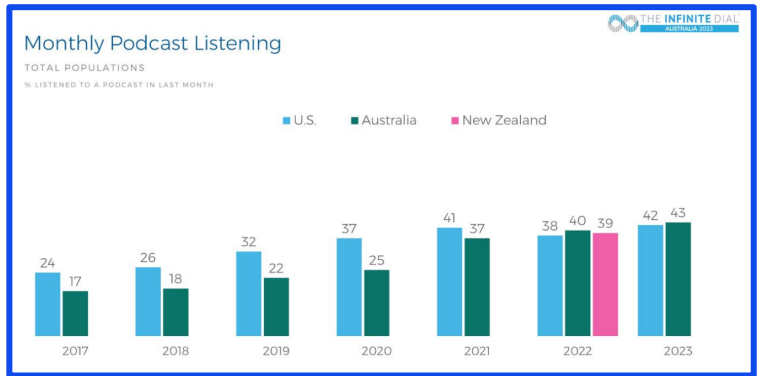
We look for podcast pitches that include:

- a skilled host
- an original idea
- engaging storytelling and narrative elements

## Why Choose Podcasting?

### Australian's are the world's #1 Podcast Listeners

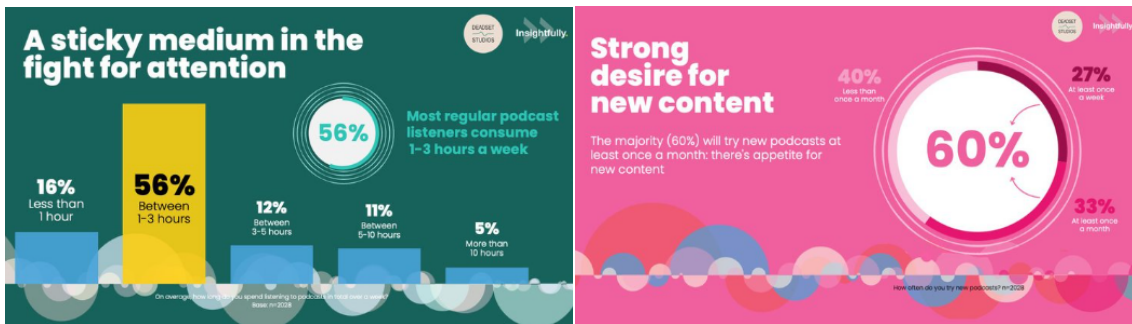
Podcasting is rapidly growing in Australia, with more people listening than ever. According to the 2023 Infinite Dial, 43 per cent of people listen to a podcast on a monthly basis and 33 per cent on a weekly basis.



Weekly listeners listen a lot: 66 per cent listen to four or more episodes per week, with 27 per cent listening to six or more.

Listeners skew young: 70 percent of those aged 18-24 and 56 per cent of 25-39-year-olds are monthly listeners. But it's not just about how many people are listening or for how long – it's also who is listening!





Podpoll's 2023 survey shows people who have taken action to support a cause or purpose are heavier than average podcast listeners - nearly a third of them listen to more than 3 hours per week, making them a highly engaged audience. The report shows that in Australia, podcasts are now more popular in terms of monthly consumption than printed newspapers, magazines and audio books. Podcast listeners tend to be highly engaged - 39 per cent of regular listeners listen daily, and 56 per cent of regular listeners tune in for 1-3 hours each week, proving the sticky nature of the medium.

### More Interesting Data:

- 93% of podcast listeners are "learners" (people hungry for new knowledge). Conversely, these are the kinds of people most likely to be regular listeners.
- 88% of listeners share their opinions with friends and family.
- 78% of listeners take action to support a cause and issues they care about. \
- Regular listeners listen through to the end of the episode 81 percent of the time.

## How we can work together to make Impact

### Research & Development: Turn your idea into a plan

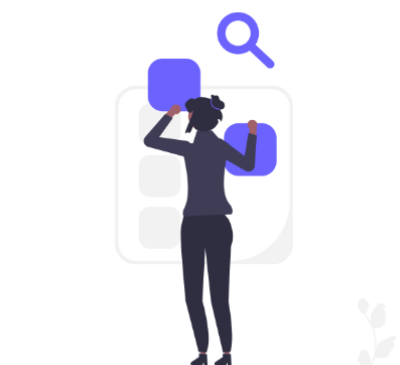
Podcast pitch | Concept development | Impact strategy | Series & episode outlines | Budget | Production schedule | Assigning a producer

All good podcasts start with an idea. We help develop this into a concept and work with you to understand the impact you seek to have, and how the podcast will achieve it – and how we will measure and evaluate it.

From there, we'll work with you to decide which type of podcast (e.g. chat, documentary) best suits your idea, and to define the host, number of episodes, length, release schedule, intended listeners, interviewees and more.

We'll get to work on series and episode outlines, a budget and production schedule.

Finally, we'll bring on board one of our freelance producers to work closely with you on the series development.



## Production: Recording and editing



Interviews | Host & field recordings | Script writing | Audio edits | Group feedback rounds | Fact checking & editorial discussions

The next step is the fun part – hitting record!

We'll record interviews (either in the Impact studio, on location or remotely via our virtual studio), your host's narration and any field recordings. There will be rounds of paper drafts and audio drafts to work through, including feedback from our Supervising Producer, Executive Producer and the rest of our team.

We'll conduct fact checking where necessary. And we'll refine the focus of your podcast through ongoing editorial discussions. This step can take some time – but it's all to make sure your podcast is a quality production.

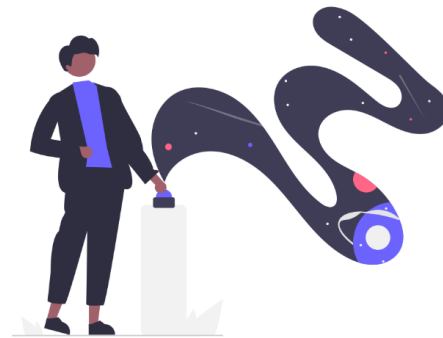
## Post-Production: Make it sing

Sound design | Music scoring | Mixing & mastering

This is the step where we bring your podcast to life for the listener.

At Impact Studios we know the power of the audio medium to create an immersive experience for the listener. Sound design can include creating audio "scenes", archival material, sound effects and other audio elements.

We'll add music to enhance mood and tone, including a theme track. And we'll bring on board a sound engineer to mix and master the final episodes, so they sound great in speakers and headphones.



## Distribution & Promotion: Find your listeners



Podcast tile | Show notes | Transcripts | Hosting & Feed management | Promotion & marketing strategies | Media partners

This step is sometimes overlooked but it's a key part of making a podcast. After all that work crafting your podcast, it's important to reach your listeners!

We'll find someone to design your podcast tile (or cover art) that appears in podcast directories.

We can also make you some audiograms – short video snippets to share on social media. We'll manage your podcast feed and share it within our Impact Studios channels.

We can also help you write your show notes – the episode descriptions and additional information listeners can read while listening to your podcast. We'll help you think of ways to promote and market, or partner with other media organisations. Podcasts are still primarily shared by word of mouth, so tapping into your own networks is still the best promotion strategy!

## Making Impact: what audio can do

Telling the story of your research, sharing your passion for your work, and talking about its real-world impact might potentially make for fascinating listening – if it has all the right ingredients. But that alone won't make it achieve impact. We understand impact as a change in the world beyond academic. So a podcast, no matter how engaging, that features researchers and industry partners speaking with a skilled and entertaining host will not make an impact if it lands in the crowded podcast market with no clear strategy for what it wants to achieve. Below you'll read two case studies that help you understand how a podcast can achieve impact, as well as a guide to making impact that lists the many approaches, strategies and techniques you can use.

## Evaluating Impact: Measuring & Reporting

Data collection & metric analysis | Developing an engagement-impact report. We evaluate impact in a variety of ways – podcasting is a long-form medium targeted at niche audiences so we don't just measure in "clicks" or "likes"!

Instead, we measure:

Downloads, reach, listener experience, tracking communities of listeners, syndication and partnerships, licensing and sponsorship, curriculum embedding, policy development, knowledge communities, events, reviews & awards, interdisciplinary connections, and creating a model of good practice for other podcasts.



### Listen to our podcast about research impact

Our seven-part podcast series Impact at UTS:

- explores engagement and impact looks like
- spotlights best-practice examples of connected research
- highlights concrete resources for producing research with impact.



## Case Study #1: Turning History Research into a Podcast

A podcast where kids ask the big questions about Australian history. Tailored to the school curriculum and for use in primary school classrooms (stages 2 and 3).

- Release date: 7 June 2024
- UTS Researcher: Prof Anna Clark (FASS)
- Impact goal: to bring UTS history expertise into classrooms across Australia and to contribute to historical literacy and to truth-telling among primary school children. \
- Amplification partners: National Museum of Australia, History Teachers' Association of NSW.
- Funding Partner: ARC FT (Clark) with additional funds from LaTrobe University.
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Impact Summary: In the month following its release, this project generated enormous interest from its target education audiences, and engagement built steadily after that.

- #1 in Apple podcasts > Kids & Family > Education podcasts
- 4 ABC radio appearances including ABC RN Life Matters and article on ABC Education website

- Embed of the podcast episodes on the National Museum of Australia's Digital Classroom website, accessed by 1 million annual users
- Distribution by Independent schools through AISNSW and distribution to 20,000 NSW teachers by State Education Department
- National Museum of Australia committed to funding second series for high school students]
- Digital engagement: UTS MCU post on LinkedIn, social media campaign by Impact Studios across Linked In, Facebook and Instagram.
- Approach from NewSouth books to Anna Clark to publish a kids' book linked to the podcast.
- Approach from TV producer interested in a spin-off TV series.

## Case Study #2: Turning Research on Sustainable fertiliser into a podcast

Liquid Gold was the winner of Impact Studios' 2023 pitching competition. We are working with two PhD researchers at the institute for Sustainable Futures to develop a podcast that will bring together researchers, stakeholders and policy makers to paint an exciting picture of a circular economy that turns our urine into sustainable fertiliser to grow our food. The research shows it's achievable, and key stakeholders are interested, but the problem this podcast seeks to solve is around bringing the pieces of the puzzle together and building public buy-in so that the

This podcast has a clear impact goal. The research it explores shows that the circular waste economy can work. By interviewing and telling stories about scientists and designers, farmers and environmentalists, policy makers and government, the podcast can paint a hopeful and compelling picture of a more sustainable future.

So this podcast has a clear "theory of change" - bring the key players and stakeholders together in a podcast, so that they can come together more easily in reality and shift the dial in the public sphere so that we can inch closer to making this research a reality.

By creating a genuinely interesting and entertaining podcast, by working with amplification partners, by achieving high downloads and engaging a substantial listening public, by hosting listening parties and inviting key players along, this podcast can achieve its impact goal. Watch this space the podcast, and a forthcoming case study exploring its impact.

### The Impact Studios guide to making and evaluating impact

Impact Studios aims to create audio for impact.

To achieve our goals, we need to develop our understanding of how to create impact in the world beyond the academy and how to measure it. We ask our research partners to think about how their project can achieve its impact goals, and to think about how they can evaluate its success.

There are two key concepts for researchers to come to grips with:

- **Engagement: the interaction between researchers and research end-users outside academia**
- **Impact: demonstrable (measurable) change in the world outside academia**

All audio outputs help generate engagement, and engagement is necessary for anyone who aims to make a measurable impact. But engagement is not the same as impact, which requires some extra planning and some evaluation.

The following is a list of different ways researchers can build impact and impact evaluation into their audio projects.

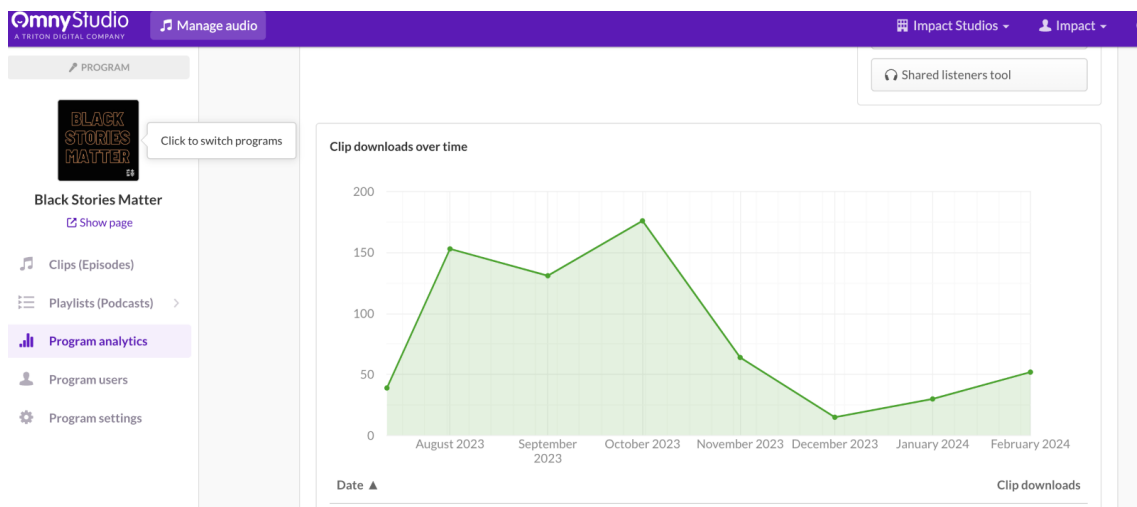
# Engagement: the pathway to impact

## 1. DOWNLOADS

This is a quantitative measure that tells you how many people have downloaded your podcast, when they downloaded it and where they located geographically. The podcast hosting platform gathers basic analytics including downloads across a timeline, which can help you track how effectively your amplification strategy or associated events are driving listens. You can also see which apps and platforms your listeners are using to access your podcast, and the location your listeners are in (country, state and city). This data can help you fine-tune and target your podcast promotion efforts.

Measuring growth in the number of subscribers, new listeners, and website visits over time demonstrates which podcast episodes and topics are generating the greatest reach.

Download data is a measure of engagement rather than impact – but the better your engagement, the better your chances of achieving your impact goals.



## 2. AMPLIFICATION AND PUBLICITY

The research shows that personal recommendation is the most powerful driver of new podcast downloads. We ask that researchers to tap into their own networks and ensure that related knowledge communities (eg professional societies) are aware of their work in podcasting. Presenting at conferences, publishing in association newsletters and on research communities' social media networks are all useful ways to amplify a podcast's reach and impact. LinkedIn is a great platform to use too.

### Case study

The researchers behind Impact Studios' [Talking Teachers](#) podcast were successful in this, using LinkedIn to publicise the podcast and leveraging their networks to get an interview spot on ABC Local Radio, Sydney.

## 3. PARTNERSHIPS

Partnerships are key to Impact Studios' strategy and it is helpful to think about these falling into three categories:

- Amplification partnerships: a partner that can help increase your listener numbers/downloads by publicising your podcast for free.
- Sponsorship partnerships: Financial investment in your podcast in exchange for a sponsorship acknowledgment at the end of each episode.
- Media partnerships: A media partner with a significant audience can really help your podcast find potential listeners.

The Impact Studios team can help you identify potential partners for your podcast.

### Amplification partnerships:

Partnerships can also be in-kind partnerships. One excellent way to increase your podcast's reach is to seek and develop an amplification partnership. Perhaps you or one of the expert interviewees in your podcast is part of an organisation with significant reach who can add your podcast to its newsletter, or share it with their members. Your podcast might hold appeal to a cultural institution with a large newsletter



subscriber base – a blurb about your podcast might make engaging content for them and mean a big boost in downloads for you.

#### Sponsorship partnerships:

Sponsorship can be attractive to some businesses and organisations where a podcast reaches an audience it wishes to target, or where sponsorship of your podcast will help the business/organisation to enhance its brand or achieve its ESG (environmental, social, governance) goals. In exchange for a “this podcast was sponsored by...” announcement at the end of an episode, your production could gain a useful financial contribution. Any sponsor who helps fund your podcast will naturally want to amplify and increase its audience reach via the networks available to them.

#### Media Partnerships:

Researchers who make podcasts with us can amplify their impact by partnering with another media organisation and creating associated content.

For example, an article in The Conversation in which the audio download is embedded Publishing an article in The Conversation, for example, gives you the opportunity to embed an audio link to your podcast so that people can listen directly via the associated story (typically written by you – the researcher). See this [example](#) from History Lab.

If there is an existing podcast whose audience matches the one you want to reach, its authors may be willing to promote yours. For example, if you have a new podcast about climate change, an existing (but not competing) climate podcast may be willing to drop your series trailer into its feed.

#### **Impact: real-world change and how to evaluate it**

#### **4. DISTANCE TRAVELLED**

Podcast production should impact both the researcher-producers, the participants/interviewees and the audience. The impact can be a change in perspective, new knowledge, a change of mind or a new feeling about something. Something shifts in the person as a result of making or participating in – or listening to – the podcast. This can be measured as ‘distance travelled’. This impact is evaluated by way of qualitative data collection via a survey or interview.

#### Case study:

Participants in a place-based podcast about local voices and grass roots community work surveyed its interviewees/participants before and after the interview and production process to track whether participating in the audio production had shifted their perspectives in any way. Questions around belonging, feeling heard, feeling hopeful that their work could impact their community in positive ways were asked before and after, and tracked a positive impact. Participation made people feel heard, gave them more confidence that their work could be impactful and made them feel more connected to their community via the sharing of their stories.

#### **5. LISTENER EXPERIENCE**

Data on the listener experience can be gathered in various ways – via live listening events (see No 8), focus group research, and also via short listener surveys that can be posted the podcast website, which can be linked to via the show notes on a podcast episode or season. In your podcast episode out-tro, you can direct listeners to the survey and encourage people to do it by offering a modest prize.

You can also track listener experience by setting up listener forums on social media. Here you can directly interact with your listeners, and they can interact with one another. When this becomes a lively online space you can gather qualitative data via people’s comments and conversations. You can also identify listeners and approach them for more feedback via interview.

#### **6. BUILDING AND TRACKING COMMUNITIES OF LISTENERS**

Podcast listeners are particularly loyal to the podcasts they listen to – and they will often connect with other loyal listeners on social media (eg Twitter/X, Instagram, LinkedIn, TikTok), through Substack and email newsletters, and sometimes in person. Within these communities of listeners conversations prompted by the podcast often continue beyond it. Identifying these communities and tapping into them (online or offline) is a worthwhile exercise, and their experience can tell an important impact story.

#### Case study:

History Lab started in 2019 and is now a well-established series with a large subscriber base. People know the program and enjoy it and look forward to listening to each new series. New episodes in this series will almost always reach a larger audience than a brand new podcast, because people have subscribed and will receive an alert when a new episode drops into the feed. History Lab often hosts events to mark the launch of a new season, inviting its listeners via the History Lab newsletter. Listeners can meet in person and continue the conversation sparked by the latest series.

Finding ways to connect with your audience via social media, newsletters and events means you have a community of listeners that can offer you feedback and insights into whether your podcast is achieving its aims.

## 7. SYNDICATION

Syndication is when a podcast is licenced free of charge to another organisation – eg a community radio station – to reach a larger audience. Many organisations are looking for content, and if the aim is to grow an audience, these syndication arrangements can be worthwhile. Building in an impact evaluation tool as part of the deal is highly recommended.

## 8. LICENSING

One way to increase listenership is to licence a podcast to a large distributor with a large subscriber base (for example, LiSTNR). This can also generate revenue via the licencing agreement.

### Case study:

History Lab was approached by a large distributor after its fourth season, *The Last Outlaws*, won several awards. Distributors are keen to diversify their offering and if there is a podcast that has proven itself, and which they think can reach a larger audience, then they may be interested in licensing it for a fee.

Another example is when the Centre for Social Justice and Inclusion held a [live event and webinar](#) about the successful 2023 campaign to restore the single parent benefit to its previous level, based on the age of the family's youngest child (spearheaded by, among others, Anne Summers from the UTS Business School). Our recording of this event was broadcast by ABC Radio National on its Big Ideas program and via the Big Ideas podcast, reaching an audience far larger than the online webinar could hope to reach.

## 9. CURRICULUM EMBEDDING

Some podcasts are highly suitable to add to school and university curricula. Podcast producers can partner with teaching organisations to create their own teaching materials, and use education networks to distribute these into classrooms.

There are also some organisations dedicated to doing this, who can be paid to produce the material, which can then be given away or licensed on a user-pays basis, generating (modest) revenue.

One example is [ATOM](#), which licenses and distributes materials generated by documentary TV and podcast producers that are suitable for use in education settings. This can generate impact as well as revenue stream. See

### Case study:

*Hey History!* is a forthcoming kids history podcast aligned with the Australian primary curriculum and designed to play in the classroom. Primary school teaching experts were engaged early in the pre-production phase to ensure that episode selection and content was tailored to the curriculum in order to make these episodes as useful as possible to primary teachers, and materials were generated to help support an engaged and interactive classroom experience for students.

Case study: Early seasons of History Lab developed [Learning Materials](#) created for students at various stages of primary, high school, and university. These were easily downloadable by teachers, and downloads could be tracked to generate a useful data point that demonstrates real-world impact.

## 10. POLICY DEVELOPMENT

Some podcasts are aimed at policy makers with a clear end-goal to help shift the policy dial.

Researchers/producers should aim to plug these podcasts into policy conferences and other events and create a specific amplification strategy for reaching that audience.

Case study: One Hot Summer is a forthcoming Impact Studios podcast that looks at the Western Sydney heat island and asks what has contributed and how the community can help shape the built environment it needs to thrive in a hotter future.

Community events will be held in association with the launch, partnering with grass roots organisations working for change, so that the community of listeners connects in real life in ways that enhance participatory democracy and have the potential to effect genuine change.

## 11. FULLY DESIGNED IMPACT CAMPAIGNS

Some podcasts embed a specific campaign into their storytelling, or attach an existing campaign that is relevant.

One great example is the recent *Body Electric* podcast made by US-based audio producer Manoush Zomorodi that communicated the latest research on the health impacts of sitting in a creative way, with an embedded campaign designed to deliver measurable impact. [Body Electric](#) featured clear calls to action

for its audience, which it was able to track via its listeners signing up to an online “challenge” to get them moving during their work day.

The podcast thereby gave its audience useful and actionable information about their health and the impact of prolonged inactivity. The online challenge motivated listeners to act based on that information, and the results it generated fed back into a university research project as useful data. All of this was trackable both as listener engagement and real-world impact.

#### Case study:

Season 5 of History Lab featured stories about Darlinghurst from the people who live there. One story included a reference to the statue of Joy, a sex worker, that was installed and soon after removed from East Sydney. Telling this story helped spark a campaign to restore the statue to its original place on Yurong and Stanley Sts. Listeners were asked to sign a petition and so far the campaign has had some [early success](#), with discussions underway to restore Joy to her rightful place.

A second example may be a climate podcast we are developing at Impact Studios that will include an online action campaign that will allow us to track engagement, distance travelled and real world actions around a climate action. Listeners will be surveyed at the beginning of the season and at the end, and encouraged to take simple, doable actions through the online portal (eg a climate audit of their super and insurance companies, letters to their local members on a specific, actionable issue that required a simple policy change).

## **12. EVENTS**

Events like live listening parties can help drive downloads and engagement as well as offer opportunities for impact evaluation (for example, via a short, QR-code activated survey). They also help build connection among communities.

#### **Case study:**

A *Listening to Darlinghurst* live listening event was held by Impact Studios and the Australian Centre for Public History during History Week, Oct 2023. It was held at an intimate space in Kings Cross called Grove Bar, and a crowd of around thirty locals, including participants in the podcast, gathered to hear segments of the podcast and to learn about the broader ACPH/Paul Ramsay Foundation Darlinghurst Public History initiative of which the podcast forms part. This event enhances and amplified the original aim of the project (listening to and connecting with the local community). The event was public history in action, bringing people together to share the power of audio as a storytelling and history-making medium.

#### Case study:

Welcome to Blacktown event in the Data Arena. This audio and photographic series is all about Blacktown and its people. A live listening and looking event that brings together the expertise of Impact Studios and the UTS data lab to offer guests an immersive audio-visual experience where they can listen to the audio stories while seeing the images on a 360-degree screen, sharing the experience with others and enjoying a Q&A with producers/researchers.

## **13. REVIEWS, AWARDS and RECOGNITION**

Reviews and awards are an excellent measure of impact which can in turn generate new downloads. Major prizes (for example, those won by Season 4 of History Lab: *The Last Outlaws* – 2022 Premier’s Digital History Prize and 2022 Podcast of the Year at the Australian Podcast Awards) help generate publicity for a podcast, which leads to downloads, and highlight the achievements of the researcher and producer among their professional peers. There are many awards offered by specific research and professional communities, and it is up to researchers to identify these and enter their podcast in the relevant competitions.

## **14. CREATING INTERDISCIPLINARY AND CROSS-DISCIPLINARY CONNECTIONS**

Interviewees and hosts brought together in a podcast (either within one research field or across different research fields) to talk about their research can create connections that broaden the scope of their own work and create pathways to new research. This can be measured in any collaborative research projects that emerge from these new connections.

#### Case study:

Impact Studios’ annual pitching round brings researchers together to share ideas and offer constructive feedback on the pitches each of them entered. This brings together researchers across disciplines for networking and potential collaboration in a “research podcast incubator” style setting.

## **15. CONNECTING TO THE IMPACT AUDIENCE**

The audience that seeks out tv and film social impact documentaries that aim to document and create social change, such as ABC’s *War on Waste*, is mirrored in podcast audiences. Reaching these audiences

can be measured by the inclusion in podcast impact newsletters, social media hashtags like #Audioforimpact and being invited to be part of social impact events and conferences.

## 16. CREATING A MODEL OF GOOD PODCASTING PRACTICE

Podcast production is still a relatively new endeavor and not subject to the same levels of scrutiny and inquiry as other media production. Impact Studios (for example, Welcome to Blacktown and its place-based method) is seeking to create a model of good practice and perhaps set a benchmark for production processes that other podcast producers and production studios might follow, both in terms of production values and ethical practice.

Some of this work might be measured via citations of the podcast and references to its methods and approach by other producers and researchers on various platforms, from journal articles to other podcasts. In most cases it is part of the process and the final product, thanks to careful discussion and decision-making around topics of concern to all media practitioners including fair rates of pay, the use of AI, etc.

### Case study:

Impact Studios worked with Our Race, experts in ethical storytelling, to design a participant agreement for its podcasts. The use of participant releases is near-universal in tv and film documentary, but less well-established in audio. We met with Our Race staff to discuss the ethical implications of our work and designed a release that was tailored to the kind of community-based podcasts we have been making.

## Peer-reviewed podcasts? Podcasts as NTROs

In Australia, Non-Traditional Research Outputs (NTROs) are considered as research output in the same way as traditional journal articles, books and conference proceedings. Podcasts fall within that category.

Australian universities' Excellence in Research Australia (ERA) approves NTROs through the same standards of rigor as other scholarly outputs i.e. a blind peer-review process. ERA defines research as: "the creation of new knowledge and/or the use of existing knowledge in a new and creative way to generate new concepts, methodologies, inventions and understandings."<sup>9</sup> NTROs are admissible in 6 categories including recorded/rendered creative works such as podcasts.

This means that your podcast, when guided by a research question, can count as a scholarly output. The Impact Studios team has expertise in this area and experience working with podcasts as NTROs to help you if you are interested.

An example of a podcast that achieved this, made by academics at Macquarie and Sydney Universities, is the philosophy series The Real is Not Real Enough

<https://www.goethe.de/ins/au/en/kul/lok/gap.html>

Impact Studios is keen to explore the new landscape of peer-reviewed audio, so if you have an ambitious project you'd like to develop, please come and see us!

## Looking to podcast a panel discussion or make a very simple podcast?

Sometimes you don't want or need an award-winning podcast! Maybe you'd like to use podcasting as a way to give a lecture series a wider reach?

Impact Studios suggests you work with

- local producers and studios at 2SER Community Radio station
- freelance producers.

## Are you running live or online events that communicate and amplify your research?

Impact Studios has a new podcast called Impact Talks that puts a curated selection of UTS events on the podcast apps. Please let us know of any upcoming events or webinars that you think would work for a broad listening audience, and we will look at adding it!