

PODCAST PROPOSAL

Colleen McFarland Rademaker and Nicole Milano

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<bioghist> The SAA podcast about the people behind the profession

Why a podcast?

- To advocate for archivists and publicize our work in an interesting and accessible way, in order to help a broader audience understand the vital role of our profession (SAA Strategic Plan Goal 1)
- To further SAA's efforts to promote the value of archivists as professionals (SAA Strategic Plan Goal 1.1)
- To promote SAA publications through author interviews (SAA Strategic Plan Goal 2)
- To deliver professional knowledge through the medium of podcasting (SAA Strategic Plan Goal 2.1, 2.2)
- To keep archivists informed of new ideas and developments in the profession (SAA Strategic Plan Goal 3)
- To help SAA members develop a sense of SAA as an open-minded, openhearted, and inclusive community (SAA Strategic Plan Goal 4)

Format

- Thirty-minute episodes issued monthly
- Interviews conducted remotely via Skype so that geography does not limit our choice of guests
- Interview format
 - Introduction of episode / themes / hosts
 - Introduction of guest
 - Spacious conversation to introduce listeners to the guest, personally and professionally. Sample questions (not necessarily in this order)
 - How did you find your way into archives profession?
 - Where did you first feel a deep connection to history?
 - What inspires you professionally, personally?
 - What aspect of archival work has been most meaningful to you? Why?
 - Tell us about the most personally meaningful document or set of documents you've encountered in your career?
 - What would an ideal work day look like to you?
 - What one thing could our profession do to improve itself?
 - Tell us about a project or accomplishment of which you are very proud.
 - What professional literature has been most important in shaping your thinking as an archivist?
 - How do you describe your work to non-archivists?

- One or two short, light-hearted questions posed to every guest, in the style of the Pivot Questionnaire (used in *Inside the Actor's Studio*), such as:
 - What superpower would you like to have and why?
 - If you weren't an archivist, what would your profession be?
 - If the guest is a recent book or journal article author, sample questions might include:
 - Why did you decide to write this (book, article)?
 - What is the most important takeaway for your readers?
 - How does this book/article make a unique contribution to the archival profession?
 - What part of the book / article was most challenging to write? Why?
 - Talk about your writing process....
 - What did you edit out of this book/article?
 - Questions about the specific content of the book/article

Guests

- The production team will choose the guests, assisted by suggestions from the SAA Publications Board. The podcast's social media sites or a "suggestion box" on the SAA website will invite suggestions for future guests and topics from the archival community.
- Guests will include SAA book authors, American Archivist / Outlook article authors, SAA award winners, and other thought leaders, wisdom figures, and up & comers from all types of archival repositories: academic, non-profit, religious, and corporate. Guests could also include external professionals who have had an impact on the archival profession.
- Guest appearances are unpaid

Platform

- The SAA podcast will be hosted on the SAA website, using Libsyn Classic, a podcasting hosting and publishing service.
- The website will include the title, new podcast logo, production team, and photographs, links, and biographies related to our Guests

Production Team (All Volunteer Positions)

- **Hosts (2)**
Duties include:
 - Identifying possible guests with producer
 - Reading background information compiled in preparation for the interview

- Writing introductory material for each broadcast, with assistance from producer
- Writing interview outline and specific questions, with assistance from producer
- Scheduling interviews with guests
- Conducting and recording interviews
- Sending unedited audio files to post-production technician
- Reviewing edited audio files prior to publication.
- **Post-production technician (1)***
Duties include:
 - Editing audio files to omit verbal and conversational misfires and to achieve the best sound quality possible
 - Sharing edited audio files with hosts and producer for review before publication
 - Uploading audio files for distribution to the public
 - Managing the podcast hosting platform and website
 - Assisting with management of podcast social media sites
- **Producer (1)**
Duties include:
 - Identifying possible guests with hosts
 - Inviting guests to be interviewed
 - Mailing recording equipment (microphone, pop filter, and headphones) and their return postage to guests
 - Compiling background information for hosts to review prior to the interview
 - Assisting with writing / editing introductory material for each broadcast
 - Assisting with writing / editing interview outline and specific questions
 - Reviewing edited audio files prior to publication
 - Identifying measures of success and collecting data to measure success
 - Promoting the podcast on social media and monitoring related social media accounts
 - Managing podcast social media sites and monitoring website suggestion box
 - Reporting to SAA Publications Board, SAA Foundation, and other interested parties
- **Advisory Board (ideally the SAA Publications Board)**
 - Provide oversight, feedback, and strategic direction to the production team
 - Evaluate the efficacy of the podcast
- **Designer and IT (SAA staff, one time participation)**
 - Design new logo for podcasting series
 - Assist with setting up website presence

- **Musicians (TBD, one time participation)**
 - Create introductory bars for the podcast intro. This will be created through a contest, where the winning song will be selected by the Production Team and SAA Publications Board.

Budget

Equipment Type	Product	Cost
Computer**	MacBook Air (x2) + AppleCare (x2)	2300.00
Software	Skype	0.00
	ECamm Call Recorder	30.00
	GarageBand or Audacity	0.00
Microphone & Accessories	Blue Yeti USB Microphones (x3)	390.00
	ZRAMO Pop Filter & Windscreen (x3)	30.00
	Sony MDRZX110 ZX Series Stereo Headphones (x3)	45.00
Postage***	Large Flat Rate Shipping Round Trip (a recurring charge for each podcast episode)	37.50 x 12 = 450.00
Hosting	Libsyn Classic 250 MB, annual subscription	180.00

* This position seems ideal for an intern. Could the SAA Publications Board intern serve as the post-production technician? Or would there be a possibility of securing another intern specifically for this project?

**Computers are required for one of the hosts and for the post-production technician. PCs are less expensive, of course, but come with more problems and probably won't last as long. Costs could be reduced if one or both of the computers were supplied by an employer, but that is not realistic for professionals working outside of academe. We welcome thoughts on how to reduce the computing costs for this project.

*** We will try to keep postage costs down by asking guests to ship the recording equipment to the next guest rather than returning it to the producer. If this approach is successful, actual postage costs will be less than budgeted.