# Mpumi Nhlapo

**Host for Today**

# BACKGROUND

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- The steep rise **in internet penetration** as well as the proliferation of feature rich and smart devices has helped to drive the growth of social media as the predominant means by which people and even large organisations communicate with their communities and stakeholders.

- A key development in this regard is the manner in which **social media** has given each individual person a **mass platform** upon which their voice can be heard. This has effectively given every individual the ability to become a broadcaster in their own right and evidenced by the birth of social media influencers who have built their brands by establishing significant presence on various social media platforms.

- In parallel to this, the manner in which people want to **consume and engage content** has also evolved. The days where masses of people were content with **consuming pre-programmed and pre-scheduled content** are fasting evaporating and consumers want **content on demand.**

# BACKGROUND

- New impetus to digital radio and **Podcasting** in particular as a means of creating and disseminating **targeted content**.

- BRS Media, Forbes and a range of other media houses have identified Podcasting as among the fasted growing media forms growing at over 23% per annum in the united states in 2016.

- There has been a significant move towards podcast listening as the preferred means by which professionals and executives gain information and learn about new topics.

- This program aims to equip business leaders with the ability to Research, Capture, Interrogate and Disseminate knowledge and information in an engaging manner that leverages digital media and is aligned to current learning trends.

# INTRODUCTION

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- Part of the immersive learning process is the ability of the participants to derive their own insights from the immersion and then apply them not only as part of the learning process, but also back into their business.

- Key to any successful digital transformation strategy is the ability of leaders ensure that they are able to take the rest of the organisation with them on the journey by ensuring that they engage and accelerate the process of re- learning and re-tooling for the digital era within the organisation.

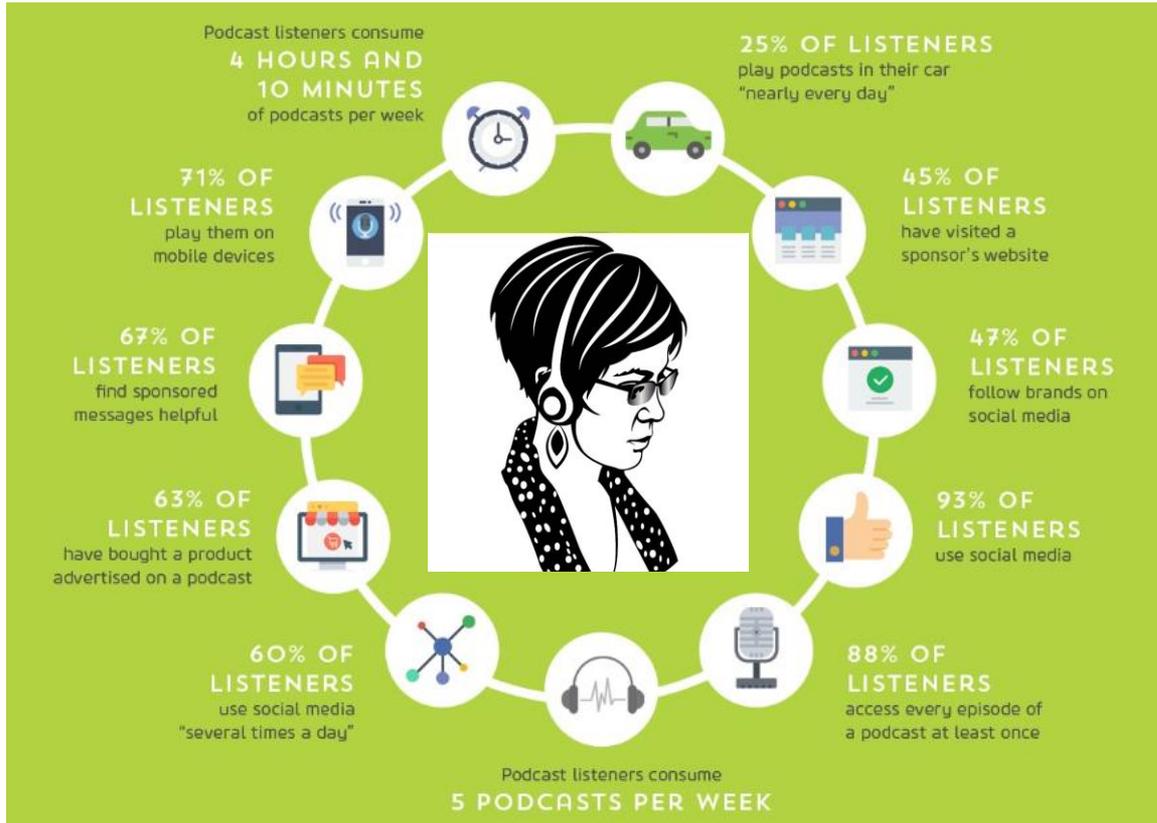# WHY PODCASTING

# COMMUNICATION DEMANDS

# WHY PODCASTING

- Part of the purpose of using Podcasting as **a leadership tool** is to enable leaders to augment their skills and develop as **influencers**. A key focus and outcome of this immersive project is to support the leadership development process across three key leadership areas:

  - To impart learning and knowledge **Internally** within the organisation. Podcasting provides an alternative means of driving learning into the organisation through structured conversations.

  - Within their **Industry** wherein they have the opportunity to set themselves as well as the organisations which they represent apart through effective communications

  - With their **Customers** to whom they can provide industry insights and content that addresses some of the key challenges, emerging trends and other industry relevant information. This would typically be the type of content that customers would look for to support them in their own leadership and work functions.
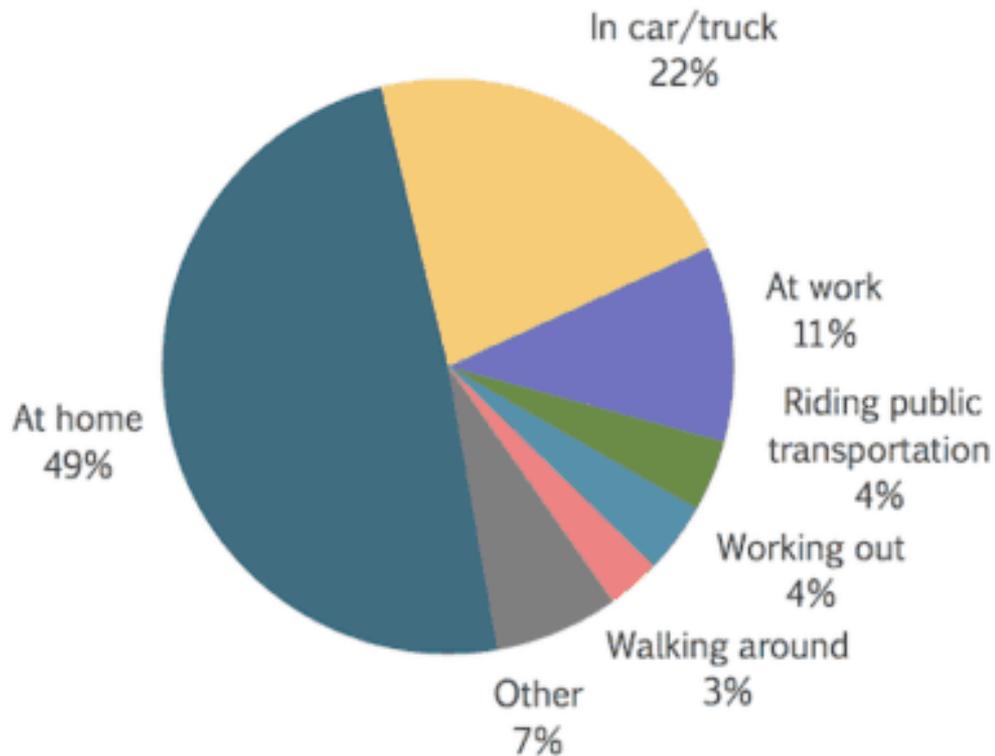
# WHY THIS LEARNING APPROACH

- **Low Production Costs** – relative to the majority of other learning methods, podcasting requires low set up and running costs.

- **Non evasive consumption** – listening to podcasts is non evasive and can be conducted in conjunction with other act ivies which makes it a very accessible and easily adoptable medium for content consumption

- **Reach** – Podcasts are a form of edutainment which makes them acceesible to a broader audience and therefore they are effective as a tool for accelerated learning

- **Low cost of consumpation** – Given the high costs of bandwidth in SA, the small size of audio files makes the consumption of audio content relatively low cost and therefore accessible to a broader audience particularly within an orginastion's network.

- Podcasts are an effective means of enabling leaders within organisations to **move from being great managers and coaches to becoming strong influencers that have established 'followers'** who engage them beyond their role and status in the organisation.

Disrupt
with digital

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# PODCASTING LISTENER STATS



Podcast listeners consume **4 HOURS AND 10 MINUTES** of podcasts per week

**25% OF LISTENERS** play podcasts in their car "nearly every day"

**71% OF LISTENERS** play them on mobile devices

**45% OF LISTENERS** have visited a sponsor's website

**67% OF LISTENERS** find sponsored messages helpful

**47% OF LISTENERS** follow brands on social media

**63% OF LISTENERS** have bought a product advertised on a podcast

**93% OF LISTENERS** use social media

**60% OF LISTENERS** use social media "several times a day"

**88% OF LISTENERS** access every episode of a podcast at least once

Podcast listeners consume **5 PODCASTS PER WEEK**

# PODCASTING QUICK STATS

# INFLUNCER TO LEADER

- The steep rise in internet penetration as well as the proliferation of feature rich and smart devices has helped to drive the growth of social media as the predominant means by which people and even large organisations communicate with their communities and stakeholders. A key development in this regard is the manner in which social media has given each individual person a mass platform upon which their voice can be heard

- A key aspect of the Disrupt with Digital immersion is the concept of enabling leaders to move beyond being leaders to becoming influencers both internally within their team and organisations and externally across their customers and other stakeholders

- Influencers particularly in the social and digital media spaces play a key role in driving the business and social narrative. It is becoming increasingly important for leaders within organisations to understand the key attributes and mechanisms which drive people to follow and actively engage influencers both in the social and business arenas.

- This module will assist leaders to learn the practical skills and attributes that will enable them to move towards becoming influencers and influential leaders.

# From Leader to Influencer

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# PODCASTING QUICK STATS

- 70% of the US population is familiar with the term "podcasting" – up from 64% in 2018 (Infinite Dial 19)

- 50% of all US homes are podcast fans (Nielsen, Aug 2017)

- 51% (144 million) of the US population has listened to a podcast – up from 44% in 2018 (Infinite Dial 19)

- 32% (90 million) listened to a podcast in the last month – up from 26% in 2018 (Infinite Dial 19)

- 22% (62 million) listen to podcasts weekly – up from 17% in 2018 (Infinite Dial 19)

- 16 million people in the US are "avid podcast fans" (Nielsen Q1 2018)

- 56% of podcast listeners are Male

- 45% of monthly podcast listeners have household income over $75K – vs 35% for the total population

- 27% of US podcast listeners have a 4-year college degree – vs 19% for US pop

- 36% of podcast listeners are non-white – vs 30% in 2010 (Nielsen, Aug 2017)

# SOME INTERESTING STATS

- Podcast listeners are much more active on every social media channel (94% are active on at least one – vs 81% for the entire population)

- Podcast listeners are more likely to follow **companies and brands on social media**

- Podcast listeners are more likely to subscribe to Netflix or Amazon Prime (meaning they are **less likely to be exposed to TV advertising**)

- Podcast listeners are more likely to own a smart speaker (Amazon Alexa or Google Home)

- 51% of bottled water households are podcast listeners (Nielsen, Q3 2017)

- 57% of **baby food** households are podcast listeners (Nielsen, Q3 2017)

- 53% of **beer households** are podcast listeners (Nielsen, Q3 2017)

- 54% of cereal households are podcast fans (Nielsen, Q1 2018)

- 69% agreed that podcast ads made them aware **of new products or services**

# DISTRUPT WITH DIGITAL

# THE TASK

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# THE TASK

- Together with their teams, participants are required to conceptualise, script, produce and host their own digital radio show, using the professional radio production framework which will be presented as a guidance tool.

- Participants may adopt their own approach in terms of style and tone, however the digital radio show will need to be delivered live in front of fellow participants.

- Each team of participants has free reign to conceptualise and execute their show however, they need to ensure that they meet the following two requirements in the performance:

- Ensure that each team member takes on a specific role as part of the production team towards the execution of the immersion.

- Ensure that they are to demonstrate the use of the techniques and tools which are provided as part of the immersion.

- Ensure that they develop specific learning outcomes which they intend to achieve with their podcast.

# THE RULES OF ENGAGEMENT

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- Participants break up into 2 groups per table.

- Each group must decide on a theme which is the topic for their digital radio show.

- Groups will have 45 minutes to prepare their show, and then 5 minutes each in the studio to interview their guest and present the show. There will be 10 minutes allocated at the end for Reflection and Wrap up.

- Each group will need to complete the show brief template in preparation for their radio show.

# TEAM ROLES

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Disrupt with digital

# TEAM ROLES

Each team will receive a detailed digital briefing document which will contain an introduction to podcasting – purpose, approach and desired outcomes vs traditional radio

Explanation of the Roles of the team members which make up a typical radio production, these include the following:

- **The Guest**
  - Understand the topic of discussion, formulate an opinion and perspective on the subject which should be informed by solid research and the guests own relevant knowledge and experience.
- **Producer**
  - Topic research, securing guests, managing time in studio, briefing and preparing the host, brief the guest, identifying key learning outcomes, overall project management.
- **The Host/s**
  - Define the interview angle, structure and tone, Prepare the line of conversation Manage the Narrative, facilitate the conversation and ultimately Ensure that podcast outcomes are achieved from a content and knowledge sharing perspective.
- **The Engineer**
  - Responsible for all the technical aspects and ensuring the requisite systems and infrastructure is in place and functioning correctly to meet the requirement of the show. Manage the live broadcast and recording of the podcast. Produce and develop all of the in air promotional items including, promos, stings and billboards.