



# Sonic Literacy

**A Manifesto For Libraries in the Age of Podcasts**

Charlie Bennett

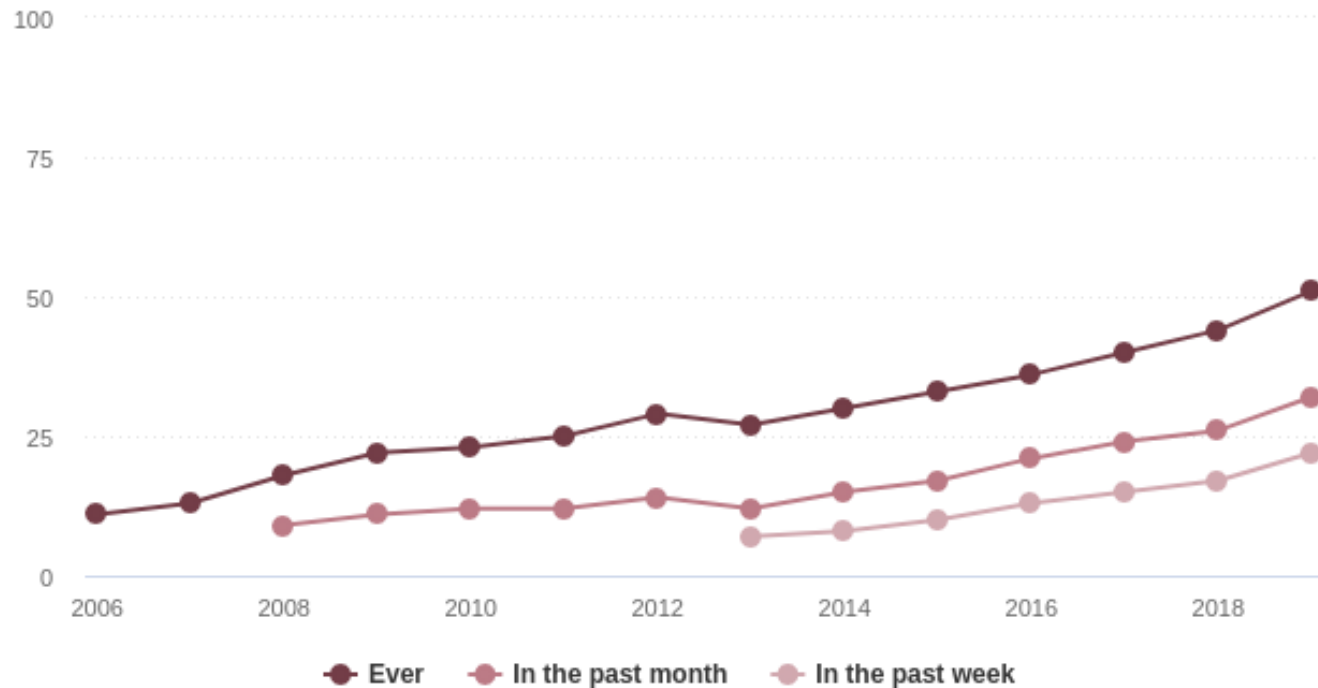
Carterette Series Webinar

December 11, 2019

# In this era of podcasting...

## Podcast listenership

*% of Americans ages 12 and older who have listened to a podcast ...*



Note: Edison Research and Triton Digital's survey is conducted in January/February of every year. Monthly podcast listening data was first reported in 2008; weekly podcast listening data was first reported in 2013.

Source: Edison Research and Triton Digital, "The Infinite Dial 2019."

# A brief history of podcasting:

- First iPod in 2001
- First podcast in 2004
- First podcast provider (Libsyn for the win) in 2004
- First podcast award show in 2005
- First episode of Marc Maron's podcast in 2009
- First season of Serial in 2014
- First podcast adapted into a TV show in 2017
- Spotify buys Gimlet Media for \$230 million in 2019

# OUTREACH





# **Lost In The Stacks**

**The Research-Library  
Rock'n'Roll Radio Show**

# Podcasts are:

- A regular practice
- An exploration of your organization
- The creation of a community
- Not a blog post that you record

# CRITICAL LISTENING

# Consumers Are Producers

“The increasingly seamless integration of many different media formats into digital content available on a mobile device gives almost endless opportunities for consumption and creation.”



# You Can Publish Most Anything

“[Anyone] with a smartphone can post a video of themselves giving an opinion or, as recent events have demonstrated, can broadcast police encounters, protests, meetings, and other events in real-time.”

# Consuming Producer ≠ Critical Listener

“However, this capability does not mean that they use rhetorical tools effectively or critically.”

# QUALITY SELF-PUBLISHING

# How Is A Podcast Like A Zine?

“Zines truly are a reflection of the community. I think [the library’s zine collection] draws new people to the library who might not come otherwise.”

“It’s a nice fit for the community services department, since we deal with services to specific community groups.”

-- Alana LaBeaf, Long Beach Public Library System

# Why A Zine Collection?

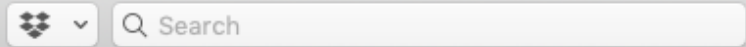
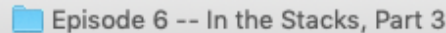
...creating an accessible record of alternative historical narratives — especially important in a society where entire communities are marginalized and written out of history.

These collections enable these stories to be shared and protected, where they would likely otherwise be ignored and erased.

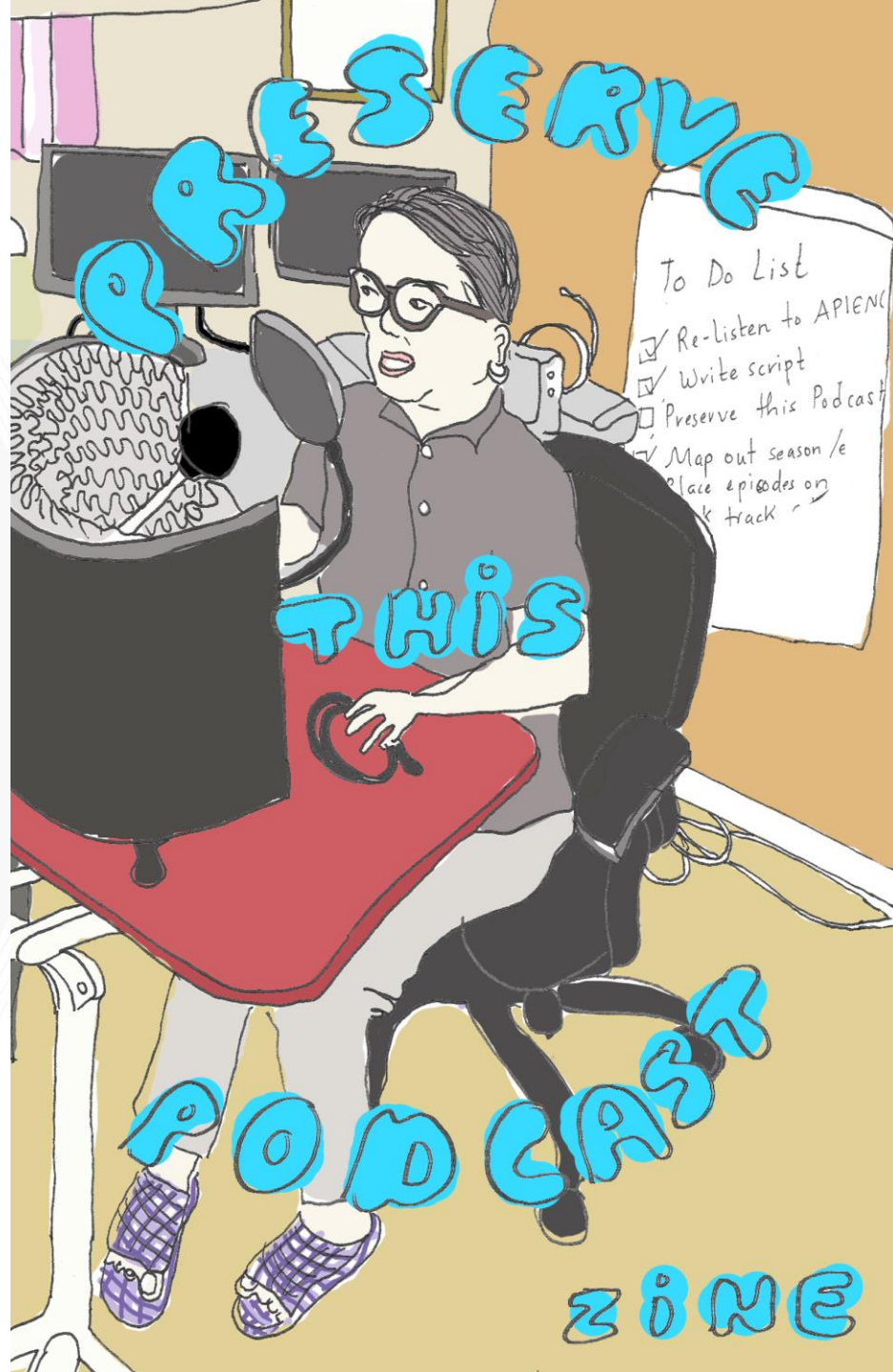


# PRESERVATION & DISCOVERY





**Georgia Tech**  
CREATING THE NEXT



## LISTEN: how & why to preserve your podcast

1

### PROLOGUE—PODCASTS ARE DISAPPEARING

[Download episode](#) | [Read transcript](#)

▶ **PLAY**



# Let's Talk About Podcast Discovery

What is it about podcasts that makes finding them feel so broken?



Erik Jones

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# Apple isn't going to fix podcast discovery, so where can you go instead?

Discovering the discovery community



Erik Jones

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# The Manifesto

In this era of podcasting,  
libraries should consider podcasts  
as more than potential outreach projects.

They are an essential and unavoidable piece  
of the information world.

We must support critical listening,  
quality self-publishing,  
and effective discovery of produced audio.

# Resources

- Radio: an illustrated guide
  - by Jessica Abel and Ira Glass (WBEZ, 2012)
- Out on the wire : the storytelling secrets of the new masters of radio
  - by Jessica Abel (Broadway Books, 2015)
- [Transom.org](http://Transom.org)
- [HowSound](http://HowSound)