

“**Twelve Tips for Creating a Medical Education Podcast.**” Berk J, Watto M, & Williams P. *Medical Teacher*, (2020): Vol 42(11): 1221-1227.

Why We Chose It

Podcasts are increasing in popularity and can provide an avenue for ‘opportunistic engagement’, personalized learning and facilitate a sense of community through shared common interests. This article discusses the literature on podcasts and offers practical tips for those interested in developing a podcast. In particular, this article provides best practices for the engagement of learners as well as the practical steps for recording and hosting the material.

Main Learning Points

1. **Identify an audience and the educational need.** Reflect on finding ‘your 1,000 true fans.’ Identify who these individuals are and create content about which they would love to hear. Berk et al. pose the question “What can you uniquely and passionately deliver that will add value to the already existing resources for medical education?”
2. **Choose the format and podcast tone.** Do you want your tone to be formal, didactic and scripted or informal and conversational? There is no ‘right’ way to conduct a podcast. However, less than 20 minutes in length seems to be preferred by audiences.
3. **Draft a team.** Identify a ‘show runner’ who leads the team and sets deadlines. It is extremely helpful to have someone proficient in podcasting, particularly in editing audio as a part of the team.
4. **Obtain the right equipment and recording environment.** Boom microphones, USB headphones that plug in and a quiet space to record are key to the process. The article also provides a great template for podcast guests (‘Pre-Show Checklist’) that can be adapted for your own podcast.
5. **Prepare to record.** Draft goals, learning objectives and a brief outline, at a minimum, for each podcast. This can also be shared with participants. Identifying questions ahead of time is also very helpful as a way to guide the conversation and focus on teaching points. You should also set ground rules for presenters.
6. **Develop a high-quality recording process.**
7. **Edit the audio.** You can also outsource this step if expertise (or time) is lacking among the team members. If you are using songs as a part of your podcast research licensing laws.
8. **Determine your distribution model.** How will you ‘push’ and/or market your podcasts to your intended audience? Know that some servers include ads and have costs. Use keywords in your episode description to make your content easily accessible through major search engines.
9. **Create show notes or other supplementary material.** These resources can be tip sheets, other blog posts, ‘tweeterials’ online videos, infographics or visual abstracts. These supplemental materials facilitate knowledge dissemination on social media and may further expand the podcast’s impact.
10. **Explore options to offer continuing medical education (CE) and maintenance of certification credits.**
11. **Engage the audience with social media.** Consider leveraging Twitter, Facebook, YouTube, and Instagram to build your audience and keep them engaged.
12. **Build an educational network.** Collaborate with other podcasters and other networks as an opportunity for synergy and cross-promotion.

How these Principles Can Be Applied to CME/CPD

- Conduct a parallel live podcast during face-to-face meetings (such as the National Conference and other live meetings) so that more individuals are engaged with the meeting content.
- Use a podcast as a way to market new policy statements/guidelines and then link it to the statements/guidelines.
- Empower state chapters to host podcasts similar to the Utah AAP Virtual Curbside podcast as this can promote a sense of community among the listeners.
- Hot topics or controversial topics make excellent content for podcasts whether at the state or national level.
- Create a series of brief podcasts on the previous year’s ‘most incorrectly answered’ PREP question content.
- AAP Grand Rounds could become a podcast and the article review could be the ‘show notes.’
- Article reviews also make a great avenue for disseminating information via podcasting (such as the medical education article reviews by COCME). Tip sheets could be linked to these podcasts similar to the concept of ‘show notes.’