CHARM-EU Podcast

A central initiative to mainstream CHARM-EU actualities and boost engagement

Goal

The primary goal of the CHARM-EU Paodcast is to increase awareness of CHARM-EU amongst key target groups, support recruitment of students to the CHARM-EU Master's Programme, build relationship with external stakeholders as well as profile of CHARM-EU staff and students.

Target group

- Present and prospective CHARM-EU students and staff (both academic and administrative)
- External stakeholders (e.g. industry, local and national government, NGOs etc.)
- General public

Format & type of content

The Podcast is hosted on Spotify, with episodes published almost every month. Episodes are 10-20 minutes long and delivered in English. From episode to episode a regular interviewer hosts a panel of speakers to discuss a concrete topic related to CHARM-EU or its work, e.g. CHARM-EU Common Science Agenda, DEI, Capstone projects, etc. Interviewees come from a range of backgrounds including academia and beyond, where both students, university academic and support staff as well as external stakeholders are represented.

Channels & tools used

- Discussion pre-recorded via Zoom
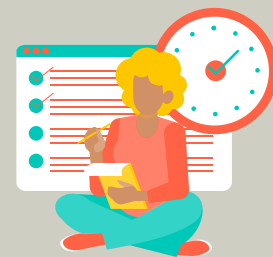- Streaming platform (Spotify)

Impact and efficiency

- Directly measurable by number of streams and downloads over time incl. also average lenght of listening; reviews
- Indirect impact measurable by the extent to which external stakeholders are interested in taking part in the podcast as well as website visits and student applications

Necessary resources

- Human resources: CHARM-EU staff working hours for preparation, recording, editing and publishing the episodes
- Technical and material resources: appropriately equipped recording space (studio or quiet room); availability of online meeting and streaming platforms (Zoom, Spotify)

DEI aspects

- Accessible recording space / platform
- Balanced representation of gender and other lived experiences among speakers; neutral language
- Provide English transcript as well as subtitles to speakers if they are visible (if podcast with video)

Podcast
New Episode
Youth Skills Day with CHARM-EU DEI Office