



The University of Manchester

Developing a podcast series: One in Two

Sally Best

Science Content Creator and Communications Officer of Manchester Cancer Research Centre

Producer and Host of *One in Two: A Manchester Cancer Research Podcast*

AUDIENCE PARTICIPATION





The University of Manchester

MANCHESTER
1824
The University of Manchester

**MANCHESTER
CANCER
RESEARCH
CENTRE**

one in two

A Manchester cancer research podcast

MANCHESTER
1824
The University of Manchester

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one in two

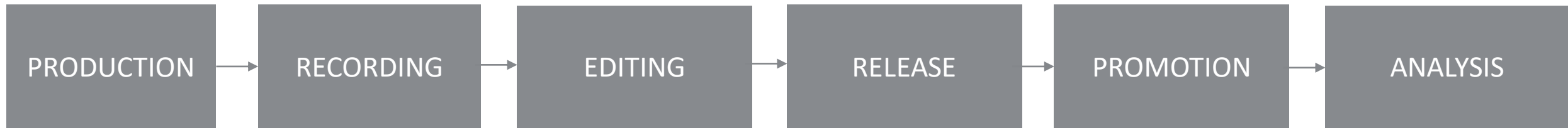
A Manchester cancer research podcast

WHY PODCAST?

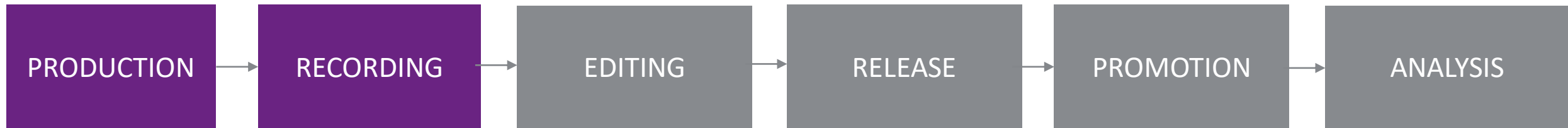


- **Increasing popularity of podcasts** In 2022, Ofcom reports showed news consumption via printed newspapers was down by 24%, by 6% in printed magazines, but **increased by 10% via podcasts.***
- **Accessibility and convenience** Global's 2023 report revealed almost half of the news consumers surveyed didn't have time to read newspapers or articles anymore, but the advantage of podcasts is that they "fit perfectly into busy lives".*
- **Human connection and engagement** 71% of Global's survey said that they find news podcasts easier to understand, 80% agreed that they are more personal, and 69% said that they find them more uplifting.*

SIMPLIFIED ROADMAP



TALK FOCUS



PODCAST PRODUCTION



Why

Why are you hosting this podcast episode? Why is this a podcast rather than written media?



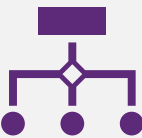
Who

Who are your audience?



What

What do you want your main message to communicate?



How

How will you reach your target audience? What will your recording look like?



When/Where

What are your timelines? Where will you host this episode?

PRODUCTION AND RECORDING CHECKLIST



- **How long do you want your episode to be?**
- **What tone and feel do you want your episode to have?**
- **Have you determined your episode focus?**
- **What are the key messages of this podcast?**
- **Do you have a studio and are you familiar with the tech?**
- **Are you recording as an MP3 or also as an MP4?**
- **Is your guest briefed and ready to discuss this topic?**
- **What is your release schedule like?**

POSSIBLE AUDIENCES



Members of the
public



Industry leaders



Policymakers



Researchers



Patients



The University of Manchester

ONE IN TWO CASE STUDY - Dr Fabio Gomes



One in Two Podcast - Lung Cancer in never smokers with Dr Fabio Gomes: The ALK positive mutation in Non-Small Cell Lung Cancer (NSCLC)

One in Two

In this episode, we speak to Dr Fabio Gomes, a Consultant Medical Oncologist at The Christie NHS Foundation Trust, about lung cancer in never smokers, focusing on: The commonality of lung cancer in never smokers Why never smoke...

Aug 2023 · 55 min 56 sec



Presentation at the ALK+ Lung Conference in London and within the Pfizer ALK+ education project →



WHY PODCAST - RESEARCHERS

- **CONNECT WITH YOUR AUDIENCE**

Communicate your research to COMMERCIAL PARTNERS, POLICY MAKERS, INDUSTRY, PATIENTS ETC. Open up conversations and establish partnerships

- **PROVIDE EXPERT INSIGHTS AND ANALYSIS**

You have the opportunity to talk about your research and represent it in the best possible way

- **EXPAND THE REACH OF YOUR RESEARCH**

Use this platform as a new channel to promote your research and make your research more accessible

- **ENJOYMENT**

Talk about something you love on your terms

WHY PODCAST – PS STAFF

- **ESTABLISH A BRAND IDENTITY AND VOICE**

Podcasting is a great way to bring personality to your brand and the news stories you are telling

- **MOVE WITH THE TRENDS**

More and more people are consuming their news through podcasts, so now's the time to make your stories more accessible

- **CONNECT WITH YOUR AUDIENCES**

Open up conversations and establish partnerships with COMMERCIAL PARTNERS, POLICY MAKERS, INDUSTRY, PATIENTS ETC.

- **GET TO KNOW YOUR RESEARCHERS**

There is no better way to develop a positive working relationship with your researchers than podcasting together



"It has been an absolutely phenomenal experience to drive the production of this podcast and to host it with such inspirational and erudite academics. From a personal standpoint, if this podcast can act to inspire even one individual to attend a screening appointment and prevent the development of a cancer, I will have succeeded in my goal of communicating the gravity of reducing cancer incidence through means of prevention and early detection."

