RIA 1-yr Anniversary Episode Transcript

# KL: Katie Linder

# [intro music]

# Segment 1:

# KL: Welcome to “Research in Action”, a weekly podcast where you can hear about topics and issues related to research in higher education from experts across a range of disciplines. I’m your host, Dr. Katie Linder, director of research at Oregon State University Ecampus. Along with every episode, we post show notes with links to resources mentioned in the episode. A full transcript and an instructor guide for incorporating the episode into your courses, check out the show’s website at ecampus.oregonstate.edu/podcast to find all of these resources.

Hello “Research in Action”listeners! Welcome to our one year anniversary episode. I am so excited to celebrate one year of “Research in Action”episodes with you all, and I thought I’d do it in a few different ways on today’s show. So in this first segment, I’m going to share a little bit about some of the metrics, some of the numbers. Of course, we’re data people here at research in action. So I want to tell you about some of our numbers from the first year. So we’ll start with that. And then in our second segment, I’m going about some of the comments that we’ve had on social media. Since I started telling people that we’re celebrating our one year anniversary, I’ve been asking for people to share what they like about this show and they’re favorite episodes. So in segment two, I’m going to share a little bit about what I heard back from all of you. And then in the third segment, I’m really excited to bring in some of the people from the Ecampus team here who are helping me to produce “Research in Action”, and to tell you a little bit more – give you a peak behind the scenes about some of the people who are helping to produce the show. So we’ll end with that today. Alright, so on to the metrics.

We are currently having downloads from 65 countries in six continents and all 50 states in the United States. This is absolutely thrilling. I’m so excited that we have such a diverse listener base for this show and many people are reaching out to me on social media and email, and I just love it. I’m so glad that we have this listener base and we’re being heard so broadly. So that’s really wonderful. Our top 10 countries, in case you’re interested, with the most downloads: number one, perhaps not surprisingly, is the United States; this is followed by Canada, the United Kingdom, Australia, Mexico, Germany, Slovenia, New Zealand, China, and South Africa. So for those of you who are based in the United States, you might be interested in our top 10 states where people are downloading our episodes. Number one is California, number two is Oregon, number three is Massachusetts, and this is followed by North Carolina, New York, Virginia, Michigan, Texas, Pennsylvania, and Florida. So love that diversity – thank you all from wherever you are listening from. Thanks for downloading and listening to the show.

One of the interesting things about podcast metrics is that we actually don’t know who is listening. We have a sense of who’s downloading, but who knows, maybe these episodes are just sitting in people’s devices and not being heard. So I can only really give you download rates, that’s kind of the only metric that is collected through the system that we’re using, and it’s actually a pretty common metric for many podcasts. So our download rates right now as of this recording, which is getting towards late March 2017, we have hit almost 39,000 downloads for this first year. Our highest download day we had almost 700 downloads. Our highest download week, we had a little over 1,700 downloads. And our highest download month so far was actually last month, February, and we hit 5,000 downloads for the first time. We are on track actually to hit 5,000 again for March, so who knows, maybe this month will beat out last month. But we’ve actually seen pretty significant and steady growth over time for the podcast. Every week, every month. And that’s been really exciting to see as the show grows, clearly some of our promotional tactics are working, you are definitely spreading the show through word of mouth and on social media. So thank you so much for telling people about this show. As always, it really helps if you rate and review us in iTunes, and we’ve had several people do that and I want to thank each of our reviewers as well. It’s been really very helpful and exciting to see that. I thought it might be also interesting for you to hear our top 10 downloaded episodes for this show. Number one is Episode 2: Dr. John Creswell on mixed methods; number two is Episode 45: Writing Groups and the Importance of Self Reflection with four faculty members from Suffolk University; number three is Episode 1: Dr. Wendy Belcher on Writing Productivity; number four is Episode 47 with Michael Alley on best practices for presenting research; number five is Episode 36 with Hannah Gascho Rempel on Citation Management; number six is Episode 4, and this is the one with me talking about juggling multiple projects; number seven is Episode 22, which is What You Wish You Knew about Research From the Very Beginning and this was our first call-in episode that we tried; number eight is Episode 43 with Dr. Adriene Brown on IRB Logistics for Online Research; number nine is Episode 39 with Dr. Jill Buban on Transitioning from Academia to Industry; and then rounding out our top ten is Episode 32 with Dr. Tom Cavanagh and Dr. Kelvin Thompson on Keeping up with Reading. So those are our top ten. I will of course link to all of them in the show notes if you want to check any of those out again. So hopefully it was a little bit fun to hear some of our numbers behind the scenes. The other number that I can share with you is our social media following. The main place that we are on social media is Twitter. I hope you’ll come find us there. We are @RIA\_podcast and currently as of this recording we have little over 500 people following us there and we’re listed 28 different times. This year we’ve tweeted a little over 1,400 tweets, 1,416 as of this recording. So I hope you’ll come find us on social media. We also have a Facebook page which we just started and has a very small following compared to what is on Twitter. So you can come find us in either of those places. We’d love to connect with you there. So thanks so much for listening, and I’m going to take a brief break. When I come back, I’m going to read a few of the comments from social media from our listeners about favorite episodes and things they like about the show. Back in a moment.

[music]

# Segment 2:

**KL:** As our one year anniversary was coming up we started to post on social media to ask our listeners of research and action, “what are some of the things that they liked about the show and what are some of their favorite episodes?” We got lots of congratulation messages from listeners just to thank a few people Janet, Bonnie, and Kevin all Tweeted to us to tell us congratulations for our one year anniversary and we also had lots of followers who liked and shared our anniversary post on twitter and Facebook. So thanks to everyone who sent along some kind words and just thanked us for the show. We did ask about favorite episodes and things that people liked about the show. So here are some of the things we got back from our listeners.

Dana said, “I only found this a week ago, but I am learning so much totally recommend. Fav so far episode six with Kristen Behling and episode nine with Dr. Kevin Gannon.” It’s so fun to hear from you Dana that you just started listening I am really glad that you enjoy the show. Jessica shared, “I love the topics and the show notes ADHD and podcast listening don’t mesh.” Thanks Jessica for taking a look at our bonus resources. Of course we always have show notes up and the transcripts up which I know several people are using and we have our instructor guides for every episodes, so glad you are finding those things helpful. Bonnie said, “so many favorites I could go on and on, but since I need to call it a night,” she said, she will start with our episode with Dr. Peter Felten on scholarship of teacher and learning, we will make sure to link to that in the show notes. Bonnie also continued to say, “140 characters won’t suffice, the diversity of topics, the addition resources, clear and engaging speakers, fabulous host.” So thanks bonnie for being a regular listener of the show. Bonnie also has her own podcast, “Teaching in Higher Ed” which we will link to in the show notes and I have appeared on that podcast before. I can link to that episode and her podcast is fabulous. So I know several people have learned about Research in Action from listening to teaching in higher Ed. So I would love to also help to other people learn about teaching in higher Ed who are listening to Research in Action. So we will link to that in the show notes. Steven also posted on twitter he said I have a lot of favorites in Research in Action to many to choose from to pick a couple and then he list many which I will read off and he knows he is leaving some out. So Steven’s favorites are episodes two, Creswell on Mixed Methods, episode 12 where I talk about creating a five year research plan, episode 16 with Tanya Joosten on Distance Education Research, episode 29 where I chat about grant writing basics, episode 32 with Tom Cavanagh and Kelvin Thompson on keeping up with reading, episode 38 which is our podcasting conference panel episode, episode 41 with Michaela Willi Hooper on Copyright, and episode 44 where we had our four Suffolk faculty members talking about researching as administrators. Steven thanks so much for being a regular listener and for all your recommendations here. We also had Spencer who shared that one of his favorite moments was a Meta one from episode 32 when guest described using podcast as academic input. We definitely talked a lot about podcasting on the show. We have had several podcast guest including Tanya Joosten who has a podcast and Tom Cavanagh and Kelvin Thompson who are the host of “TOPcast: The Teaching Online Podcast.” So we will link to all of those higher Ed podcast in the show notes as well so you can go and find those shows if you find if they are interest to you.

I want to thank all of you that engage with us on social media each week. Its really fun to connect with our listeners and to hear about aspects of the show that you find most interesting and the most helpful. Remember if you are not connected with us you can always find us on twitter and Facebook and I will link to both of those in the show notes in case you want to connect.

I thought it might be interesting in this segment to share a little bit about behind the scenes how we create our social media management for the show and what are the kind of things that we are putting out and creating to help promote the episodes. So one of the things that we do with every episode of the show we create a piece of social media art. Which has the head shot of the person who appeared on the show and the information of the episode number their name and topic of the particular episode. And then Amy, who is one of the people who I am going to talk about in segment 3 who helps with our show notes and some of our post production, goes through the transcript for the episode and pulls a quote from that episode that is a really helpful way to kind of here some of the things that we are talking about. And then we create a piece of social media art in Canva, which is something I will link to in the show notes, it’s a tool online that you can use to create social media art. And then we put the social media art into a system that we used called Edgar, which is social media management tool that I can link to in the show notes as well. And Edgar allows us to create queues of post that are evergreen content things that can be posted over and over again and we have a special library in Edgar specifically for Research in Action promotion. And we add all our new episodes as they are developed into that queue. So when you see the social media art on twitter some of that is automated, its coming out in calendar kind of schedule from our Edgar posting but it is one of the ways that we manage our social media presence on both twitter and Facebook because we have so many past episodes that are really wonderful especially if they are coming to the show brand new and they don’t have a sense of what we have done in the past. Those tweets and post on Facebook really help people to find older episodes of the show and we also get a lot of likes and retweets of those episodes as we post them as people are sharing them with people that know or colleagues who might be interested hearing about that particular topic. So it is a huge help to us for our listeners spreading the word on social media and helping other people to find the show and that is just a little bit of some of things that we are doing on social media. Now of course I am also on social media managing our accounts on all the time as well and so as we get new followers, particularly on twitter. I always tweet out to those folks and tell them thank you for listening, ask them to post a review and iTunes if they get a chance. I also am frequently kind of commenting and conversing with people on all of our social media channels on a regular basis. So we have our kind of automated posts going out, but I am also in Twitter and Facebook everyday responding to our posts and comments from our listeners because I love engaging with you all. So come find us if you haven’t already, and if you have thanks so much for engaging with me, letting me know what you like about the show. So that’s a little bit about our social media, again I’ll post all of those resources in the show notes so please feel free to take a look at go there.

[*music*]

# Segment 3:

**KL:** One of the things that I really wanted to do on our anniversary episode for Research in Action was to give you a little bit of a sense of who’s behind the scenes helping to produce the show and make it what it is every week. So I decided to bring in some of my ecampus colleagues into the studio so you could hear a little bit from them about their roles and how they’re involved in the show and also some of their favorite podcasts that they’re listening to, in case you need some recommendations. We’re going to list all of those podcasts in the show notes, so you can check those out for the anniversary episode in case you want to follow up. So here are some of the folks that are part of the team that helps me to produce Research in Action every week. Dan thanks so much for joining me in the studio today.

**D**: Hi Katie. [*laughs*] It’s good to be here.

**KL:** So Dan, let’s start, tell us a little bit about who you are here in ecampus and how you’ve been involved in Research in Action.

**D:** Okay. I’m a marketing manager at ecampus and I work at what is called, what we call targeted marketing, so I work with specific programs or verticals within the degree programs that we offer. So I do marketing to specific audiences for specific programs so it’s, we have broad marketing for ecampus degrees online in general, but this would be like Americas Natural Resources campaigning for our natural resources undergraduate and graduate programs.

**KL:** So not too soon after I got here, I found out that you’re sort of this podcast person, you’re interested in it. So we had started talking early on about thinking about podcasting and you were really involved in the early days of Research in Action, thinking about it trying to decide what to do.

**D:** Sure. Yeah, I’m a podcast junkie, we compare notes and share podcasts that we’re listening to fairly often. So when you brought the idea up, I was definitely excited about it but it also made me realize that although I listen to a lot of podcasts, I really hadn’t given much thought about how to actually build a podcast, how to produce one. So the first thing I did is I went out and did a lot of research, looking at best practices, looking at what other podcast were doing, things that actually appealed to me as an audience, and I actually did an online best practices course. So I was able to kind of bring that back to the table. And I’m depressed to say that is where most of my involvement with this podcast has been on that front end of sort of figuring things out. So what I learned is in, and what I think the first things that we really had our discussions were around, is its about building an audience, and you do that by delivering podcast content, relevant content on a really consistent basis. The podcasts that I go back to are the podcasts that I know each week there’ll be a new episode or everyday there’s going to be an episode or every month there’s going to be an episode so that if I’m the audience of that podcast, I know I can go back and continue in that content. So I know that was really important in our first discussions of who are we talking to, who is our audience, what keeps them awake at night, what are they interested in, and then what content can we deliver on a consistent basis that will keep them coming back and share it with their friends and build that audience. And is it sustainable. Can we continue along this content theme for a year or beyond. That’s obviously what you figured out, but that’s the questions that we, as a marketing group, brought to the table.

**KL:** Absolutely. I remember our early days. We were talking about should we do a weekly show, and we were trying to figure out could we sustain a weekly show, could we get stuff out. And we decided to try it, but to do a lot of pre-recording, which I think our regular listeners know that I do a lot of pre-recording and then we schedule out in advance, pretty far in advance, actually. But I remember one of the things you brought to the table, Dan, which was so valuable to me, is you said, “We can do all this pre-recording, and we can do all this pre-planning, but we need a launch date. We need a date that we’re working toward.” —

**D:** Deadline.

**KL:** Yeah. We need a deadline, otherwise—you know, it’s not that we couldn’t move that deadline, but if we were going to start promoting the show and letting people know we were doing this, we needed a date. And you helped us pick that date. We started planning in fall of ’15. We didn’t launch until April of ’16, so we had a good four or five months pre-recording leading up to it, trying to work out some of the wrinkles of production and that kind of thing. But that was something I really valued of what you brought, was we need a deadline.

**D:** I think that comes from my production background. Nothing like the pressure of a deadline.

**KL:** Yes.

**D:** Plus, that provides some structure so you can kind of [*inaudible*] your activities to April 1 or whenever it is that you’re going to launch.

**KL:** Yeah. Absolutely.

**D:** Sure.

**KL:** Well, as we’re recording this, we’re even a couple months out from when this episode is going to air, on our anniversary, which is April 11th. So, happy anniversary to *Research in Action*.

**D:** Woo hoo! [*both laugh*]

**KL:** Dan, I’m so glad you were part of the early days of figuring it out, and I want to end with—as you said, you said you’re an avid podcast listener. What do you recommend to your listeners? What are you listening to now that you’re just loving?

**D:** Umm. I’m not sure if they’re good recommendations, because the other thing about podcast is that it’s really—I mean, there are broad-topic podcasts, but it’s really a niche business.

**KL:** Yeah, it is.

**D:** And so different content areas, it’s like a magazine approach. So, people choose to engage with specific content areas based on their interests. A couple podcasts that I’m a fan of that I listen to pretty regularly: On the professional side, one of my favorites is called *This Old Marketing*, and it’s provided by the Content Marketing Institute. It’s hosted by Joe Pulizzi and Robert Rose, and I always say they’re like the Frick and Frack, the car show guys, of content marketing. Even if you’re not even into that discipline, they’re just fun to listen to. And so they talk about industry trends, mergers, acquisitions, but also just the very nature of content marketing, which is really nothing new, but everybody’s kind of suddenly jumped on the bandwagon, you know? But they actually share examples that go back to the 18th century and how content was being used to market brands and engage audiences, so it’s really a great podcast.

And I think the other one that’s kind of a cross between professional and personal is *Hidden Brain* with Shankar Vendantam. He’s just always fascinating, and that’s more about—it’s research and topics around human behavior, and what triggers people to think certain ways and behave certain ways. It’s always fascinating.

So, those are two that I listen to that really kind of inform more of my marketing work. On the personal side.... I just have to kind of preface this with saying I have a personal interest, or I feel like it’s like my aspiration, to be a connector; to connect people who are different from each other, people who are different from me. But I’ve realized, especially in the past year or so, that I’m really blinded by my own whiteness, you know? So I’m really trying to learn.... If I want to get where I want to go with my personal mission, I need to really understand the worldview from people from different perspectives. So, I listen to *Code Switch*, which is an awesome podcast. It’s hosted by journalists of color. It’s an NPR podcast. And they really talk about a lot of current events, and really from the point of view of underrepresented populations. So, it’s really meaningful and really helpful to me, in my sense of my life’s purpose. The other one is—and don’t judge this on this one—it’s called *Two Dope Queens*.

**KL:** I’ve heard of this. Yes! I think I’ve listened to an episode or two myself.

**D:** Have you really?

**KL:** Yeah!

**D:** So you know what I’m talking about—

**KL:** I do!

**D:** —and it can be.... And again, my reason for listening to it, it’s funny. And let me just say this, for listeners who may not understand: The word *dope*, in its cultural context, means something that’s really cool, super fantastic, and that aptly describes this show, because it’s hosted by two African American ladies who are just very funny, very talented, and they.... It’s basically a comedy show that showcases comedians of color, and through humor, I get to see how we look, as white people, from another person’s perspectives. And it’s really informative, but it can be raunchy [*laughs*], but it’s a really great show, they’re brilliant, and they bring on great comedians, and I learn a lot in the process. So, it’s kind of a safe space for learning about different perspectives.

**KL:** I love that, because I think, in some ways, that’s a lot of what Research in Action is trying to provide: a safe space for learning something new that maybe you felt like you should have known before. But you have such an eclectic taste, Dan. Thanks for sharing some of your recommendations. [*both laugh*] And again, thanks for your early involvement in this show, for continuing to support it, for continuing to give me the best podcast recommendations. And thanks for joining me in the studio today!

**D:** Thank you. It’s been great working with you.

[*music*]

**KL:** Thank you, Nick, for joining me in the studio today.

**N:** Oh, no problem.

**KL:** Typically you are behind the scenes, but why don’t you tell us a little bit about who you are, what you do here at Ecampus, how you’re connected to Research in Action.

**N:** As you said, my name’s Nick. I am a multimedia developer for Ecampus, and I was kind of hooked into doing some audio editing because of my background with home recordings. And I was tasked with setting up the studio and to do most of the edits for the podcast after the fact.

**KL:** Okay. So, Nick is probably very humble here, but he’s kind of our audio guru that makes both me and our guests sound like experts. He certainly cuts out a lot of little “umms” and mistakes here and there, and definitely one of the things I think we can offer our guests to help them feel more comfortable is that we have this editing option that happens after we record. Nick, I’m curious if you can share a little bit about the process of that audio editing. What are some of the things we use, for people who might want to know the technical details?

**N:** Well, we start off with software called Audio Hijack. It’s a nice little program that records audio from a variety of sources at the same time, so you can record microphones simultaneously, and you can also record line-in audio from Skype or any applications. And so at that point, once you bring in all this audio and lay it in my desk, I cut it apart and format it for our show, and go through and clean up all the little “umms” and “ahhs” and any kind of volume variance between the speakers, and add some background music. Then we put it onto Splice, and you go through and make your edits. And I go back and do all those things and export a final file, and then move it on down the line.

**KL:** Awesome. So, yes, we do kind of a back-and-forth process where I do some content editing to make sure we’re getting things where we want them and also sometimes pulling out bonus clips with our guests, and Nick cleans up all those files and then also gets everything ready to send off to transcription, and for kind of the final upload file, making sure that it’s marked and tagged and all these things that I don’t really understand, but they need to have happen. So, it’s really kind of a crucial component of this show. We wouldn’t have the same quality, certainly, if we didn’t have Nick. And I actually think that one of the things that I’ve been really proud of for the show as a whole over the past year is that we’ve not gotten one comment about our audio quality. So, hopefully it’s one of those things where it’s just in the background, you don’t even think about it, the quality is good enough that you just enjoy the show. So, thank you so much to Nick for helping that to be the case!

**N:** You’re welcome, but now you’re put the spotlight on me, so please don’t.

**KL:** Now everybody knows! [*both laugh*] Pressure’s on.

**N:** Please don’t write comments. [*laughs*]

**KL:** Alright. So, let’s talk about your favorite podcast, Nick, because I know you listen to some podcasts. What are the ones that you think our listeners might enjoy?

**N:** I do, and actually I didn’t really start listening to podcasts until we started doing this, and I felt like I needed to do a little reference research. And so, I hit the top of the charts right off the bat, with all the NPR podcasts, and I listened to a few *Radiolab* episodes here and there, but finally dove in, and I’m to the point where I can’t actually listen to it anymore, because there’s nothing—I’m too up-to-date on that particular podcast, but I would recommend it. From there I moved onto to *Planet Money* and *Stuff You Should Know*. A lot of behavioral economics and fun facts. That’s the type of thing I enjoy. Now everything’s highly politicized, so it’s kind of hard to escape that, but I feel like some of those shows offer a few nice little nuggets of information.

**KL:** Mm-hmm. So, as you’re listening to those shows, and as you’re working on this one, are there any things you learned about audio for podcasts that you think are helpful tips to pass along.

**N:** Yeah. I know that some of the podcasts I listen to have a little higher production value, and they throw in a little audio underneath, building suspense and tension. We don’t do that. I feel like that’s an option we always have, and so far we haven’t really needed to build that kind of tension.

**KL:** Yeah, we haven’t had a lot of suspense and tension, I don’t think. Maybe our listeners feel differently.

**N:** [*laughs*] But yeah. There’s a lot of stuff out there, and varying degrees of quality, and it kind of raises the bar a little bit. You have to make sure that you’re putting out a quality product, because if you push people away, they have other places to go.

**KL:** Mm-hmm. Absolutely. Well, and one of the things, too, that Nick and I discuss pretty frequently is even our studio setup, and we’ve changed our setup in our studio to make sure—you know, tweak things along the way. I remember in the very beginning we had different ways of using the microphone, we got microphone stands, we changed our setup here. Anything for people who are recording out of a studio, or thinking about kind of a studio setup? Clearly we’re surrounded by foam, so that’s kind of a big deal in terms of noise. But what are some things about the setup that we have for the podcast here that you think are especially helpful for podcasters?

**N:** Well, we put a lot of foam in here, and so we have the room fairly well isolated, and I’d say that’s probably the biggest hurdle that a lot of people have in the beginning, is finding a quiet space that’s free of things you don’t even think about, like air conditioners and refrigerators or street noise. It’s really clear on the recording, and it’s hard to get rid of. Another thing is echo. Echo’s really hard to remove. We had an issue in the beginning with our desks. They were solid metal, and there was a microphone on the desk, and by the time it was all said and done, there was a really tinny, metallic echo in the background, and once we established what that was and were able to get rid of it, it made editing a lot easier. So, yeah, I would just say in general try to get the cleanest, clearest signal you can, and it’s so much easier to work with after that.

**KL:** Well, Nick, thank you for sharing some of the little details that go into making the audio quality that we have, and thanks for joining me in the studio today!

**N:** Well, thank you. It was a pleasure.

[*music*]

**KL:** I’m really excited to be joined in the studio today by Heather, who helps me think about some of the promotional components of the podcast. Heather, thank you so much for joining me in the studio.

**H:** Thanks for having me!

**KL:** I’m wondering if you can start by telling us a little bit about what you do here at Ecampus. What’s your role?

**H:** Yeah, so, I’m one of two marketing communications managers for OSU Extended Campus, which houses Oregon State Ecampus, the Ecampus Research Unit, OSU Summer Session, and Open Oregon State. And I’m responsible for researching and writing copy for various marketing materials, including feature stories, press releases, newsletters. I also work on student recruitment publications, advertising, and web content. And then I also get to work on event promotion, and I’m really fortunate to get to work with our really talented videographers to create videos, as well.

**KL:** So you’re doing a little bit of everything, and one of the things about your background that I think is really interesting, especially related to working with the podcast, is that you have a background in broadcast journalism. Can you talk a little bit about that?

**H:** Yeah, I do, yeah. So, I got a degree in broadcast journalism from the Walter Cronkite School of Journalism and Mass Communication at Arizona State University, and after that I spent a few years as a local TV news reporter in Eugene, Oregon. So, I covered all different types of stories across the Willamette valley, so that really gave me a good breadth of experience, and then from that, I actually transitioned to higher education, and I worked here at Oregon State at a college for a couple years there. I was a writer, and I also produced videos as well.

**KL:** So, when you started with Extended Campus, it was around the same time we had started thinking about the podcast, because I remember you were brand new, and we were throwing into these podcast meetings, but I’m so glad that you were part of that beginning launch and what we were trying to think about. So, I’d love to hear about what drew you to getting involved in the podcast and what was your role in the beginning.

**H:** Yeah, absolutely. So, I think what really drew me to wanting to be involved was my background in broadcast journalism, like I said. But also, I like to think of podcasting as—it really is another story-telling outlet, and that’s what I do, and that’s what I love. So, when I heard that we were starting a podcast, I jumped right in. I wanted to be involved in any way that I can. So, what I felt like I was able to contribute was I sat in with all the initial brainstorming meetings, and we talked about different topics that you could cover, who the audience was or could be, figured all that out. And then we worked to figure out the best solutions for audio. We have our team here, multimedia team, who’s extremely talented, and we have all these great studios and all this great equipment that really makes the quality top-notch. So that was really easy to figure that one out. But I know we talked about a couple different options that we had for that. I provided some input for the music and the voiceover talent in the beginning and the end, and also the script for that, as well. And then when we were ready to launch, before that, I helped with the web content.

**KL:** One of the things that our listeners probably don’t know (I don’t know if I’ve ever mentioned it on the show) is that when we were first launching the show, we actually had people here at Ecampus audition to do some of our intros and outros to see if we wanted to have someone other than me do that. And so we had a couple different episodes that we piloted, and we were testing out different music. We had totally different music to start, and then we did a soft launch internally, and everyone said, “Don’t choose that music,” so we changed our music. So Heather was involved with all of that and helping us to make those decisions. But now, one of the really important things that Heather does is help me to think about different promotional things, for the Research Unit more broadly, but of course, that encompasses the podcast. So, Heather, can you talk a little bit about what are some of the things that you’re doing now related to the show?

**H:** Umm, so I work with you pretty closely on figuring out different ways to promote the podcast and the Research Unit in general. I think it’s important to let the world know about all the things you and your team are doing here. So, I know you’re pretty much the main communicator for the *Research in Action* podcast on social media, which I think is great, because it gives that really personalized feel. It’s actually you talking to your audience, and I think that’s pretty amazing. But when it comes to the more official communications to the media, that’s where I come in.

So, initially I wrote the press release on the podcast, and that was distributed by the university’s News and Research Communications department. It was sent out to hundreds of media contacts, and we like to think that maybe that possibly helped with the initial boost in the podcast’s audience. And then now I currently write a monthly feature for the OSU Graduate Student Newsletter, and for that, I highlight an episode each month, and I also feature the podcast in general. We really think that’s a great audience. We want to be top of mind for them, because it’s really a captive group who really can learn a lot from this podcast and benefit from this information.

**KL:** So, one of the things that I’m hoping you can share a little bit about, Heather, too, is how you work with the Research Unit more generally on promotion. I think this is another peek behind the scenes that our listeners don’t typically hear about. On the podcast I’m typically talking with other researchers, but we also do a significant amount of research here as well, and you’re really involved in helping me to promote that research, so aside from the podcast, what are some of the ways that you’re working with the Research Unit?

**H:** Yeah. Well, recently, this past year, you came out with two video captioning studies, and so what I did to help promote that is I wrote a press release for each of them. So, the first study that looked at the students’ perceptions of closed captioning and whether or not it impacts their learning, that one was also sent out by the OSU News and Research Communications department, and it was picked up by several media outlets, which is actually really cool, because it was one of the most picked-up news releases that we’ve had in recent years. So that’s exciting for the Ecampus Research Unit and for Ecampus in general.

**KL:** So, I’m so happy to have you as a colleague, Heather. You help me think through so many things about the Research Unit and about the podcast as well, and I know we’re going to continue to grow and think of lots of creative ways to be promoting these things, so thanks so much for coming into the studio and sharing a little bit about what you do with us!

**H:** Thanks for having me!

**KL:** So, you’ve had a chance to hear from a few people who are helping me to produce the show each week, or who helped to launch the show in the very beginning, but there are a lot more team members who also help with the show that I want to make sure and mention here. Some of them were too shy to come into the studio with me. Others of them just had scheduling conflicts and couldn’t make it in to record. But I want to make sure that you know all of the people who are working behind the scenes on *Research in Action*.

So, the first person I want to mention is Sarah, who helps me to book out the studio, often months in advance, so that I have lots of times and dates to offer to our guests when I’m scheduling different people to record with. So thank you, Sarah. Also, I want to mention Ian, who helps with our website and makes sure that not only are all of the pieces on the site accessible and mobile-friendly, but that we’re just really keeping things updated and fresh and that we organize it in a way that really makes it easy for people to find things. So Ian’s a huge part of the show. I also want to thank another Nick. We have Nick who works on audio, but then also another Nick who helps me with some of the art and visual elements that we use for the show, and he helped with, for example, the iTunes art and some of the other pieces that we put together when we’re thanking guests and creating thank-you notes and things like that. So Nick also helps us with that.

And I also want to make sure and give a huge thanks to our student workers, who help with all of our transcripts for the episodes, and if you’ve not checked them out, they’re something that I know some people really rely on to make sure that the show is accessible, but some people also really just prefer the transcript. So those are posted with every single episode, and we could not do it without our student workers.

And then finally, I want to give a huge thanks to Amy, who is someone who I partner with every week. She works in the Research Unit, and she helps me with the show notes for every episode, and also the instructor guides, and she’s a huge part of the post-production of each episode, making sure that not only is the transcript done and ready to post, but also that we have really detailed show notes and we have that instructor guide posted on time every week.

So, again, I couldn’t do it without all of these people who are working behind the scenes to make the resources for *Research in Action* available to you and to make the show great. So, this is definitely not a one-person show. It’s absolutely a team effort here at Ecampus, and we’re all really thrilled to bring the show to you every week.

[*outro* *music*]

Show notes with information regarding topics discussed in each episode, as well as the transcript for each episode, can be found at the “Research in Action”website at [ecampus.oregonstate.edu/podcast](http://www.ecampus.oregonstate.edu/podcast).

There are several ways to connect with the *Research in Action* podcast. Visit the website to post a comment about a specific episode, suggest a future guest, or ask a question that could be featured in a future episode. Email us at riapodcast@oregonstate.edu. You can also offer feedback about *Research in Action* episodes or share research-related resources by contacting the *Research in Action* podcast via Twitter @RIA\_podcast or by using the hashtag #RIA\_podcast.  Finally, you can call the *Research in Action* voicemail line at 541-737-1111 to ask a question or leave a comment. If you listen to the podcast via iTunes, please consider leaving us a review.

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“Research in Action” transcripts are sometimes created on a rush deadline and accuracy may vary. Please be aware that the authoritative record of the “Research in Action” podcast is the audio.