

Southern California Linux Expo 2024

Amplifying Your Open Source Advocacy: Empowering Voices Through Podcasting

Katherine Druckman

Open Source Security Evangelist

Hi, I'm Katherine!

- Open Source Security Evangelist, Intel
- Podcasts: *Open at Intel*, *FLOSS Weekly*, *Reality 2.0*
- Twitter/X: @katherined
- Fediverse: @katherined@reality2.social
- LinkedIn: katherinedruckman



Today We'll Cover

Why
podcasting?

Podcast
formats and
storytelling

Finding your
voice

Planning

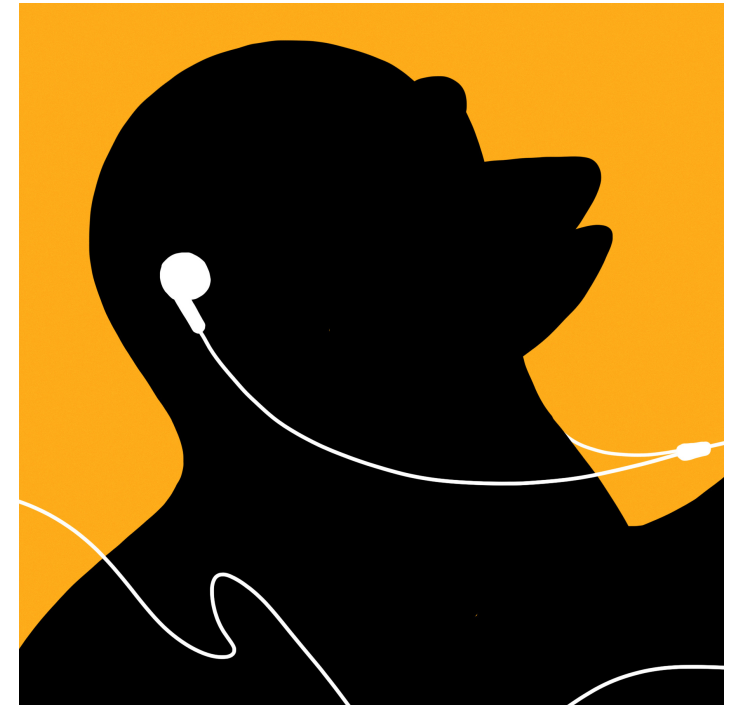
Production

Getting the
word out

In The Beginning



More Podcasts



More Podcasts



The Open at Intel podcast is about all things open source, from software to security to artificial intelligence to Linux and beyond. Each episode brings you fresh perspectives with sophisticated, leading-edge, free-ranging conversations from some of the best minds in the open source community.

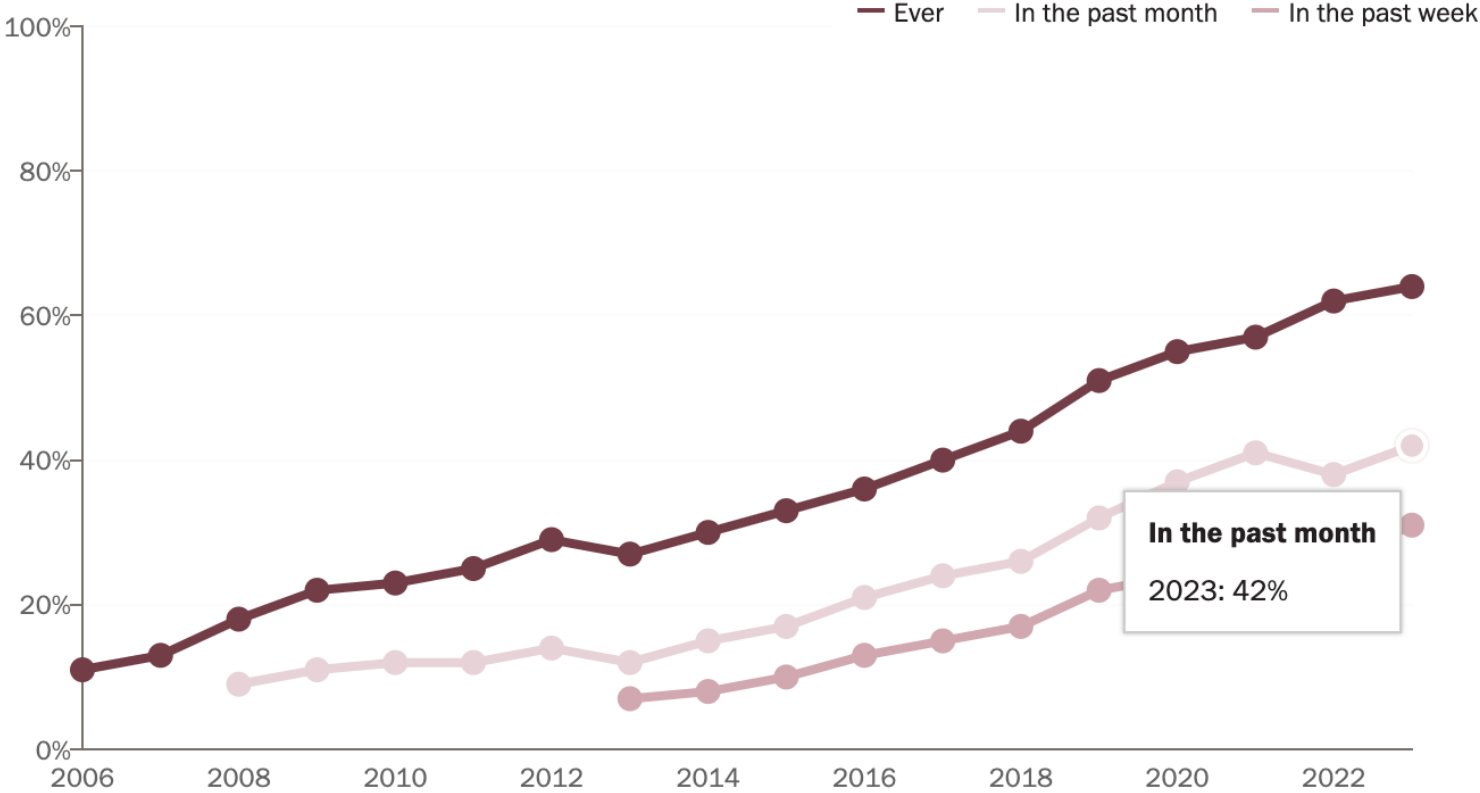
The Power of Podcasting



Growing Listenership

“As of 2023, 42% of Americans ages 12 and older have listened to a podcast in the past month”

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



Listening Habits



Most podcast episodes are between 20 and 40 minutes



Average weekly listener subscribes to 9 shows!



75% listen on their phones

Podcast Formats



Interview vs. narrative

Multiple vs. solo hosts

Audio vs video

Live vs remote recording

Corporate vs indie

Sponsor-driven or labor of love



Find the Story That's Right for Your Audience

Content Strategy





Make the story fit the medium

A man in a light blue shirt is speaking into a microphone, looking towards a group of people in a meeting room. The background is slightly blurred, showing several other people standing and talking. The overall scene is bright and professional.

**What makes you an
interesting human makes
you an interesting podcaster**

The success of a production depends
on the attention paid to detail.

David O. Selznick

Rule #1: Sound Quality is Everything

Embarrassing



Better



Live!



Equipment



Blue Yeti



Shure Super 55



Shure SM7B

Mobile Studio



Recording and Editing Tools

Open Source



<https://obsproject.com/>



<https://www.audacityteam.org/>

Not Open Source

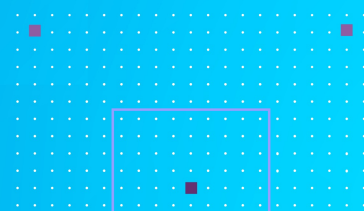


<https://riverside.fm/>

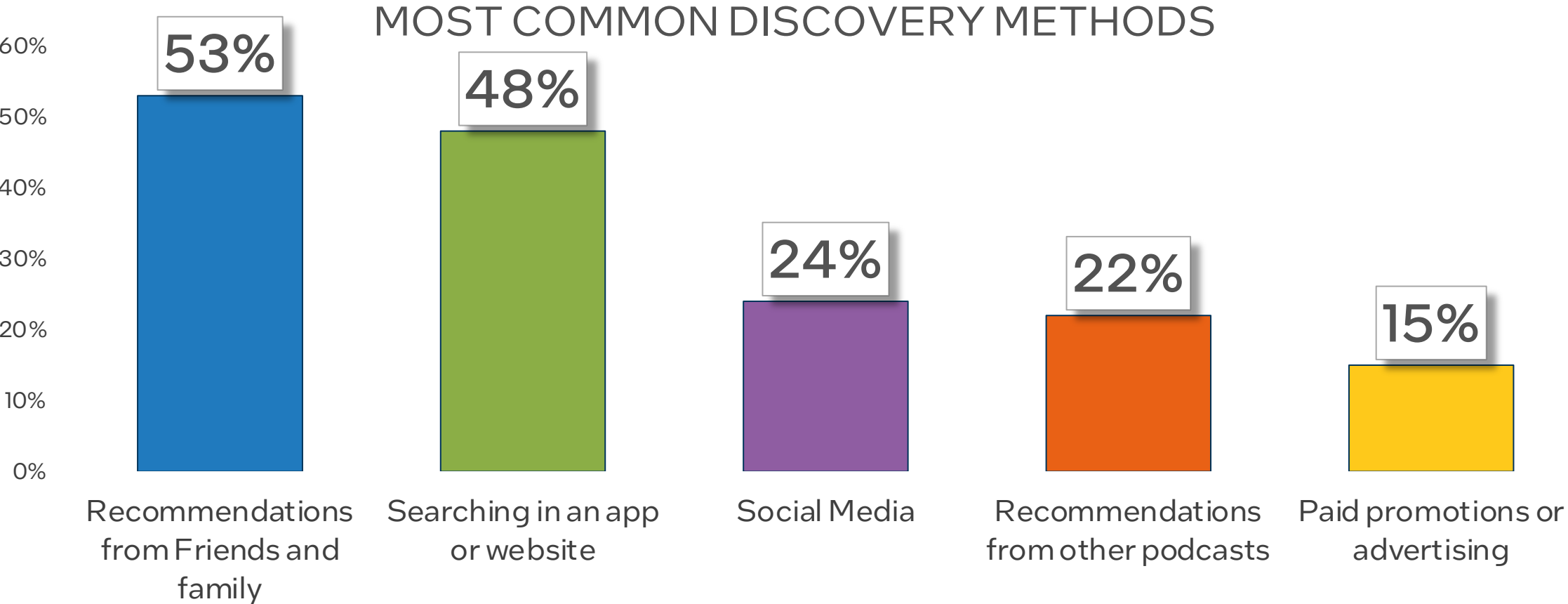


<https://www.descript.com/>

Get the Word Out



Discovery is largely by word of mouth



Trailers



Open at Intel
with Katherine Druckman

Exploring the Past and Future
of Open Source at SCaLE

Guest: **Ilan Rabinovich**



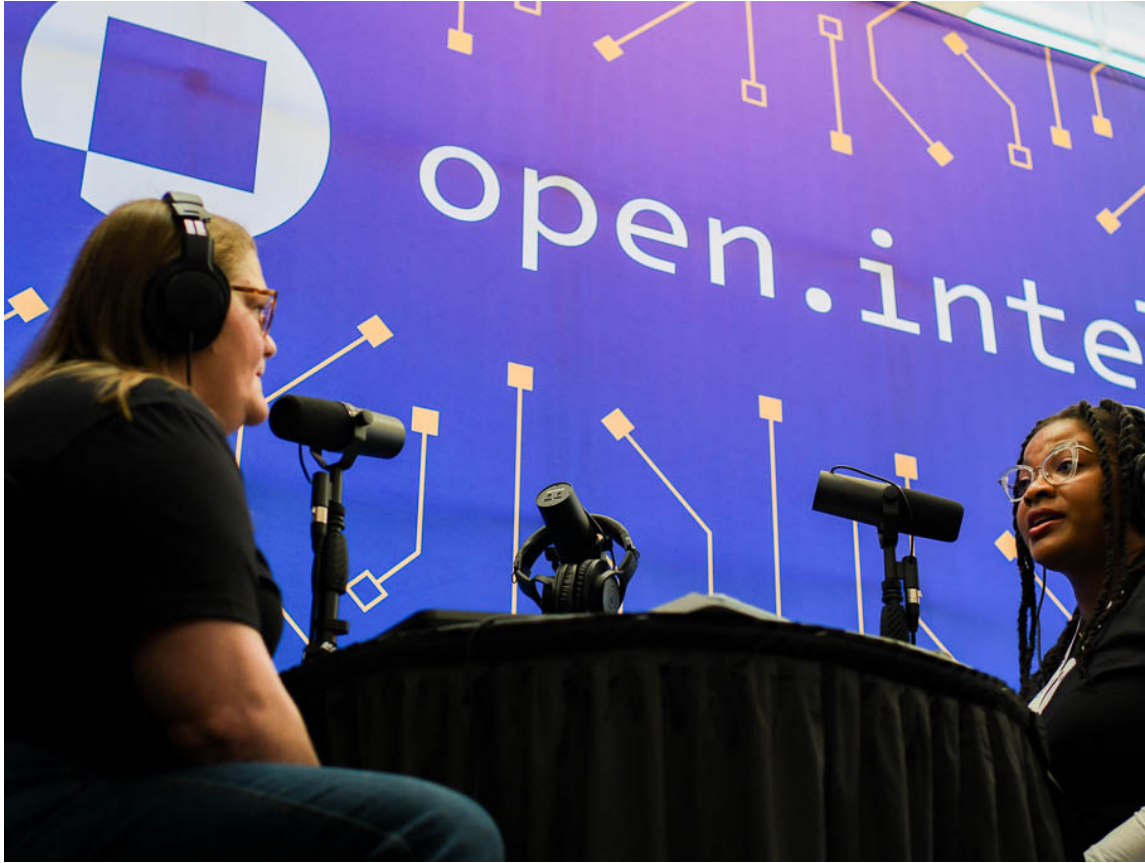
Free-ranging
conversations with
open source experts



**open at
intel**

a podcast by





But do you really need
a podcast?

Making Connections

- Connect with existing podcasters
- Promote your project or podcast
- Crawl before you walk
- Do your homework!





open.intel.com/podcast

reality2cast.com

hackaday.com/tag/floss-weekly/

Twitter/X: [@katherined](https://twitter.com/katherined)

Fediverse:

[@katherined@reality2.social](https://reality2.social/@katherined)

LinkedIn: [katherinedruckman](https://www.linkedin.com/in/katherinedruckman)





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