

Podcast Recommendations Guidebook 1.0



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# Podcast Spreadsheet and Survey List Findings:

## How Findings were Determined:

### Average Episode Length:

- Took the average length and standard deviation of all podcast episodes to find what is typical in recommended podcast episodes.

### Frequency of Guests:

- The frequency of guests was determined by looking at the total number of episodes in each podcast, counting how many had guest speakers, and dividing to find the percentage of episodes with guests.

### Average Year of Release:

- The average year of release was determined by averaging the first podcast episode's release date with each other.

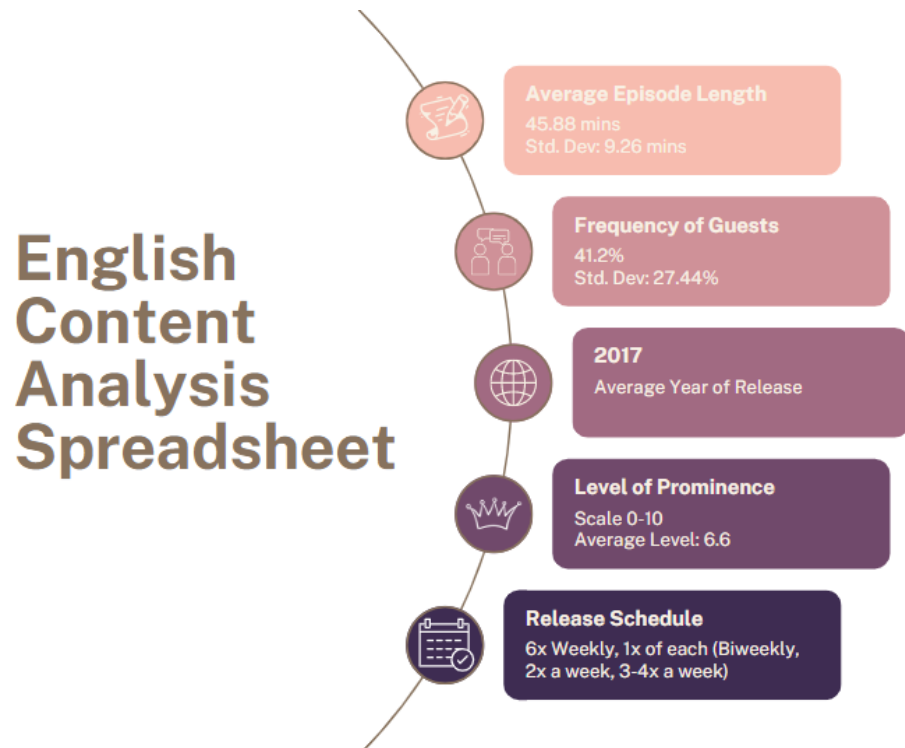
### Level of Prominence:

- The level of prominence helped us **determine how qualified the average podcast host is** based on certain criteria. These criteria were:
  - Having a website: +2 Points
  - Having a medical degree (MD): +4 Points
  - Having other forms of health licensing (Nutritionist, Psychologist, etc.): +2 Points
  - Featuring Guest Speakers (25% or more of the time): +2 Points
  - Offering a book, online coaching, or therapy programs: +2 Points
- We based these criteria on what we found in other podcasts commonly involved.
- Considering our sponsor is creating a website, has a Psychology license, and offers therapy/nutrition counseling programs, that would **put you at a Prominence score of 6**. This is 0.6 lower than the US average, but **2.4 higher than the Czech average of 3.6**.

### Release Schedule:

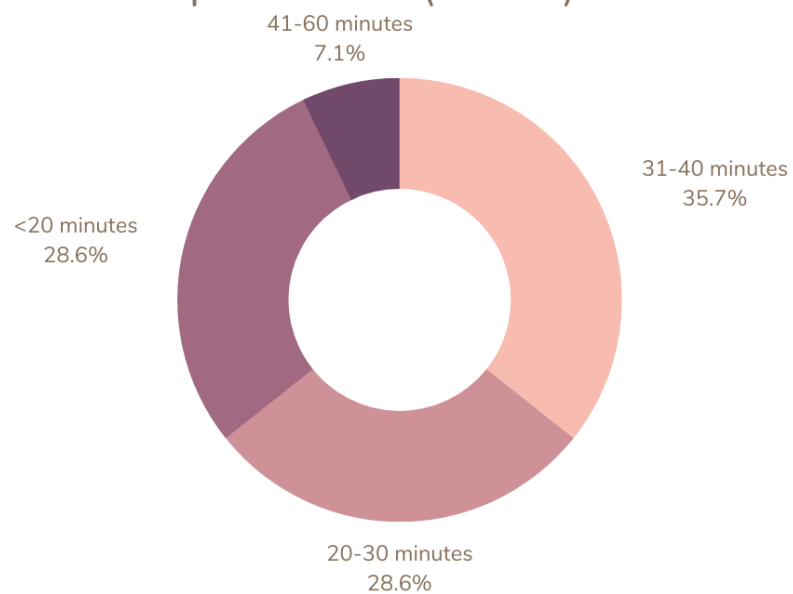
- The release schedule looked at two things:
  - Frequency of release (Weekly, 2x a week, biweekly, etc.) (Note: biweekly meaning every other week)
  - What day the podcast was released (Monday, Tuesday, etc.)

## English Podcast Results:



## Podcast Survey Results:

What do you think an ideal length for a podcast is? (n = 14)



## Takeaways:

### Average Episode Length:

- About 45 minutes
  - Standard deviation: 10 minutes
- This means anywhere between **35-55 minutes is typical for an English podcast**
- The survey found that women are more likely to listen to a podcast if it falls within a 20-40 minute time range. About 36% said they prefer the episode to be 31-40 minutes in length, and 29% prefer episodes that last around 20-30 minutes or less than 20 minutes. This shows there is a decent degree of variation in episode length to work with when creating the podcast. The podcast should be long enough to educate and entertain but not too long that they become disinterested or do not have enough time to listen.
- **It is suggested to have a podcast around 30-50 minutes in length.**

### Frequency of Guests:

- 41.2%
  - Standard deviation: 27.4%
- Guests are relatively frequent on English podcasts, however, it varies a lot. Nine of the ten podcasts studied contained guest speakers. **Having guest speakers on the podcast is valuable- but since it varies so much it would not be a problem to not have them on right away due to a lack of resources or people to interview.**

### Year of Release

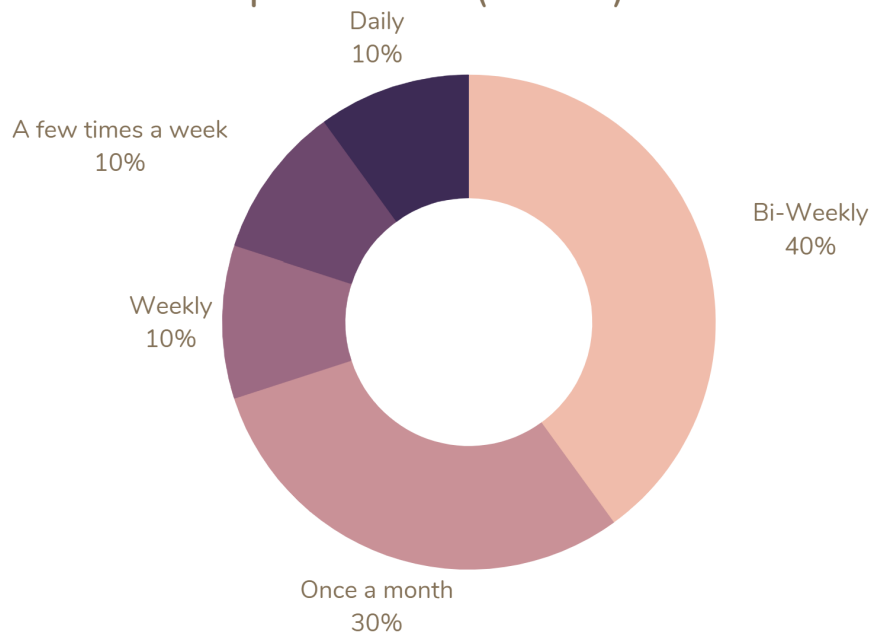
- 2017
  - These podcasts will be more established due to being released a longer time ago.

### Level of Prominence

- Average: 6.6
  - We used our own scale for this. We figured it would be good to find a way to figure out how important or famous a podcast host is to give you an understanding of how relevant you have to be to run a successful health podcast.

## Release Schedule:

### How often do you listen to health-related podcasts? (n =10)



- 6 Weekly releases
- 1 Biweekly release (every other week)
- 1 2x a week release
- 1 3-4x a week release
- Release dates: Monday, Tuesday, Wednesday, Thursday
  - Although these may release more frequently than you had planned, **the important point here is that 9/10 English Podcasts have a regular release schedule, as in they follow a set time. If you cannot commit to weekly, try to do biweekly or even monthly. Having a regular release schedule keeps listeners coming back, as they will know that there is a podcast coming on that day and are less likely to forget to tune into the new episode.**
- Women who listen to health-related podcasts typically listen bi-weekly (40%) or once a month (30%). The frequency of consumption suggests that new episodes do not need to be posted multiple times a week or even weekly. A consistent posting schedule is still important so followers know when a new episode is released. **Consistency will allow for a larger following.**
- **A recommended posting schedule is weekly or bi-weekly.**

# Inductive Coding + Survey Results:

## Findings After Listening to English-Language Podcasts:

We listened to Doctor's Pharmacy, On Health, and Funk'tional Nutrition. We listened to four episodes from each one, as well as the introductory trailer/episode for On Health (for a total of thirteen episodes)

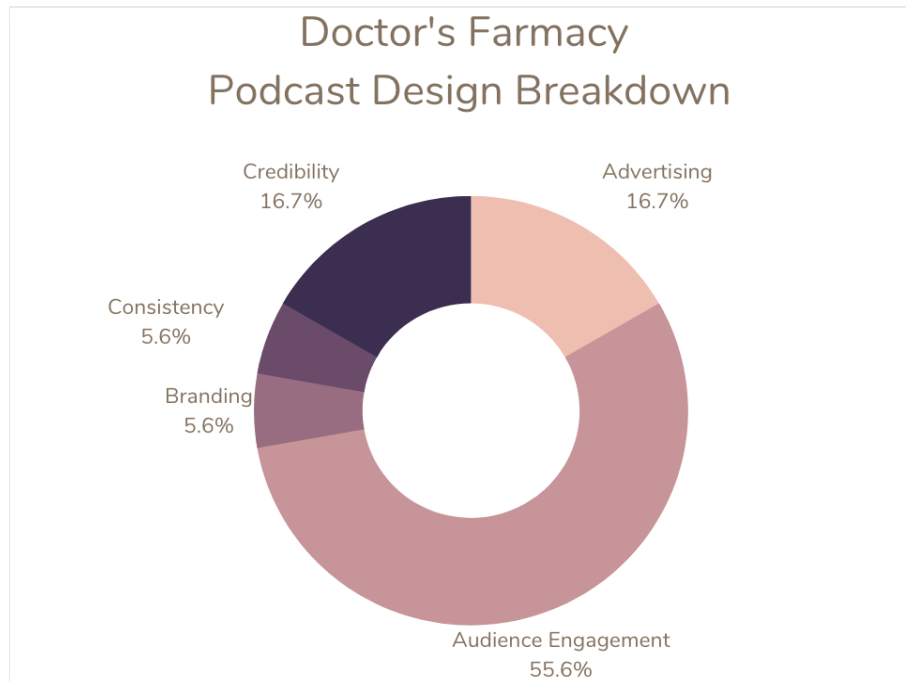
We took notes from each episode we listened to and found similarities and differences across all three podcasts. We focused on themes related to podcast design and themes related to podcast topics covered.

## Podcast Design:

We focused on 5 features of podcast design:

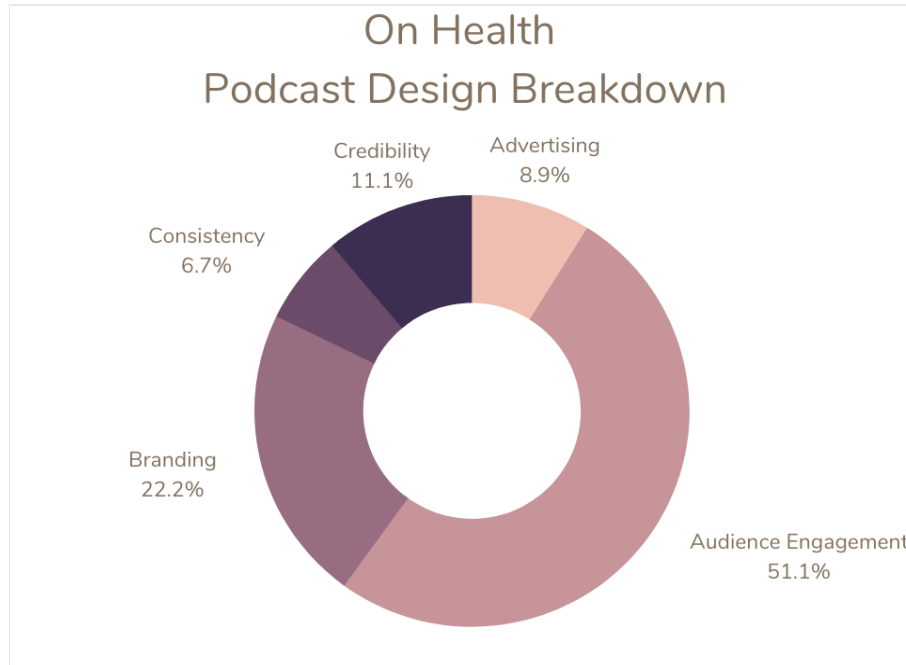
- *Advertising*
  - Methods hosts used to gain income from their podcasts (commercials, sponsorships)
- *Audience Engagement*
  - Methods used to get the audience to engage with the host, guest speaker, and podcast (personal stories/experiences, involving the listener into the conversation)
- *Branding*
  - Features unique or specific to podcasts/hosts (music, logo/cover art, title, resources outside of the podcast such as books, website, and payable programs)
- *Consistency*
  - Related to branding, relates to signature features unique to the host/podcast (signature introduction, outro, signature phrases)
- *Credibility*
  - Establishment of the credibility of the host and/or guest speakers (qualifications, citing evidence/scientific research)

The following visuals show what the team noticed the most after listening and taking notes on each podcast/episode:



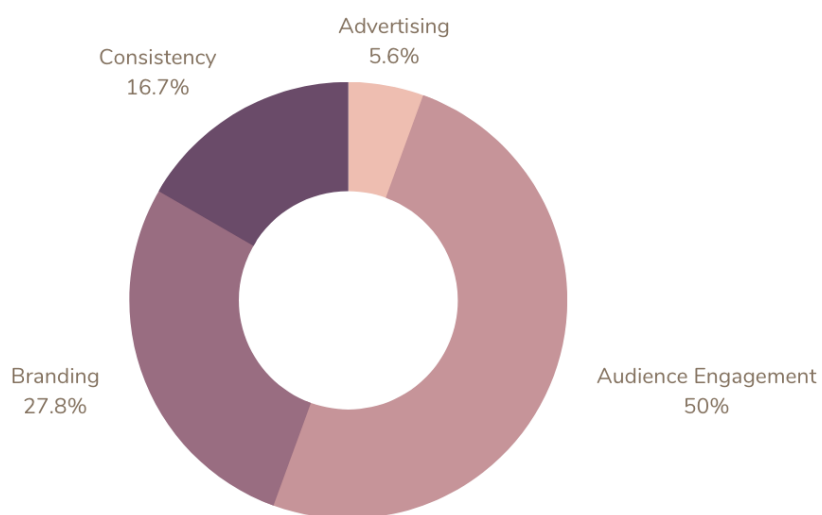
*Audience Engagement* was the most notable podcast design feature for Doctor's Pharmacy (55.6%). *Advertising* and *Credibility* were equally as notable (16.7%), and *Consistency* and *Branding* were equally as notable (5.6%).





*Audience Engagement* was the most notable podcast design feature for On Health (51.1%). *Branding* was the second-most notable feature (22.2%), *Credibility* was the third-most notable (11.1%), and the least notable features were *Advertising* (8.9%) and *Consistency* (6.7%).

## Funk'tional Nutrition Podcast Design Breakdown



*Audience Engagement* was the most notable podcast design feature for Funk'tional Nutrition (50%). *Branding* was the second-most notable feature (27.8%), *Consistency* the third-most notable (16.7%), and *Advertising* the least notable (5.6%). *Credibility* was not a feature noted by the team while listening to Funk'tional Nutrition.

### **How to Engage the Audience:**

Audience Engagement was the most notable feature of all three podcasts, so you'll want to focus on this the most.

The host of On Health engages with the audience through her conversational and informal language and her friendly tone of voice. She speaks clearly and relatively slowly, and her microphone/audio quality is usually very good, which makes the listener want to keep listening, and makes it seem more like she is speaking directly to you.

The host of Funk'tional Nutrition engages with the audience through her conversational language as well. She also encourages listeners to submit questions for her to answer on a future podcast episode. In addition, she encourages listeners to provide positive feedback for the podcast.

## Recommendations

Use **On Health** as a model when you have a conversation with the audience or a guest speaker. You can also use the host of On Health as a model for discussing your personal experiences and expertise.

To include the audience in the conversation and demonstrate your experience and expertise, you can have the audience **submit questions** to you by Direct Messaging you on Instagram, emailing you, or possibly filling out a form and submitting it through your website.

Encouraging listeners to **provide positive feedback** by subscribing to the podcast, leaving a positive review, and sharing the podcast with family and friends will help spread the word about your podcast and allow you to build a larger following.

You could say:

“If you liked this episode of [Podcast Title], make sure to leave a positive review, share this episode with your family and friends, and subscribe so you’ll always get notified when a new episode of [Podcast Title] releases!”

## How to Establish Your Brand:

Mention the **content you have available outside of your podcast** (website, Instagram) as well as **outside resources and works** you have outside of your podcast. You can talk about ABACEDA and your book, as well as any resources or outside works you have that relate to your expertise as a psychotherapist.

In terms of the podcast, **consistency will be key**. Choose **music** that you will use for your podcast introduction, outro, and any transitions/breaks you might have throughout an episode. Using the same or similar music every episode will help establish a certain mood/atmosphere for your podcast.

Use the same or similar **introductions and outros** every episode.

For an introduction, you could say:

“Welcome to [Podcast Title]! My name is Kateřina Čížková [briefly talk about who you are and what you do]. The purpose of this podcast is [briefly discuss your purpose for creating the podcast]. Today’s episode is [briefly discuss the episode topic]. I hope you enjoy!”

For an outro, you could say:

“Thank you for listening to [Podcast Title]! I hope you enjoyed the episode [ask the audience to leave a positive review, share the episode, and subscribe to the podcast]. If you’d like to learn more about me and what I do [direct audience to Instagram, website, and outside resources and works]. See you next time!”

You already have a great logo in the works, so the next step will be choosing a **title!**

### **Podcast Title Examples:**

- Holistic Healing
- Healing Holistically
- Help Heal
- Holistic Helps
- Mindful Methods
- Wellness Whispers
- Wellness Podcast
- Holistic Podcast
- How Holistic Helps
- Holistic Helping Wellness
- Wellness Healing
- Healing the Body
- Wellness for Women
- Healing for Women
- Holistic Healing for Women
- Mindful Women
- Women of Wellness

### **How to Establish Credibility and Build a Following:**

The hosts of Doctor’s Pharmacy and On Health are both medical doctors, but you don’t need an MD to establish credibility for you and your podcast.

**Reference scientific evidence and any scientific journals, articles, or studies that relate to the given topic** to help establish credibility. You can talk about your professional expertise as well as your personal experiences.

Journals you might consider looking into:

- [International Journal of Women's Health and Wellness](#)
- [Women & Health](#)
- [European Journal of Psychotherapy and Counseling](#)

In terms of building a following, **Instagram marketing and spreading the word about your podcast to friends and family** will be essential. In addition, there are some **podcasts that interview other podcasters about how they got started** as well as how to market and grow your podcast:

- The Podcast Digest
- Charitable Radio
- Podcast Junkies

## **Do You Need Advertisements?**

Doctor's Farmacy and Funk'tional Nutrition both featured advertisements in their podcasts: Doctor's Farmacy featured traditional commercials while Funk'tional Nutrition used sponsorships. **If you'd like to earn some income from your podcast, you might consider including advertisements, but you don't have to.**

On Health does not feature any advertisements, but the host is still able to earn income through online programs that are available for purchase on her website.

Ultimately, it's your decision whether you'd like to advertise or not. Commercials can be annoying and distract from the content, but they are useful for earning money that you can put back into the production of your podcast.

## Podcast Topics:

Podcast topics from the survey:



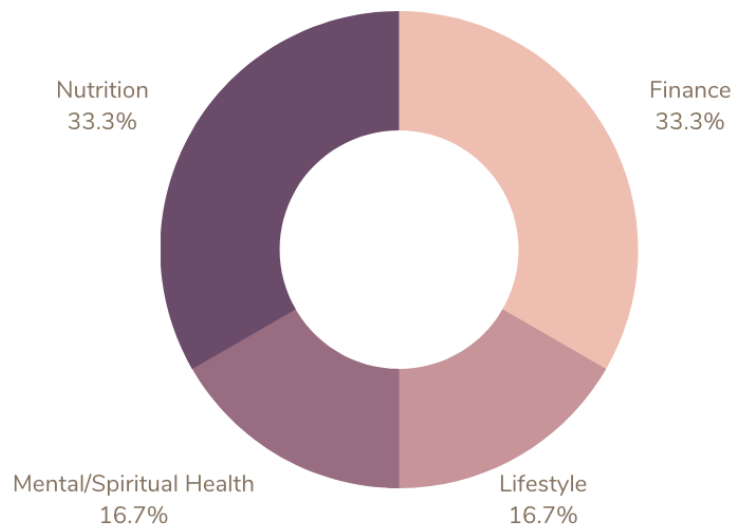
- The survey asked women if there were certain **health-related topics** they were interested in learning more about. The topics are listed in the figure above, which include **mental health, gynecology (hormones/birth control), exercise, work-life balance, and illness prevention & disease.**
- **Highlighting topics** the target audience wants to hear **boosts the relevancy of the podcast and attracts a larger audience.** It is recommended to continue finding out topics that listeners are interested in once that podcast has begun. This can be done through a form that is listed on a website or social media. This will keep listeners engaged and continue coming back for more.

We focused on 9 podcast topics after listening and taking notes on Doctor's Farmacy, On Health, and Funk'tional Nutrition:

- *Addiction*
  - Addiction to food, drugs, stress, etc.
- *Capitalism*
  - How the actions of consumers earn big corporations money
- *Environment*
  - The ecological, physical environment as well as the conceptual environment (upbringing, relationships)
- *Finance*
  - Financial burdens and financial responsibility
- *Lifestyle*
  - How somebody lives their life: practices, routines, and habits that a person applies to themselves
- *Mental/Spiritual Health*
  - The overall mental and spiritual well-being of somebody, mental illness, psychology, neuroscience
- *Nutrition*
  - What food we eat, dieting, snacking, and how our food is made
- *Perceptions*
  - Different ways of thinking, misconceptions, contrasting concepts, mindsets, and the concept of changing one's mind
- *Society*
  - Societal fulfillment, gender dynamics, aging society, and social media

The following visuals show what the team noticed the most after listening and taking notes on each podcast/episode:

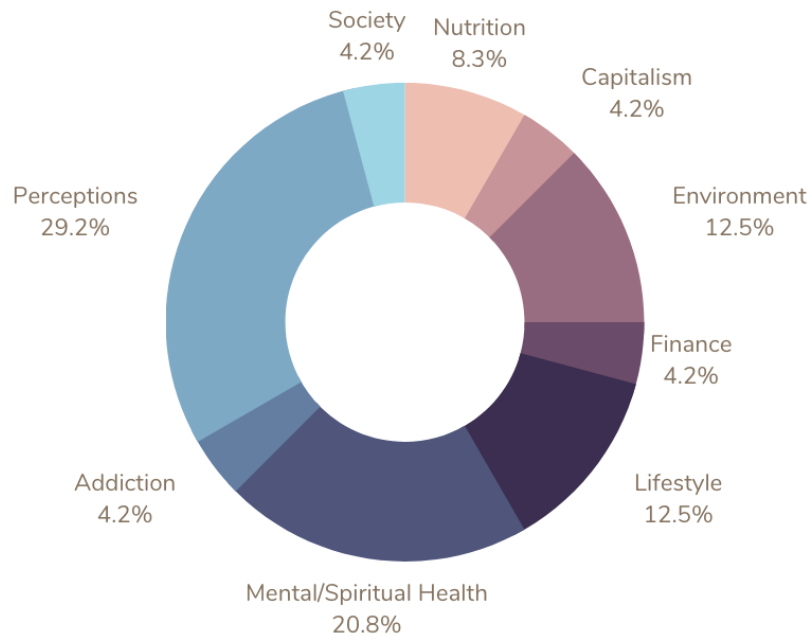
## Funk'tional Nutrition Podcast Topic Breakdown



The two most relevant topics of The Funk'tional Nutrition Podcast were *Nutrition* and *Finance* (33.3%) followed by *Mental/Spiritual Health* and *Lifestyle* (16.7%).

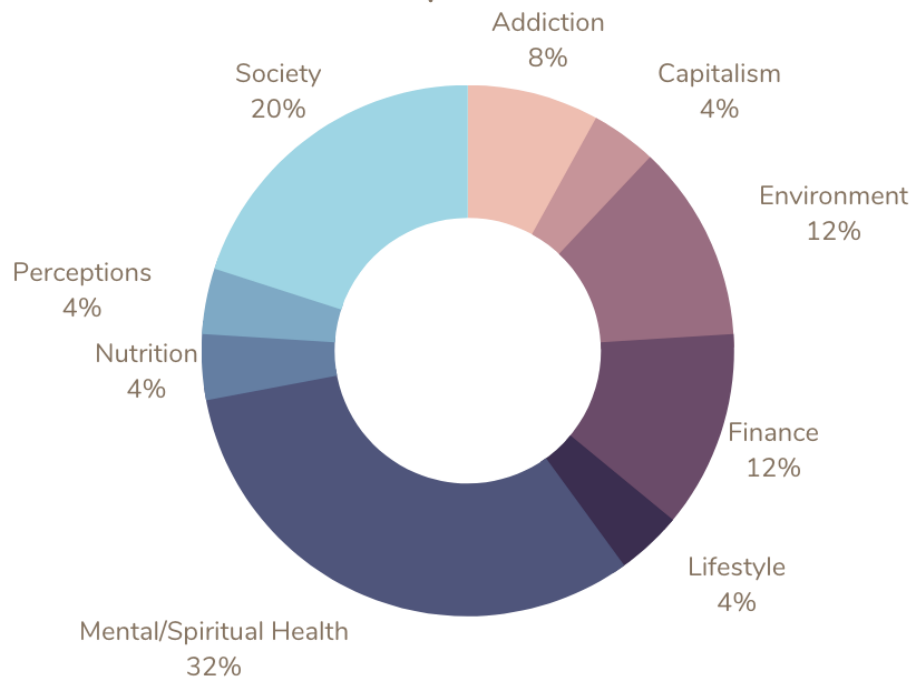


## On Health Podcast Topic Breakdown



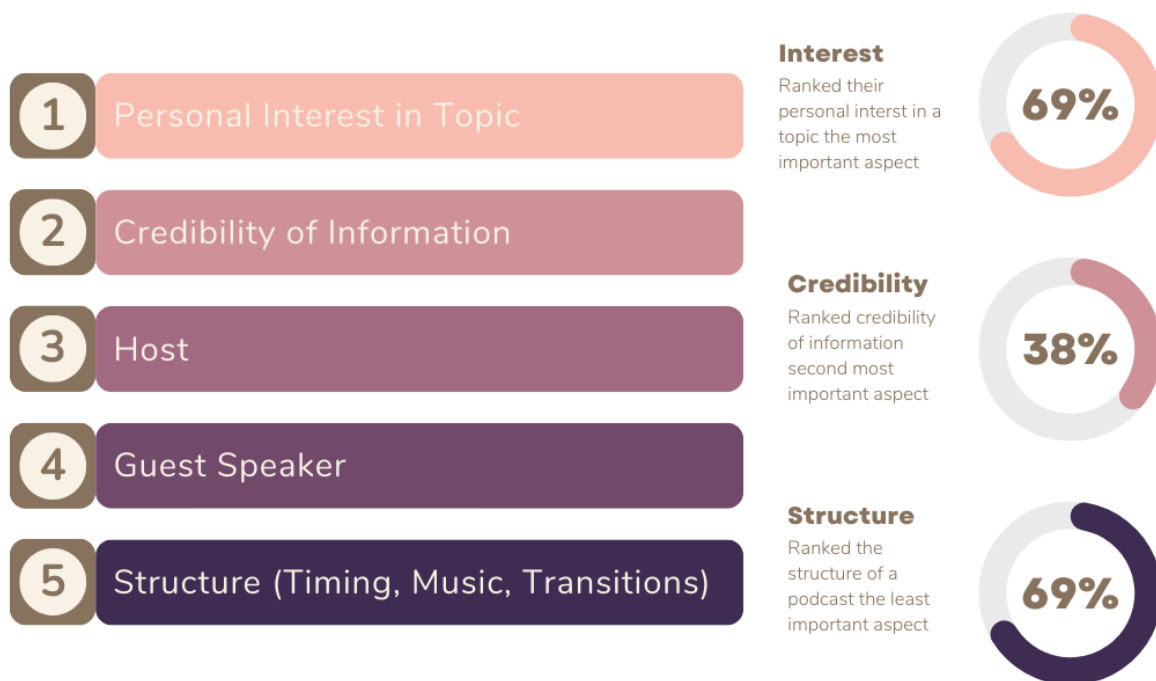
The most prevalent podcast topic of the On Health podcast was *Perceptions* (29.2%), followed by *Mental/Spiritual Health* (20.8%), *Lifestyle* and *Environment* (12.5%), *Nutrition* (8.3%), and then *Finance*, *Addiction*, *Society*, and *Capitalism* (4.2%).

## Doctor's Farmacy Podcast Topic Breakdown



The most prevalent topic of the Doctor's Farmacy Podcast was *Mental/Spiritual Health* (32%), followed by *Society* (20%), *Environment* and *Finance* (12%), *Addiction* (8%), and *Capitalism*, *Perceptions*, *Nutrition*, and *Lifestyle* (4%).

## Other Survey Results:

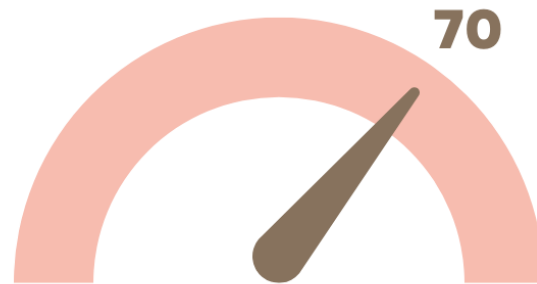


### *Ranked Aspects of a Podcast*

The team asked women to rank the most important aspects of a podcast. The figure above shows the average ranking, with “1” denoting the most important aspect and “5” denoting the least important: **69% of women ranked Personal Interest in the Topic as the most important aspect, and Structure of the podcast as the least important.** The team believes it is **still important to have a good structure** because, although it is the least considered, **it has a sizable impact on the podcast.** When the structure flows well, the listeners aren’t typically thinking about it and enjoying the content, but if the structure is poor then the listeners will notice and be less likely to listen to the podcast.

## Description & Summary

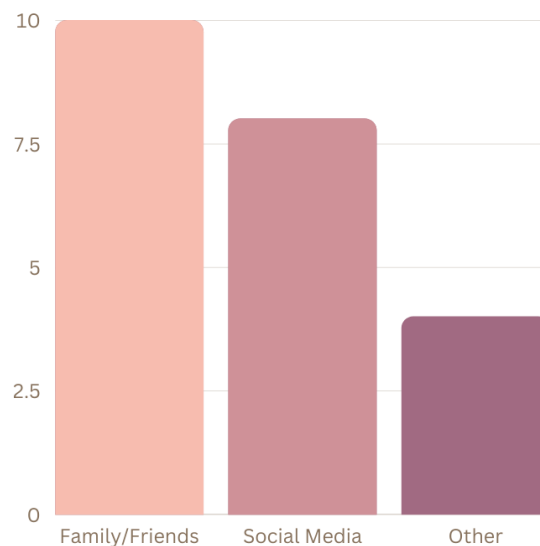
The average ranking  
for podcast  
description and  
episode summary.



### *Aspects for new podcasts*

The women were asked to rate on a scale, from 1 to 100, how much certain aspects appeal to them when looking for a new podcast. The aspects included description/summary of the podcast, picture/thumbnaill, title, length of the podcast, episode description, and episode title. The aspects that have the **largest impact** are the **podcast description and episode summary**. Both of these aspects had a ranking of about 70. This is where the podcast hooks potential listeners. It is important to really **focus on making the summaries the best** they can be. **Take time to look over, edit, rewrite, and even gain feedback from peers to create the most successful description and summary.**

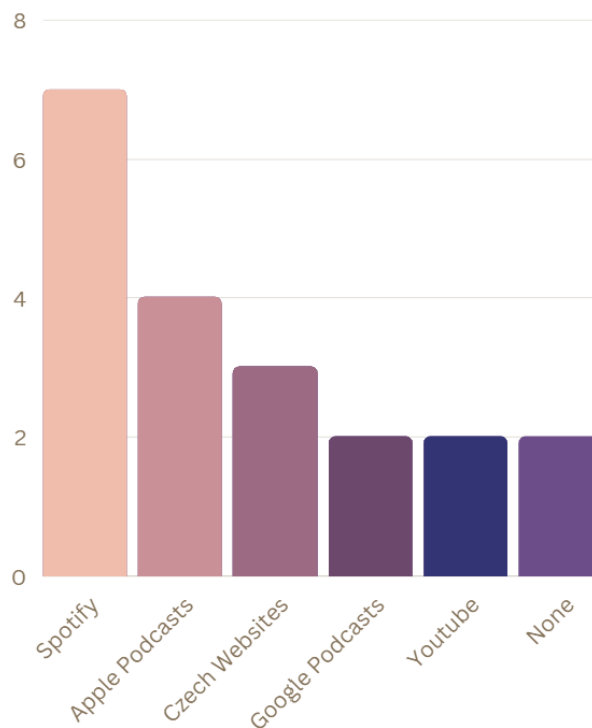
How do you typically hear about podcasts? Check all that apply  
Check all that apply (n = 15)



### *Hearing About Podcasts*

The graph above shows how women typically hear about a new podcast. The largest category was family/friends, followed by social media. The “Other” category consisted of women learning through colleagues and a host mentioning other podcasts as part of their shows. When they selected social media there was an option to specify which platform. Of the 8 women that selected social media, 6 women specified which social media platform they hear about podcasts. **3 out of the 6 (50%) mentioned Instagram**, 33% said Facebook or YouTube, and 17% said Seznam, Spotify, or LinkedIn. **Although family/friends is the largest category at about 67%, they have to learn about it somewhere first.** This highlights the **importance of marketing the podcast** successfully on social media so more women can discover it and spread the word. Instagram is the largest mentioned social media platform which is also the platform the team has been focusing on for marketing research.

Which platform do you listen to podcasts the most? Check all that apply (n = 16)



#### *Popular Podcast Streaming Platforms*

The team asked questions to find the most popular streaming platform and if the women were willing to pay for a subscription. The most popular streaming platform is Spotify at 44%, followed by Apple Podcasts at 25%. Sixty-nine percent of women also said they were not willing to pay to stream a podcast. **This infers that the platform the podcast will be published on should be free, or have a free option.** All of the options listed in the figure above are free. The only time where they would have to pay is if they wanted a premium service, which typically includes benefits such as a lack of advertisements/commercials and the ability to download episodes. **Apple Podcasts and Spotify will allow for the largest number of listeners** since it does not require payment and are the most heavily streamed platforms.

## Introductions:

Introductions are very simple. **Both Spotify and Apple Podcasts offer an “Introduction” segment seen below.** Using this, just tell your viewers what the podcast is about, and what you look to do! Introduce yourself, co-hosts, and general examples of topics in episodes.

### Apple Podcasts:

Search On Health + ...

OCTOBER 19  
**Optimizing Immunity Through the Gut-Immune Axis With Robynne Chutkan MD**  
 What do sleep, mucus, and, plant diversity have in common? They're all important aspects of a health...  
 1 hr 17 min

OCTOBER 12  
**Negativity Bias: Why We Expect the Worst and How to Change That**  
 Human brains do a lot of thinking - to the tune of about 6200 thoughts per day! Most of these are j...  
 50 min

See All (189) >

**Trailer**

TRAILER  
**Introducing: On Health**  
 Welcome to the new medicine fo...  
 2 min

Introduction Episodes Look like this



### Spotify:

ON HEALTH  
 FOR WOMEN AVIVA ROMM MD

**On Health**  
 Aviva Romm MD

Following 🔔 ⚙️ ...

From the stuff your mother never told you, to the stuff your doctor never learned, On Health ... [see more](#)

5.0 ☆ (105) • Educational podcasts

Introducing: On Health  
 TRAILER 1 min

**All Episodes** Sort

01 Gabrielle Bernstein - Making Resolutions that Stick  
 Listen in as I talk to creator of the Spirit Junkie Movement Gabrielle Bernstein about resolutions and habits, and how t...  
 Jan 4, 2016 • 38 min

## Episodes That May Be Relevant to Listen To:

These are the episodes that we listened to for inductive coding:

### **Doctor's Farmacy:**

- Michael Moss on Salt, Sugar, Fat and the Role of the Food Industry in Creating Food Addiction (May 16, 2018)
- Marie Forleo on Building a Life you Love (Jul 18, 2018)
- How to End Mental Illness with Dr. Daniel Amen (Nov 6, 2019)
- Why We Grow Old and how to Age Well (Oct 31, 2022)

### **On Health:**

- Introducing: On Health (Jun 29, 2022)
- 88 Can Cleanses and Detoxes Tank Your Thyroid? (Sept 8, 2018)
- 139 How and Why to Raise an Eco-Conscious Family (Dec 2, 2020)
- Negativity Bias: Why We Expect the Worst and How to Change That (Oct 12, 2022)

### **Funk'tional Nutrition:**

- 1 Intro
- 2 Healthy Snacking
- 182 The Risks of Low Vitamin A & How to Increase Your Levels

Based on the spiritual approach you wish to take, listening to any of the highlighted episodes could provide you with important information regarding any topics you wish to do in the future.



## Links to Potential Important Documents:

These links were found through writing the background for our research paper.

- (1) In our background, we found that people prefer expert guest speakers, but still appreciate people with personal experience, so even a friend or somebody could help you talk about a topic or issue they struggle with. (Kirkpatrick and Lee)

[\(1\) The Impact of Source and Message Relevance on Audience Responses to Health Podcasts](#)

- (2) This article is about mental health stigma in various countries and regions, one of them being the Czech Republic. (Koschorke)

[\(2\) Perspectives of healthcare providers, service users, and family members about mental illness stigma in primary care settings](#)

- (3) This article is about women with psychological struggles after breast cancer surgery and treatment. (Kozikowski)

[\(3\) Stigma of Cancer in Post-Socialist Czech Republic](#)

- (4) This article is about acceptance of people with mental illness in the Czech Republic. (Winkler)

[\(4\) Attitudes towards the people with mental illness](#)

- (5) This article is about the percentage of people who believe in the concept of spiritual health in the Czech Republic. It also separates men and women into separate statistics. (Jirasek)

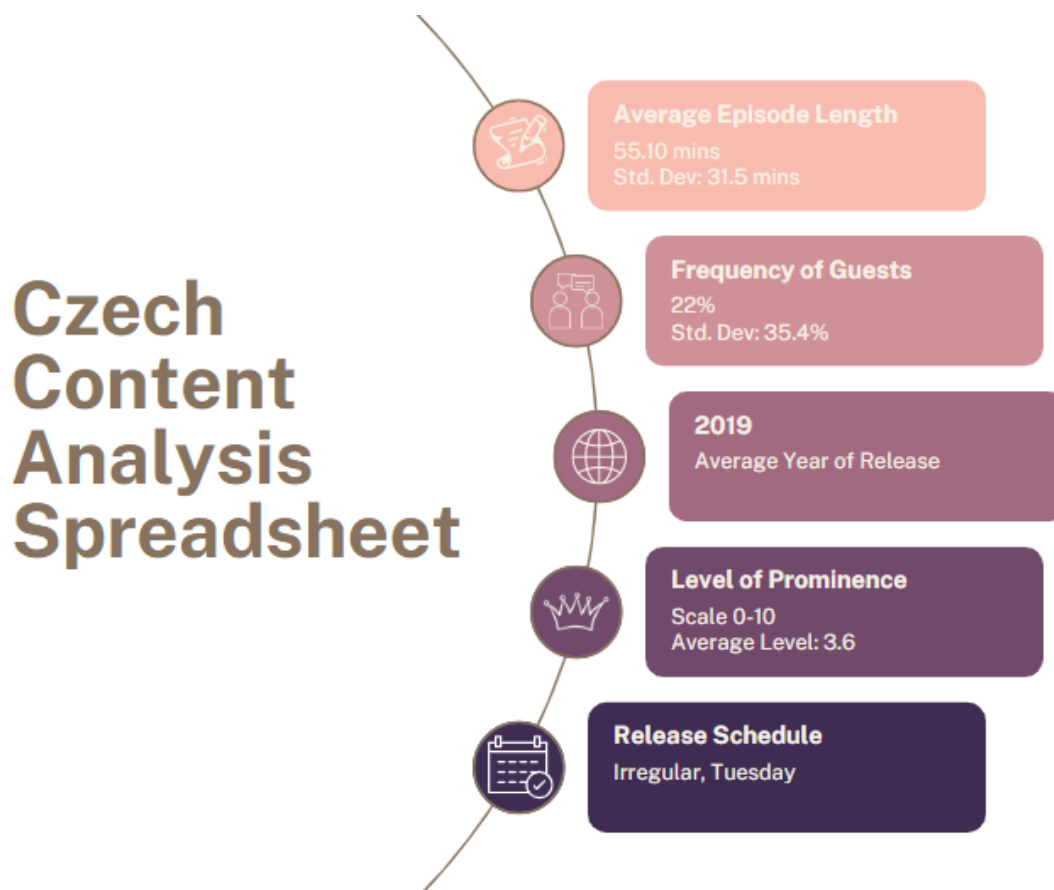
[\(5\) The perception of spiritual health](#)

They are also located in this Google Drive Link:

[Documents for Sponsor](#)

## Czech Podcast Results:

**Note:** These results were taken from the spreadsheet you gave us. Due to Czech podcasts having very little regularity between them, we figured it would be better to base recommendations off of English podcasts. **It may be valuable to see where you stand relative to other Czech hosts and how your podcast matches up to them.**



### Average Episode Length:

- 55 minutes
  - Standard deviation: 31.5 minutes
- Czech podcasts vary a lot more than English podcasts. Although the structure of your podcast may be different, it is good to **keep episodes more consistent** so listeners know what they are getting.

**Frequency of Guests:**

- 22%
  - Standard deviation: 35.4%
- Difficult to draw conclusions when Czech podcasts have no similarities in guest appearances. Only four of the nine contained them at all.

**Year of Release**

- 2019
  - Czech podcasts are much newer than English ones.

**Level of Prominence**

- Average: 3.6
  - The average Czech host is much less well-known and famous compared to the English hosts. This is good news, as based on our scale, **it will actually put you ahead of what is currently out there in the Czech Republic.**

**Release Schedule**

- Eight out of nine podcasts were irregular, meaning no release schedule or pattern
- One regularly on Tuesday
  - This tells us having a regular release schedule will put you ahead of other Czech health podcasts.