

The Jodcast

The Seduction of Public Outreach

Nicholas James Rattenbury

JODRELL BANK CENTRE FOR ASTROPHYSICS
THE UNIVERSITY OF MANCHESTER

Introduction

The Jodcast is a twice-monthly podcast from Jodrell Bank Observatory



Podcasting as Public Outreach

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- Audience is world-wide: all internet users
- Becoming a routine form of media delivery for all broadcasters

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Jodcast Personnel

Nicholas Rattenbury	PDRA (JBCA)
Stuart Lowe	PDRA (JBCA)
David Ault	MSc (JBO)
Tim O'Brien	Senior Lecturer (JBCA)
Ian Morison	Gresham Prof. Astronomy
Megan Argo	PDRA (Perth)
Roy Smits	PDRA (JBCA)
Colin Stuart	Science Made Fun
Emily Fair	Science Made Fun

“Just wanted to say thanks for a GREAT PodCast. They’re interesting, informative, pitched at exactly the right level, well-produced and above all, fun!”

The Jodcast: astronomy podcast

- The Jodcast was produced as an extension of the existing “Ask-An-Astronomer” talks at JBO...
- ...with the aim of speaking to larger audiences
- Aimed at general public, especially 15 – 20 year olds.

“All content is presented in a good natured manner and in a way the average person can understand. Do yourself a favour and subscribe to this podcast, it’s a keeper.”

The Jodcast - Aims

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- To motivate students to study science.

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- **Access and response:** We routinely read out listener feedback and act on suggestions, where possible. Website quality is paramount.

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Segment	Duration (mins)
News	10
AaA	5–20
Interviews	15–60+
Night Sky	10–15

“Funny & informative. Astronomy without dumbing-down. First rate stuff - Full of tasty facts.”

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- Bought professional-grade solid-state audio recorders and microphones.

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- Currently at the practical limit of what we can produce and still do research

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- Feedback so far has been 100% positive, or at least constructive.

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- An attempt to hit a larger target audience

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Lessons learnt so far

- Audio podcasting is an effective means of public outreach of astronomy.

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- Will video podcasting attract our target audience of 16 – 20 yos? And will video podcasting impart information?
- Public outreach is a dangerous game for researchers.

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Heartwarming

Hi all, Thanks for such a brilliant podcast, always very interesting and entertaining, so much so, and I am not academic at all, your show has prompted me to start studying with the open university even though I work full time. Your pod cast has given me a thirst to know more about how everything “out there” works, so, many thanks to you all.

Listen to...



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Jodcast

www.jodcast.net