



IT'S ALL about the kids.

INSIDE THE OSD with Dr. Leslie Bergstrom

- Target Audience(s): All Oregon School District (OSD) families, students, staff, and community.
- Timing: Launched December 2022 with new episodes every 1-2 weeks; 15-20 minute target/episode (based on area commuter research).
- Production: completely in-house; most episodes are done on location to give an authentic feel.
- Recording App: Voice Recorder & Audio Editor (free!); Hosting Site: Podbean
- Available on all common podcast apps, such as: Amazon Music, Apple Podcasts, Google Podcasts, iHeartRadio, PlayerFM, Podbean, Overcast, Spotify, TuneIn+Alexa, and more!
- All episode transcripts are translated into Spanish.
- Strategies for engaging audience in episodes:
 - Involve students, staff and community members from different audience segments to participate (e.g., kindergarten students, graduating seniors, environmental enthusiasts)
 - Provide a podcast sticker to each guest
 - Pre-launch episodes with families / groups / organizations of guests in the podcast
- Tactics are used to promote the podcast and each episode:
 - Website - a dedicated podcast webpage and announcement on our [front page](#)
 - Social Media - used to promote each new episode ([example 1](#), [example 2](#), [example 3](#))
 - Local Media - partnered with [local newspaper](#) on podcast launch
 - Board of Education meetings - promotion added to Superintendent report
 - School newsletters - new episode description announcements
 - Emails - podcast topics and links incorporated into related district emails & communications
- Questions? Erika Mundinger: 608-501-7432, elmundinger@OregonSD.org

