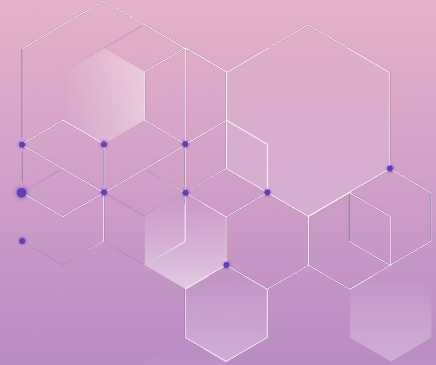




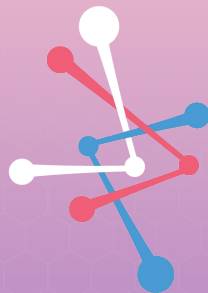
CITAP Podcast

Sofia Alba, Montia Daniels, Jeremiah Holloway, and Daniel Myrick

Mis & Disinformation



Introduction to CITAP



CITAP

Center for Information,
Technology, and Public Life

- **Based out of UNC-Chapel Hill**
- **Focus on digital information sharing**
- **Founded in 2019**
- **7 faculty, executive director, and 2 contractors**



Mission

- **Anti-techno determinism**
- **Goals:**
 - **Initiate**
 - **Engage**
 - **Inform**

CITAP Podcast

Challenges

- **Gauging the reach of the podcast:**
 - **Connecting**
 - **Measuring engagement**

Why a podcast?



- **A Growing Medium**

- 54% of ages 12–34 listen monthly

- **People Want to Learn**

- 74% listen to learn new things
- 60% listen for up-to-date news

- **Political Advocacy**

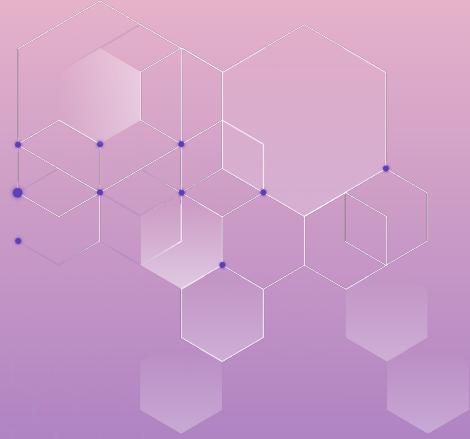
- **Listeners are more likely to:**
 - Vote
 - Attend political events
 - Donate to political funds
 - Participate in campaigns

How Might We?

How might we create and measure engagement with podcast users?

How might we best utilize social media to establish a reliable online presence?

How might we measure the way the podcast reaches personas quantitatively and qualitatively?



Personas

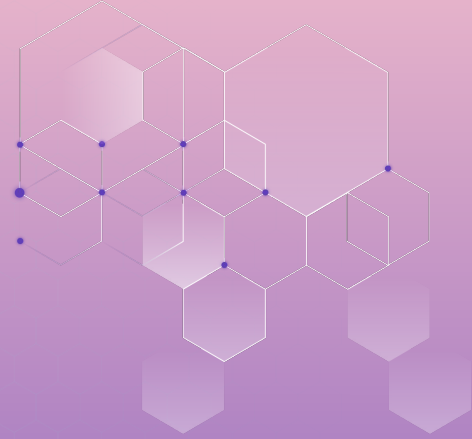
- Tech Industry Workers

- Journalists



- Policy Makers

- Students



Engage Audiences via Social Media



GOAL

3-5

**unique tweets/retweets
weekly**



Tapping into Twitter Audiences

- **CITAP: 2,031 Followers**

- **Zeynep Tufekci: 456.5K**

- **Tressie McMillan Cottom: 177.2K**

- **Deen Freelon: 11.1K**

- **Alice Marwick: 9,935**

- **Daniel Kreiss: 8,509**

- **Shannon McGregor: 8,261**

- **Rachel Kuo: 6,618**

- **Kathryn Peters: 2,850**

- **Francesca Tripodi: 2,180**



685,084

potential Twitter followers

Benefits of a Forum

- **Publicize episodes**
- **Promote healthy debate**
- **Gain insights**
- **Monitor conversations**

Discussion

Advocacy



Discourse

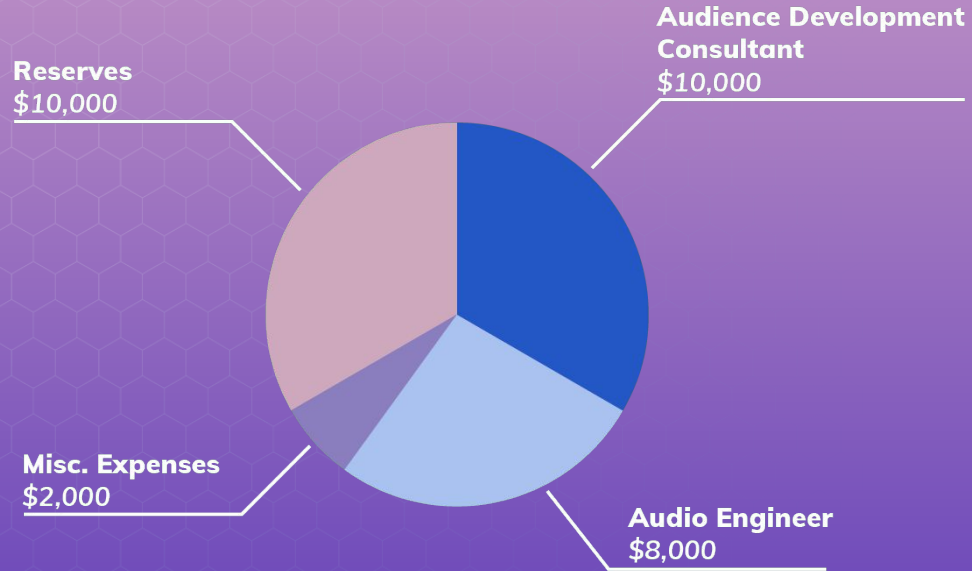
Competitive Edge

- **Models For Success**
 - You're Wrong About
 - Reply All
- **Competitors**
 - Virtually none
- **CITAP has a unique product**



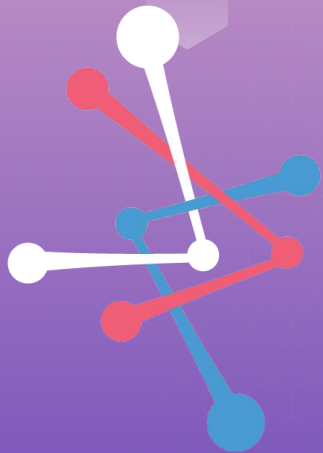
Revenue

- Non-profit
- Philanthropic Sponsorship
 - Knight Foundation
 - \$30,000
- Future Revenue?



Next Steps:

Marketing Tactics



CITAP

Center for Information,
Technology, and Public Life

- **Create a PR Kit**
 - Have a network of journalists/influential figures
- **Create a cohesive and strong brand**
 - Strong name and logo
 - Offer merchandise
- **Podcast listening session (for launch)**
- **Post behind the scenes on social media**

Goals:



- **26 downloads in first week**
- **124 downloads in first 30 days**
- **Create strong Twitter following (2,000–3,000 followers)**
- **Produce a second season**

Measuring Success



Podcasts



- Downloads
- Social media “engagements”
 - (likes, retweets, geographic reach, followers, etc)
- Social media followers

Q&A

- *Name Suggestions*
 - Will Not Fix
 - Dark Patterns
 - New Ideas??

LET'S VOTE!

