Since its launch in October 2014, the episodic true crime podcast Serial has had over 100 million downloads and triggered media organisations with flagging audiences to seek to emulate this crafted narrative form.

Ease of production and dissemination has also seen a proliferation of talk podcasts, which range from interview formats to panel fests and ‘chumcasts’. But only a minority of the 350,000 podcasts on iTunes will find substantial audiences; others will simply ‘podfade’.

This presentation examines the emerging aesthetics of podcasting and asks how this medium is changing journalism and the audio storytelling form. It will reference as case study a true crime investigative podcast to be launched in September 2016, on which Siobhan is a consultant producer.

THURSDAY 22 AUGUST. 12.30-1.30PM.
RESEARCH HUB (19.2072)