**Using a Podcast to Promote Research and Extension**

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**The Idea Guy**  
Co-host Matt created the podcast in 2009. He brings news and topics for discussion with Erin. Matt is always coming up with new ways to expand our podcast range, including regulatory updates, interviewing guests, and providing commentary on journal articles.

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**The Producer**  
Co-host Erin has been a part of the podcast since 2009, and works on editing and posting episodes. She is also interested in expanding the reach to new listeners. Erin talks with Matt about real-time pest updates from around Iowa and the Corn Belt, and promotes IPM practices in field crops.

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**The Techy Guru**  
Systems Analyst John has been part of the podcast from the beginning, and makes this effort possible by creating a platform to host and share episodes. His innovative IT group is currently working on a widget to improve the functionality, accessibility and look of the podcast.

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**We created the SOYBEAN PEST PODCAST® to promote IPM concepts (e.g., identification, sampling, economic thresholds, insecticide efficacy, etc.), provide updates on invasive pests and regulatory news, and translate research.**

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**Basics of the Soybean Pest Podcast**

1. **Audience:** Crop consultants, farmers, ag industry and chemical/seed sales, extension personnel, academics, and people interested in agriculture.

2. **Hardware:** MacBook Pro and two external microphones. **Software:** Apple GarageBand.  
   **Location:** Erin’s office in the Insectary Building.

3. **Listen:** Visit the website (www.soybeanaphid.info) or scan this QR code. Find and subscribe to the series on these podcatchers: iTunes, Stitcher and Pocket Casts.

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**Stats for the Soybean Pest Podcast**

1. The website averages 5,000 unique visits and nearly 18,000 cumulative visits per month (Figure A).

2. The podcast is in the 6th season with 75 episodes since 2009. The average episode length was 6:34 in 2009 and has gradually increased to 15:47 in 2015. Our newest goal is to create a weekly, year-round podcast.

3. During 2015, the website is averaging 600 listens per episode PLUS 4,500 podcaster listens (Figure B).

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**Bottom line:** A successful podcast doesn’t require a big budget, but it needs to be creative, have a dynamic host and made available to listeners. Posting regularly helps retain interest, too.