

## Podcasts: an update

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As regular readers of this blog will know, I started a podcast called The Account a year ago. After five editions, it faded away because I was not sure what it was going to achieve or what the benefits of producing it were.

More recently, readers will know that I asked whether those reading this blog would prefer that I produce video or audio material. Opinion was heavily in favour of an audio-only format.

Since then, I've given this subject much thought. I have also been in discussion with my youngest son, who is working his way through a gap year between university and starting a full-time career. As part of that he has been learning about how to use social media, and I have tapped that enthusiasm to get him to produce both trial videos and podcasts for me. These are now becoming more slick than my original productions. As a result we have agreed to work together on these for a while.

There are two ways to manage a podcast. One is to host a show, invite a guest, and have a discussion. These tend to be 30 minutes long, at least.

The other approach is to do something much shorter, with a single talking head (me, in this case) talking about a particular issue that might be of interest. These have to be much shorter if interest is to be maintained. Eight minutes is probably the maximum that can be sustained, and five minutes might be better. They can be even shorter, if appropriate.

Our plan is to opt for this short form approach for the time being with each podcast addressing a tightly defined issue. The aim will be to produce materials that will help people understand other discussion on this blog and in the world at large.

I have produced a first list of seventy topics to address. There could easily be many more, and suggestions are welcome.

The aim will be to produce several of these a week. They might even be daily. That depends a bit on how much I have to pay Thomas (who is Tom to everyone else in the

world, excepting his parents).

These will be available on many podcast platforms.

The plan is to also an indexed page to access them on this site, and to link them into the glossary, when appropriate, although the detail of that has not been worked out as yet.

Thoughts and suggestions are welcome.