

This is an example concept proposal for demonstration purposes and can be used to tailor own podcast proposals

Podcast title: The Digital Mentor

Alternate titles

1. Health Digital Mentor
2. Mentorcast
3. The Global Health Mentorcast

Tip: Survey for suitable title. Ask colleagues and test the title idea with various people

Contributors (Proposed team)

Name: Creator, Executive producer and Host, WSI

Name: Researcher and

Name: Producer

Marketing

Name: Marketing and Graphics Lead

Advisors

Name and type of advisory

Institution(s) and Collaborator(s)

Tip: Ensure all contributing parties and institutions are listed, with clear roles

Headline

Mentorship is not always accessible to everyone. This podcast is aimed at breaking down those barriers and level the playing field as a community!

Our story

The story of the digital mentor podcast came about from discussions with colleagues about the need for sharing experiences with other scientists.

Tip: Provide a short paragraph about 250 words explaining how the idea came about and how what has happened so far to be able to develop the idea into a podcast.

Who we are

List more details of the team including their short biographies about their professional work.

Tip: Make sure everyone on the team is listed.

Podcast description

Example text from Your Digital Mentor Podcast

The digital mentor podcast is a series that aims to provide access to conversations around mentoring and other aspects of research and career development, with a focus on LMICs. We aim to interview mentors, mentees, students, researchers, public health professionals and clinicians amongst others to talk about their experiences as mentors or being a mentee as well as deep dive into specific topics related to career development. Episodes will cover topics from mentorship skills, relationship building, alternative careers, negotiation and networking tips to encourage and build equality through mentoring. Discussions will include expert advice in subjects of growing importance in disease research and global health. For example, genomic sciences and bioinformatics are revolutionising healthcare and yet there are gross limitations in expertise and mentorship in LMICs. Therefore, podcast guests will consist largely of biomedical scientists and practitioners involved in genomic science applications for health research. Guests will be drawn from organisations in LMICs in the global south and from non-LMIC regions representing diaspora scientists and international experts with active links in LMIC regions.

Tip: Summary of the podcast – include the aims, potential hosts or guests, a summary or themes or topics, and specific details of importance of the topic.

Keywords

Mentor, mentoring, mentee, research, LMIC, career development, PhD, students, researchers, public health, clinicians, global health, science.

Introduction

Example text from Your Digital Mentor Podcast

The very popular metaphor that “*One stands on the shoulders of giants*” rings true in mentoring. It is also true that mentoring is a learned skill that one has to actively pursue and partake in. Through our learned experiences in various fields in science and public health, we have interacted with some phenomenal people across the globe, peers and mentors alike, who can share their experience and offer advice. We wish to make this expertise more accessible to a wider audience by creating a podcast.

Our aim is to invite researchers to engage in useful and interesting discussions whilst sharing their experiences in various topics organised in a series. Each series will contain multiple episodes so that we can invite as many experts from different regions to contribute to the discussion.

These will include:

- **The mentor series:** where we invite mentors and mentees to discuss mentorship and how to identify a mentor and get the most out of that relationship.
- **The expert series:** where we invite guests, who are experts in their field to discuss specific topics with a high degree of knowledge in the given topic.
- **The career development series:** where we aim to discuss various topics including leadership and career pathways amongst others.
- **The early career series:** where listeners can get helpful advice on writing grants, publishing papers, interview tips and many more.
- **The global health series:** where we discuss issues surrounding this topic including regulatory affairs and policy making.
- **The scientific citizenship series:** which will include discussions on how to effectively communicate your work to peer and non-peer audiences, in addition to ethics and social responsiveness.
- **The pick 'n' mix series:** where we answer listener questions and discuss topics such as life-work balance and how to stay motivated.

Tip: The introduction can start with a philosophy which you would like emphasised or weaves through the whole podcast. Provide a proposal of the sub-themes if you know this already. Remember this is a proposal and some items will be better refined during implementation.

Podcast format

Example text from Your Digital Mentor Podcast

The aim of the podcast is to be relatable, therefore a relaxed conversation style interview would be most appropriate. This would also serve as the best strategy for two reasons, a) the listener will be engaged and give the feel of a conversation and b) it will be easier to rally guests for a conversation rather than a pre-planned interview.

To reach a diverse range of potential listeners that the podcast will most appeal to, we propose to have two guests on each episode, each from a different country or region that can share their views and commenting on any cultural differences or similarities in

their countries. This is crucial, as their unique experiences will undoubtedly be beneficial to listeners from the same region.

With every episode, we would provide a fact sheet, with any useful information and resources shared by the guest in addition to any details of their web presence e.g. twitter that they are happy for us to share. The increased exposure may serve as an incentive for guests to come on the show.

Tip: The format and episode structure is dependant on what you think is most effective to deliver the content. Listening to other podcasts can help you to determine what works best for your content, style and audiences.

Implementation

Example text from Your Digital Mentor Podcast

The format of the podcast requires coordination of guests across the world, who will likely be in different time zones. We will coordinate to the best of our ability, which guests will be interviewed in the same episode to ensure minimal disruption to our valued guests. This will also ensure minimal editing post interview.

We have tested multiple platforms and have shortlisted the [Zoom](#) conferencing platform as our initial broadcasting software. Zoom provides a browser, desktop and mobile app versions so we can accommodate any device the guest prefers to use. From trials, we found that the audio was better with the use of a headset or earphones with a microphone. We can use the in-built recording system zoom offers. We will review this after the pilot episode and make appropriate changes to production if need be. Other recording platforms such as [Zencastr](#) and [Squadcast](#) will also be explored.

Tip: A detailed implementation strategy is needed covering all the steps, SOPs, processes, infrastructure, resources and timelines. See Implementing a podcast section. Please consider the logistics of guests(online or in-person) and how this needs to be factored into the implementation strategy.

Marketing (suggestions)

Tip: The marketing is central to podcasts to maximise visibility to the target audiences. The idea is to reach as many listeners as possible. To determine the best strategy, some research will be needed, what other similar podcasts are out there and how they are accessed, on which platforms.

Here include some of the following in the proposal

Web presence

What platforms – (professional, social media, dedicated webpage) can be used to maximise reach at no cost? If funding is available, would you consider paid campaigns?

Trailer

Record of a trailer telling prospective listeners about the show and what they can expect from it. A good time is when you have booked in a few exciting guests for the show. Plan to release this ahead of the pilot episode along with a few others to instill confidence among listeners.

Leverage

Leveraging audiences of the guests; Use of private networks

Casting a wider net

How to increase search engine optimisation

Use of podcatchers

Podcatchers as the name implies are apps that play podcasts e.g. iTunes podcasts, Overcast, Stitcher, and Spotify to name a few, with Spotify and iTunes

Target audience

This podcast is aimed at postgraduate students, early career researchers, postdocs, senior researchers, healthcare professionals and public health scientists.

Potential reach of the podcast

Example text from Your Digital Mentor Podcast

The main focus of the podcast is to reach listeners and hear experiences from people from LMICs, where this information needs to reach most. Podcasts are a popular medium for access to information on demand. A [voxnest](#) blog-post in 2019 reported five out of the ten top growing podcasting countries belong to our target audience: Chile, Argentina, Peru, Mexico and China.

A [Reuters 2019](#) report detailed the percentage of people who listened to a podcast 'in the past month'. It found that the majority were from LMICs including, Malaysia (42%), Mexico (57%), Chile (38%), Argentina (31%), Brazil (51%) and South Africa (43%). With a large potential listener base from Spanish-speaking nations, we hope to include some episodes in Spanish.

In Africa, a potentially large listener base, there are thought to be only 39.9% of internet users from [Sub-Saharan Africa](#), however users are expected to increase to 50% by [2025](#). Surveys conducted in 11 emerging and developing countries including, Mexico, Venezuela, Colombia, South Africa and Kenya; India, Vietnam and the Philippines; and Tunisia, Jordan and Lebanon, reported a 53% usage of smartphones. This, coupled with increasing internet users, are encouraging numbers to assure the podcast reaches our target audience.

Impact

Example text from Your Digital Mentor Podcast

The podcast aims to capitalise on the global community formed by increased technology making traversing mountains be merely as fast as your internet provider. We aim to reach the unreachable and highlight the value in great mentoring to not only oneself, but to the research community as a whole, particularly in LMIC regions. With a range of guests from across the world, we aim to break through physical, social, economical and geographical barriers to reach as many people as we can, for FREE!

In our series we aim to find common themes and address challenges shared by our listeners in LMICs. These will include, but not limited to, how to establish and maintain relationships, how to incentivise institutions to acknowledge and celebrate these efforts and how as a community we can pay it forward. Although the series will focus on mentorship, we'll discuss other career development topics such as interview skills, writing for publication versus grants and work life balance. We will hear from experts in their field, along with academics that have published peer-reviewed publications on mentorship resulting in not only interesting and engaging conversation but also providing enlightened views on how we tackle the issues of mentorship in LMICs. Afterall, no man is an island and **'he who learns, teaches'** (African proverb).

Proposed episodes

Example text from Your Digital Mentor Podcast

- Pay it forward, great mentors make more great mentors.
- Establishing and maintaining a good rapport with a mentor.
- Management and relationships, the importance of onboarding.
- Shoot for the stars (confidence)
- Difficult conversations, negotiation skills.
- Networking tips.
- Collaborate and listen! Making the first move.
- The path less travelled, careers outside of research.

- Genomics in global health.
- Equality through mentoring - exploring gender and diversity issues

Resources and estimated costs

Example budget items to consider for 1 episode

Resource	Estimated cost per 1hr episode	Estimated cost for 1st season @12 episodes
Editor (full suite)	@\$/per episode	@12 Episodes
Marketing	@\$/per episode recording	
Recording - sqaudcast	\$17/mo (for 5 episodes)	1 year subscription
Podcast hosting - Soundcloud	\$11/mo	1 year subscription
Marketing (Domain name)		
Microphone (Host) (x2)	-	
Microphone pop filter (x2)	-	\$25 \$12.40 ea
Total		

By publishing the podcast online, our brand will be covered by trademark and thus protect us from unauthorised use.

Implementation timelines overview

Season 1 - Ideas scoping and initial planning: February - March 2020

Concept proposal and invite collaborators: April 2020

Team finalised: April 2022

Implementation strategy, establishment of resources: April – June 2022

Website set-up and Marketing plan: April-June 2020

Recording pilot episodes: July 2020

Pilot podcast Series 1 (2-3 episodes) including editing: August 2022

Recording rest of episodes: August – October 2022 (1-2 every week)

Releasing episodes – August – November 2022

Expand Podcast project: July-December 2020

Download Analytics: End of every month

Project reporting: March 2021

Feedback and Evaluation: June 2021

Start planning for Season 2: April 2021

