

Local Government
REIMAGINED CONFERENCE

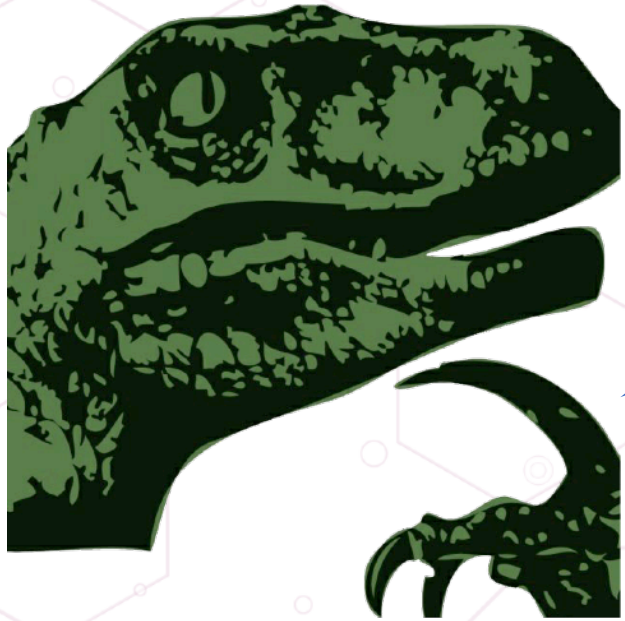
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How to Use Podcasts to Promote Public Engagement: Government in an Online World

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Town Manager | Hanover, New Hampshire

ICMA | conference



Why are we here...

~~On this planet?~~

In this session?

Our Decision Making Ecosystem



Communities

**Groups &
Organizations**

Individuals

**How do individuals, groups,
and communities:**

Access outside information

Integrate new information into their
existing understanding

Share ideas with others

Influence or make political or
governance decisions

Why are *you* here?



Our Vision

Something like: A community capable and actively engaged in making thoughtful, evidence-based, and broadly representative decisions that improve their futures

(Aka A Better Decision Making Environment)

Our Mission

Authentic and **effective** **public engagement**

Our Mission

Authentic

You have to actually mean it

Effective

Disciplined, committed, long-term work

**Public
Engagement**

- 1. Government learns from the public**
- 2. Public learns from the Government**
- 3. Real multi-stakeholder interactive spaces**

Our Goals

✗ Get 5,000 listens on a new Town podcast

✓ Use the new Town podcast to improve the public's awareness of an important Town issue

✓ Build a stronger workplace and employee morale by spotlighting often unsung day-to-day leaders

✓ Spark interest among community members to volunteer on a board or committee

Our Goals

**Moving people through
the Ladder or Cycle of Engagement**

Our Metrics



Make sure any metrics actually flow into your specific goals, mission, and vision in your community

Starting your Town podcast



Interviewing the NH and VT Secretaries of State about elections, civic engagement, and public trust in Hanover Town Hall for our podcast



Discussing on NHPR a free nonpartisan handbook a group of NH and VT officials made to help make Town Meeting participation more accessible and engaging

Like any good plan

1. Identify the needs & goals
2. Create content plan and schedule
3. Organize the logistics
4. Engage early stakeholders
5. Roll out
6. Improve, adjust, etc

1. Identify Needs and Goals

1. What's your vision?
2. What does your community need?
3. Who are your stakeholders?
4. What's your podcast's narrative?

2. Create content plan and schedule

How often can you consistently post?

Monologues? Discussions? Talk show?

Consider best practices, but don't be governed by them.

Be consistent in your schedule!

3. Organize logistics and equipment

1. Staff requirements
2. Space needs
3. Recording equipment (microphone)
4. Computer hardware/software
5. Hosting platform
6. Distribution platform

3. Organize logistics and equipment



My equipment: Recording: Zoom H1n Microphone w/ windscreen, Sony Digital Voice Recorder, portable tripod, portable battery (notice ICMA branding...) **Editing/processing:** MacBook Pro, decent pair of wired headphones, iMovie and Final Cut Pro, Audacity, OneNote **Hosting:** Castos. **Distribution:** Town website, Mailchimp for email, social

4. Engage early stakeholders

Like any good policy and program, do this project **with** stakeholders

5. Roll out

Perfect is the enemy of the good.

Q: How do you overcome writer's block?

A: By writing.

6. Improve and Adjust

1. **Understand your metrics**
2. **Commit to process over outcomes.**
3. **Means over ends.**

This is why the mission is so key.

Hanover Happenings

Town updates and employee, volunteer, and community stories & discussions

Hosted by Hanover, NH Town Manager Alex Torpey

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