

Transcript of Meet Amanda Cupido – Toronto Public Library Innovator in Residence (2:46)

Hi. I'm Amanda Cupido and I'm the podcasting innovator in residence at the Toronto Reference Library. I figured... the best way to connect was through... an audio story.

So this is me... walking out of the library at Yonge and bloor.

You'll hear the click-ity clank of the Balzacs

and the revolving door leading me outside...

(yeah... it's windy)...

oh and of course the beeping of the crosswalk

The beautiful thing about telling stories this way is that it puts the audience where the action is. Through sound, you can feel like you're right alongside me as I walk down the street...

It's pretty magical if you ask me.

Now, my background is in radio. I spent several years in a newsroom as a reporter and anchor...

[Radio clip]

And here with the news is Amanda Cupido.

Thank you Ryan. It's minus 9 degrees but the wind is brutal out there so bundle up if you're heading out. Your full weather forecast is just ahead.

[End of radio clip]

...but eventually I realized I liked creating the type of audio stories that went beyond just the daily headlines.

So I've spent the last few years creating podcasts - mostly for thought leaders and organizations like Ryerson University, Shopify and World Vision. One of the branded podcasts I created was called Her Story (A podcast about Canadian women owning it) - and it was the winner of the 2015 marcom podcasting award. This was just after Serial was released ...and the podcasting industry exploded.

I've been keeping a close watch on the industry since then... and that's led to me writing a book! Let's Talk Podcasting: The Essential Guide to Doing it Right has just been released! It's available at select stores, on Amazon AND at the library. In the book, I talk about the podcasting landscape how to do it yourself and the future of the industry. But for those of you listening right now, I'll share three things you can look out for...

Number 1. [Ding] expect more live podcast events and festivals. -- where podcasters hit the stage to perform episodes with audio mixing done live! sometimes they're even joined by musicians who play the music live as well! In Toronto, these live podcast performances have mostly happened during the Hot Docs Podcast Festival.

Number 2. [Ding] I think we're going to see more branded podcasts. Companies are already starting to see the benefits of dedicating marketing dollars to this type of content creation and big brands like Ebay, Virgin and Mozilla are paving the way in this space.

And finally, number 3. [Ding] Get ready for more podcasts for kids. Over in the US - the Senior Programming manager of NPR told me they've already invested a lot in developing programming for kids and they plan to expand.

So there you have it. Thanks for listening and hopefully I'll see you around the library.