

Setting sail across “Unchatted Waters” creating an audio podcast for public science communication

Who – communicating as a gov. organisation

What – our podcast identity and aims

How – from laughs to launch

Thank you to collaborators
including Fiona Vogt,
Cefas communications team
and featured episode guests



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Centre for Environment
Fisheries & Aquaculture
Science

@CefasGovUK #unchattedwaters





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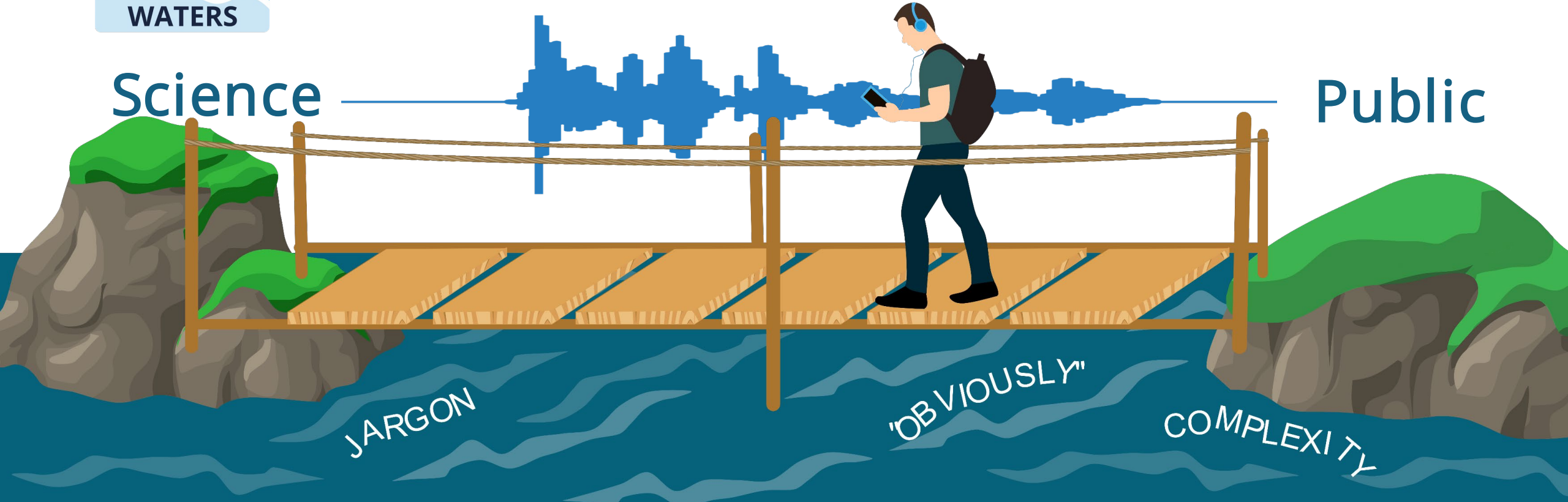




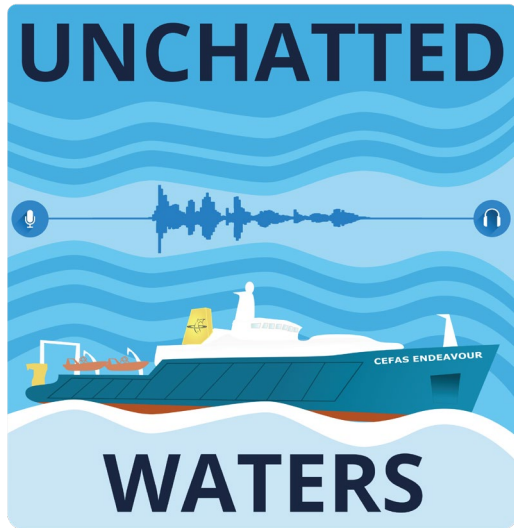
Our podcast hopes to bridge the knowledge gap to help everyone better understand science

Science

Public



Knowledge gap



14 episodes available
2,837 listens so far

The podcast that talks to the people behind
the science.

est.
2023



**30 min
Episodes**
from a ~1 hour
recording session



Chat
1 host and 2
guests



Jargon alarm
explains technical
information



Fun fact
take home
message



**Available on all
platforms and
FREE on our
website &
YouTube**

UNIQUE - Where is there a gap?

FORMAT – features, host, guests?

AIM – why do you want to create a podcast?

COMMITMENT - Number of episodes per year?

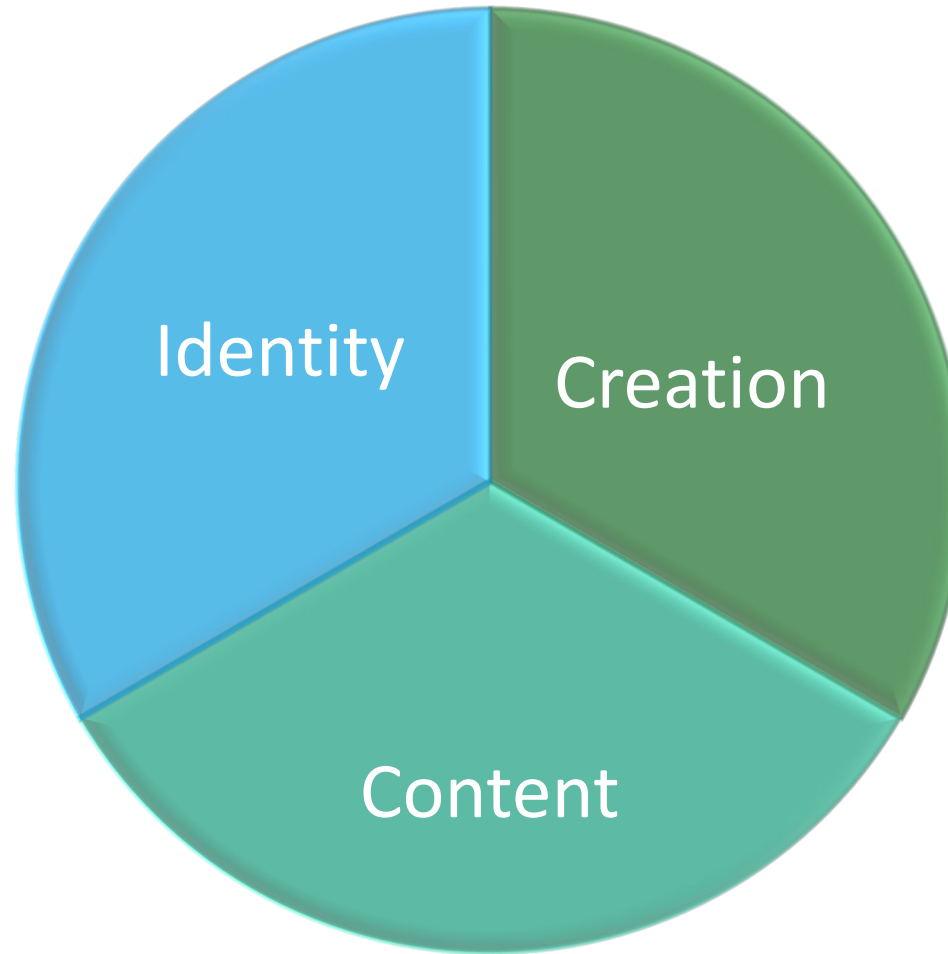
PRODUCT – level of editing & supporting outputs?

TOPICS – balance specific information vs big picture

STORYLINE – each episode explored, but not scripted

VALUES - aligned with gov. org. accurate, impartial, informative

TAKE HOME – audience will develop foundation of knowledge



RECORD – duration, equipment, setting

EDIT – do not underestimate

RELEASE – channels/platforms, subscription?, availability, sharing

EVALUATE – engagement metrics, listens, ratings

LEARN & UNDERSTAND MORE ABOUT AQUATIC SCIENCE ...

UNCHATTED



WATERS

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