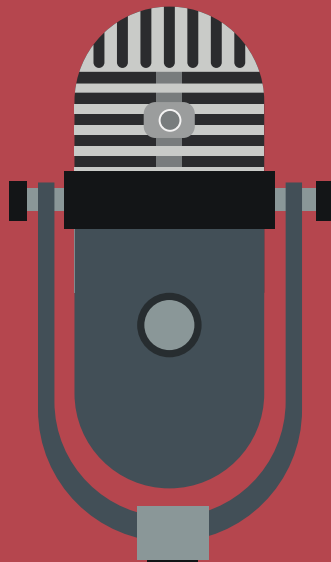


# Why Podcast

ABOUT  
GENDER?



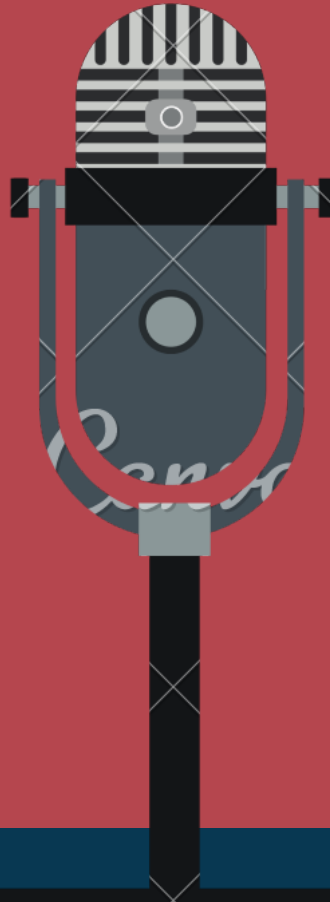
# Why Podcast about Gender?

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**The content of this handbook does not reflect the  
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# What is Podcast?

The term podcast first appeared in a newspaper article from The Guardian in 2004. The word itself is an amalgam of iPod and broadcast.[1]

Ben Hammersly, the author of the article, noted the boom in online radio, calling it an "audible revolution". Needing a term to address this captivating new trend, he offered "podcasting".

Podcast can be defined as "Any type of recorded audio or video content made accessible to a larger audience and stored on personal or portable devices for (offline) discretionary use." [2]

Nowadays, websites and software applications also provide the choice of online use!

Podcast also has been used in the academia as a teaching tool. The idea of educational podcasts dates back to 2004. The Duke University in the United States distributed 20 iPods to students and used them in 15 courses for podcasting.[3]

[1] Dorina Gnaur and Hans Huttel, "Podcasting for Teaching and Learning in Higher Education" (Aalborg Universitetsforlag, 2016), 6, [https://vbn.aau.dk/ws/portalfiles/portal/252862026/Podcasting\\_online.pdf](https://vbn.aau.dk/ws/portalfiles/portal/252862026/Podcasting_online.pdf)

[2] Gnaur and Huttel, 6.

[3] Gnaur and Huttel, 6.

# Why Podcast?

## 1. Podcast as a new media tool with a potential to access larger audience

Although there are no data on podcast listening statistics for Turkey, researches in other countries show that podcast is becoming a well-known and frequently used new media tool.

### United States[4]

- 75% of the US population is familiar with the term "podcasting."
- 50% of all US homes are podcast fans.
- 55% (155 million) of the US population has listened to a podcast.
- 37% (104 million) listen to podcasts at least every month.
- 24% (68 million) listen to podcasts weekly.
- 16 million people in the US are "avid podcast fans."

[4]Podcasthosting.org, "2020 Global Podcast Statistics, Demographics & Habits," 2020, [https://podcasthosting.org/podcast-statistics/?gclid=Cj0KCCQjwlvT8BRDeARIsAACRFiVLNFUeUyvvv2A3usrhKaPc4aDAF6rJbCzlu-ynFMH6nseWrKpWSj6saAinCEALw\\_wcB](https://podcasthosting.org/podcast-statistics/?gclid=Cj0KCCQjwlvT8BRDeARIsAACRFiVLNFUeUyvvv2A3usrhKaPc4aDAF6rJbCzlu-ynFMH6nseWrKpWSj6saAinCEALw_wcB).

## Canada[5]

- 63% of the Canadian population is familiar with the term “podcasting.”
- 36% listened to a podcast in the last month.
- 23% listened to a podcast in the last week.

## Australia[6]

- 87% of the Australian population is familiar with the term “podcasting.”
- 30% of the Australian population has listened to a podcast.
- 25% listened to a podcast in the last month.
- 17% listened to a podcast in the last week.

## Italy[7]

- 26% (7 million) listened to a podcast in the last month.

[5] Podcasthosting.org.

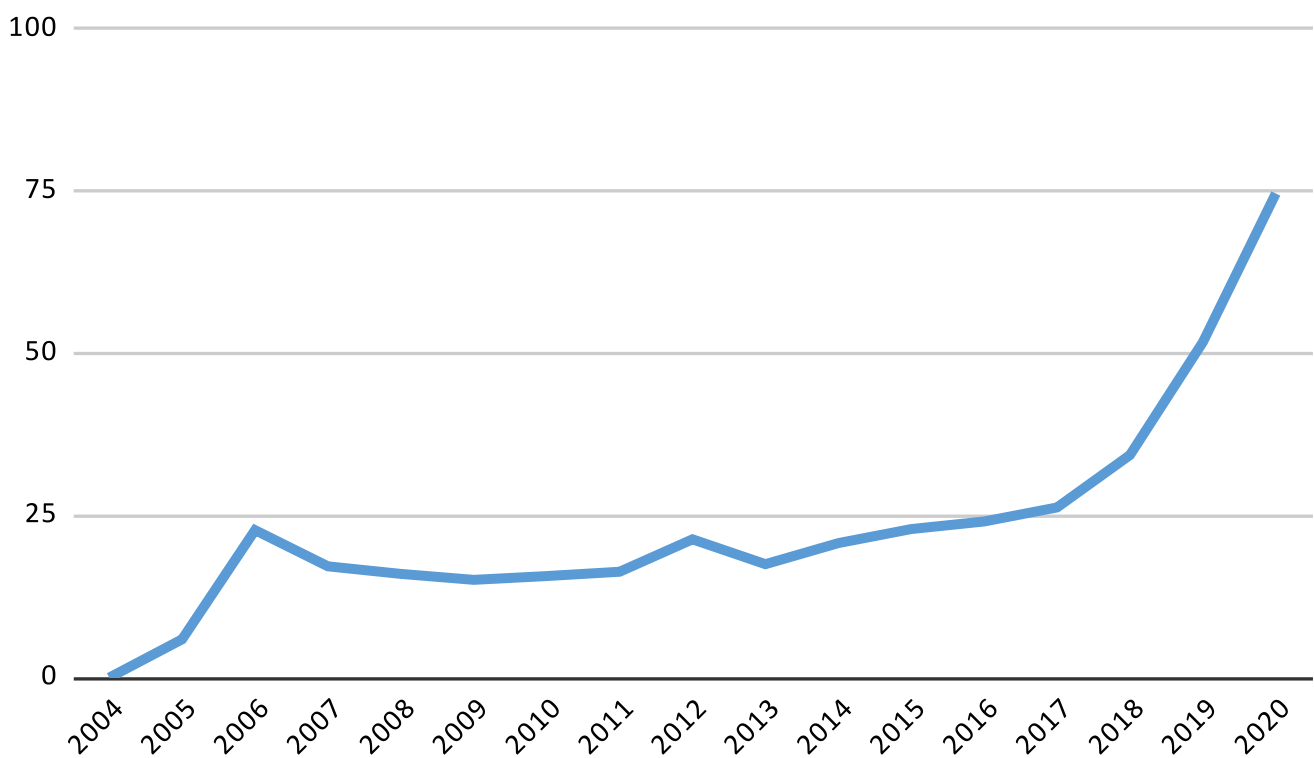
[6] Podcasthosting.org.

[7] Podcasthosting.org.

Although there is no available data on Turkey's podcast listening habits, Google search trends may provide a general picture of increasing interest in podcasts in Turkey.

Over the years, the term "podcast" has been increasingly googled in Turkey.

Annual Average Search Trends for "Podcast"

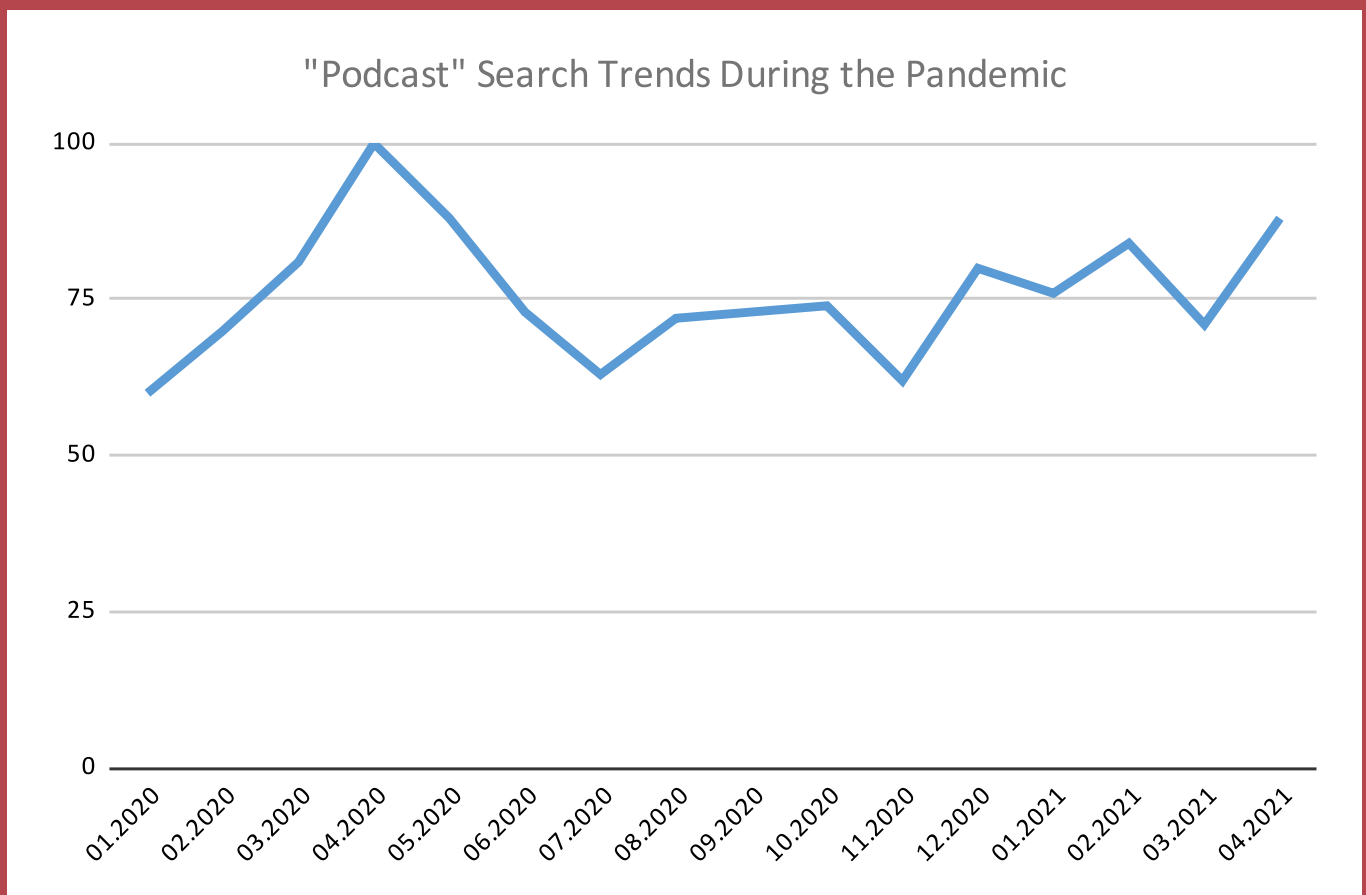


According to Google Trends, "(n)umbers represent search interest relative to the highest point on the chart for the given region and time. A value of 100 is the peak popularity for the term. A value of 50 means that the term is half as popular. A score of 0 means that there was not enough data for this term."



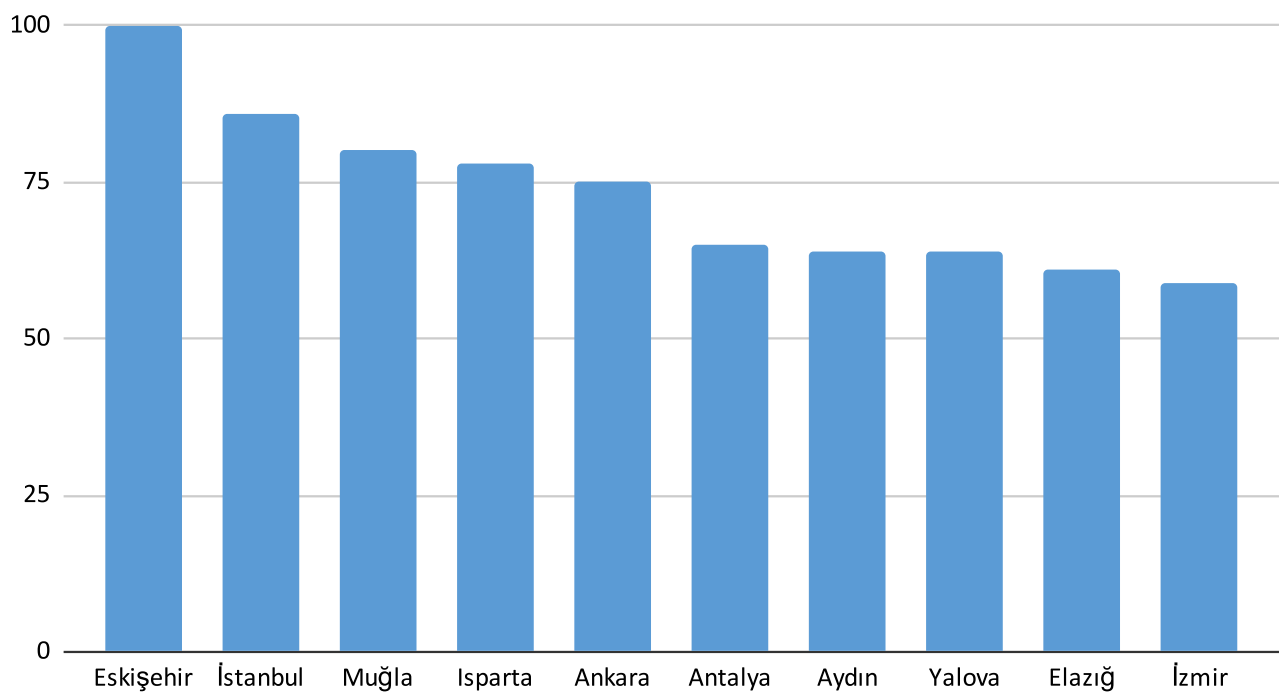
Search trends indicate that during the lockdown periods which are declared to battle the Covid-19 Pandemic, more people have search the term "Podcast". For example, during April 2020, many cities of Turkey were under lockdown and the search trend hit the highest number possible (100) in this month.

In addition, after the search trends observed a sharp decline at the beginning of 2021, they increased in April 2021 when a country-wide lockdown announced.



Google Trends also allows users to see which cities are most interested in a term. Below, you can find the top 10 cities that search the term "podcast" between 2004 and 2020.

Top 10 Cities to Search for "Podcast" between 2004 and 2020



## 2. Podcast as a freer means of knowledge production

It is unstructured and can be produced and published without any structural or organizational attachments!

It can be a uniquely personal experience of expressing yourself without limitation! It opens up a crucial digital space for reaching the audience that has similar as well as different experiences and views.

It does not just have to be personal. It can also foster digital communities! With its unstructured and non-organizational ways of producing knowledge, podcast can help the vulnerable groups to raise their concerns and to discuss solutions.

Example:

"Fare of the Free Child is a weekly-published podcast community centering Black people, Indigenous people, and People of Color in liberatory living and learning practices. With a particular interest in unschooling and the Self-Directed Education movement, Akilah S. Richards and guests discuss the fears and the fares (costs) of raising free black and brown children in a world that tends to diminish, dehumanize, and disappear them." [8]

[8] <https://raisingfreepeople.com/podcast/>

### 3. Podcast as a means of speaking the silenced issues

Listening to, as well as, producing podcast may help us address hard questions and topics.

Jasmine Harris, a black woman, writes on teaching the construction of race and impacts of racism in predominately white classrooms in a university. She talks about how she does it via podcast!

"In courses where students are likely to disengage, like the courses on race I teach, it's not enough to assign podcasts as something to listen to; instead, I challenge them to create their own. In the process, students add to critical race discourse in both mainstream and academic settings; challenging what counts as knowledge." [9]

Podcast production may help us first engage with hard questions and topics in our personal safe space. Then engaging the audience via their comments on digital platforms can open up the discussion to a larger audience, fostering interaction beyond our personal safe spaces.

[9] Jasmine Harris, "Podcast Talk and Public Sociology: Teaching Critical Race Discourse Participation through Podcast Production," *About Campus: Enriching the Student Learning Experience* 24, no. 3 (2019): 16.

## Example:

Christopher Shamburg conducted a research with ten women of color who do podcast. He notes that “these podcasters are driven by a sense of purpose to give voice in an underserved area” and they are “motivated by their interactions with their audiences.”[10]

“Though most of these women create and produce their podcast alone, all of them emphasize the reliance on communities and networks for support.”[11]

[10] Christopher Shamburg, “Rising Waves in Informal Education: Women of Color with Educationally Oriented Podcasts,” *Education and Information Technologies*, 2020.

[11] Shamburg.duction,” *About Campus: Enriching the Student Learning Experience* 24, no. 3 (2019): 16.

## 4. Podcast as a means of accessible knowledge production

Podcast episodes can be produced in a more conversational tone which means less heavy concept and jargon for the audience.

Podcast is a great opportunity to talk about gendered experiences making them more understandable to a larger audience.

The audience has a chance to engage with gendered experiences and concepts of gender without having to pay (lots of) money for articles and books.

Example:

In "Sexuality and Gender in Turkey"[12], the podcaster says, "I interview young academics fresh from fieldwork, or still in the field researching sexuality and gender in Turkey. Each episode tackles an important topic in gender studies, but with a critical approach aimed at decolonizing global North dominated narratives of sexuality and gender. The ethnographic grounding of each episode helps us provide listeners with everyday life stories of individuals, communities, or state officials in relation to expressing, regulating or disciplining sexuality and gender in Turkey."

[12]<https://podcasts.ceu.edu/series/sexuality-and-gender-turkey>

# Why Produce Podcast about Gender?

Although podcast has a potential to decolonize knowledge about gender, it has to be actualized!

As it is the case in various means of knowledge production, there are white men dominated networks in podcasting world, as well.[13]

Educated, older men have dominated the space of independent podcasters.[14]

White men also make up the greatest portion of podcasting, not just the independent ones.[15]

"When a white, male host recommends another podcast hosted by a white, male host to a white, male listener, there's not much room for a diversity of voices." [16]

[13] Charley Locke, "Podcasts' Biggest Problem Isn't Discovery, It's Diversity," 2015, <https://www.wired.com/2015/08/podcast-discovery-vs-diversity/>.

[14] Shamburg, "Rising Waves in Informal Education: Women of Color with Educationally Oriented Podcasts."

[15] Shamburg.

[16] Locke, "Podcasts' Biggest Problem Isn't Discovery, It's Diversity."

Thus, it is crucial to support existing women and LGBTI+ hosted podcast series and create It is also important to open up safe and free spaces for podcast series about gender.

For that end, PODEP has created a podcast library in which women and LGBTI+ individuals can publish their own series, without any interference. PODEP is also dedicated to help our podcasters to reach a larger audience. PODEP will provide social media advertisement support to those who want.

You can access the library via this link:

[www.podepturkey.com/podcast.php](http://www.podepturkey.com/podcast.php)



# How to Podcast?

PODEP coordinators strongly believe that there are crucial principles to uphold in producing podcast.[17]

We highly encourage PODEP podcasters to reflect upon these principles and apply them to their podcast episodes.

## 1. Accuracy

Podcast episodes at PODEP should be treated as “opinion pieces”. In journalism, an opinion piece is an article that mainly reflects the author’s opinion on the issues they write on. In a similar fashion, the podcasters should make it clear, in written and in verbal form, that the content of the podcast episodes reflect their opinions, and they cannot be entirely taken as facts.

In cases where the podcasters present information as facts, they need to make sure that all the information that they produce and disseminate via podcast is double, even triple fact-checked. They should refer to the information sources whenever possible.

[17] Seamedu, “Understanding and Maintaining Ethical Standards in Broadcast Journalism,” 2019, <https://www.seamedu.com/blog/understanding-and-maintaining-ethical-standards-in-broadcast-journalism/>.

Podcasters should be more careful especially when they base their opinions on news pieces!

In order to check the reliability of the news source, you can follow the following steps:[18]

- Read past the headline.
- Check what news outlet published it.
- Check the publish date and time.
- Check who the author is.
- Look at what links and sources are used.
- Look out for questionable quotes and photos.
- Beware confirmation bias.
- Search if other news outlets are reporting it.
- Think before you share.

In addition to conducting your own fact-checking, you can also use websites such as [www.teyit.org](http://www.teyit.org) and [www.dogrulukpayi.com](http://www.dogrulukpayi.com).

[18] Nick Robins-Early, "How To Recognize A Fake News Story," 2016, [https://www.huffpost.com/entry/fake-news-guide\\_facebook\\_n\\_5831c6aae4b058ce7aaba169?section=politics](https://www.huffpost.com/entry/fake-news-guide_facebook_n_5831c6aae4b058ce7aaba169?section=politics); Eugiene Kiely and Lori Robertson, "How to Spot Fake News," 2016, <https://www.factcheck.org/2016/11/how-to-spot-fake-news/>.

## 2. Libel

Podcasters should NOT intentionally/unintentionally:  
[19]

- Expose individuals or groups to public contempt, hatred or ridicule,
- Tarnishes reputation of any individual or group,
- Cause harm to any individual professionally,
- Cause ostracization.

## 3. Harm limitation

The harm limitation principle suggests that, the content we create does not harm any particular group or does not disseminate disclosed information. Active attempts must be made to keep any content in perspective. Inflating information and invading someone's privacy are matters of utmost importance and must be avoided.[20]

The content of any principle is open to interpretation and amendment. If you would like to ask further questions about the principles or want to add any crucial principle that you think we missed, you can send an e-mail to [info@podepturkey.com](mailto:info@podepturkey.com). These principles may grow and evolve thanks to your feedback!

[19] Seamedu, "Understanding and Maintaining Ethical Standards in Broadcast Journalism."  
[20] Seamedu.

# How to Make Gender-Sensitive Podcasts?

PODEP coordinators will not approve publication of any podcast which contains racist, homophobic, biphobic, transphobic, sexist, misogynous, speciesist or discriminatory remarks.

You can reach further information about those concepts through the "Frequently Asked Questions" manual of Kaos GL.[21]

Coordinators will discuss contested podcast episodes with podcasters who produced them in a respected manner and in solidarity.

Episodes which cause contestation will be published only if a mutual agreement on the controversial content is reached.

If you believe that content of any published podcast episode results in discrimination or amounts to hate speech, you can contact to us by sending an e-mail to [info@podepturkey.com](mailto:info@podepturkey.com).

During the process of contestation, coordinators will always welcome open discussions, mutually beneficial solutions and suggestions which will strengthen the individuals who were the targets of discrimination or hate speech.

[21] Kaos GL, "Sıkça Sorulan Sorular" (Kaos GL, 2020). <https://kaosgldernegi.org/images/library/2020sss10x14-web.pdf>.

We believe that in order to make gender sensitive podcasts, there are three matters which require careful attention. [22]

## 1. Language Usage:

While language is one of the most important means to represent ourselves, it is also one of the most prevailing ways to marginalize women and LGBTI+ individuals.

Thus, as we produce content, we should pay attention to using a language that do not assign gender, that is without violence and that empowers! We should choose our words cautiously. The words that we use should not justify violence, reproduce patriarchal power relations and target anyone.

Examples:

Podcasters should be careful not to use phrases such as “like a man” and “like a girl” which assign gender to behaviors.

Instead of the phrase “sex reassignment” which takes the gender assigned to transgender individuals at their birth as valid and given, the phrase “transition” should be preferred.

[22] Çiçek Tahaoğlu and Elif Akgül, *Toplumsal Cinsiyet Odaklı Habercilik El Kitabı*, 2018th ed. (İstanbul: IPS İletişim Vakfı Yayınları, n.d.); Başak Tuğsavul, Kübra Karagöz, and Leyla Soyduñç, *Toplum Gönüllüleri Vakfı Toplumsal Cinsiyet Çalışmaları Rehberi* (İstanbul: Toplum Gönüllüleri Vakfı, 2017).

When an animal loses their life and/or gets killed, the phrase "it is destroyed" which sounds as if their lives are worthless should not be used.

Gender, gender identity or sexual orientation should not be assigned to the individuals mentioned in the podcast. In the podcast episode, individuals should be referred to as in the way they define themselves.

## 2. Messages to be conveyed:

Podcasters should pay special attention to avoid making statements which reproduce normative gender roles. The content of the podcasts should not reproduce patriarchal power relations and should avoid racist, homophobic, biphobic, transphobic, sexist, misogynous, speciesist or discriminatory remarks. Statements should defend equality of individuals regardless of their gender identities or sexual orientations.

## 3. Use of images:

It should be noted that while podcasting about gender, images in use are as important as language. Images that accompany podcast episodes should not reproduce normative gender roles and contain violence.

Here are some great sources which can be helpful for those of you who would like to learn more about gender-sensitive broadcasting:

Kaos GL Yayın İlkeleri [Kaos GL Broadcasting Principles][23]

Toplumsal Cinsiyet Odaklı Habercilik El Kitabı [Gender-Based Journalism Handbook][24]

Toplum Gönüllüleri Vakfı Toplumsal Cinsiyet Çalışmaları Rehberi [TOG Guide for Gender Studies] [25]

[23] Kaos GL, "KaosGL.Org Yayın İlkeleri," 2019, <https://kaosgl.org/haber/kaosglorg-yayin-ilkeleri>.

[24] Tahaoğlu and Akgül, Toplumsal Cinsiyet Odaklı Habercilik El Kitabı.

[25] Tuğsavul, Karagöz, and Soydinç, Toplum Gönüllüleri Vakfı Toplumsal Cinsiyet Çalışmaları Rehberi.

