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Calling Earth: The academic library as podcaster

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Calling Earth: The academic library as podcaster

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University of South Florida Libraries

ALA STS Virtual Poster Session, Annual 2020



Calling: Earth – From the beginning

- Academic libraries have long consulted with faculty and graduate students on ways to measure the impact of their published research
 - Traditional versus more modern
- The Research Platform Team (RPT) for the Geosciences were tasked with promoting student and faculty research
- And thus, Calling: Earth podcast was created
 - <http://callingearth.lib.usf.edu/>



Staffing & Planning

- Project staff included the two original members, and later added on a third member
- Planning was initiated by the original members, with later input from new project participant and USF Libraries marketing staff
 - Branding
 - Music
 - Equipment



The People Behind *Calling: Earth*



Meghan Cook is a geologist attempting to inundate the USF Libraries with rocks. Her ideas and type-A (read: annoying) organizational skills act as magmatic fuel akin to a subducting plate at a convergent plate boundary. Meghan holds a B.S. and M.S. in Geology and is in a long pursuit of a Ph.D. in Geology. She is adjunct faculty at nearby state colleges and a member of the USF Libraries' Geosciences Research Platform Team.



In 2005, Drew Smith realized that the world was just waiting to hear his voice, and so he began podcasting (about genealogy). He especially enjoys taking complex content and making it sound marginally less complex, at least enough to be enjoyable to the average listener. Today, when he's not spending time researching everyone's family tree in search of skeletons in the closet, he uses his Master's Degree in Library and Information Science and his 23 years of being a member of the USF faculty to help the USF community with their engineering and information science questions. Officially, he's an Associate Librarian in the USF Libraries' Library Success Services group.



As a resident of Earth, Matt Torrence is almost certainly in possession of the minimum qualifications to host this entertaining and educational podcast. Aside from his skills at being alive, Matt excels at trivia in public situations and learning just enough about anything to be dangerous. In addition, he has a Master's Degree in Library and Information Science and a Graduate Certificate in Environmental Sciences, Management, and Policy from USF. He is a 20-year member of the USF Libraries faculty and is currently Associate Librarian for the Natural Sciences and a member of the USF Libraries' Geosciences Research Platform Team.

Execution, Challenges, & Impact Measures

- Execution
 - Interviewee selection, proper school distribution
- Challenges
- Impact



Assessment & Future Directions

- Content now a permanent part of the Libraries' legacy and collections
- Preliminary survey provided valuable data
 - Formal assessment needed
- Possible use as model for other podcast efforts

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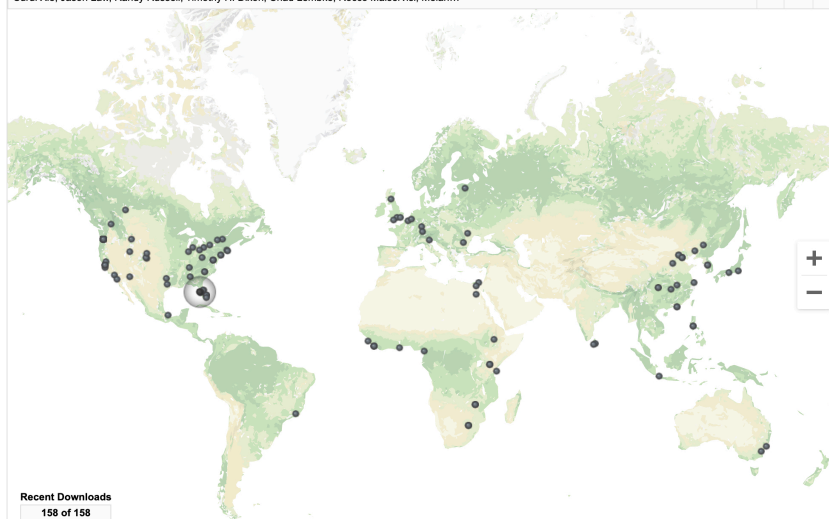
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