CITY OF PARRAMATTA

City of Parramatta Libraries

Diversity & Podcasts

Jody Gaskin

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PARRA PODS
City of Parramatta Libraries
Podcast

PARRA CALD
City of Parramatta Libraries
Podcast

Back Ground

Parra Podcast

In October 2018 City of Parramatta Libraries launched ‘Parra Pods’ podcast, as an additional way of promoting library collections to our community of readers.

Parra Pods’ showcases the library’s collections and resources, covers topics popular with our community and aims to promote literature in general.

The target audience is general adult library members.

Parra CALD Podcast

Parra CALD our community language podcast was launched in August 2020 as a way to reach out to our culturally and linguistically diverse community who, due to COVID were no longer able to visit the library or attend our hugely popular health & community talks.

Introducing our Parra CALD channel

During the height of COVID we worked collaboratively across teams to identify the members of our library community who were the most isolated. Our CALD community was one of the groups identified so we started to look at ways to re-engage with them. Pauline Chan our Multicultural Services Librarian contacted the health professionals who had volunteered their time in the past and asked if they would be willing to record talks which we could then publish on our podcast channel.

And as so it began! We started off publishing to our Parra Pods channel however after monitoring the interaction over a couple of months we decided to create an additional community language channel dedicated to our diverse CALD community and we haven't looked back. In fact, if the weekly COVID update from Professor Li in Cantonese hasn't been published in a timely manner our listeners are politely asking where it is ☺.

Since starting Parra CALD we are now publishing podcasts in Mandarin, Arabic and most recently introduced Korean.

Next year we are hoping to expand the podcast further to include more reading and book related topics.

Statistics for Community Language Podcasts to Date

1717

DOWNLOADS

OUR AUDIENCE

Australia
Hong Kong
United States
United Kingdom
Russia

EPISODES

So far we have uploaded **50** episodes in Cantonese, Korean, Arabic & Mandarin languages,

Logistics

- No formal training has been undertaken. Staff are all self taught and rely on online tutorials and Library Technology Team support.
- All library staff can contribute content, with guidance from the Programs Coordinator Libraries.
- The Library's Information Access Team is responsible for all editing & uploading of podcasts.
- We host our podcasts on Podbean and use Audacity a free audio editing software to edit podcasts.
- Staff do not have allocated time rostered for producing or editing podcasts, all duties are performed on top of normal position requirements.

Logistics continued

- Library Marketing Team is responsible for all aspects of promoting podcasts.
- Podcasts are recorded using a Zoom recorder & remotely with smartphones.
- Our new Wentworth Point Community Centre and Library has sound proof music rooms available, which are used for recording, however when these are not available recording generally takes place early in the morning prior to 9am when the library is quiet.
- Generally 1 to 2 hours are allocated for recording.
- The time taken to edit and produce the final podcast can take anywhere from 20 minutes to 1 ½ hour depending on the length and quality of the recording.

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Thank you

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