

RUMSNAK

PODCAST IN SCICOM

Tina Ibsen

Tina Ibsen Formidling, Denmark

RUMSNAK

A PODCAST ABOUT THE SPACE
NATION DENMARK

About the podcast

Two hosts- techjournalist Anders Høeg Nissen and astrophysicist Tina Ibsen.

Started in 2019 - 74 episodes to date.

Approx 10.000 listeners per episode.



Why a podcast?

Intimate

You listen to podcast in your own time. Often alone using headphones.

Imaginative and aesthetic

Listening to podcasts creates an auditory and imaginative experience in your head.

Sense of hearing is hyper aesthetic and sensitive.

It works

"podcasts have been demonstrated to improve scientific uptake in students, medical patients and the public"

Using the podcast format

01 Easier to develop a relationship
Making the audience feel like they are part of the conversation going on in the studio.

02 Chumcast
... in which two or more hosts riff off each other, chatting in a casual or rambunctious manner around a theme, making the listener feel included in a private no-holds-barred conversation.

03 Live shows
Meeting the audience f2f, and giving them a chance to contribute and develop a deeper relationship with podcast.



Audience questionnaire

What part of the podcast do you enjoy the most?

NEWS SEGMENT 75%

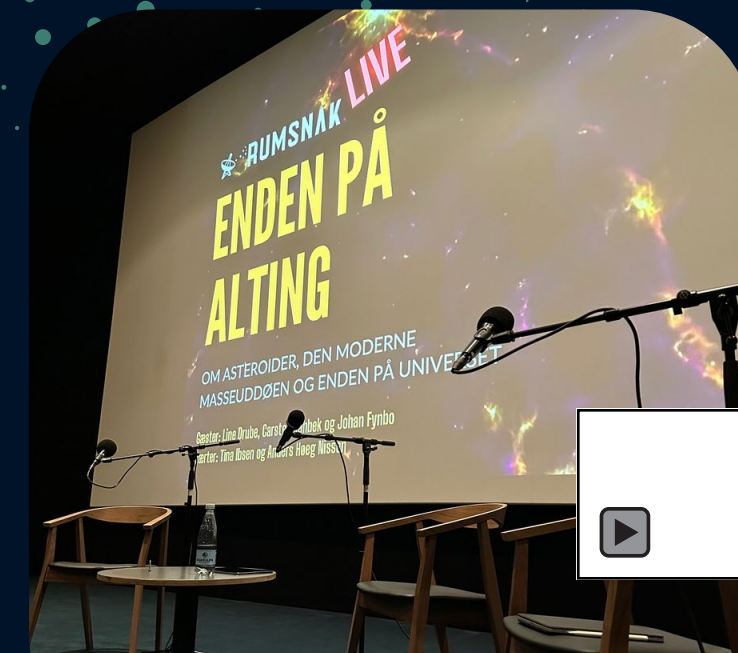
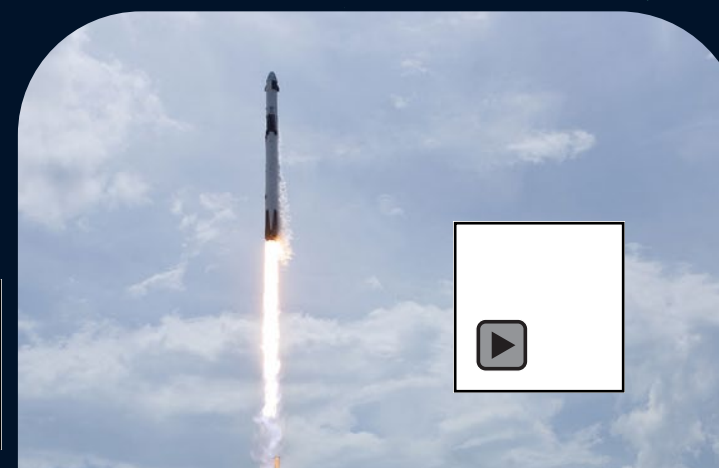
"It is SO interresting to hear your thoughts on the current space topics"

"More news! Love hearing you two talk..."



How we do it

- Start every episode with conversation about news.
- Inside jokes - shared with audience.
- Bonus episodes- fun and games.
- Bring in comments and questions from audience.
- Two hosts with different interrests.





Emails from listeners

Dear Anders and Tina

Congratulations!! What an exciting project, that must have taken a bunch of energy, thought and creativity. I am SO happy for you two, and I am looking forward to reading the book (amazing cover!) ...

Hello you two,

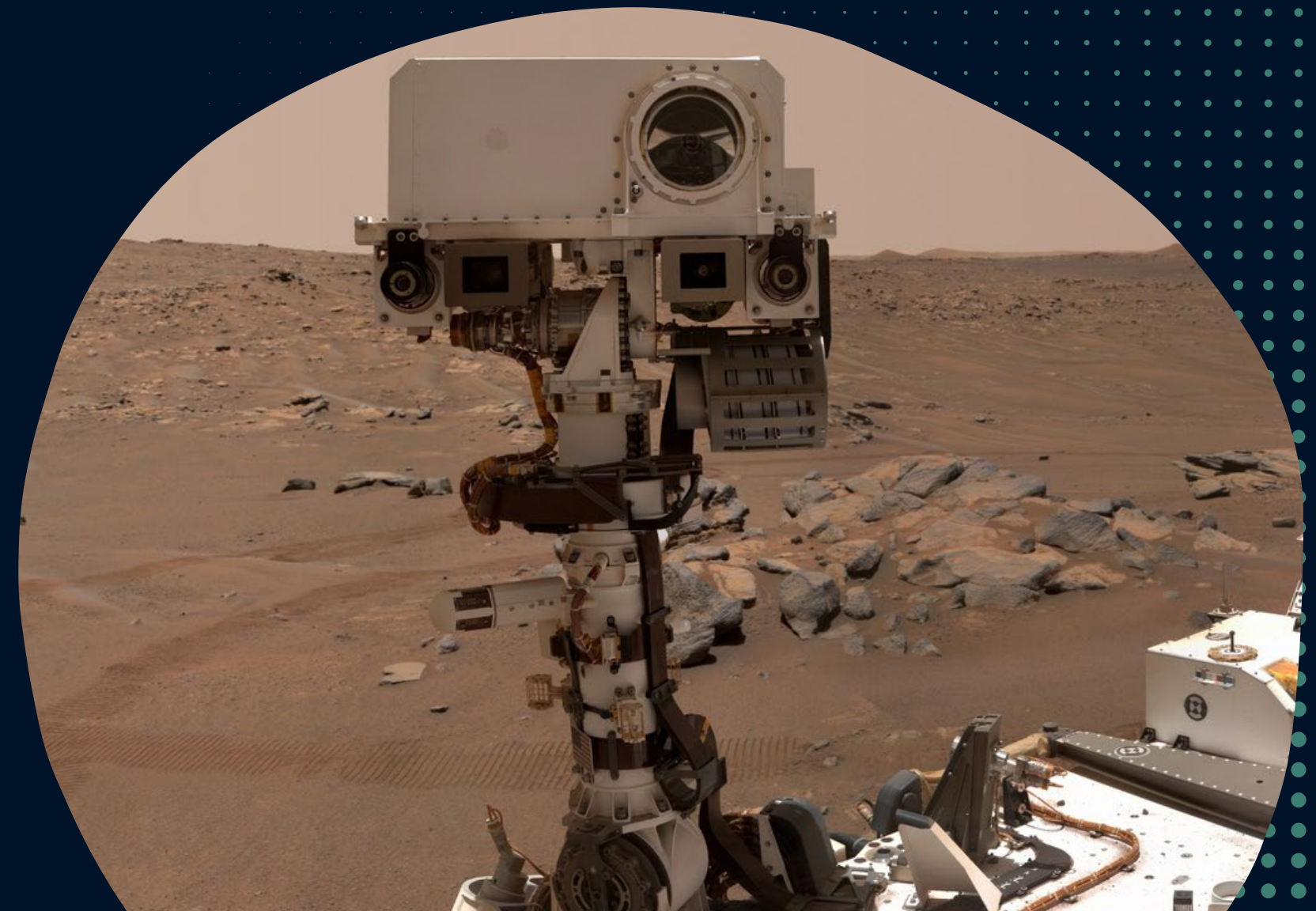
I hope that you are having a great summer holiday - wow I am looking forward to the premier of the next season. Maybe you could tell us all, what you are most excited about in the new JWST images? ...

Reviews

I LOVE RumSnak! Great hosts and a super 'hyggeligt' and fun programme.

RumSnak works because of the interaction between Anders and Tina....

I cannot get enough. The two of you are a great pair and your enthusiasm is contagious and inspiring - and yes it is ok to be geeky.





Litterature

MacKenzie LE, Science podcasts: analysis of global production and output from 2004 to 2018, 2018, R. Soc. open sci. 6: 180932

Barrios-O'Neill D., Wild Listening: Ecology of a Science Podcast, 2018, In book: Podcasting (pp.147-172)

McHugh S, How podcasting is changing the audio storytelling genre, 2016, The Radio Journal: International Studies in Broadcast and Audio Media, 14(1), 65-82