

# Content Ideas and Tips for Your University Podcast



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Your listeners are at different life stages with and have different sets of motivations and needs. Here’s a quick guide to help you understand their interests and how to adjust your content accordingly depending on your target audience. We’ve also added podcasts examples that are doing well with each of the audience segments we’re going to dive into.



## Prospective Students

It usually takes two (2) years to plan for college. On top of the documents they need to prepare, students who don’t have the means also have to worry about financial support.

### What are their challenges and questions:

- ☐ What course will I take, and which school offers the best program?
- ☐ How can I maintain my grades to get into my dream university?
- ☐ How do I prepare for my SAT or ACT?
- ☐ What do other institutions say about my prospective schools?
- ☐ What are the things they consider when they review the applications?
- ☐ How can I convince them I’m a good fit for their college or university?
- ☐ How should I prepare for entrance examinations and admissions interviews?
- ☐ What are things I should consider when writing my essay and application letter?
- ☐ Where do I find financial support and scholarship grants?

### Inspiration:

Here are some college admission-themed podcasts that your prospective students listen to and some insights into why they find these shows helpful:



#### What it’s About

Every other Monday, the show features exclusive interviews with Former Admissions Officers, graduates from top universities, and admissions experts. Each episode shares tips for college-aged kids (and parents, too!) and first-hand application experiences they can learn from.

#### Why it Works

- ☒ Expertise: produced by InGenius Prep, the world’s largest team of Former Admissions Officers.
- ☒ Relevance: sharing of personal experiences by current and graduates alike.



What it’s About

Each week, college admissions expert Mark Stucker and clinical psychologist Lisa Rouff share insights from the book 171 Answers to the Most-Asked College Admissions Questions.

Why it Works

- ✓ They dedicate a segment to questions from the audience.
- ✓ The show covers the college admissions topics in-depth by interviewing thought leaders in the field.



What it’s About

Created by the National Association for College Admission Counseling (NACAC), this podcast features interviews with members and experts to share insider info on the college admission process.

Why it Works

- ✓ The show features actual admissions officers from universities and colleges to show how the process works.
- ✓ It presents a progressive and transparent view of the system. It shares themes like inclusivity.



College Students

New students usually take the first few months to adjust to the campus. While older students are now focusing on a different stage in life, like planning for their career or building good work habits. Even with all the online life guides, they need to hear others share their experiences.

What are their challenges and questions:

- Where can I find financial help to support my education?
- How can I maintain my physical and emotional health?
- How do I prioritize what I need and want to do?
- How can I manage stress or anxiety better?
- How can I manage my time effectively?
- I’m feeling homesick. How do I cope?
- Where can I find people who share the same passion?
- Where can I find help or support for my mental and emotional health problems?

Inspiration:



What it’s About

Often abbreviated as SYSK, the podcast, which releases episodes several times a week, educates listeners on a wide variety of topics. Hosts Josh and Chuck often reference popular culture, giving the show comedic value.

Why it Works

- ✓ Apart from the use of self-deprecating humor, the format is simple but informative. To its listeners, it feels like there are just 2 regular guys who enjoy research and tackling topics from a curious perspective. This sounds like everyday conversations students have with their friends.



### What it's About

Life Kit podcasts tackle problems or questions in practical life matters like personal finance, health, and wellness.

### Why it Works

- ✓ The show cover topics in multiple episodes, beginning with the basic discussions and then leveling up to more complex questions, helping listeners, no matter where they are in their journey.



### What it's About

The show started with everything host Gaby Dunn didn't know about money —bills, student loans, and building wealth.

### Why it Works

- ✓ As the host said, “The first honest conversation about money, you've ever had.” It breaks down topics like retirement plans, stocks, and complex financial jargon, making it easier for busy college students to digest.



## Young Graduates

Landing a job is exciting, but transitioning from college to the professional world can be difficult for many young graduates. According to this HBR article, some of the most common difficulties encountered by the new grads include lack of feedback, unrealistic expectations about their careers, and navigating the workplace.

### What are their challenges and questions:

- ☐ What career options are available to me?
- ☐ How do I gain the experience I need to land my dream job?
- ☐ How can I build my network and skills to get to my dream role?
- ☐ What are the tried and tested tips to ace my interviews?
- ☐ Where can I find mentors and coaches who can guide me in transitioning to the professional world?
- ☐ How do I know I'm choosing the right company?
- ☐ How do I know that this is the best employment offer?
- ☐ What are tried and tested tips in negotiating a better salary?
- ☐ What can I do to excel at my job and get promoted?
- ☐ What are the signs I'm ready to move on to a new job?

### Inspiration:




### What it's About

With over 4 million downloads, Oenone's podcast covers subjects about adulting. It tackles the topics that aren't typically taught in school, like sexuality, relationships, privilege, and even institutionalized racism.

### Why it Works

- ✓ The host uses her humor to have genuine and informative conversations covering a diverse range of topics on how twenty-somethings navigate a period in their life that can be overwhelming and confusing.




### What it's About

Stephanie Dennis is a Minneapolis-based recruiter. She uses her experience in hiring to help others get hired. The show covers topics about building one's career: how to find a mentor, negotiate a raise, or receive feedback.

### Why it Works

- ✓ Listening to Stephanie sounds like young listeners are having lunch with an older friend. In a conversational tone, she gives them advice about topics they care about, like covering student debts, building confidence, and being more productive.




### What it's About

Pete Mockatis was unsatisfied with the generic “You’re doing great!” feedback he received at work. This is why he started the podcast to help new graduates form a clear and actionable road map of what they need to do to get where they want to go.

### Why it Works

- ✓ This show helps listeners create an impact in the workplace. Each week, Pete interviews thought-leaders to discover specific, actionable insights that boost work performance. What’s great about it is that it focuses on learning and sharing skill-sharpening insights.



## Seasoned Graduates

As your alumni progress in their careers, they help your institution build credibility and prestige. They even offer financial support to enhance the quality of education. But what matters most to them is building a more robust network, a platform where they can discuss their work and passion and share what they’ve learned with younger alumni.

### What are their challenges and questions:

- ☐ What are the areas where I can build a stronger network?
- ☐ How can I use my expertise to make a change?
- ☐ How can I be a better leader?
- ☐ How can I establish my expertise?
- ☐ What else can I do to help to contribute to my community?
- ☐ How can I collaborate with like-minded people?

### Inspiration:



### What it's About

Guy Raz interviews the founders behind some of the world's most recognizable companies. He asks them about their background—how they got their business idea, made it happen, overcame obstacles, and made their business a success.

### Why it Works

- ✓ There is a particular emphasis on the early days of their business and the many failures and insecurities that usually precede success. It’s an inspiring show for aspiring entrepreneurs or those in the early stages of their start-up journey.



### What it’s About

Every week, the show answers, “what does it mean to live a good life?” They tackle the role of happiness, meaning, work, love, purpose, kindness, and friendship.

### Why it Works

- ✓ By inviting leading voices in art, science, industry, and culture, the show explores questions about how status, circumstances, gender, privilege, race, and identity to live one’s best life.



### What it’s About

This TED original podcast is by the bestselling author and organizational psychologist Adam Grant. Created for individual and workplace improvement, the show is focused on giving listeners ideas on making work not suck.

### Why it Works

- ✓ The show takes listeners inside the minds of some of the world’s most unusual professionals. It covers topics that help professionals develop negatives to positives—from learning how to love criticism to harnessing the power of frustration.