

# Contents

Prologue: The seductive power of sound	1
1 Podcasting: Why, who, what	8
2 Appreciating audio storytelling: The backstory	26
3 Radio, podcasting and intimacy	47
4 The aerobic art of interviewing	69
5 Milestones in the podsphere: From <i>Serial</i> to <i>The Daily</i>	99
6 Podcasting as literary journalism: <i>S-Town</i>	128
7 Creating a hit narrative podcast, Part 1: Finding the story	156
8 Creating a hit narrative podcast, Part 2: Under the hood of <i>The Last Voyage of the Pong Su</i>	183
9 Inclusion, diversity and equality: Pushing the boundaries of podcasting	216
10 Podcasting: What next?	250
Appendix: Podcast recommendations and reviews	275
Notes	282
Acknowledgments	299
Index	301

