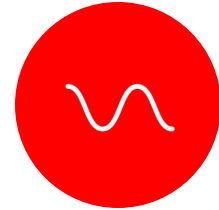


3 NOVEMBER 2018



FROM MEGHAN MARKLE TO LOUISA ADAMS: USING THE PRESENT TO ENTER THE PAST



FOOTNOTING HISTORY @ SOUND EDUCATION

ELIZABETH KEOHANE-BURBRIDGE

Producer

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About Footnoting History

- Founded in February 2013
- 185 episodes (as of today, when we release 'King Henry I of England and the White Ship')
- Over 1.7 million downloads
- 15,000+ subscribers
- 6 hosts (Elizabeth, Christine, Nathan, Lucy, Lesley, and Samantha)



Five Ways to Make Scholarly Podcasts Interesting for Listeners

- Talk to your listeners like they are your friends at dinner, not like you are presenting at a conference
- Draw parallels from pop culture and modern events to give your listeners an immediate frame of reference
- Feel free to use academic terms, but make sure you explain, not patronize. Your audience will go on the ride with you, if you give them the tools and trust them
- Humor is your friend. Embrace it on occasion (but use discretion: be aware of where it is inappropriate)
- Choose specific topics and/or incorporate anecdotes: people remember things they can drop into conversation at parties



Covering a Royal Event

- November 27, 2017: Prince Harry announces his engagement to Meghan Markle [Footnoting History decides we must cover it]
- December 15, 2017: Kensington Palace announces that Prince Harry and Meghan Markle will wed on May 19, 2018
- January 2018: Christine and Elizabeth officially decide to use Louisa Adams' story for their episode
- April 2018: Research is completed and the episode is scripted
- May 2, 2018: Christine and Elizabeth record their royal wedding episode
- May 19, 2018: Footnoting History releases 'Special Edition: The Marriage of John Quincy and Louisa Adams' as Meghan Markle arrives at the Chapel
- October 2018: The episode reaches the #3 Most Downloaded slot



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