



# College students find time for podcasting

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Stephen Perkins and Bobby Mauro were hanging out one night when they had an idea — why not start a podcast?

The 18-year-olds were still in high school when they began *Dorm Room Dabbling*, a podcast where the pair converse about news and pop culture with a generous helping of humor and sarcasm.

The audio show was a hit among their teachers, friends and family, so they kept it going.

"Whenever we push out a new episode, it reaches a fairly good amount of people," Perkins says. "For a new podcast, it seems like we're in a good place."

This fall Perkins and Mauro will be freshmen — and roommates — at Stephen F. Austin State University in Nacogdoches, Texas, where they'll pursue media-focused degrees. They plan to continue and expand the show, giving the podcast a chance to fully live up to its name.

While podcasts may not be the most popular medium of entertainment, they still have a thriving audience.

In late July, Apple announced that iTunes had reached 1 billion podcast subscriptions. That was eight years after Apple first added a podcast directory to iTunes.

Creating a podcast has become increasingly simple over the years. There are a variety of apps and software that make the process quick and affordable.

Nick Keninitz, 20, and Joe Bradshaw, 21, are another podcast-hosting duo. The business majors attend the University of Maryland in College Park. Together they host *Shell Shocked Sports*, a podcast focused mainly on college athletics in Maryland.

"We actually record right out of our apartment," Keninitz says. "It works pretty well. It doesn't take us long at all to set it up and tear it down and put it on the website."

The show began in August 2012 and so far, their most popular podcast has more than 1,000 downloads. On average, Keninitz says each podcast is downloaded 400 to 500 times.

Hosting a podcast does present some unique obstacles, however.

"One of the biggest challenges is differentiating ourselves," Keninitz says. "No one wants to sit there and listen to us spew off a bunch of sports analysis that they could read online." Instead, they try to approach topics from a unique angle and have spirited debates.

Another challenge has been getting college students to tune in.

"We find the student listener is more apt to listen to a five- to 10-minute segment of our show vs. downloading it weekly on their phone."

In response, they now offer condensed segments of their shows for students on the go.

While getting young people to tune in might be tough, [a 2012 study](#) by Edison Research found that people under the age of 35 make up 50% of all podcast consumers.

Kininitz says *Shell Shocked Sports* has given him and Bradshaw marketing and networking skills.

"We've learned a lot of valuable skills that have brought us out of our comfort zone," he says.

It seems that colleges are recognizing the popularity and potential of student podcasting. Some offer podcast training and tutorials, such as [Indiana University in Bloomington, Ind.](#), and [Texas A&M University in College Station](#).

Some college media centers even have podcast recording studios, like at [Dickinson College in Carlisle, Pa.](#), and the [University of Michigan in Ann Arbor](#).

Daniel Pecoraro, 21, is a senior history major at Macaulay Honors College at Hunter College in New York City. He's the creator and host of two podcasts: *The Thursday Trivia Podcast* and *Infinite Space*.

Pecoraro records and edits them using an iPod Touch.

"A lot of it just happens out of my dorm room," he says.

On *The Thursday Trivia Podcast*, Pecoraro intersperses trivia questions with music, "from historic songs to Balkan tracks to hip-hop."

Pecoraro describes *Infinite Space*, as "an audio documentary about the intersection between arts and urban space."

His self-taught podcasting skills have paid off for him professionally. Pecoraro spent the last five months interning for Symphony Space, a performing arts center in Manhattan. There, he conducted interviews and recorded podcasts with artists and musicians.

"Podcasting is particularly great because there are no boundaries or borders," Pecoraro says. "There's no real censorship. It's an open field to talk about whatever you want, and that's really incredible."

[Sarah Duis](#) is a senior at Indiana University — South Bend.

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