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on the move

National Center of Competence in Research –
The Migration-Mobility Nexus

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Université de Neuchâtel

Podcast Training

The Power of Podcasting: Turning Ideas into Engaging Stories

Coordinated by Chrystal Genesis and
Etay Zwick

22 and 23 May 2025
University of Neuchâtel

Limited places, register [here](#) before 15 May 2025



Swiss National
Science Foundation

The National Centres of Competence in Research (NCCRs)
are a funding scheme of the Swiss National Science Foundation

This course is a valuable component of the nccr – on the move Doctoral Program's third pillar. We welcome all members of the NCCR community and doctoral students enrolled in a CUSO program to join us. For doctoral students enrolled in the Certificate in Migration and Mobility Studies, participation in this course is worth 2 ECTS.

General Description

Podcasting has become a powerful and popular medium for storytelling, knowledge sharing, and public engagement. For researchers and academics, it offers an exciting way to present complex ideas in a compelling and accessible format, making them more relatable and widely understood. This two-day workshop provides a practical and conceptual introduction to audio storytelling, covering narrative techniques, communication, and key production skills. Participants will explore podcast formats, roles in production, recording techniques, and editing, while also examining narrative structure, interviewing strategies, editorial decision-making, and ethical considerations. By the end of the workshop, attendees will have a clear understanding of how podcasts are made, from conceptualization to publication, as well as the foundational knowledge and practical tools to develop and share their ideas with confidence.

About the Instructors

Chrystal Genesis is a multi-award-winning journalist, host, editor, and consultant with over 15 years of experience in storytelling and audio strategy. She specializes in content development and creative learning across media, arts, and education. Her environmental justice series, Discarded, won two Signal Awards, and her youth mental health series, I Need to Ask You Something, earned an MHA Media Award. She founded the culture podcast Stance, which won a British Podcast Award and two Mixcloud Online Radio Awards. Chrystal has partnered with HuffPost, BBC, Adidas, Gucci, NBC, and the British Film Institute. Previously, she was Director of Narrative Partnerships & Production at Lemonada Media and worked at Sony Podcasts and the Southbank Centre. She spent eight years as a BBC Reporter and Producer.

Etay Zwick is a design research strategist, magazine editor, podcast producer, and experienced workshop facilitator. He founded The Point, an award-winning journal internationally recognized for its in-depth essays and accessible analysis of culture and social issues. Etay has conducted workshops globally on topics from artificial intelligence to climate technology. He has collaborated with leaders from Ford, Adidas, Verizon, The Gates Foundation, Instagram, The City of New York, NBC Media, and Pernod Ricard, bringing his expertise in research, storytelling, and strategic facilitation to various industries.

Practical Information

The training takes place in presence (no online participation) on **Thursday 22 May and Friday 23 May 2025** at the University of Neuchâtel, Av. Abram-Louis Breguet 2, 2000 Neuchâtel, room 2.310. Please register through [this link](#) no later than 15 May 2025. Applications by members of the nccr – on the move will be prioritized, and registrations will be treated on a first come first served basis. Lunch is included for all the participants, and travel expenses to and from Neuchâtel will be reimbursed for members of the nccr – on the move. If you have further questions, please contact Robin Stünzi via email at robin.stunzi@unine.ch

Program

Day 1: Technical Foundations of Podcasting

- Introduction to Podcasting: Formats, styles, and the role of audio in media and academic research
- Roles in Audio Production: Hosting, producing, engineering, researching, and collaborative workflows
- Audio Production Essentials: Equipment, software, and recording techniques.
- Editing & Sound Design: Audio programs, logging, music, texture, and structural approaches

Day 2: Content Development & Strategic Planning

- Effective Storytelling & Audience Engagement: Narrative structures, plot development, character/interviewee selection, and types of tape
- Interviewing Techniques: Recording methods, editorial and ethics, planning strategies, and message framing
- Podcast Series Development: From concept to broadcast timeline
- Budgeting & Project Planning: Financial and logistical considerations for podcast production