

# Going Global:

The politics, language, and  
cultures of podcasting.

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# The Show

- 📡 Since June, 2005
  - 📡 Why?
- 📡 Covering gay and lesbian issues
- 📡 115 shows
- 📡 125,000 downloads
- 📡 More than 40 countries

**JasonCable.com's**  
— GLBT Podcast —



# Biggest Issues

- ❏ Site Availability & Uptime
- ❏ Language
- ❏ Voice
- ❏ Politics & Religion
- ❏ Cultural Differences
- ❏ Logistics



# Voice & Language

## ❏ Language

- ❏ Avoid slang and regional expressions
  - ❏ School terms, sex terms, profanity, etc.
- ❏ Avoid celebrity and politician names
  - ❏ Explain who they are and what they do!

## ❏ Voice

- ❏ Use a slow, clear, “radio” voice



# Politics & Religion

## ❏ Religion Kills

- ❏ Bad idea: bashing the pope

## ❏ Politics

### ❏ Controversy breeds responses

- ❏ \* except immigration topics (VERY BAD IDEA)

### ❏ Explain “how it works” in the US

### ❏ Ask about the other countries

- ❏ John Howard = Bonsai

### ❏ They like US, not *the* U.S. and its policies



# Cultural Examples

- ❏ Transplants
- ❏ Exchange Students
- ❏ Family Obligations
- ❏ Escape from Cultural Norms
- ❏ If you ask, they will answer
  - ❏ aka.: no question is too stupid
  - ❏ treat no question as too stupid



# Other Issues

- ❏ Best to Avoid:

- ❏ Toll-free numbers
- ❏ Contests with prizes

- ❏ Iffy:

- ❏ Donations from overseas
  - ❏ PayPal good, IRS bad

- ❏ The Great Firewall of China:

- ❏ Speak it, don't write it!

- ❏ Copywhat?



# Thank you!

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