



NSW Legal Information and Referral Forum Report to NLAf

LIRF met on 17 October 2018.

Podcasts: another way of presenting legal information? Some good advice from a panel of podcasters

Podcasting has emerged as another way of delivering any type of content to any audience, so it has potential for use in legal information and referral work. Members of LIRF heard from three panellists who produce and present podcasts in a q&a style session. Some of their key points are summarised here; for the full meeting minutes with all their advice please contact Jane Kenny using the details below.

Law for Community Workers On The Go, Natalie Neumann and Jessica Sullivan, Community Legal Education branch, Legal Aid NSW

<https://legalaidnswcle.podbean.com/>

- Legal Aid's podcast presents interview style episodes about the law, with simple messages in plain language. Episodes are about 20-25 minutes in length.
- Much of the learning about how to podcast is self-taught from YouTube.
- Currently they have three interviewers, who all work in the CLE branch.
- 12 podcasts have been broadcast so far; at this stage they are working on producing two episodes per month. They are averaging 1500 downloads per month.
- Podcasts are a great alternative to delivering face-to-face workshops, as often attendance at workshops is quite a bit lower than the numbers who register to attend. Podcasts can be more effective as they are accessible to listeners wherever they are located, and your audience (who are often time-poor) can listen while they are doing something else. They also cost much less to produce than a face-to-face workshop.
- Guest speakers include in-house lawyers, community legal centre lawyers and experts from relevant government departments/other agencies, eg Fair Trading.
- Flagging changes to the law, or "what's new" is a useful hook for listeners.

Pomegranate Health, Mic Cavazzini, Royal Australasian College of Physicians (RACP)

<https://www.racp.edu.au/podcast>

- Pomegranate was created some years ago when staff made a convincing argument that podcasts on professional topics could be a way for busy GPs to gain CPD points.
- There was concern about how the members would perceive the podcasts, however the initiative is proving to be a very positive thing for the RACP and for keeping the members engaged.
- In the first month Pomegranate generated around 3500 downloads, and after six months they were up to 8500 downloads per month. Although the podcast is aimed at doctors, members of the general public are also subscribers, as some topics have a more general interest.
- Topics cover a range of areas, including medical knowledge, communication/inter-personal skills and ethical issues.
- Mic tries to use and encourage plain language and avoid too much technical talk as he's aware of the non-medical staff subscribers.



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New work in legal information and referral

The various agencies attending provided information about newly produced legal information resources and initiatives for enhancing legal referral.

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