

Hey! What's New? 2025-3

Using Podcasting to Attract Accounting Talent

An article in the *Journal of Accountancy*, written By Mark J. Cowan, CPA, and JoAnn B. Wood, notes that two Boise State University accounting professors created a podcast series to attract new talent by taking students on professional journeys. “Contrary to persistent stereotypes, the accounting profession is full of people with interesting careers. Boise State University features some of them in podcasts deployed in introductory accounting courses to whet students’ appetite for the profession.”

The authors explain that the series is called *Journeys of Accountancy* “and features accountants who, for example, work for a CPA firm specializing in the legalized cannabis industry in California, an accounting software company that serves the funeral industry, and a company that provides compliance services to the gaming industry. Then there is the accountant who used to be an Air Force fighter pilot, and another guest who played in the National Football League before starting a career in accounting.” The personal and professional details of the interviewees are attention grabbers for a larger purpose: The podcasts are a creative way to attract more talent to the profession.

The idea for the podcasts was born in 2023, from three seemingly unrelated developments. First, note the authors, “several students in the introduction to managerial accounting course told us that they liked to learn by listening to podcasts and they lamented that there were no opportunities to do so in the course. Second, many students in the course reported that they didn’t want to major in accounting because they thought entering the profession would relegate them behind a desk in a room by themselves doing boring work. These student attitudes were concerning because a decline in accounting majors was exacerbating the profession’s pipeline problem. Third, Boise State’s library announced that it had just opened a podcast recording studio, available for free use by faculty and students.”

“The three developments spawned the idea of doing a podcast to interview accountants in a variety of fields, using a format that students enjoy and that allows for deeper, more durable learning materials. Fortunately, we knew many Boise State accounting alumni who had interesting stories to tell.”

Woods and Cowan say that “the goals of the podcast are to dispel stubborn stereotypes about what accountants do, attract more students to major in accounting, and give nonaccounting business majors an appreciation for the importance of studying accounting as part of their coursework.”

Accounting does not pigeonhole you into a particular career, they add. The podcast guests show accountants can move into different fields within or outside of the profession and can be any – and more than – of the following:

Trusted business and personal advisers: “Every business needs an accountant to know how much it is earning, or it will not stay in business for long. Accountants also help clients make major financial and life decisions and help alleviate the burden during difficult times. A sole

practitioner guest drove this point home by explaining how he takes care of a lot of the filings and paperwork when clients' loved ones pass away."

Critical thinkers: Many accountants working with emerging industries find themselves at the "frontier." "For example, a guest who works in fintech noted that many of the accounting issues that arise are so new that they can't be found in textbooks. Accountants thus must be critical thinkers and extrapolate from their base knowledge."

Risk takers: Accountants are always learning — sometimes unconsciously — because of the dynamic work they do every day. "That means accounting provides a solid foundation to enable risk taking."

Teachers and coaches: Accountants teach clients and less experienced staff. "This point was emphasized by a guest who was a former English professor. She was attracted to accounting because she could continue to teach and mentor others, but without the drudgery of grading."

Doing the podcast has been eye opening and fun, the authors say. "We have interviewed guests we have known for years — only to learn something new about their background or experience. There is something about the intimacy of the podcast format that prompts disclosure of insights that would never surface in a class guest speaker presentation or panel discussion."

For considerably more, see [Using podcasting to attract accounting talent](#).