

THE BASICS TO STARTING A PODCAST

PRESENTED BY ASHLEY TEMM, CLASS OF 2014



TODAY WE WILL COVER

- Choosing a topic & name
- Show and episode format
- Cover art creation
- Intro & outro music
- Equipment selection
- Audio recording & editing
- Distributing your show
- Promotion tips



WHAT IS PODCASTING?

- An audio program created for distribution via the internet
 - Podcasts are most played on smartphone apps
 - Also played on a computer, either embedded onto a web page or downloaded
Audiences can download (iTunes) or stream (apps like Stitcher or Anchor)
 - Podcast can be affiliated with radio stations, print or online publications, and companies/non-profits, or can stand on their own

WHAT MAKES A GREAT PODCAST?

A combination of many elements, including:

- Personality
- Clear target audience
- Knowledge / expertise
- Storytelling and Editing
- Production quality
- Consistency



CHOOSING A TOPIC AND NAME

- You want your podcast to be focused on a particular topic or niche.
- Try to narrow it down to something you can speak about for many episodes (100+) but that isn't so broad that you won't appeal to your potential audience.
- For example, instead of having an “outdoor” podcast, talk about hiking – or even more specific, like hiking [I4ers](#).
- You can always expand your topic later as you get more popular.
- I'm actually going to *seemingly* contradict what I said earlier: You want to choose a **name** that is broader than your topic.

SHOW AND EPISODE FORMAT

- You can be the judge of how long you want your episode to be!
- Episode Format:
 - Teaser
 - Intro Music
 - Welcome
 - Ad Spot
 - Interview
 - Call To Action (“Review us on iTunes!”)
 - Outro Music



EXAMPLES OF PODCAST COVER ART:



You can create your podcast cover art on platforms such as [Canva.com](https://www.canva.com) or with Adobe PhotoShop / Indesign applications. You can also hire one of your graphic designer friends!

MUSIC FOR YOUR PODCAST

Where to find royalty-free music:

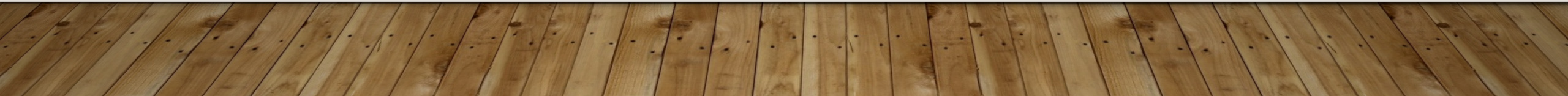
- www.freemusicarchive.org
- www.ccmixer.org
- Youtube Audio Library
- Enlist local musicians/composers via Craigslist or college bulletin boards (and negotiate a rate).

GETTING STARTED: EQUIPMENT

Most basic setup:

Microphone → Computer → Headphones/Speakers

If your podcast will only have one person speaking, your simplest option is to connect a USB microphone directly into your computer.



EQUIPMENT OPTIONS

Microphone

- Blue Yeti ~\$129
- ATR2100x-USB ~\$99

Computer

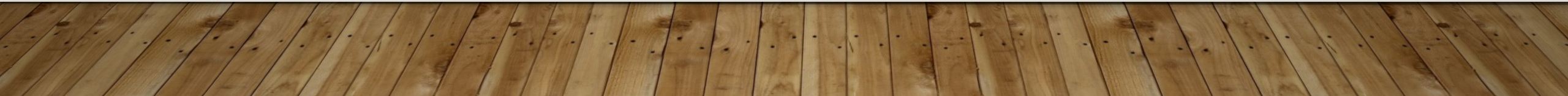
- PC or a Mac will do just fine!

Headphones

- This allows for clarity to hear your guests and limits hearing outside distractions

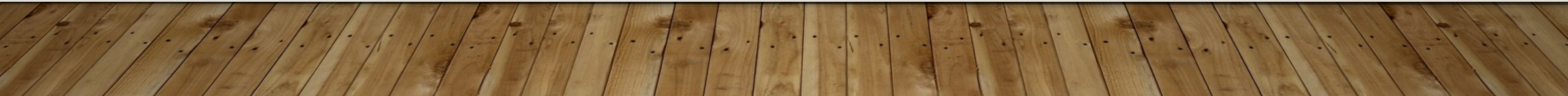
RECORDING ENVIRONMENT

- **The ‘deader’ the better.** Avoid reflective or hard surfaces, such as windows or concrete walls. If your space includes these surfaces, you will want to ‘deaden’ them with acoustic foam, carpet, blankets, or heavy drapes.
- **Listen for noise.** Avoid fans, air conditioning units, furnaces or other appliances that generate mechanical or electrical noise.



RECORDING AND EDITING

- When you plug your USB microphone into your computer, you will need some software to actually record and edit the audio. The good news is that there are a few options for this, and one of them doesn't cost you anything.
- [Audacity](#): a good quality, free-of-charge audio editing application. For the majority of people, it caters to all your podcasting needs. This is the platform I currently use!
- [Adobe Audition](#): steep learning curve, but great workflow, and feature-rich. It's available through a paid subscription.
- [Alitu: The Podcast Maker](#): the easiest possible experience. This is a web app that can automate audio cleanup, adding music and publishing to your host. It also offers great editing and episode building tools
- GarageBand (Mac users only)



CREATING YOUR RSS FEED

- Distribution platforms
 - ACAST
 - ANCHOR
 - Buzzsprout
 - Captivate
 - Transistor



MARKETING AND PR

Create your social media platforms!

- Instagram
- Twitter
- Facebook page
- Tiktok

Word of mouth

Creating a website/blog

THANK YOU FOR JOINING!

Feel free to connect with me on LinkedIn!

