

How to Launch a Podcast

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What is a Podcast?



Podcasts You Might Have Heard Of

— — —

Serial

Pop Culture Happy Hour

The Nerdist

Stuff You Should Know

Welcome to Nightvale

TED Radio Hour

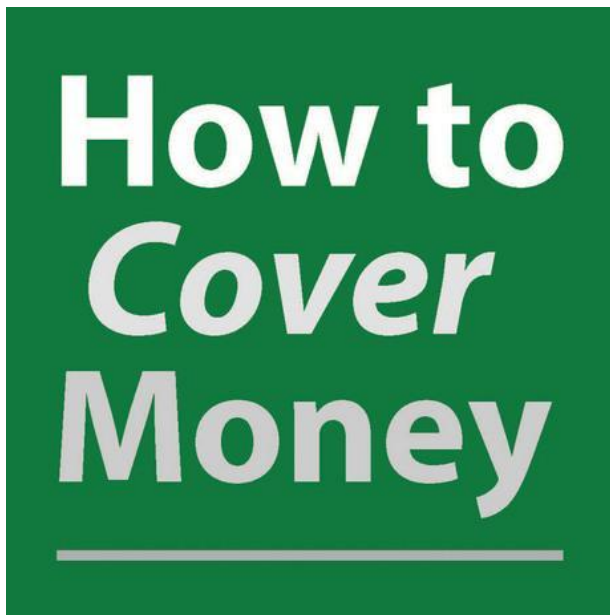
Radiolab

Freakonomics Radio

Star Talk

The Moth

My Podcasts



EDUCATING[GEEKS]

Pop culture podcast built around the idea that geeks don't shame each other

Bring new people into our favorite fandoms

Female run, mostly female perspective

TV, movies, books, video games, tabletop games, and more

All The [Trek], Educating [Geeks] Podcast, E[G]
Drinking Game, other upcoming projects



How to Cover Money

— — —

Educational Podcast

Focus on teaching business journalism skills

Features experts in the business journalism field

Quick episodes

How Do I Listen to Podcasts?

The Basics of Podcasting

How to Podcast

— — —

Brainstorm episodes

Do your research/homework

Plan your show

Record audio

Edit your episode

Shownotes / Web post

Distribute / Publish

Market

Repeat

So You Want to Start a Podcast?

— — —

Come up with an idea

Check to see if anyone else is doing it already – but don't
give up just because someone else had a similar idea

Who is your audience?

How much time can you commit?

Show Format

Podcasting Schedules and Lengths

Any ideas out there?

Daily, weekly, monthly, etc.

A few minutes to a couple of hours

Base your length and frequency on the content you want to present and the audience you want to reach

Be Realistic About Your Time

Be realistic about how long it will take (however long you're thinking now, double it)

- Research time
- Podcast prep time
- Recording time
- Editing time
- Uploading / writing a post
- Marketing and engaging with your podcast once it's live

Podcast Listeners are Appointment Listeners

Take that into consideration when developing your schedule -
be realistic

Be as consistent as possible

Communicate delays / interruptions

Things to Consider

RSS Feed

Music

Intro / Outro

Artwork - something new for each episode or use standard image?

Segues? Segments? The Ready Room by Trek.Fm is a great example of shows with segments

Sponsors

Plugs, reminders, internet presence, requests for support

Investing in Podcasting

How Much does a Podcast Cost?

— — —

Initial Investment:

- Equipment
- Website
- Podcast hosting

How Much does a Podcast Cost?

Maintenance (some of this may be part of your initial investment):

- Server space / Hosting fees / Expansion
- Website fees
- Equipment upgrades / wear and tear
- Research materials (books, movies, etc.)
- Advertising
- Other services (banks, email accounts, taxes, P.O. Box)

Recording Equipment

Equipment - Microphones

Start with a USB Microphone - you can upgrade later

Blue - Yeti is a great starter microphone. Usually \$122, often on sale for about \$100



Equipment - Microphones

— — —

When you're ready to upgrade, purchase XLR microphones and an interface to process the audio into your computer

Check Sweetwater for good bundles!



Equipment - Microphones

Pop Filter

They're cheap! And they
really make a difference



Recording Software

— — —

Free, easy to find and use!

Garage band

Audacity

PreSonus Studio One Prime (current version is 3)

Recording Software

— — —

Paid, or available with purchase of audio equipment

Adobe Audition

Studio One

Ableton Live

Recording Telephone Interviews

— — —

Skype with a 3rd Party app

- <https://support.skype.com/en/faq/FA12395/how-can-i-record-my-skype-calls>

Google Hangouts with a 3rd party app

Zoom

Have your guest record their audio locally

Editing Software

Editing Software

— — —

Free, easy to find and use!

Garage Band

Audacity

Free Audio Editor

Editing Software

— — —

Paid

Adobe Audition

WavePad (free for non-commercial use)

Ableton Live

Studio One

Your Approach to Editing

This can be time consuming (often takes longer than you think it will), but make your podcast the best it can be

- Clean up bad audio
- Edit out unengaging parts of the conversation
- Bleep bad language (if you want a “clean” podcast – more on that later)
- Trim for time

The “Explicit” Label

— — —

What even constitutes “explicit” language?

Is it appropriate for your show?

What happens if you’re “clean” but someone on your show drops some explicit language

Editing or Bleeping

<https://www.youtube.com/watch?v=DQbYhAleUgg>

Hosting and Distribution

Hosting

Self Hosting

Soundcloud - Educating [Geeks]

PodOMatic - How to Cover Money

Libsyn - Most popular and great if you expand to multiple shows

PodBean, Blubrry, and more

Distribution

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RSS Feed

iTunes

Stitcher

Microsoft Marketplace

Google Play

RSS Feed

RSS Feeds need to meet specific requirements so that your show title, artwork and more are visible in the store.

iTunes Requirements

https://help.apple.com/itc/podcasts_connect/#/itc1723472cb

RSS Feed Validator

<https://www.feedvalidator.org/>

RSS Feed Requirements

Conform to RSS 2.0

Artwork (should be a minimum of 1400 x 1400 pixels max of 3000 x 3000) in .jpg or .png format

“Explicit” tag (if you are labeling your show Explicit - more on that later)

Marketing

Social Media is Your Friend

Facebook

Pages are great, use promoted posts to get the word out

Use facebook groups to engage with your audience more closely

Twitter

Instagram (if it's right for your group)

If your podcast is a lifestyle podcast, Instagram is a great place for you

Linked in - great for business based podcasts!

Can also be a great way to connect with other podcasters

Social Media is Your Friend

— — —

Don't just post your new episodes once

- Services like Buffer or Hootsuite can help you market

Engage with your followers

Social Media is Your Friend

Take a look at some of the other DigialEd Webinars to help you learn social media marketing skills:

Social Media Strategy and Analytics

Personalize your Content for Better Engagement

Social Media Marketing Master Class

Media Metrics 101

Advanced Social Media Analytics

How to Automate Social Media

Beyond Social Media

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Consider a website of some kind

Wordpress

Medium

Tumblr

Beyond Social Media

Support from your audience

Patreon

PayPal

Amazon or other affiliate programs

Merchandise sales

Getting Ready for Launch

Start Before Launch

— — —

Build your audience

- Build social media pages / website
- Hashtags
- Facebook promoted posts and advertisements
- Thunderclap
 - <https://www.thunderclap.it/howitworks>

Get Episodes Ready

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Start with one, see what happens

Have several “in the can”

Do what feels right for you

Marketing Your Show

Have posts scheduled (use a service like Buffer or Hootsuite)

Again, post more than once

Ask early supporters to share / repost episodes

Ask guests / co-hosts / interviewees to help promote

Ask people to subscribe to be listed on “new and noteworthy” in iTunes

Resources for Support

Great Facebook Communities

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Podcasters' Hangout

<https://www.facebook.com/groups/podcastgroup/>

She Podcasts (sorry fellas, ladies only)

<https://www.facebook.com/groups/shepodcasts/>