

PODCASTING 101

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A LITTLE ABOUT ME...



AGENDA

What is **podcasting**?

Why should I start a **podcast**?

How do you start a **podcast**?

What **tools & resources** are needed?

What are some of the **Best Practices**?



WHAT IS PODCASTING?



WHAT IS PODCASTING?

A podcast is a program made available in digital format for download over the Internet.



WHY PODCAST?

Roughly 465 million podcast listeners Globally as of 2023 and expected to grow to 505 million by the end of 2024.

Nearly 60% of Americans older than 12 listen to podcast on a regular basis.

Great way to market products and services by building an audience base.

Communicate your knowledge and expertise.



WHY PODCAST?

FUN!!!!!!



GETTING STARTED



FIRST STEPS

Identify podcast goal

What are your topics?

Who is your target audience?

Why should a listener tune in?

How often and how long will each episode be?



FIRST STEPS

Determine your format

Interviews

Conversational (Co-hosted)

Educational

Solo podcasts

Non-fiction Storytelling + news

Podcast theater

Short-form and limited run series



FIRST STEPS

Create a name for your podcast

Keep it short and simple.

Should be catchy/intriguing.

Make sure it's unique.

It should complement your topics.



FIRST STEPS

Producing your first episodes

Decide on topics.

Determine resources needed.

Create a schedule for production and publishing.

Determine & use good descriptions, keywords, thumbnails to increase “stickiness”.

Determine when & how often you plan to publish your episodes.



Tools & Resources



Audio Production - Phone Based



Audio Production - Computer Based



Audio Production - Hardware Based



Video Production



Microphone



Type - USB or Analog?
Coverage – Uni or Omnidirectional
Sensitivity – Dynamic or Condenser
Budget



Microphone

Recommendations

Shure MV7 – USB/XLR - \$249

Shure SM7B – XLR- \$399

AT – AT2020USB+ - USB - \$57

Pyle USB – USB - \$80

Generic Phone Mic - \$50



Camera



Recommendations

USB or HDMI
Phone
Mirrorless
Streaming



MEVO- \$430 - \$1100

Pany G95 – HDMI - \$1200

Elgato FaceCam- USB -\$150

Logitech Brio 301 – USB -\$69



Lighting



Recommendations

Stay away from bright backgrounds

Use soft lighting

Do not mix light source color temperatures

Use 3-pt lighting in studio where possible

Natural lighting ok if evenly distributed.



Ring light - \$30 - \$100

GVM RGB— \$359



Recording

Recommendations

Mobile device – Phone or tablet

Computer – USB or capture Interface

Hardware – Recorder/Camera



Zoom PodTrak P8 - \$550

PreSonus Studio 24CC– \$150

Elgato HD60 – \$200



Apps



Recommendations

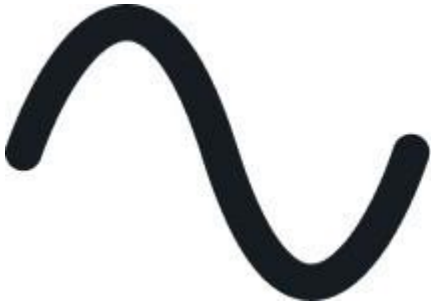
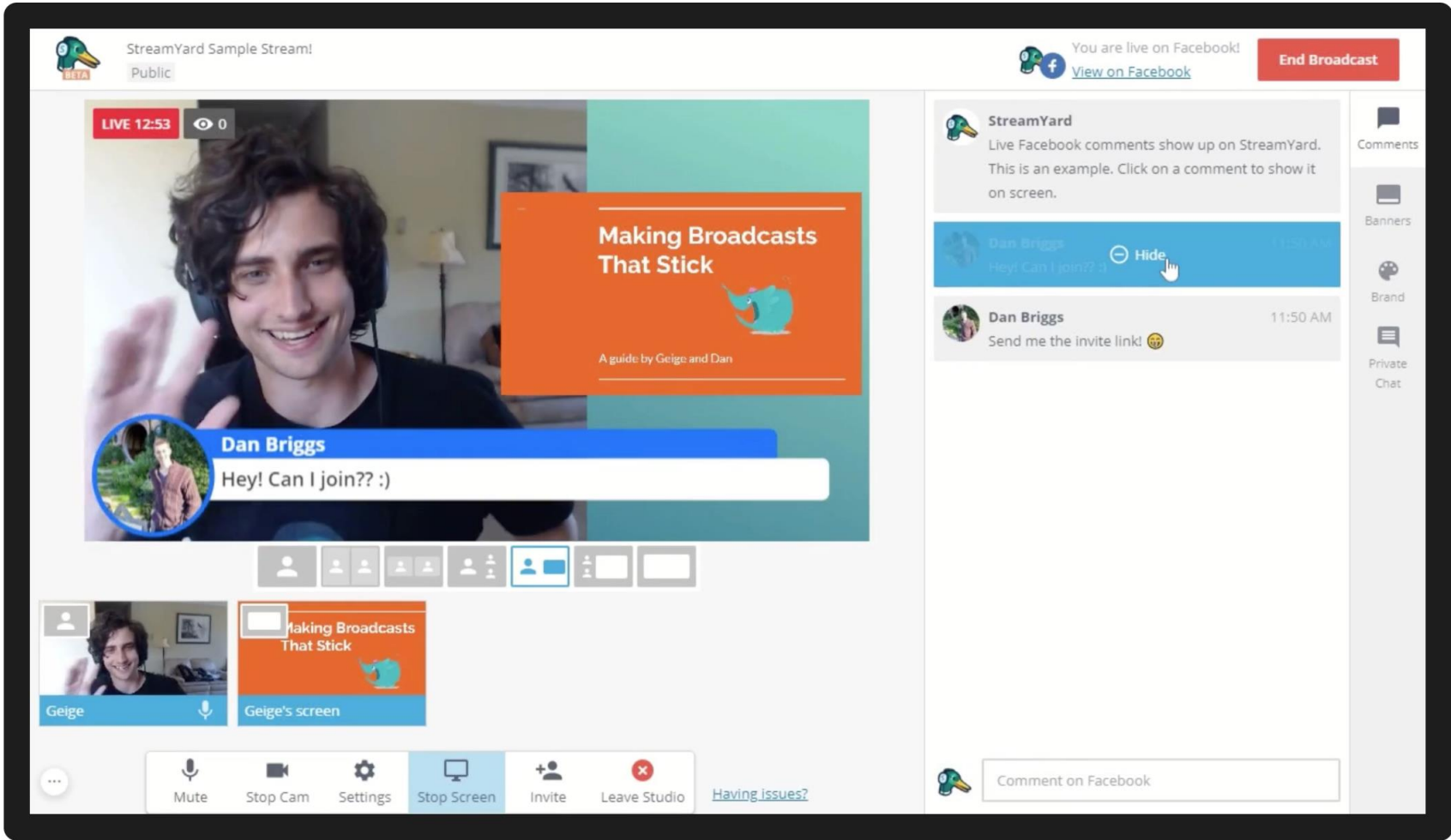
Audio Capture – Audacity, Adobe Audition

Audio/ video recording and streaming

- StreamYard , Riverside.fm, Adobe
- Podcast
- Scripts, Research, Ideas - ChatGPT

Graphics - Canva

Footage - Storyblocks



RIVERSIDE

Publishing

YouTube

Instagram

Facebook

LinkedIn

TikTok

Distribution – Buzzsprout, Anchor, Spotify,
Captivate, Podbean

<https://www.podcastinsights.com/best-podcast-hosting/>



Best Practices

- Know your WHY in producing a podcast.
- Know your target audience.
- Know your format, show structure and hosting style.
- Select the appropriate recording equipment and resources.
- Use links for guests, products and services.
- Respect your listener's time.
- Be prepared.
- Be consistent.
- Create sharable social media content.



THANKS



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