

Podcasting 101

PLAN

- WHY are you doing a podcast?
 - Fame? Fortune? Furthering an agenda? Fiction? Fooling around?
- WHO is your audience?
 - Can you picture who it is you want to reach?
- WHO is your “on-air talent”?
 - You? Alone? With a co-host? Multiple hosts?
- WHO will produce your podcasts?
 - You? Someone else?
- WHEN will you release your podcasts?
 - What is the frequency? Monthly? Twice/month? Weekly? Daily? Whenever?
 - Is your podcast an ongoing show? Limited run? Tied to an event? Tutorial?
 - What day(s) of the week will you release your podcasts?
- WHAT is your show about?
 - What is the format? news? tutorial? “live” shows?
 - Will your old shows continue to be relevant?
 - Do you care about using explicit language?
 - What is the structure of a “typical” show?
 - Will you have regular “segments”? Correspondents/contributors?
- HOW will you handle listener comments? Every show? “Feedback” shows?
 - How will you accept comments? Email? Blog? Call-in comments?
- HOW (and who) will you do show notes?
 - What level of detail will you have?
- HOW will you license the show?
 - Creative commons? www.creativecommons.org/
- HOW will you actually produce the show?
 - Local recording? Phone? Skype?
 - One show at a time? or in a batch?
 - Producing?
 - Publishing/promoting?
- HOW will you know if you are “successful”? (Do you care?)
 - # of downloads? # of subscribers? # of links?
 - Sales?
- HOW can you tie your podcast into other aspects of your communication?
- HOW will you be able to potentially re-use your audio content in other forms or locations?

PRODUCE

- General process:
 - Record show
 - Audio “post-production” - audio editing, leveling, addition of music/segments/effects
 - Export to MP3
- Will you record the show in one flow? Or add elements in post-production?
- Will you record onto a computer or onto a recorder?
- Will you record in a “studio” (including your home office)? Or in the field?
- Software:
 - Free audio editor - Audacity - audacity.sourceforge.net
 - Free leveling tool - The Levelator - www.conversationsnetwork.com/levelator
 - Others: Apple Garageband (also free), Adobe Audition, Podcast Factory, Castblaster
- Use The Levelator *before* you add music.
- If you are using music, do you have the right to use it? Options:
 - Podsafe Music Network - music.podshow.com
 - Find a local musician. (Make sure to get explicit right-to-use.) Two examples:
 - Geoff Smith - www.thegeoffsmith.com/jingles
 - Joseph Fosco - www.josephfosco.com
- Save a copy of your show to WAV as a backup.
- Export your file to MP3
 - Sample rate of 44.1KHz (so you don't become a chipmunk!)
 - Bit rate for spoken word can be 64 or 56, but make sure sampling rate doesn't change
- Set up your ID3 tags in the MP3 file
 - Show title, ex “Blue Box #69: blah, blah, blah...”
 - Artist name, ex. “Dan York & Jonathan Zar”
 - Show name, ex. “Blue Box: The VoIP Security Podcast”
 - Genre = Podcast
 - “Lyrics” area can be used to include show notes
 - Image
- **KEEP YOUR ID3 TAGS CONSISTENT ACROSS YOUR SHOWS!**
 - Examine the ID3 tags of shows you follow to get examples.
 - Look at your ID3 tags as seen in an iPod, iTunes, other players

PUBLISH

- Upload your MP3 file and publish blog entry
- Hosted vs your own server?
 - MP3 hosting - Libsyn.com
 - Blog hosting - Wordpress.com, Blogger.com, TypePad.com (\$)

PROMOTE

- Directories
 - iTunes Music Store
 - Podcast Alley www.podcastalley.com
 - Podcast.com www.podcast.com
 - Podcast Pickle www.podcastpickle.com
 - IndiePodder www.indiepodder.com
 - Blubrry www.blubrry.com
- Promos to other podcasts
- Web sites / blogs
- E-mail lists
- E-mail signatures
- Print materials

PARTICIPATE

- Listener comments
- Blog comments

RESOURCES

- Books
 - *How to Do Everything with Podcasting* by Shel Holtz with Neville Hobson
 - www.everythingwithpodcasting.com
 - *Podcasting Solutions: The Complete Guide to Podcasting* by Michael Geoghegan
 - *The Business Podcasting Book*, edited by Michael Geoghegan
 - *Podcasting: The Do-It-Yourself Guide*, by Todd Cochran
 - *Podcasting for Profit*, by Leesa Barnes
- Podcasts
 - For Immediate Release www.forimmediaterelease.biz
 - Managing the Gray www.managingthegray.com
 - Six Pixels of Separation www.twistimage.com/blog/
 - Inside PR www.insidepr.ca
 - Trafcom News trafcom.typepad.com/podcast/
 - Across The Sound www.acrossthesound.net
 - New Comm Road www.newcommroad.com
 - Better Desirable Roasted Communications www.commscafe.com
- Gear
 - www.podcastacademy.com/
 - podcastacademy.com/forum/
 - Vendors:
 - www.sweetwater.com/
 - www.bswusa.com/
 - www.musiciansfriend.com/

PR/“New Media” Resources

- www.thenewpr.com/ The New PR Wiki
- www.forimmediaterelease.biz/ FIR Podcast
 - www.nevillehobson.com/ Neville Hobson
 - blog.holtz.com/ Shel Holtz
- www.micropersuasion.com/ Steve Rubel
- www.leehopkins.net Lee Hopkins
- www.bryper.com/ Bryan Person
- commons.iabc.com/ IABC blog for business communicators
- blogs.iabc.com/chair/ IABC Cafe
- www.technorati.com/ Search blogs (including tags)
- www.bloglines.com/public/prblogs List of PR blogs
- www.pubsub.com/lists/pr.php “The PR List” – ranking of PR-related blogs
- www.sncr.org/ Society for New Communications Research
- www.socialtext.net/hrelease/index.cgi New media release
- www.blogpulse.com/ Blog trend search (conversation tracker)
- www.icerocket.com/ Another search tool (with trend tool)
- www.everyzing.com/ Podcast search tool
- www.podcamp.org/ Podcamp events happening around the world
- www.podcastexpo.com/ Podcast & New Media Expo
- www.podcastacademy.com/ Podcast Academy - Resources and archived podcasts about podcasting
- adage.com/power150/ “Top 150” marketing and media blogs

My sites

- www.disruptiveconversations.com social media, pr, communications
- www.disruptivetelephony.com VoIP, communication technology
- voipsa.org/blog/ VoIP Security Alliance group weblog
- www.blueboxpodcast.com VoIP security podcast
- twitter.com/danyork Twitter