



PodCast-ing A Beginners Guide

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What is a PodCast?

- A PodCast is an audio file that is recorded and saved to be broadcast and distributed via the internet
- Think of “Talk Radio”, “News Radio”, or a broadcast radio show as an example, but recorded in advance and not live
- Most Podcasts are...
 - Between 5 and 60 minutes in length
 - Saved online for listeners to play back at their leisure

Why PodCast?

- Shift to Mobile Devices
 - Convenience of your media on your device
 - Portability of having your media with you at all times
 - Flexibility of listening to your media when, where, and how you want to
- Time
 - Less time for reading and watching other methods of media
 - Less time for fixed scheduled media (tv, radio)
 - Listen at leisure is a big one (driving, working out, mass transit)

When are PodCasts?

- Pre-recorded as Presenter wishes
 - One-time? Daily? Weekly? Monthly?
- Distributed
 - Saved in sharing application (iTunes, Spotify, Stitcher, dedicated platform)
- Listened to as Listener wishes
 - Downloaded or streaming, usually with mobile device

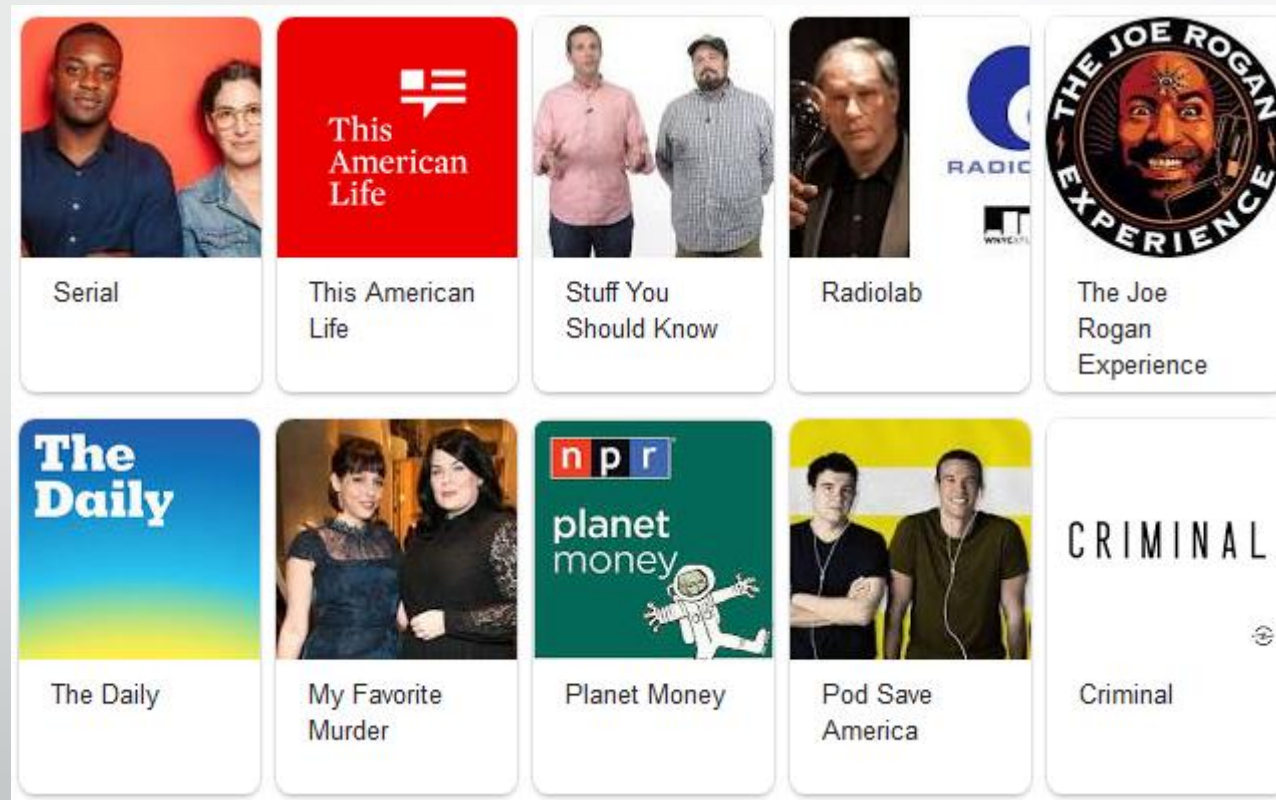
Who PodCasts?

- Entertainment: News, Comedy, Sports, Documentaries, Culture
- Informational: Self Help, Professional Development, Documentaries
- Interviews
- Groups/Organizations/Businesses
- YOU!











How does a PodCast work?

- Professional or Amateur recording
- Plain audio with people speaking, or add background and effects
- Paid or free
- Public or private
- Advertised or organic

Top 10 Podcasts (Google)



Top 10 Podcasts (Stitcher)

1		The Joe Rogan Experience <i>Comedy</i>	6		The Clearing <i>Society & Culture</i>
2		True Crime Garage <i>Society & Culture</i>	7		The Rachel Maddow Show <i>News & Politics</i>
3		My Favorite Murder with Karen Kilgari... <i>Comedy</i>	8		Crime Junkie <i>Society & Culture</i>
4		This American Life <i>Society & Culture</i>	9		Last Podcast On The Left <i>Pop Culture, TV & Film</i>
5		The Daily <i>News & Politics</i>	10		Spittin Chiclets <i>Sports</i>

Seth Godin's Five Reasons to Start a PodCast



- You'll meet some amazing people. Most podcasts are based on interviews, and having a podcast is a fabulous excuse to interview fascinating people.
- It will help clarify your thinking. You might hesitate to write, but most people don't hesitate to speak their thoughts. Spending twenty minutes or more to explain something is a great way to understand it.
- You will earn credibility. Our culture gives extra credit to people who are thoughtful, generous and well-spoken.
- It's a productive habit that gets both easier and more useful as you stick with it.
- It creates an asset, one that people can engage with for years to come.


Seth Godin's Reason to NOT Start a PodCast



- To make a fortune. You won't. But reasons 1 through 5 to start are a bargain, because you don't need a permit, a license or a budget. You can simply begin.

How do I do this?

- Pick a topic, plan as if for a speech, and prep for 5-60 minute presentation
- Record it through nearly any available electronic recording method
- Pick a platform, make an account, upload it
- Share it with your target audience
- Wait for feedback
- Plan for improving your next one



THANK YOU!

Further Questions?

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