

PREMIERE PODCAST

Podcasting Tools

- ✓ Using the right hardware and software to record and distribute your podcast will give it a professional sound that attracts an audience;
- ✓ The most important piece of hardware for your podcast is a microphone;
 - Low quality mics produce low quality sound while higher quality mics produce a better sounding podcast;
 - Because of this you should consider upgrading to a higher quality microphone such as the Blue Yeti or the Audio-Technica AT2020;
- ✓ You should also consider investing in other pieces of hardware that will make your podcast sound better, such as a pop filter, a good set of headphones and a handheld digital recorder;
- ✓ Podcast software is mainly used in the post-production process;
 - Camtasia is a good choice for a recording and editing platform due to its features and flexibility;
 - Garage Band is also a good choice for recording and editing your podcast, but only if you use a Mac;
 - Adobe's Audition is a third choice for recording and editing which works equally well on both a PC and a Mac;
 - Soundcloud is an excellent solution for storing and distributing your podcasts.

Your First Podcast

- ✓ I By following a set of simple steps, you can easily produce a professional sounding podcast;
- ✓ Begin by carefully planning your podcast by deciding the following things ahead of time;
 - Decide on a time length for your podcast that makes sense to you and your audience;
 - Decide on the frequency of your podcast episodes, making sure that you are able to produce new podcasts on schedule;
 - Decide on a theme for your podcast and break that theme down into manageable topics;
 - Decide on production effects, such as music and/or branding jingles;
- ✓ Next, produce an outline, which will give structure to your podcast, by;
 - Using the “brain dump” technique to get all your ideas and topics out on paper or screen
 - Organizing these ideas and topics into a logical order in order to give your podcast “flow”;
- ✓ Next, practice your podcast making sure to;
 - Set up and familiarize yourself with all your hardware;
 - Use your outline to prevent yourself from getting lost;
 - Keep an eye on the clock; and
 - Repeat the practice run thru process as many times as necessary;
- ✓ Next, perform your podcast making sure to;

- Remember that you are a performer who needs to entertain and engage your audience;
 - Adopt the delivery style that suits your personality and material;
 - Use your outline as “talking points; and
 - Relax and breathe naturally;
- ✓ Finally, release your podcast to the public by;
- Generating an RSS feed, either manually by yourself or automatically through a podcasting platform, such as WordPress;
 - Uploading your RSS feed to a podcast aggregator, such as iTunes.

The Best Practices for Podcast Marketing

- ✓ Podcast marketing practices are an enormous subject that are enormously important;
- ✓ One important marketing practice is to communicate and connect with your audience early on and often;
- ✓ Another best practice is to give your audience the quality content they want and deserve;
- ✓ Finally, less is more when it comes to podcasting.