

# Getting Started Podcasting

How to use online audio to  
promote,  
publicize,  
market,  
and get new ideas out  
to a global audience

*A WAM! Presentation*

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**podtopia.net**

# Getting Started Podcasting

## What *is* Podcasting?



- “iPod broadcasting” ??
  - Apple helps, but they're not essential
- **P**ersonal **O**n **D**emand online broadcasting
  - Syndicated audio online
  - Worldwide distribution
  - Easy to Update, Easy to Promote
  - Effective Communication with voice & text
  - Commonly available (and free) technologies

For more info, visit [www.podtopia.net](http://www.podtopia.net) ~ [info@podtopia.net](mailto:info@podtopia.net)

# Getting Started Podcasting

## Who can Podcast?

- Just about anybody
  - With the right skills
  - With the right plan
  - With the right equipment
- Have something to say
  - Be willing to commit to the time to do it
  - Be prepared to put work into it
  - Be open to different ideas
  - Don't quit!



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# Getting Started Podcasting

## What can Podcasting do?

- Get the word out about your ideas
  - Worldwide interconnected audience
- Give you / your organization / company great exposure
  - Quickly update your members, fans, others about your work & initiatives
  - Get past e-mail spam filters and “inbox glut”
  - Use both text and audio to get your message out
  - Build relationships with your listeners and reach busy folks on their own terms & timeframe



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# Getting Started Podcasting

- How do you Podcast?
- The 5 P's
  - Plan
  - Produce
  - Publish
  - Promote
  - Play

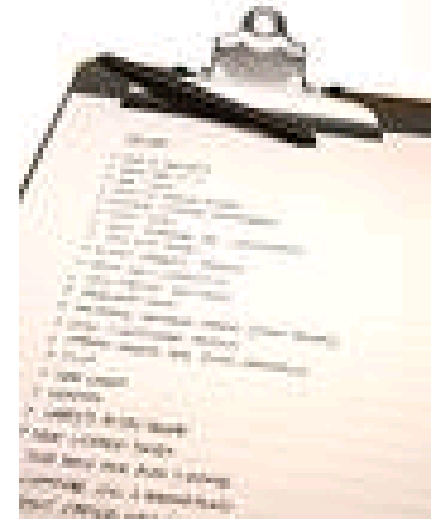


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# Getting Started Podcasting

## Planning Your Podcast

- Think it through (or dive in?)
  - What are you trying to say?
  - To whom do you want to say it?
  - How often will you podcast?
- Organize!
  - Write an outline
  - Plan your time
  - Line up your elements
    - Music – get podsafe music
    - Interviews
    - Facts, figures, segments, etc



# Getting Started Podcasting

## Planning Your Podcast

### Sample Outline

1. Intro music/theme song
2. Intro & Welcome
3. Announcements “coming up...”
4. Monologue / News
5. Music
6. Interview / News
7. Wrap-up recap for this show
8. Outro (with call to action – subscribe!, etc.)
9. Outro music fade



# Getting Started Podcasting

## Planning Your Podcast

### Keeping Out of Court

To **podcast music**, you need to have (*buy?*)  
permission/consent/licensing:

- ✓ Composer
- ✓ Performer
- ✓ Publisher
- ✓ Licensing Bodies
- ✓ Digital Rights Holder(s)
- ✓ Other intere\$ted partie\$

*It can get expensive!*

**Go for “Podsafe” Music**

<http://www.podsafeaudio.com/>

**Be careful of other copyrights**





# Getting Started Podcasting

## Producing Your Podcast

### Recording

- Microphone with laptop
- Portable MP3 recorder
- Telephone
  - Free conf call co's record mp3s  
<http://freeconferencing.liveoffice.com/>



### Production

- Editing software
  - Audacity (PC/Mac)
  - Wavepad (PC)
  - Garageband (Mac)



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# Getting Started Podcasting

## Publishing Your Podcast

- Create your RSS feed
  - Use your outline & show notes
- Add all your “meta data”
  - What you put in your feed, is what folks will see
    - Include specific url's to go to
    - Include specific keywords
    - Make it snappy and interesting
      - *Why should* people listen to you?

```
<rss version="2.0">
<channel>
<title>Women In Music
<description>Women In
show, heard on 99 mark
streaming affiliates.
<link>http://www.women
<language>en-us</langu
<copyright>2007 by Lar
<lastBuildDate>Sun, 25
<pubDate>Sun, 25 Mar
<docs>http://blogs.la
<webMaster>womenonair@
```

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# Getting Started Podcasting

## Publishing Your Podcast

*To archive, or not to archive?*

- **Archiving Pro's**

- Lets folks hear what you've been up to 😊
- Gives people more to listen to 😊
- People expect it – std. online audio model 😊

- **Archiving Con's**

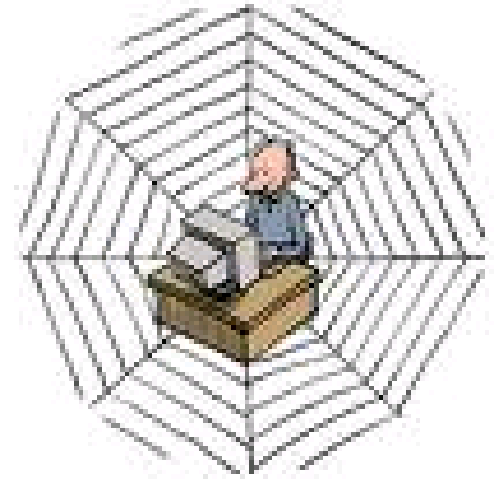
- Takes more server space 😞
- Less reason for folks to subscribe 😞
- Cannot rotate/re-use old content to avoid “podfading” 😞

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# Getting Started Podcasting

## Publishing Your Podcast

- Use different RSS editors
  - Do it yourself with a text editor
  - Use a Podcast show creator like [podshowcreator.com](http://podshowcreator.com)
  - Use a “hybrid” solution like [Podtopia.net](http://Podtopia.net)  
**<http://www.podtopia.net/quickfeed/>**
- Also create a feed for iTunes
  - huge audience
  - different criteria to include in your feed



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# Getting Started Podcasting

## Promoting Your Podcast

- Post to different directories
  - “Ping”
  - Full Information entry
  - Edited directories
  - iTunes
- Send out press releases
  - Point to your web page/feed page
  - Include the link to your podcast in the press release



- Link from your website
  - <http://www.yourdomain.com/feedname.xml>

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## Promoting Your Podcast

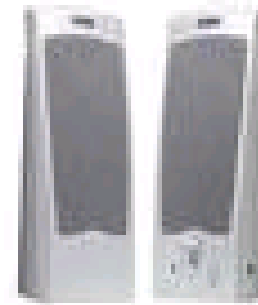
- **Encourage Subscriptions**
  - Be consistent and keep podcasting – success is up to you
- **Use your RSS feed file to the max**
  - Promote specific URLs
  - Promote specific info
- **Use your ID3 tags in your MP3s**
  - Include your e-mail address
  - Include your url, name, etc.
- **“Re-Purpose” Your Content**
  - On your blog/website (articles)
  - Always mention your podcast – cross-promote!



# Getting Started Podcasting

## Playing Your Podcast – Have Fun!

- **Online**
  - Stream
  - Download file
- **Offline**
  - Play downloaded files
  - Burn files to CD
  - Play on MP3 player
- **Listen anytime**
  - “Time-shifting” listeners
  - Reach your audience when it works for *them*
- **Using a Podcatcher**
  - Lots of options available ([www.podcatchermatrix.org](http://www.podcatchermatrix.org))
  - iTunes and others



# Getting Started Podcasting

## The Hazards of Podcasting

- **Huge File Sizes**
  - Takes up space on your computer – and theirs
- **Podfading**
  - When podcasting just isn't as much fun anymore
  - When you run out of ideas
  - When you don't get feedback
- **Unmanageability**
  - Too many audio files
  - Too little organization
- **Addiction**
  - Nothing else exists – or matters – besides podcasting
  - Easy to spend lots of money without realizing it





# Getting Started Podcasting



**But it's worth it!**

- **Large potential audience of interested folks**
  - **Growing each year, more common each day**
- **Low barriers to entry**
  - **Get started without needing a lot of gear**
- **Doesn't *have* to cost a lot of money**
  - **You have lots of options**
  - **Knowledge fills the gaps**
  - **Be creative and make it happen**
- **With experience it just gets better**
  - **It gets easier and more fun all the time**

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**Happy Podcasting!**