



Podcasting 101

Getting Your Message Heard

~

by Roger DeWitt, PCC

<http://coachingnyc.com/blog>



Who's THIS guy?



- Certified Biz and Life Coach
- Tech early adopter
- 37 year veteran of the Entertainment Industry
- Numerous Cartoons and v/o
- Mom was “Wilma Flintstone”





What We'll Cover

- What is a Podcast
- Why Podcast
- What you need to get started and how much \$\$ will it cost?
- Podcasting Quick Start
- Do's and Don'ts
- Finding Topics
- Q and A

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What is a Podcast?

If it was good enough for my Pappy...

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A Podcast is...

A multi media file -- usually audio or video --
Stored on a server w/ a special bit of code
that alerts an “aggregator” software program
when a new file is present and then plays
and/or downloads the file to the computer
or MP3 player

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In English Please...



Downloaded



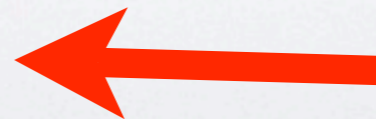
You Record



Upload



RSS Feed



Subscribe



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Important!

- **RSS 2.0 - (Really Simple Syndication) is what makes it all work**
- **Easiest way to create that RSS feed is to attach your podcast to a BLOG!!**

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Blog Options

- There are many options.
- All-In-One
 - www.blogger.com
 - www.typepad.com
 - www.wordpress.com
- Hosted  WORDPRESS (wordpress.org)

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Types of Podcasts

- Educational Narration / Talk Radio
- Interview Format
- News Format
- Music Format
- Comedy
- Check Out iTunes Categories

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Why Podcast?

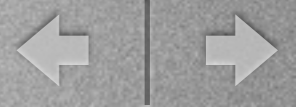
Why Both-ah?

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Why Podcast?

- As of Dec 2008 - 43% of internet users own an MP3 player or iPod
- 19% of all internet users have downloaded a podcast episode (23% of males and 16% females)



Why Podcast? (cont)

- Marketing 101 - Know, Like and Trust you
- Markets for you 24/7
- Provides Value to your target market
- Reach beyond radio
- Create a tribe of rabid fans who need YOU!
- In-Touch, Contemporary and FUN

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What You Need

testing 1-2... testing 1- 2

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Getting Started...

- What You Will Need
 - A Computer
 - Decent Microphone / way to record
 - Editing Software
 - Royalty Free Music

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Microphone

- Most important piece of equipment and best investment.
- Start with High quality - so you can compress
- Think about what kind of podcasting you will want to do. In “Studio?” Mobile? Phone?
- Think about how much you want to spend.



Mic's Cont...

- Don't use built in mic... quality is BAD and omnidirectional.
- Easy Option : USB Mic - desk top or headset
- USB usually \$50 and under.



USB Mics on the Cheep

- Logitech Clear Chat Pro USB
Approx. \$50
 - Pro: boom mic - even distance from mic
 - Sensitive to popping
- Logitech USB Desktop Mic
 - Starter mic. Just OK. \$29





Medium Priced

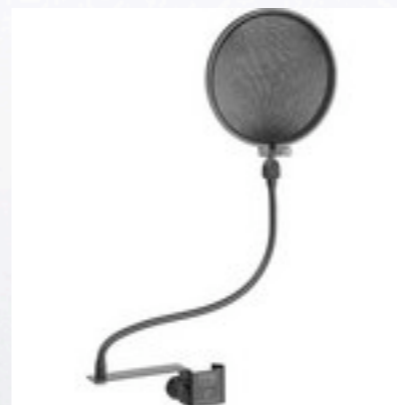
- My Favorite: Blue Microphones “Snowball”
 - pretty good quality for a USB mic
 - Good price - \$99
 - Includes desk stand
 - B and H Audio and Video
 - Great service and know alot
 - Guitar Center





My Set Up...

- CAD M-177
- M-Audio USB Mobile Pre Amp
- Stand
- Pop Filter
- <\$400





On The Road...

- If you are going to be doing “man on the street” - worth it
- M-Audio Micro Trak II
\$300
- External Mic (optional)
Shure VP 64 AL - \$90
- Cord - \$15





Software

- Cheep, Medium and PRO
- PC / MAC - Audacity  FREE
no bells & whistles.
- MAC - Garage Band -VERY powerful & EZ
 - Comes w/ Royalty Free clips and efx
- Sony Sound Forge Studio or Adobe Audition \$200 - \$400



Demo Audacity

Back to Basics!

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Do's and Dont's

Mom always said,
“don't play ball in the house!”

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- Prepare but don't read if that is your gift
- If you must read, make sure it sounds conversational -- speak in "thoughts."
- Don't be "presentational."
- Get some energy going but remember the mic hears all.
- Get someone else to do your intro and include "intro" and "outro" music
- Drink lots of water



- Speak to “One Person” when you prepare
- Be Unique... Be YOU!
- Think of podcasting like bran -- be regular!
- Have fun... it is just a podcast



Finding Topics

- www.rackandwrite.com
- Take a survey of your target market
- Listen for complaints
- teach a '101' series
- Look at google searches and trends
- Look at magazines and websites of target
- Interview an expert

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Q and A

There ARE stupid questions...

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Thank You!

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