Podcasting 101 Class

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Creating your own Podcast and connecting with your community can be a challenge. How do you choose your platform? What might you want to share with others? This class goes over what Tarot Visions does, from start to finish; Tips and Tricks for creating a great podcast, and getting it out in the world. Class is being recorded.

Introduction

Rose has had a long life in podcasting. Started with Tarot Pathways Podcast with Anastasia Haysler. Worked with Charles Harrington and created Tarot Visions in 2013. Added Jaymi to take over for Charles when he went to pursue other interests.

How did we start?

• Talk about ideas of what we wanted to do.
• Find the right format which works for you
• Commit to a schedule you can achieve

What resources are there to create the podcast and what do you want to consider when starting? What is easiest to do and what are you willing to spend to get your ideas/show out?

A podcast takes a lot of coordination and resources. You have to think about:

A.   Pre-production

Coordination software: google calendar, google docs, MS Word. Helps in writing interview questions, scheduling interviews, keeping track of episodes.

Know your strengths and weaknesses. (ie. jaymi loves writing, finds audio edits rough. Rose is wonderful at getting guests and keeping the conversation going)

Audio vs. video: Most are audio only due to bandwidth/storage. If going video, may want to create a YouTube channel and encourage people to subscribe; this is *not* a podcast, however, so we won't be covering it beyond a mention.

Design apps: Pixelmator, Photoshop, Illustrator. Logo design and website stuff.

B. Production

Audio recording apps and devices: Audacity, garageband, Skype with plugins, Zoom.us, zencastr.com; phone recorder app, portable audio recorder.

Prepare your guests, have an agenda. Use some pre-created questions to get you started.

Always double check your tech before you record.

C. Post-production (editing)

Audio process apps: Garageband, Audacity, etc.

It takes time to process audio. Jaymi recommends 1-4 hours for each hour of recording. It all depends on the flow of the discussion and the quality of everyone's voices.

D. Publication

Getting your podcast into iTunes, and then using a distributor platform (podbean, stitcher, Lybsyn, Amazon S3, Archive.org (free)) to get it out there. Also soundCloud, YouTube.

Promote to your social media feeds so you can engage your audience.

So you have your idea, your title, your talent (You and a friend?) and now you want to go, what's next?

Set a few dates to record your material. You'll need to book interviews in advance (sometimes sooner, often months out).

Don't reinvent the wheel…. Have a standard set of "generic" questions to ask guests. This helps to get the pump primed. You can add more into the conversation as you talk.

Sometimes rose and i will chat between ourselves to inject fresh trains of thought as our guest chats.

Have a few episodes "in the can" before you release. This helps in case there's some vacation issues, etc.

Don't be afraid to pay for processing help, if you need it.

Let it fly: Schedule a podcast for release.

Promotion and engaging audience interaction. (from MileHiCon 50: "Be aware it's a 2-way street. Only 1% will talk to you, but be aware of the other 99%." Also, "Be aware of how your opinions sound. People will yell at you.")