



LET'S TALK PODCASTING!

INSPIRATION TO START OR IMPROVE YOUR PODCAST



WELCOME

JASON SHOLL, SHOLL MEDIA GROUP

- Hollywood (7 years)
- Public Education (5 years)
- Silicon Valley (8 years)
- Winner of 17 Telly Awards
- Podcast producer:
Rioport Podcast (1999),
The Fin Factor (2018-),
Black and Azul (2019-2020),
Deeper Learning with WeVideo (2019-2022)



OVERVIEW

6:30 PM - 7:30 PM

- **Understanding podcasting**
- **Planning a podcast**
- **Essential equipment and software**
- **Recording your first episode**
- **Editing and post-production**
- **Publishing and promoting a podcast**
- **Q&A session**



podcast **noun**

pod·cast 'pād-ˌkast 

: a program (as of music or talk) made available in digital format for automatic download over the Internet

podcast **verb**

podcaster **noun**

Etymology

iPod, trademark for a portable media player + broadcast

First Known Use

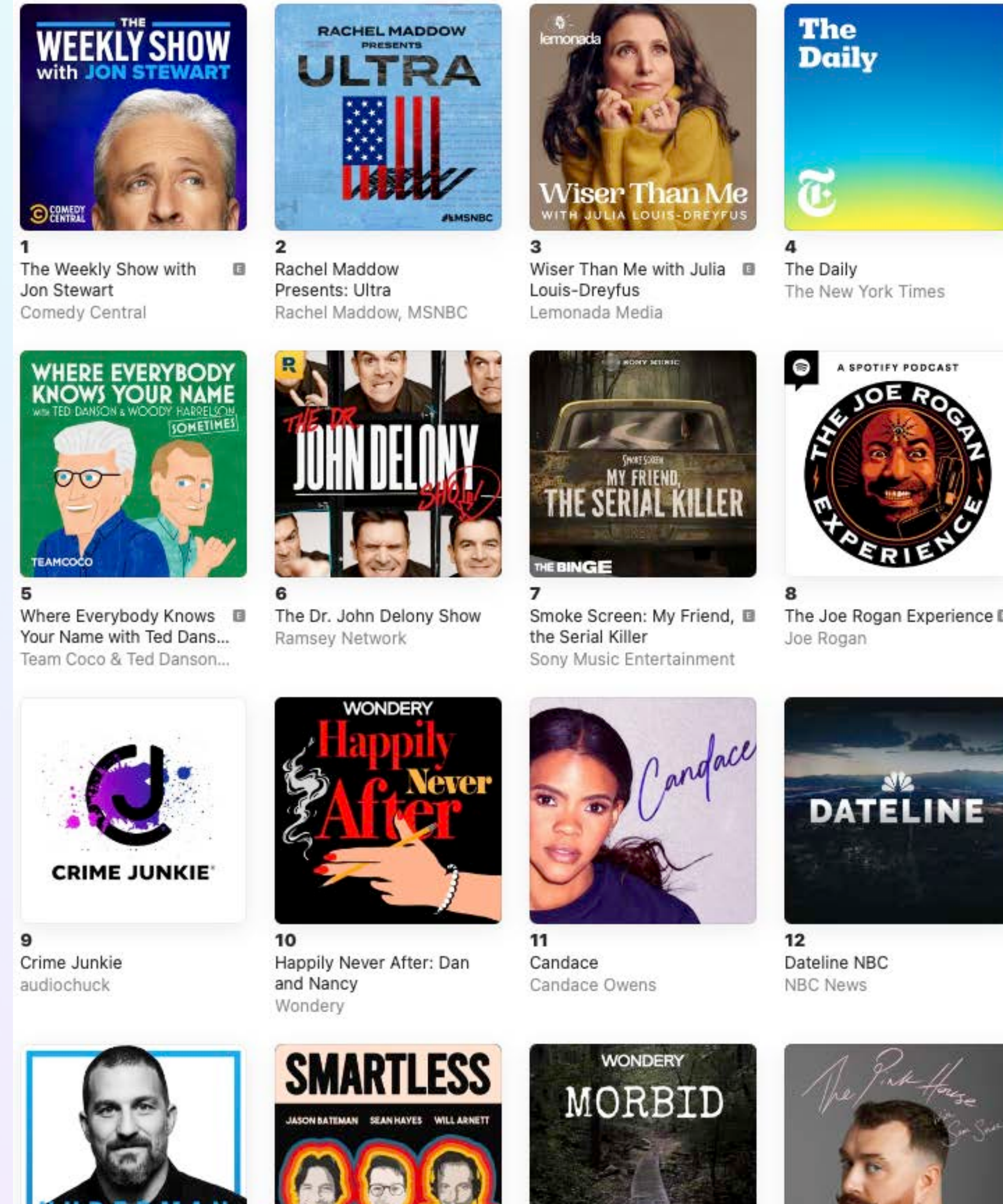
2004, in the meaning defined **above**

UNDERSTANDING PODCASTING

- **A series of spoken-word episodes**
- **Often centered around a particular theme or topic**
- **Available for download or streaming via the internet**
- **Episodes range from a few minutes to several hours**
- **Released on a regular schedule (weekly, bi-weekly, or monthly)**
- **Accessible to anyone with an internet connection across various devices, including: smartphones, tablets, computers, and smart speakers**

COMMON PLATFORMS

- Apple Podcasts 🏆
- Spotify
- YouTube Music (*previously Google Podcasts*)
- Stitcher
- TuneIn
- iHeartRadio
- Amazon Music





TYPES OF PODCASTS

INTERVIEW	Guests, experts, celebrities, interesting individuals	<i>The Joe Rogan Experience, WTF with Marc Maron</i>
SOLO	Share your thoughts, experiences, or expertise on a subject	<i>The Tim Ferriss Show, The Tony Robbins Podcast</i>
CO-HOSTED	2+ hosts engaged in discussions, debates, comedy, or collaborative storytelling	<i>Pod Save America, Freakonomics Radio</i>
NARRATIVE	Tell a story or series, high production value with sound and scripted narration	<i>Serial, The Truth</i>
PANEL/ ROUNDTABLE	Group of people discussing a topic with a moderator or host	<i>The Nerdist, The View</i>
EDUCATIONAL	Educate listeners on specific topics, featuring expert guests or research	<i>Stuff You Should Know, TED Talks Daily</i>
TRUE CRIME	Focus on real-life crime stories, exploring unsolved cases or infamous events	<i>Criminal, My Favorite Murder</i>

***“I WANT TO MAKE A
PODCAST, NOW WHAT?”***

LET’S DIVE IN...

CONCEPT + AUDIENCE

- **Identify your niche: a specific topic or theme that interests you and has a dedicated audience is crucial for standing out in the crowded podcast market**
 - *Passion and expertise: sustains your interest*
 - *Market research: what gaps exist or unique angles can you provide*
 - *Audience demand: what do people search for, what results do they see?*
- **Target audience: tailor your content to their preferences, increasing engagement and loyalty**
 - *Demographics: age, gender, location, other details*
 - *Psychographics: interests, values, lifestyle, pain points, desires*
 - *Tools: surveys, forums, social media groups, online communities*
 - *Feedback: analyze reviews and feedback from similar podcasts for listener preferences and complaints*



MOST PODCASTS FAIL AFTER
7 EPISODES

CONCEPT + EPISODE PLANNING

- **Create a concept: a strong, unique concept sets your podcast apart and makes it memorable**
 - *Unique Selling Proposition (USP), theme and format, mission statement*
- **Plan multiple episodes: planning multiple episodes in advance helps maintain momentum and prevents running out of ideas**
 - *Brainstorming, outlining (key points, segments, guests), 10 episode pipeline*
- **Planning methods**
 - *Scripted approach, teleprompter, index cards, outlining*
- **Collaborative tools**
 - *Google Docs, Microsoft Word, Apple Notes, anything that fits your workflow*

CATCHY TITLE + BRANDING

- **Catchy title: a memorable, easy-to-share title attracts listeners and makes your podcast easy to find**
 - *Brainstorming, testing titles, SEO considerations (keywords), simplicity*
- **Album art and branding: attractive album art and consistent branding help establish your podcast's identity and make it recognizable**
 - *Design principles (bold design, clear text)*
 - *Hire a designer vs. Canva or DIY*
 - *Consistency across platforms and promo materials*
 - *Specifications: follow platform guidelines for image dimensions, file sizes*

ESSENTIAL HARDWARE

- **Start simple**
 - *Phone Voice Memo App, find a quiet space, hit record and start speaking, save recording and export to computer for editing*
- **Microphones**
 - *USB microphone (\$99+), plug and play, some w/ XLR*
 - *Blue Yeti (\$129) with multiple recording modes*
- **Headphones**
 - *Real time feedback to address issues immediately*
 - *Monitor audio levels, quality, background noise*
 - *Audio-Technica ATH-M50x, Sony MDR-7506*
- **If you plan to have multiple guests**
 - *XLR microphones, dedicated mixer, onboard recording, equalization (EQ), various sound effects*
 - *Zoom H6 for multiple inputs, Behringer Xenyx Q802USB for inputs and onboard EQ*



SOFTWARE

- **Audacity:** free, open-source audio recording and editing, noise reduction and equalization under “Effect” menu
- **GarageBand:** free, beginner-friendly on every Mac, “Voice” project template, compression, EQ, and reverb enhancements
- **Adobe Audition:** more advanced with sophisticated input controls, plug-ins, and effects
- **Adobe Premiere:** more advanced for editing and layers, suitable for video podcasts
- **Other video software:** iMovie, CapCut, Final Cut Pro...





RECORD
YOUR FIRST EPISODE

PRE-PRODUCTION



- **Scripting and outlining:** a clear plan helps maintain focus and ensures that all key points are covered
 - **Creating a script:** full script, outline, hybrid (intro/outro scripted)
 - **Intro:** introduce yourself, your podcast, the episode topic
 - **Main content:** list the key points or questions you want to cover
 - **Outro:** summarize the episode, thank listeners, provide calls to action (follow on social, visit the website)
- **Setting up**
 - **Microphone setup:** place on stable surface using a stand or boom arm, position at a consistent distance from your mouth (about 6-8 inches), use a pop filter to minimize plosive sounds
 - **Recording software:** select your microphone as the input device, perform a quick recording test
 - **Checking levels:** speak at your normal volume and adjust the input gain to avoid clipping (when audio peaks and distorts)

BEST PRACTICES

- **Speak Clearly and Confidently:** Articulate your words, project your voice, and avoid mumbling.
- **Maintain Consistent Distance:** Keep a steady distance from the microphone to ensure consistent audio quality.
- **Show Your Personality:** Be yourself and let your personality shine through to engage your listeners.
- **Continue Recording:** If you make a mistake, keep recording — you can edit out errors later. This approach maintains the flow and reduces the need for multiple takes.



EDITING + POST PRODUCTION

- Skill development
 - *Start simple: basic editing tasks*
 - *Gradually add complexity: multi-track editing, effects*
- Cutting out mistakes, pauses, stutter
- Noise reduction
- Leveling audio



MUSIC + EFFECTS

- **Consider adding music**

- *Adds professionalism, enhances the listener's experience*
- *Sources: royalty-free, licensed music (YouTube Audio Library, Free Music Archive), purchased music (AudioJungle, ArtList, PremiumBeat)*

- **Add sound effects**

- *Use sparingly to enhance storytelling or emphasize points*
- *Sources: royalty-free, licensed clips (Freesound.org, ZapSplat), purchased tracks (AudioJungle)*

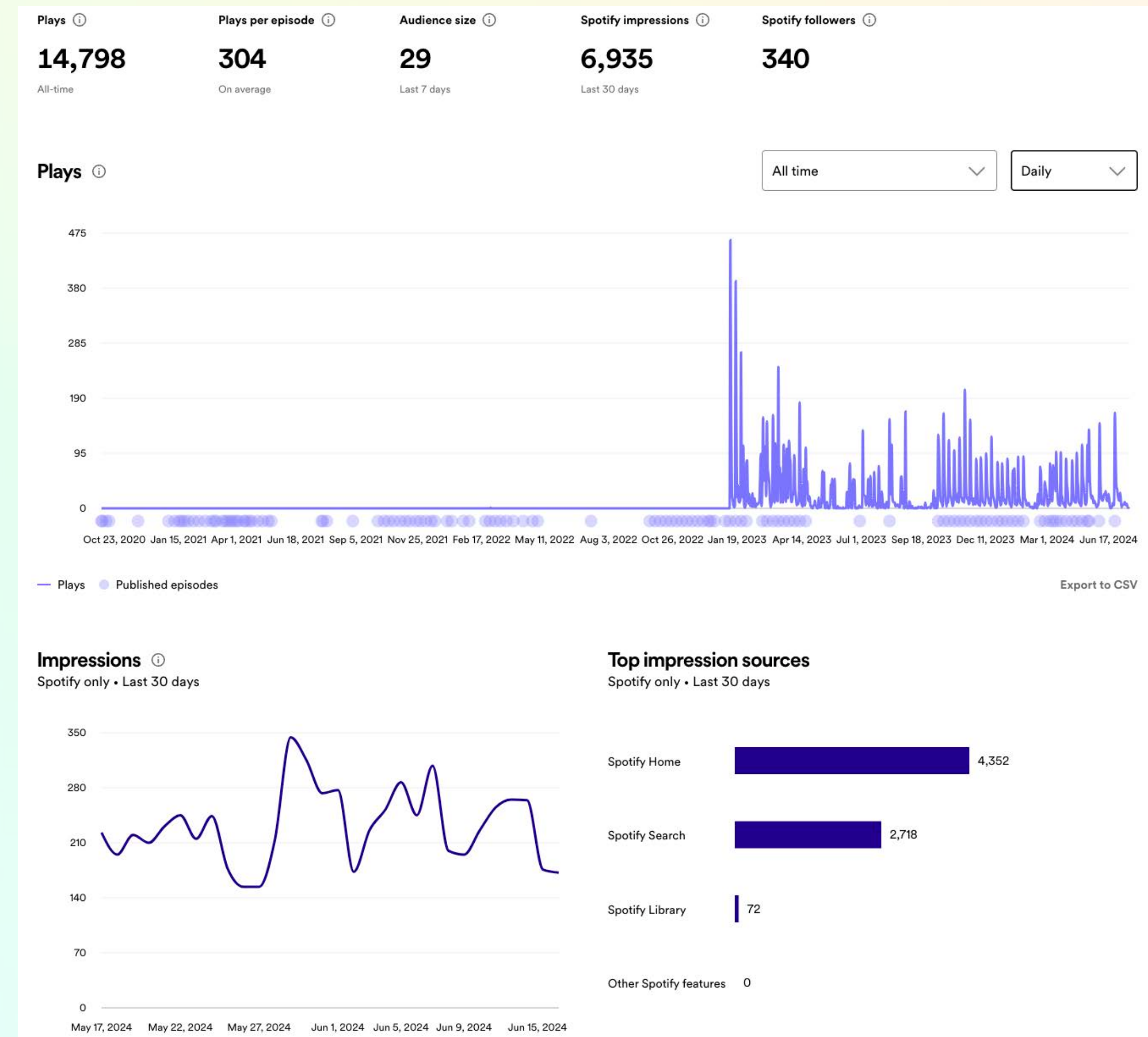
- **Add intro and outro music**

- *Import your music track into your editing software, adjust volume levels if necessary, position at the beginning (intro) or end (outro) of your episode track*

PUBLISHING & PROMOTING YOUR PODCAST

CHOOSING A HOSTING PLATFORM

- **Hosting platforms store your podcast files and distribute them to various directories**
 - *Free platforms: Spotify for Podcasters, SoundCloud (limited episodes)*
 - *Paid: Libsyn, Podbean (greater analytics, control of content, more features)*

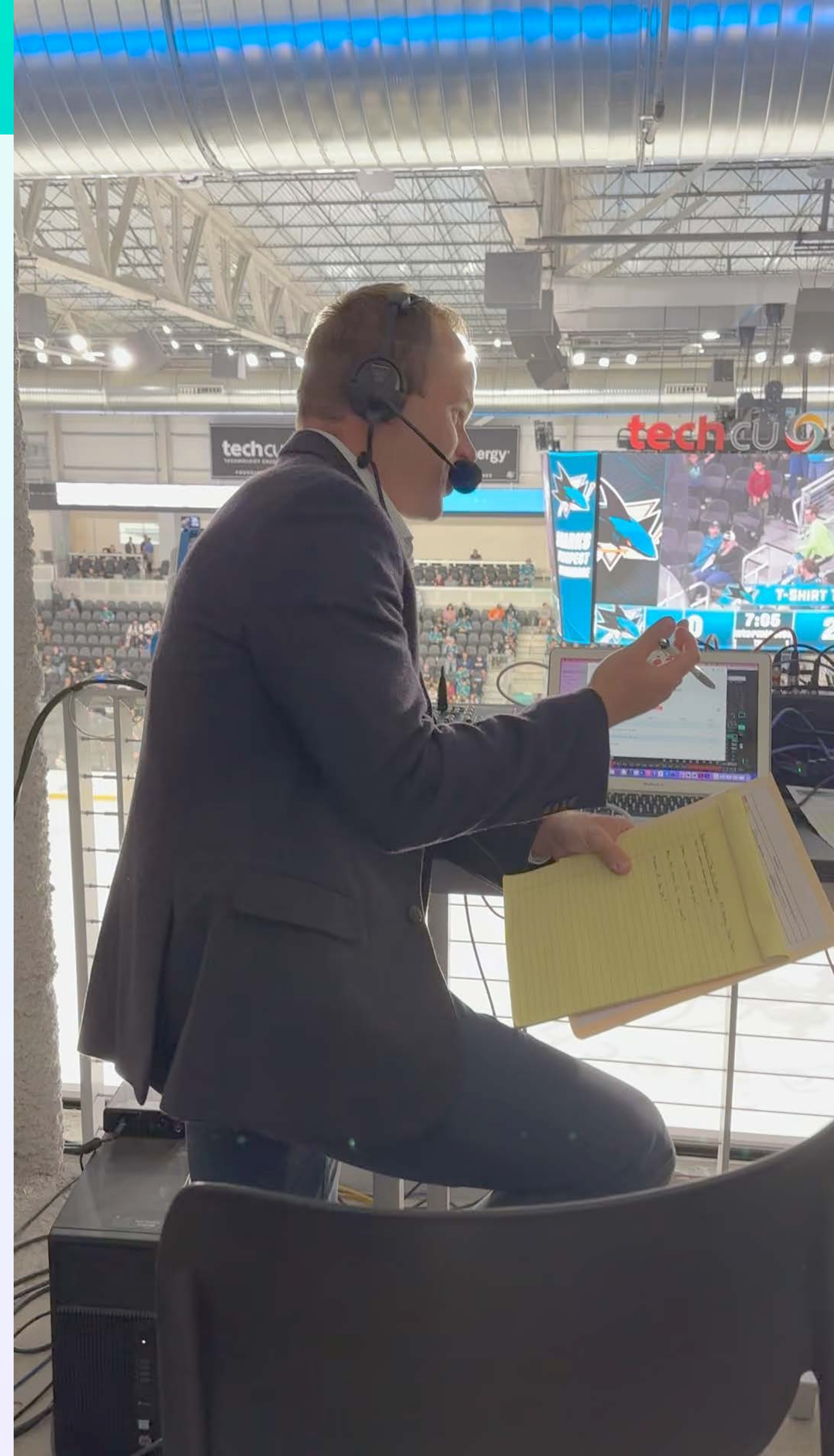


DISTRIBUTING YOUR PODCAST

- **Submitting to directories: submit your podcast RSS feed to platforms**
 - *Apple Podcasts*
 - *Spotify*
 - *YouTube Music (previously: Google Podcasts)*
 - *Others: Stitcher, TuneIn, Amazon Music, iHeartRadio*
- **Show notes and descriptions: good show notes and descriptions help with discoverability and provide context for listeners**
 - *Title of the episode*
 - *Brief summary of the episode, key points discussed, links to resources mentioned, timestamps to segments*

PROMOTING

- Social media (YouTube, Instagram, X, Facebook, TikTok)
- Paid advertising (search and social)
- Add to your website
- Promote in your printed collateral
- Tell friends and family
- Become a guest on other podcasts that have a following
- Talk about your podcast at upcoming events, put in bio
- Get pinpointed within a niche to attract followers from message boards (Reddit) or niche-specific events



Q&A



THANK YOU

JASON SHOLL

JASON@SHOLLMEDIAGROUP.COM

LINKEDIN.COM/IN/JASON-SHOLL