

**Everything you to  
know about  
podcasting (but  
were afraid to ask)**





# Hello!

I am Christina Warren

You can find me at [@film\\_girl](https://twitter.com/film_girl) on Twitter

All resources and links are at  
[github.com/filmgirl/podcasting-resources](https://github.com/filmgirl/podcasting-resources)

# What we **will** cover

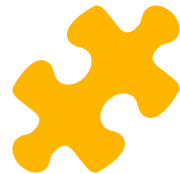
All the stuff we'll cover today

- How to get started
- Audio Tips/What microphone to buy
- Where/How to Host a Podcast
- Finding/Dealing with Sponsors
- Practice hearing yourself
- Brainstorm ideas and concepts
- Being consistent
- How to get/be a guest
- Your Q&As

# What we won't cover

Stuff outside the scope of this workshop

- Video podcasts
- Twitch and other code live broadcasts
- Podcast editing/advanced recording
- Advanced sponsorship talk



# About Me

- Senior Cloud Developer Advocate at Microsoft
- Former technology and business journalist (Mashable, Gizmodo)
- Professional\* podcaster since 2007

\* I've been getting paid to podcast on and off since 2009

# My **current** Podcasts

Rocket



Overtired



Behind the Tech with  
Kevin Scott





# My **former** Podcasts

- TUAW Talkcast (2007-2009) - Left TUAW, then TUAW died
- MashTalk (2013-2016) - Left Mashable
- Flickcast (2009) - I was fired
- The Basic Bitch's Guide to Life (2015 - 2016) - hiatus?
- Briefly Awesome (2010 - 2011)
- Cartoon Cast (2015-2017)

# 1

## Getting Started

Coming up with ideas, formats, and topics



# Why **podcast**?

- Helps build your personal brand and reach more people
- Makes you a better speaker, interviewer, and storyteller
- Great way to connect with new audiences and people
- It's fun!
- Nerd cred
- It can become a nice side-hustle (money should not be the main motivator)
- We need more diverse podcasts and podcast hosts
- It's a valuable skill for your resume

# Don't Be Intimidated



Starting a podcast can be scary, but you can do it! If I can do it, you can do it!



# Coming up with ideas

- What are you passionate about?
- Is there a type of podcast you want to hear that isn't already in the market? (RESEARCH)
- What's popular right now? Chasing trends can be good or bad.
- What types of podcasts do you like? Are there any you would like to emulate?



# Thinking about **formats**

- Rotating panel - one host with a rotating roster of guests. (TWiT)
- Consistent panel - two or more hosts each episode (can often include guests, but multiple hosts are consistent) (Rocket, ATP)
- Interview podcast - one host, different guest/subject matter expert each episode (Recode Decode, Internet History Podcast)
- Narrative/series based - telling one story/theme over x episodes (Serial, S-Town, The Wilderness)



# Thinking about **formats**

- Length. Aim for consistency. Whether it's 5 minutes or 90 minutes, try to aim for consistency
- Weekly? Monthly? Daily? Aim for what you can deliver, adjust as the podcast develops. Starting less frequent is better.
- Series-based (set number of episodes, possibly reoccurring, possibly not)

# Exercise (5 minutes)

- Brainstorm some of your podcast ideas - doesn't have to be set-in-stone, broad is fine
- Think about who you would like to have as guests (if you have guests), no limitations
- Think about format and length



# Exercise (**10 minutes**)

- Share your idea with a partner
- Solicit feedback on topic and work on refining the idea
- Swap

# Let's Talk About Audio

This matters almost as much as content!



*Audio quality is **the** most important part of a podcast. You can have the best content in the world, but if it sounds bad, it doesn't matter.*



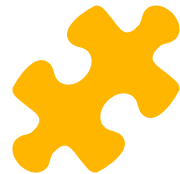
# Audio quality **matters**

- Even the best editing cannot save bad audio
- Audio matters for hosts AND guests. Test with guests before recording.
- The microphone built-into your computer is **not appropriate** for podcasting
- iPhone headphones/AirPods should be for **emergencies only**
- You can get a complete microphone setup for ~\$100. It's worth it.

# The **Blue Yeti** microphone (~\$120)

For *most* podcasters, the Blue Yeti is the only microphone you'll need. You can spend more (or less), but it's all-in-one and relatively inexpensive.





# Other **microphones**

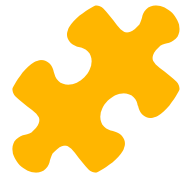
- Audio Technica ATR2100 or ATR2500 - \$65-\$80
- Rode Podcaster - \$320 for kit
- Heil PR 40 - \$330 microphone only (requires XLR interface)

See [github.com/filmgirl/podcasting-resources](https://github.com/filmgirl/podcasting-resources)  
for links to reviews/buying guides

# Audio Recording Tips

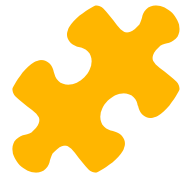
Tips for getting the best audio out of your microphone and for your podcast.



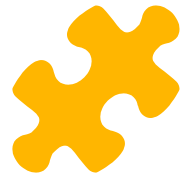


**Don't share  
microphones  
unless forced**



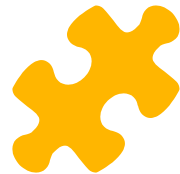


**Record each  
person to a  
separate channel**

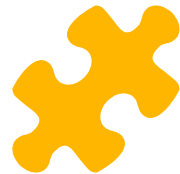


# Use **Skype** for remote recordings

**\*nothing better exists, sorry**



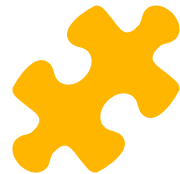
**Use the**  
**multi-ender Skype**  
**record method**



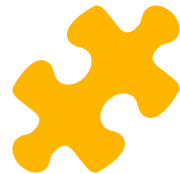
On **Mac**, use  
**QuickTime (free)**  
or **Call Recorder**



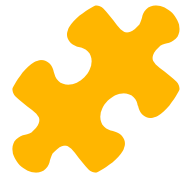
On **Windows**, use  
**Audacity** or **MP3**  
**Skype Recorder**



**Use a quiet room  
if possible**

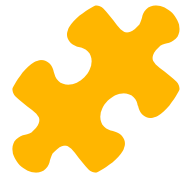


**Speak directly**  
**into the**  
**microphone**



**When using  
Audacity or  
QuickTime, record  
in **mono** not stereo**





**Use headphones**  
**to hear your audio**  
**as you record**

# Exercise (5 minutes)

- Using the voice notes app on your phone, use your phone's earbuds to record your voice so that you can hear how you sound
- Remember, this is NOT what you should do for your actual podcasts, this is just for practice
- Don't worry about what you say, just speak.

# Exercise (**10 minutes**)

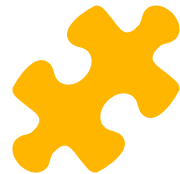
- Listen back to your audio
- Make any notes about things you notice about how you sound, cadence, speed, etc.
- DO NOT BE TOO CRITICAL. THIS IS WEIRD, IT IS OK!
- If you can find any edit points (places where you would want to remove a word or section), try not note them.

# Audio editing is **hard**

- Check out the links on my [GitHub](#) for some good audio-editing guides
- YouTube has great resources for audio-editing
- Podcasts should be exported at 96kbps in mono (unless you're recording music) in MP3
- [Forecast](#) is a great, free, Mac utility for preparing your podcasts with tags and chapters

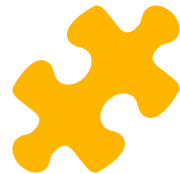
# Where/How to Publish a Podcast

Pick a podcast hosting service or roll your own



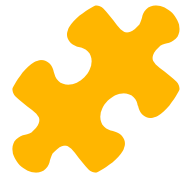
# What to look for in a host

- Unlimited bandwidth for serving podcasts
- Spotify support
- Easy iTunes/Google submissions
- Look at monthly upload quotas
- Analytics, if possible
- Some offer websites too



# Popular/reliable hosts

- LibSyn (\$15 a month for most users)
- Blubrry (\$20 a month for most users -- includes website hosting)
- Anchor.fm (free, be aware of business model/startup realities)
- Simplecast (\$12 a month, includes a website if you want it)
- WordPress.com (starts at \$5 a month, includes website)



# Host yourself

- PowerPress - Great Podcast plugin for WordPress
- Seriously Simple Podcasting plugin for WordPress
- Use Azure or AWS to host if you don't have bandwidth with your webhost
- XML feeds can be crafted for Hugo and Jekyll
- If you're not using WordPress, the process of creating/updating the XML feed is a PITA so maybe pay for hosting
- If you DO host yourself, you own your own destiny
- It can often be cheaper than paying for hosting, but also more work



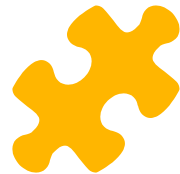
# Making Money with Podcasts

The 411 on money and sponsors



**There is money  
in podcasts, but  
it shouldn't be  
your primary  
goal**





# Podcast money opportunities

- Use a podcasting network/ad service (The Midroll, PodcastOne)
- Sell directly or use a smaller service to sell your ads directly
- Use Patreon or other donation services
- Find an existing podcasting network that does advertising to join

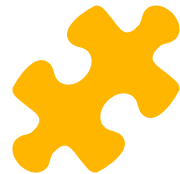
# Real Talk About \$\$\$\$

The realities and pitfalls of making money.

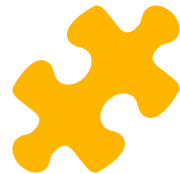




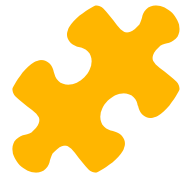
**Don't podcast for  
the money**



**It won't happen**  
**immediately**

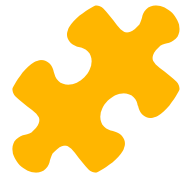


**You need certain  
metrics to get in  
the door**

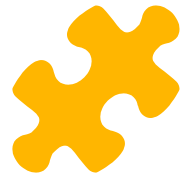


**Money can be**  
**inconsistent**

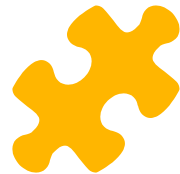




**Most traditional  
sponsors are still  
male-focused**



**Approach smaller  
companies for  
sponsorship**



**Finding sponsors  
can become a real  
job**

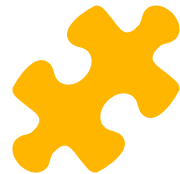
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# Tips From a Podcast Lifer

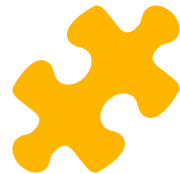
The biggest things I've learned over 11 years of podcasting



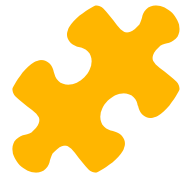
**Be consistent**



# **Be a podcast guest**



**Don't be afraid to  
ask someone else  
to **guest****



**Perfect is the  
enemy of good**



# Your Questions

Ask and share with the group



# Thanks!

You can find me at [@film\\_girl](#)

Listen to [Rocket](#)

Consult the [GitHub](#)



# Credits

Special thanks to all the people who made and released these awesome resources for free:

- Presentation template by [SlidesCarnival](#)
- Photographs by [Unsplash](#)