

# THE LESSONS I'VE LEARNT FROM THREE YEARS OF PODCASTING

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Slide deck: <https://bit.ly/3h2uSwK>

# A BIG THANK YOU TO NE-RPC

- Without the organisers, there would be no event
- So thank you ❤️

# WHAT I'LL COVER

- How to get started
- What equipment you'll need
- How long you can expect to spend editing
- How to decide on a topic and release cadence
- What "pod-fading" is, and how to avoid it
- What legal issues you need to be aware of

## Speaker notes

There's a lot here, and not a huge amount of time

Feel free to get the slides from ...

Also reach out to me @podcasterJay or @dotnetcoreshow

# BUT FIRST...

- What *is* a podcast?

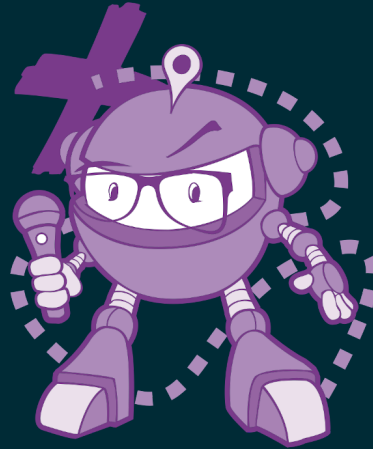
## Speaker notes

Practically anything with a public RSS feed is a podcast

Not just audio; can be video, PDF, anything really

Mostly altered quote from Rob Walch VP of Podcaster Relations at Libsyn

# AND WHO ARE YOU?



# HOW TO GET STARTED



Photo by [freegraphictoday](#) on [Unsplash](#)



## Speaker notes

It all starts with an idea. If you don't have an idea, then you don't have a show.

As much as Seinfeld was a show about nothing, your podcast can't be a show about nothing.

Because people won't listen for hours at a time to nothing

You'll likely need a bunch of ideas before you start

# HOW TO GET STARTED - PT2

## ELECTRIC BOOGALOO

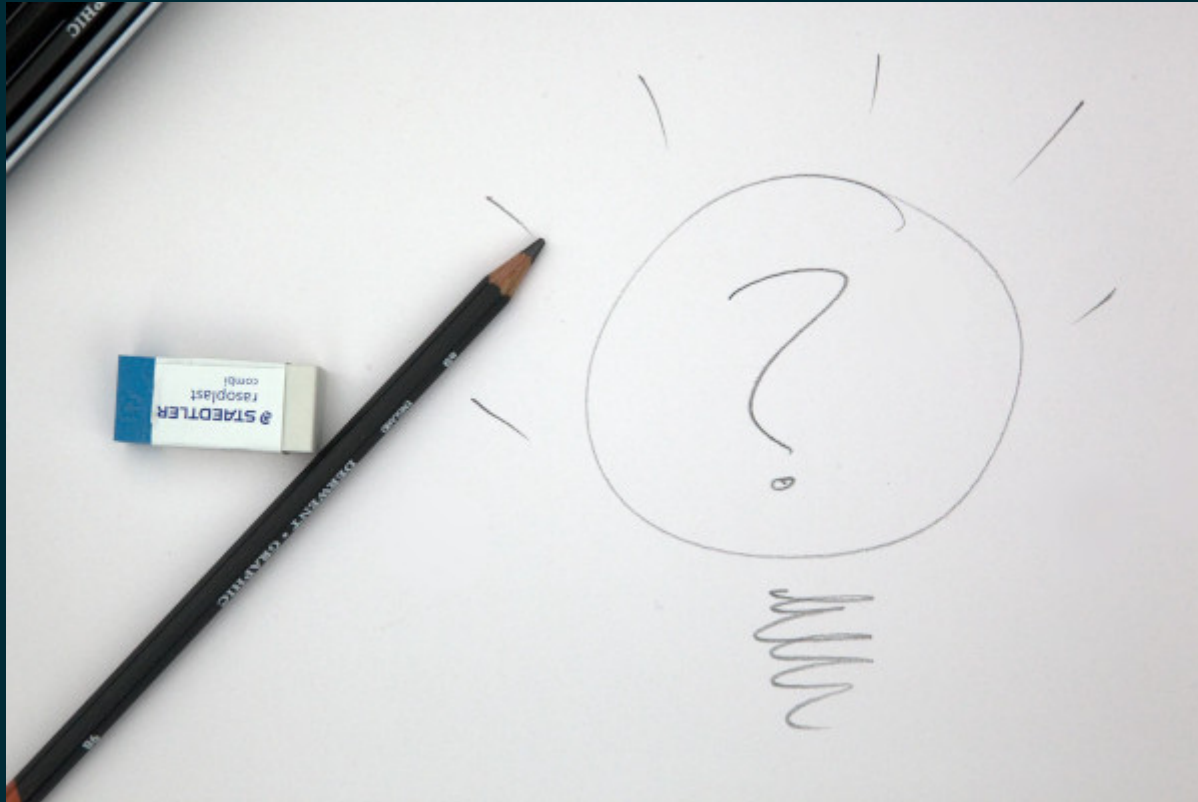


Photo by [Mark Fletcher-Brown](#) on Unsplash

## Speaker notes

Listen to a *lot* of shows. Like, a lot

Make notes of things that you like and things that you don't like

The hardware you need is easy to obtain, but the idea might not be

# PLAN

IT'S THE 6 PS



Photo by [Alvaro Reyes](#) on [Unsplash](#)

## Speaker notes

Prior Planning Prevents Piss Poor Performance

I'd planed 16 episodes of The .NET Core Podcast before I recorded the first demo

Having a plan means that you can fall back on episode ideas

But you can't have a plan without having the show idea

"I want to get a tattoo, what tattoo should I get?"

# HARDWARE



Photo by [Obi Onyeador](#) on Unsplash

## Speaker notes

Your laptop has a built-in mic array

And if you have a shiny new Macbook Pro, then you have a "podcast quality" mic array... Whatever that means

You need a mic and a set of headphones/earphones - that's it

Don't waste time at the start getting the best, because your show might not get off the ground

# DYNAMIC VS CONDENSER?

TL;DR -> YES



Photo by [Jonathan Farber](#) on [Unsplash](#)



## Speaker notes

Will depend on a lot of things

Dynamic mics will pick up less background noise

Condenser mics will pick up *ALL* the noise

Audio from Dynamic mics will need a lot of gain, but condensers don't

# USB VS XLR

AGAIN, YES



Photo by [Free To Use Sounds](#) on [Unsplash](#)

## Speaker notes

If you are recording with a laptop, starting small, go USB

The simpler you can make it, the better

*Eventually* you'll want to move towards recording hardware - at that point, you'll need XLR

# HARDWARE VS SOFTWARE RECORDING



A Zoom H6 Recorder

## Speaker notes

Software recording is a great place to start

Audacity is great, and free, but buggy

Garage Band is free (if you own Apple hardware)

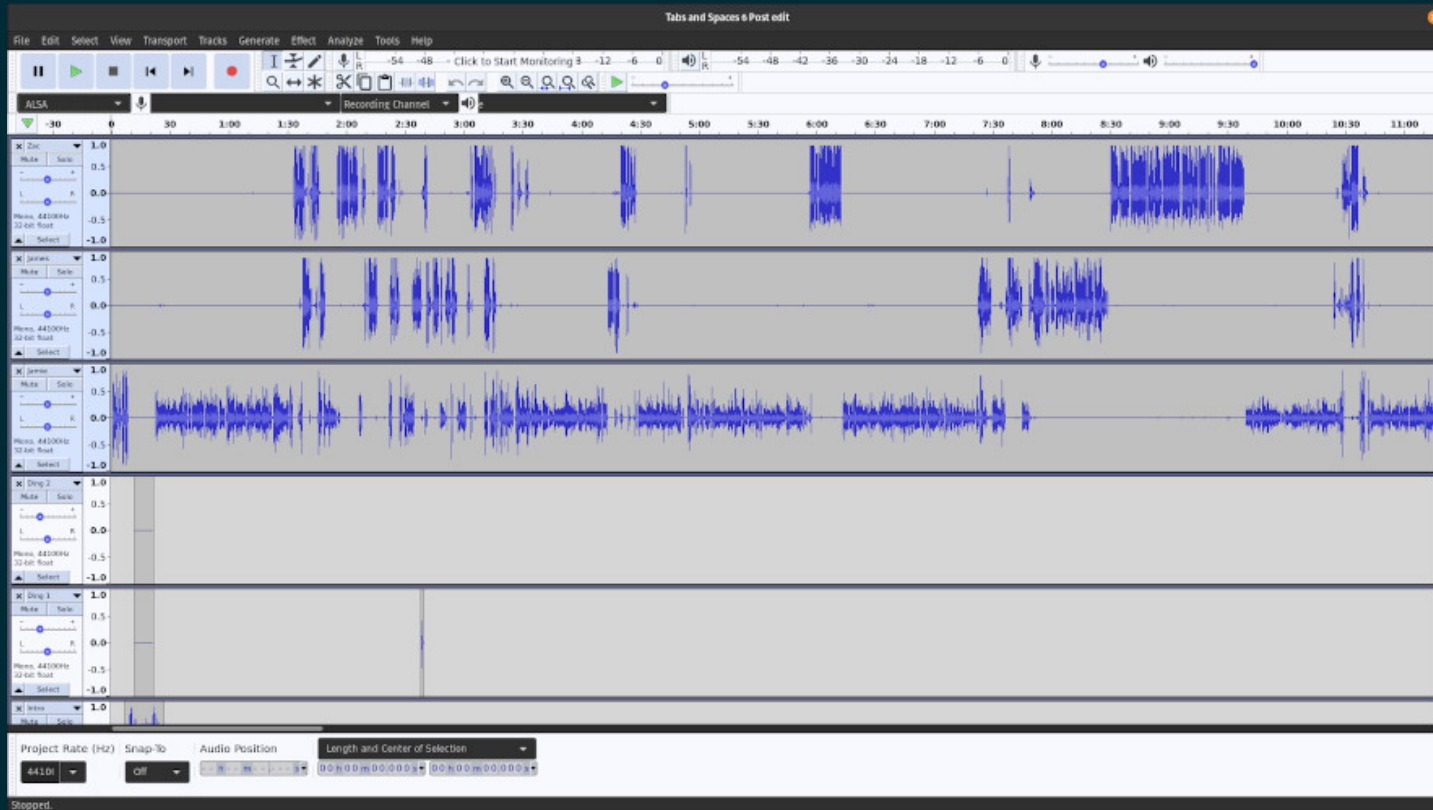
Discord (with plugins), Clean Feed, SquadCast, and ZenCastr

Skype has addons for recording

Hardware recorders are best

Double-enders, always

# EDITING



Screen shot of ep6 of Tabs & Spaces being edited

## Speaker notes

Every 30 minutes of audio will take you 60 minutes to edit

You won't believe me, but it's true

And *that* is why editors charge so much

But garbage in == garbage out

# EDITING - TIMING



Photo by [Aron Visuals](#) on [Unsplash](#)



## Speaker notes

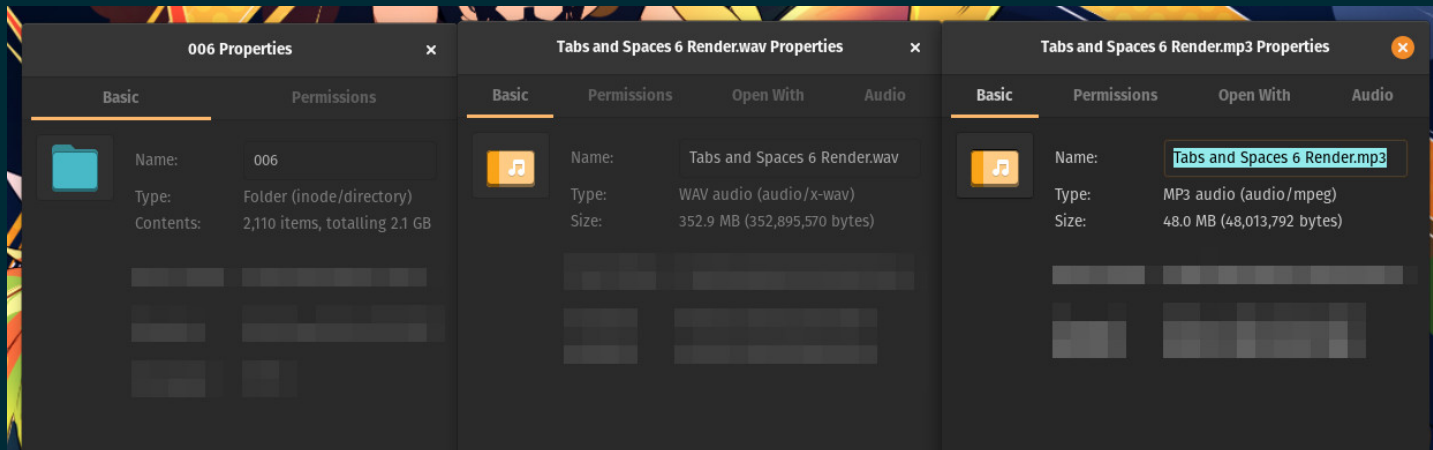
Yes, it really will take that long to edit

It will if you want it to sound professional

Render to mono - because it will half the file size

Meaning less to upload to your host, and less to download

# RENDERING



Screen shot of ep6 of Tabs & Spaces source files

Speaker notes

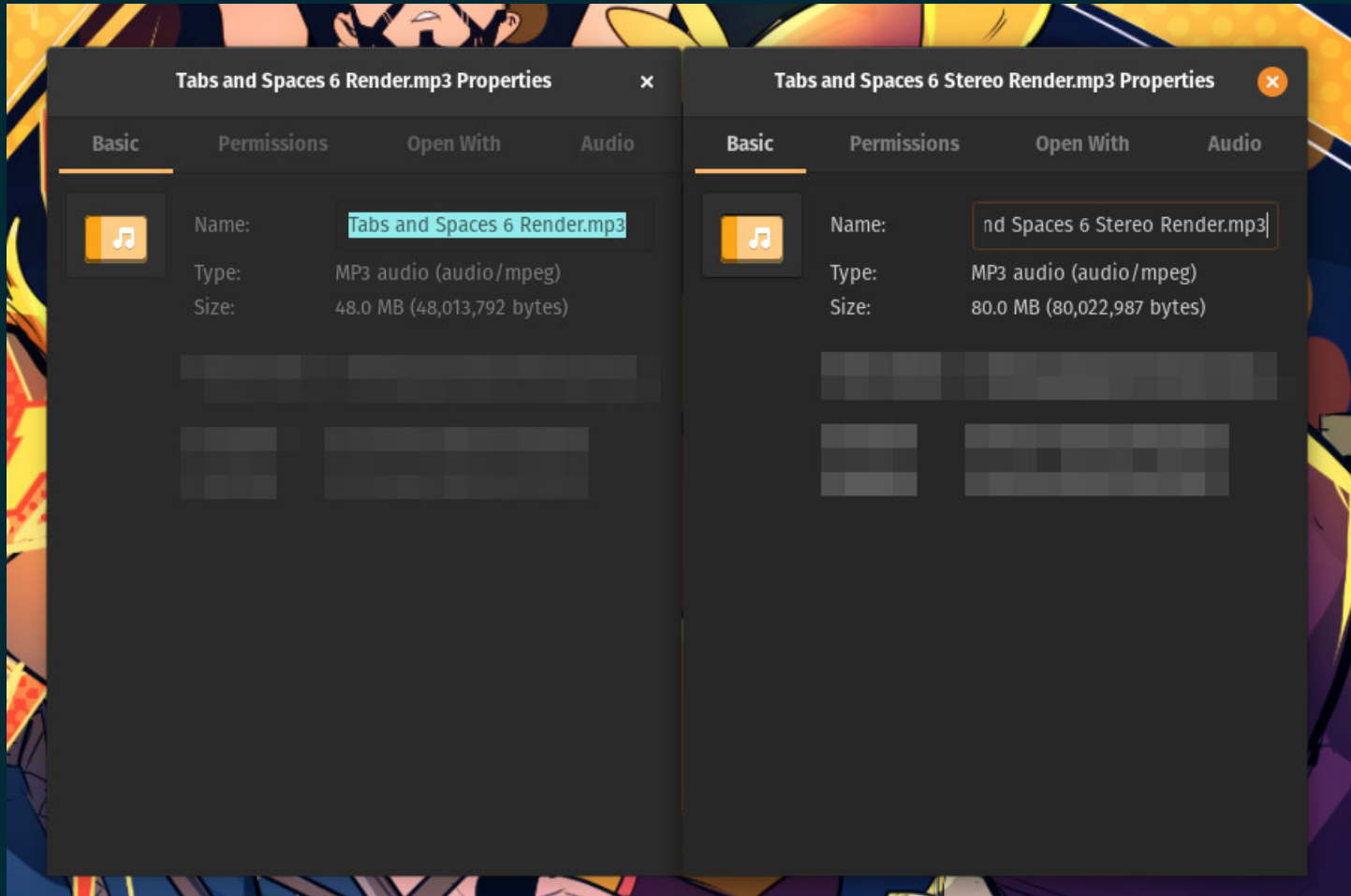
Raw files: 2.1 GiB

Rendered WAV: 352.9 MiB

Rendered MP3: 48 MiB

Render to Mono - always

# MONO VS STEREO



Mono and Stereo renders of the same episode

Speaker notes

Rendered Mono MP3: 48 MiB

Rendered Stereo MP3: 80MiB

# RELEASE CADENCE



Photo by [Estée Janssens](#) on [Unsplash](#)

## Speaker notes

New projects can be exciting and you may want to release all the things!

But can you keep that cadence up in 2 months?

What about 6 months?

What about 18 months?

What about if you get sick?

Apple Podcasts - submit with 1 month before your planned release

# RELEASE DATES



Photo by [Jazmin Quaynor](#) on [Unsplash](#)



## Speaker notes

There is no "perfect day" to release a show

Podcasts are consumed on-demand

If your show isn't about current affairs/news - release when suits you

Like cadence, set a day and time that you can maintain

Automate and schedule what you can

# POD-FADING



Photo by [Katie Moum](#) on [Unsplash](#)

## Speaker notes

when a show disappears after only a few episodes

"a few" is usually < 21

Usually because someone starts, but doesn't realise how difficult maintaining is

Joining a gym in January

How do you beat it? Plan; Schedule; have a bank of *rendered* episodes to fall back on

# LEGAL ISSUES



Photo by [Bill Oxford](#) on [Unsplash](#)

## Speaker notes

I'm not a lawyer

You *may* require a release form for guests - but not always

***NEVER*** use copyrighted music - the RIAA don't care who you are, they will take you down

What if a guest says something illegal?

# GUESTS



Photo by [NeONBRAND](#) on [Unsplash](#)

My guest FAQ - <https://github.com/jamie-taylor-rjj/Podcast-FAQs>

Speaker notes

Where and how? Some folks might have an agent, others likely to respond over twitter  
Have an FAQ

# THAT'S NOT ALL



Photo by [Frame Harirak](#) on [Unsplash](#)



## Speaker notes

I've limited time, so I've limited what I could include

I'll pause to take a few questions, if there are any

Please do get in touch if you'd like some more directed advice

# LINKS

- Slide deck: <https://bit.ly/3h2uSwK>
- Podcast FAQ: <https://github.com/jamie-taylor-rjj/Podcast-FAQs>
- The Waffling Taylors: <https://wafflingtaylors.rocks>
- The .NET Core Podcast: <https://dotnetcore.show>
- Tabs & Spaces Podcast: <https://tabsandspaces.io>
- My twitter: [@podcasterJay](#) or [@dotnetcoreshow](#)
  - DMs are open