Podcasting for Social Change

Five Steps for Creating Podcasts
to Prevent Sexual Violence

Wednesday, December 16th 2020
10:00am-12:00pm PST

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HOW TO USE ZOOM

‣ Text chat

‣ PowerPoint Slides

‣ Polling Questions

‣ Phone

‣ Closed Captioning

‣ Web Conference Guidelines (hand raising)

Participants (1)

Sarah Orton (Host, me)

| yes | no | go slower | go faster | more | clear all |

Invite   Mute All   Unmute All   More ⌄

Chat

To: Everyone

Type message here...

Mute   Stop Video   Security   Participants 1   Chat   Share Screen   Polling   Record   Closed Caption   Reactions   More   End

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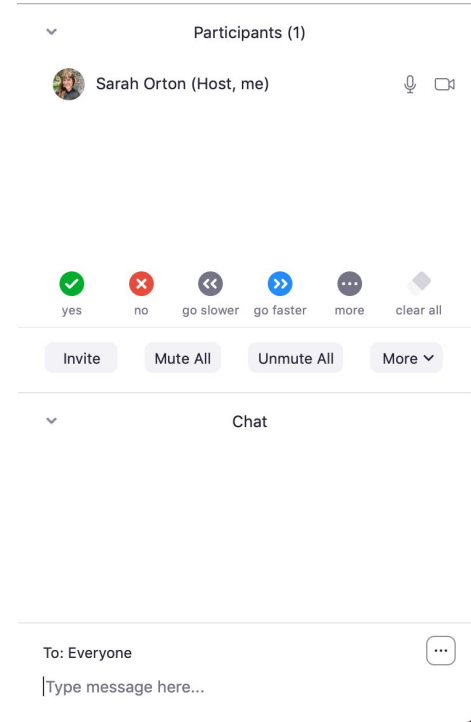
ON THIS WEB CONFERENCE

Sarah Orton
CALCASA Project
Coordinator
she/her/hers

Jessie Towne- Cardenas
CALCASA Consultant
(Arboreta Group)
she/her/hers

Vijay Singh
Podcast Producer
he/him/his

PODCASTING FOR SOCIAL CHANGE

Learn how to create, produce, and deliver a podcast to your audience

December 16, 2020

Please answer in the chat:
What do you hope to get out of today's session?

Today's objective

Learn about each of the five phases for making a podcast

- Plan for creating content and marketing
- Understand equipment and software needed to record, produce, and distribute a podcast

*Feel confident and excited about creating your own podcast

There is no magic bullet

Steps to making a podcast

Ideation: picking / honing an idea for your audience and goals

Pre-production: content planning + identifying the people and tools you'll need

Production: best practices and tips for recording and production

Post-production: basic editing concepts + making the most of your recordings

Distribution & Marketing: market and distribute your podcast after it's produced

Steps to making a podcast

Ideation: Answer the why

Pre-production: Figure out how

Production: Record

Post-production: Edit

Distribution & Marketing: Share and promote

"How much time / effort should I spend per phase?"

If your focus is <u>only</u> on production you're probably doing something wrong

Phase 1: Ideation

How do I pick a concept?

They always ask "who's a good boy?"

Not "how's a good boy?"

HOW to make a podcast doesn't matter until we answer WHY

Why is this podcast right for YOU?
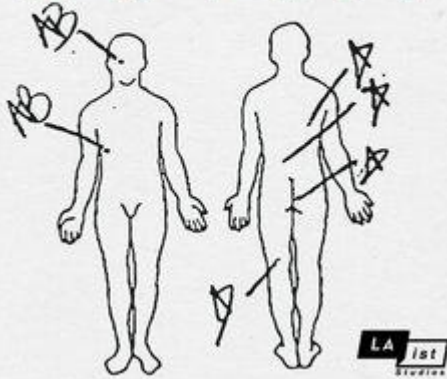
Is this your **personal** story?

Are you a content **expert** that can shepherd your audience?

Is this a story **only you** can tell?

Who else has told / is telling this story - do you offer a **unique perspective**?

Is this the story you **should** tell?

On the morning of April 4, 2011 a Los Angeles County Sheriff's deputy shot a suspect who tried to run from the scene of a burglary. The deputy told investigators the burglar pointed a gun at him. The burglar, who later pleaded guilty, claims the officer planted a gun to justify the shooting. Investigative reporter Annie Gilbertson combs through the evidence in an effort to piece together what happened that morning.

Tupac and Dr. Dre's "California Love" is more than just a song. To many, it is a sense of affection and loyalty to California and is the inspiration behind this show. Join host and New York Times writer Walter Thompson-Hernández as he takes us through his personal journey back to his hometown of Los Angeles.
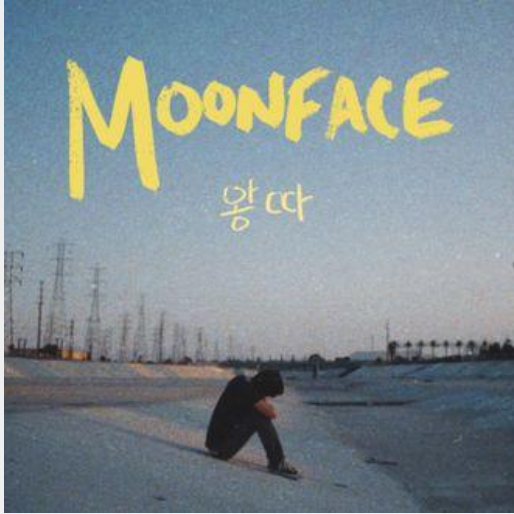
A fiction show about a Korean American son who wants to come out to his mom, but can't because they don't speak the same language.

It's all about what YOU bring to **THE AUDIENCE**

Understand your target audience

Repeat (KPCC): Traditional NPR audience, News audience, True Crime podcast fans

California Love (LAist Studios): Digital first audience, Fans of California (current, past, and future residents), casual podcast listeners

Moonface: Fiction podcast listeners, LGBTQ+ stories fans, Korean Americans

Target audience is NOT the only audience

Your target audience is at the center of all the audiences you will reach…

A common initial response: Deciding on a target audience is too limiting!

But that's exactly the point - it helps you focus!

1000 Super Fans

Target audience questions to answer...

What other podcasts do they listen to? What movies and TV shows do they watch? Do they play video games? Etc.

How do they listen to podcasts (ex. While commuting, or at home, etc.)?

What would they search for in Google as related to your content? (Do they have a problem that your content can solve for them…)

What are their daily habits? (ex. Will they listen while on the treadmill at the gym?)

Why would they care?

Target audience definition - basic to advanced

Basic: At the very least, define your target audience with a sentence or two. (ex. WNBA fans who want to know more about the league's social impact)

Advanced: Create an in-depth "persona" for your audience

Why does this content need to be a podcast?

Type

- Non-fiction
  - Interview
  - "Talking head"
  - Non-narrated
  - ...
- Fiction

Format

- Serialized
  - same story across episodes
  - usually requires listening in order
- Non-serialized
  - each episode is standalone

Genre / Style

- Comedy
- News
- Review & Criticism
- Musical
- ASMR
- ...

Phase 1: Ideation - basic checklist

- **Why** is this podcast right for you (as an individual and / or organization)?
- Who is the target audience and **why** do they care?
- **Why** does this need to be a podcast and what kind will it be?

Phase 2: Pre-production

How do I make a comprehensive plan?

Understanding different roles

Producer (Project manager / Web producer): gets stuff done

Audio Engineer: makes the audio sound good

Host and Talent: forms a connection with the audience

Guests: help to contextualize content and add variety

Editor: trims down, cleans up, and sharpens the narrative

Marketer: makes sure people know about your show

I know what to make, but where do I start?

Get comfortable with broad strokes

"Wants" for making my podcast

In an ideal world, what do I want when I record? (what guests to book, scripts to write, team members to recruit, equipment to rent, music to license, etc.)

How can I get these things? (Networking, spending my own time & effort, paying for it, etc.)

How long will it take for production and post production?

How much will all of this cost?

What's the distribution & marketing plan?

Making a content plan

- Start with an outline (ex. Bullet points in a google doc)
- Keep checking this against the answers from the ideation phase
  - Why you?
  - Why does the target audience care?
  - Why does this need to be a podcast and how does it fit your format?
- As themes emerge, revise and re-organize into episodes and / or segments

NOTE: You can always make more detailed episode rundowns or scripts, but this central outline helps to make sure your content directly addresses your goals

Example outline: Spilling Tea Podcast - first draft

- Herbal tea benefits
- How to make milk tea
- Caffeinated tea vs. decaf - what's the difference?
- Benefits of ginger tea
- How to make kombucha
- The best green tea, according to experts
- How to make chai
- Turmeric tea benefits
- How to make the ultimate iced tea

Example outline: Spilling Tea Podcast - revised

- Benefits of
  - Herbal tea
  - Ginger tea
  - Turmeric tea
- How to make
  - Milk tea
  - Kombucha
  - Chai
  - The ultimate iced tea
- Explainers
  - Caffeinated tea vs. decaf - what's the difference?
  - The best green tea, according to experts

Pre-production: "Needs" to make my podcast?

Realistically, what are the basics for what I need to record? (Celebrity guests vs. experts I know, industry professionals vs. friends with aspirations, detailed script vs. outline & improv, studio equipment vs. phone in my pocket, Kendrick Lamar vs. free audio music library, etc.)

What do I already have easy / free access to?

How long will it take for production and post production?

How much will all of this cost?

What's the distribution & marketing plan?

Costs to consider

Pre-production (team member payment, research, project management, etc.)

Production (talent fees, equipment needs, etc.)

Post-production (hardware, software, etc.)

Distribution and Marketing (buying ads, PR, etc.)

Equipment overview

Mic (per person)

Headphones (at least 1 pair)

Recording device

Computer (or phone)

🎧 🙂 🎙️

🎛️

💻

	Low Budget: $0-$100	Some Budget: <$1K	💰💰💰 : $2K+
Recording			
Hardware:	Phone / computer	Zoom PodTrak P4: $200	Tascam HS-P82I: $2K
Microphone:	Phone / computer	Azden SGM-PII: $150	Shure SM7B: $400
Headphones:	Earbuds etc.	Sony MDR-7506: $100	Sennheiser HD 650: $450
Accessories etc.:	Water bottle etc.	XLR Cable: $20	Mic-stand: $30+
		Pistol Grip: $80+	
Editing			
Software:	Garage Band (iPhone)	Reaper: $60	Pro Tools: $300+
	Music Editor (Android)	Hindenburg: $95+	Adobe Creative Suite: $300
Accessories etc.:	Snacks etc.	Studio Monitor Speakers: $80+	Swag: 💰

Plan for:

Recruiting / hiring help

Equipment list and budget

Scheduling production and post-production

Planning for distribution and marketing

"Proof of concept"

The value of a proof of concept

It's often easier to communicate an idea with a tangible example.

You can also pitch folks with resources (equipment, money, contacts, etc.) easier than just trying to describe your podcast.

You'll also identify problems you need to solve, as well as opportunities you hadn't considered before.

Phase 2: Pre-production - basic checklist

- Understand major roles
- Identify wants and needs
- Make a detailed content plan
- Outline a minimum budget
- Schedule production and post-production
- Start planning for distribution and marketing
- Bonus: make a proof of concept

5 Minutes to answer questions

Phase 1: Ideation

- Why is this podcast right for you (as an individual and / or organization)?
- Who is the target audience and why do they care?
- Why does this need to be a podcast and what kind will it be?

Phase 2: Pre-production

- Understand major roles
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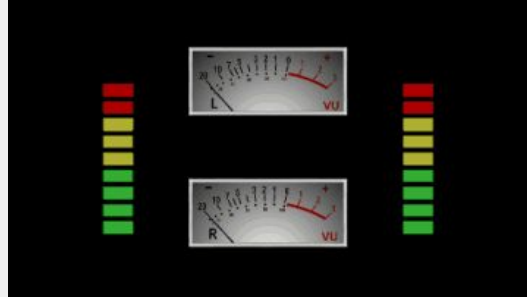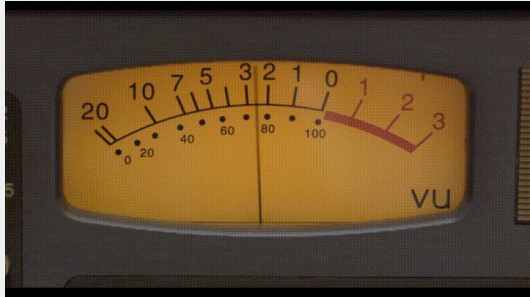- Bonus: make a proof of concept

Phase 3: Production

How do I record a podcast?

Tips for recording quality audio

1. Monitor the audio
2. Bounce levels in the red
3. Watch out for monitor volume vs. recorded volume
4. Using a shotgun vs. studio / handheld vs. lapel mic

Bounce in the red

Monitor vs. headphone volume control
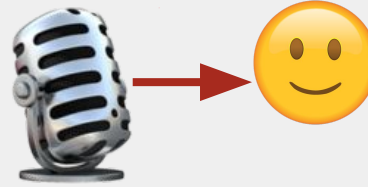
Mic type

Shotgun

Studio / handheld

Lapel

How do I get a more natural performance?

Recording a natural performance

1. Start with the easy stuff
2. Maintain morale outside of when you're actually recording

Interview tips

Ask easy warm up questions

Ask to recount the specifics of a story

Get people to step outside of their profession

Ask people what they're passionate about

Ask "why"

Reflect the energy and emotion you're trying to capture

Your audience will care only as much as you do

Avoid common mistakes

Turn off things that buzz and hum

If you plan on editing, leave enough room to make easy edits - count to 3

Backup your files in at least two different places

Phase 3: Production - the basics

- Monitor the audio (bounce in the red and watch out for monitor volume vs. recorded volume)
- Shotgun vs. studio / handheld vs. lapel mic
- Start with easy questions
- Pay attention to the overall atmosphere
- Ask interview questions that give a better chance of a good answer
- Turn off things that buzz and hum
- Keep post-production in mind
- Backup your recording ASAP

Phase 4: Post-production

How do I edit a podcast?

Post-production process

Iterate in broad strokes!

1. Review / Import / Catalogue
2. Assembly
3. Rough (share with the team)
4. First (share with friends)
5. …
6. Final (share publicly)

Editing software basics

1. Media bin
2. Preview
3. Timeline (with clips)
4. Master output
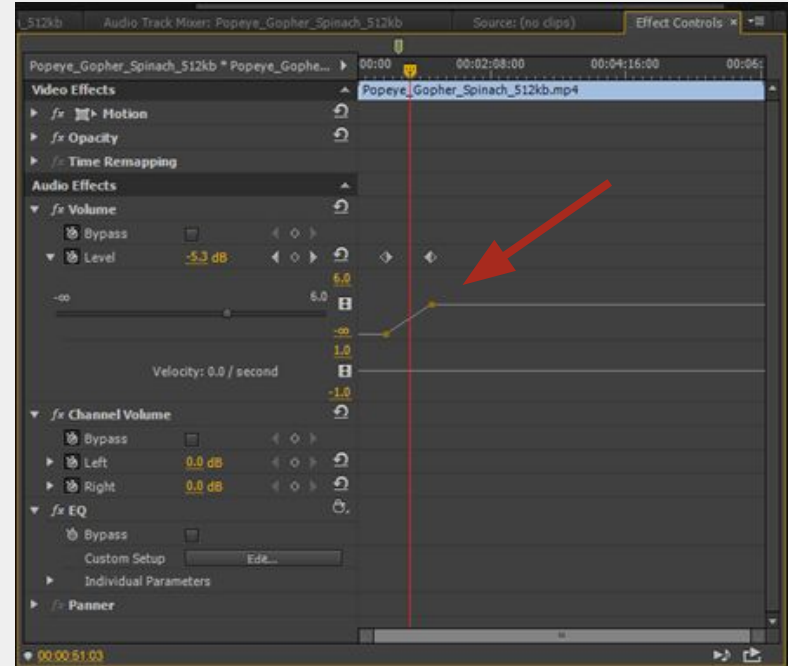5. Transitions and FX

How do I fix bad audio in post-production?

Adjusting your audio during post-production

Volume control

Frequency filters

Help future-you

Avoid common mistakes

Stay organized!

And save **versions** and **backups** of your working files

Phase 4: Post-production - the basics

- Iterative cuts (broad strokes!) will make you more efficient
- Make the most of your editing software
- Use volume control and filters to tweak audio
- Stay organized
- Keep versions and backups just in case

Phase 5: Distribution + Marketing

How do I share my podcast?

How a podcast file gets to listeners

Podcaster's file   RSS feed   Podcast Apps   Listeners

RSS Feed = Metadata

```
▼<rss version="2.0">
  ▼<channel>
    ▼<title>
        <![CDATA[ Explore Iceland(@iceland.explore)'s Instagram ]]>
      </title>
      <link>https://www.instagram.com/iceland.explore/</link>
    ▼<description>
      ▼<![CDATA[
          129.9k Followers, 218 Following, 183 Posts - See Instagram photos and videos from Explore Iceland (@iceland.explore) -
          Made with love by RSSHub(https://github.com/DIYgod/RSSHub)
        ]]>
      </description>
      <generator>RSSHub</generator>
      <webMaster>i@diygod.me</webMaster>
      <language>zh-cn</language>
      <lastBuildDate>Mon, 01 Oct 2018 15:57:51 GMT</lastBuildDate>
      <ttl>600</ttl>
    ▼<item>
      ▼<title>
```

RSS Feed Metadata to App Example

RSS Feed


```
▼<item>
  <title>The Earthquake</title>
  <itunes:title>The Earthquake</itunes:title>
  <description>You're at Union Station when the big one hits. The next two minutes are terrifying. By the
  time you make your way outside, the Los Angeles you know is gone. In Episode One, you experience what
  the first hours after a massive earthquake could be like.</description>
▼<content:encoded>
    <![CDATA[ <p>You&rsquo;re at Union Station when the big one hits. The next two minutes are terrifying.
    By the time you make your way outside, the Los Angeles you know is gone. In Episode One, you
    experience what the first hours after a massive earthquake could be like.</p> ]]>
  </content:encoded>
```

Apple Podcasts

The Earthquake
The Big One: Your Survival Guide

Science

Listen on Apple Podcasts ↗

You're at Union Station when the big one hits. The next two minutes are terrifying. By the time you make your way outside, the Los Angeles you know is gone. In Episode One, you experience what the first hours after a massive earthquake could be like.

How a podcast file gets to listeners

Podcaster's file　　　　RSS feed　　　　Podcast Apps　　　　Listeners

Podcast hosting services

- Podbean
- Buzzsprout
- Captivate
- Spreaker
- Anchor
- Libsyn ($)
- Art19 ($)
- Megaphone ($)
- OmnyStudio ($)

Benefits of a hosting service

- They manage the RSS Feed
- Easy to use interface for metadata entry
- Easy ad insertion
- Schedule publishing

Define ad locations

Add the following ad locations to your episode: 2 Pre Roll, 1 Mid Roll, and 1 Post Roll.

● PRE ROLL | ● POST ROLL | MID ROLL

| | 05:00 | 10:00 | 15:00 | 20:00 | 25:00 | 30:00 | 35:00 | 40:00 | 45:00 | 50:00 | 55:00 |

2x

1x

	Stereo Pro_Pre_3.1.18... Mar 01, 2018 - Dec 31, 2018	● ON ○ OFF	● DELIVERABLE	0 / 35,000 ░ 0%	Pre	- -	Stereo Pro Released on
	Stereo Pro_Mid 1_3.1.1... Mar 01, 2018 - Dec 31, 2018	● ON ○ OFF	● DELIVERABLE	0 / 25,000 ░ 0%	Mid	- -	Stereo Pro Released on
	Lightbulb Production... Mar 01, 2018 - Dec 31, 2018	● ON ○ OFF	● DELIVERABLE	2 / 50,000 ░ 0%	Pre	- -	Lightbulb Pr... Released on

16:00   16:10

17:56.24

TYPE	TIMESTAMP	COUNT
● PRE ROLL	00:00:00	2
● POST ROL...	00:56:58	1

Should I drop my whole season for binging, or release over time?

How to release your content

Look to similar shows as examples

Keep your entire content experience in mind

Remember, you can "launch" multiple times

Target your audience

Things to consider when marketing your show

- **Target your audience**: The more specific the marketing segment you can target, the better
- **Context matters**: The best way to advertise a podcast is on other podcasts
- **Details matter**: Ex. when promoting, ask people to listen (not download / subscribe)
- **Amplify your reach with partners**: Networks are one of the most powerful tools at your disposal
- **Keep promises you make with your audience**: No social media presence is better than a minimal social media presence

Phase 5: Distribution + Marketing - the basics

- Understand how your podcast gets to listeners
- Manage your Metadata (and use a service if needed)
- Consider the trade-offs of the different ways you can release episodes
- When marketing, context matters
- Target a specific marketing segment
- Ask people to "listen"