

# Introduction to Podcasting

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# Masterclass objectives...

- Learn about podcasting.
- Create your own podcast.
- Tips on recording techniques.



# What is a podcast?

A digital audio file made available on the Internet for downloading to a computer or mobile device.

A podcast is NOT a radio show.



# Why start a podcast?

- A podcast sets you out to be the go to person in your field.
- A podcast opens doors and creates opportunities for you.
- Great way of engaging with your audience.



# 5 misconceptions when creating your own podcast.

1. Podcasting kit is going cost you hundreds of pounds.

2. Editing a podcast is really complicated.

3. You need to build a large following before launching.

4. There are too many podcasts out there.

5. A podcast is something new and it's just a fad.



## Things to consider...

- How often are you going to record?
- Are you going to edit your podcast?
- Will your podcast be scripted?
- Who is your target audience?
- What makes you stand out?

There are over 1 MILLION podcasts within Apple - How will you stand out?



# Recording kit

\*Recording kit costs hundreds.

A Microphone will improve audio quality.

Think about your recording space.

## Online recording

Zoom, Anchor, Zencastr, Squadcast.



# Recording and editing your podcast...

Should you edit a podcast?

You need a great introduction.

Music - use “Royalty Free Music”

Editing software - Audacity (Free)

# Podcast Hosting Services

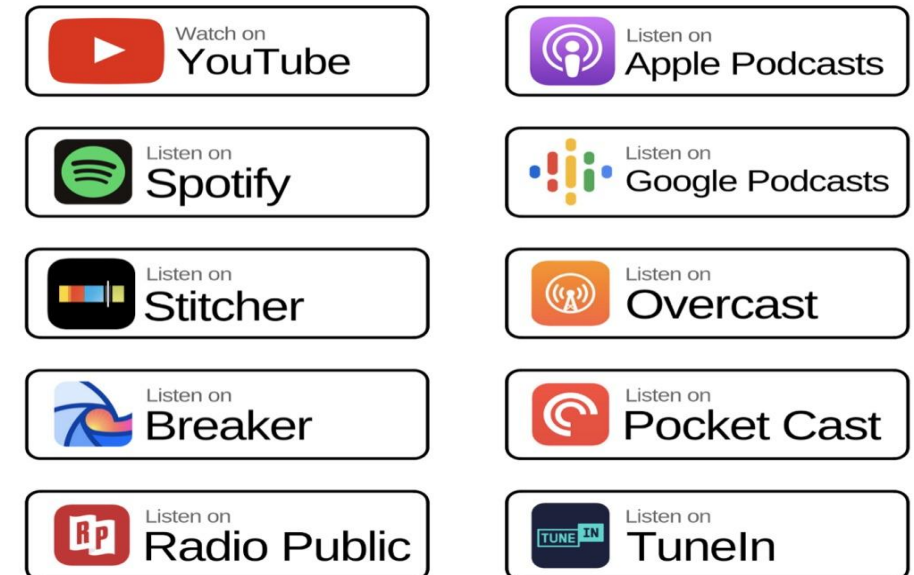
What is a Podcast Host?

**Pay:**

PodBean, Libsyn, Spreaker, BuzzSprout, Blurburrry

**Free:**

Anchor, Spreaker, SoundCloud.



# Launching your podcast...

1. Who is your audience?
2. How will you stand out?
3. Create great content.
4. Podcast Apps.
5. Create a Buzz.

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# Useful links and resources

Y Pod

<https://ypod.cymru/about>

Zencastr – record & edit online

<https://zencastr.com/>

Editing software - Audacity

<https://www.audacityteam.org/>

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British Podcast Awards

[www.britishpodcastawards.com](http://www.britishpodcastawards.com)

Pod News @podnews

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Newsletter: Great British Podcasts

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