

Building a Studio and Creating a Podcast

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Questions to Ask

- Why do a podcast?
- What is your goal?
- What kind of results are you expecting?
- What kind of time and resources do you have?
- Can you stay organized and make a firm commitment?
- Do you have a good voice and personality?
- Can you speak without reading a script? Can you read a script and sound conversational?

Why Do a Podcast?

- Share your knowledge, love and passion for the subject with others
- It's a platform to get to a niche audience with same likes
- People are hungry for knowledge and advice
- Build to create or enhance a brand for your company or yourself
- Stepping stone to something bigger
- It's fun and educational—can be a hobby

What is Your Goal?

- Reach as many people as possible with your message
- Influence change—political, educational, faith
- Create a stream of income
- Market a primary business or side product—i.e. helps you sell your books or garner speaking engagements—gives you credibility and more income
- To increase your visibility on different platform-if you had a blog, you can now share content via voice
- To feed your ego
- It's a hobby

What do You Expect for Results?

- There are different measuring tools/analytics
- Feedback from listeners--people to tell you that they listen
- A certain number of downloads or subscribers
- To earn extra income or to make it a primary income

Measuring Success

- The platforms your podcast is hosted on can provide statistical information
- When people start telling you things about your show
- When you are able to procure a financial investor/sponsor who sees value in what you're doing
- Nielsen has info on spending habits of podcast listeners, formats and topics.

Popular Hosting Platforms

- Podbean
- Blubrry
- Stitcher

Marketing Your Podcast

- How will people find you?
- Creative title
- Creative artwork—remember album covers?
- Inviting reputable guests on your show—they'll share their experience (hopefully good)
- Try to share via cross-platform
- Create a website with your show's name
- Share on social media



How do you know who's listening

How Long?

- A good average time is 30 minutes
- Determine if you are going daily or weekly
- Stick to the schedule to build consistent audience
- If you're not consistent, neither will be audience-you have to get them in the habit of listening.

Content that is Interesting

- Always keep the listener in mind—you are interested in the topic—are they?
- Don't read a script; speak conversationally
- They are giving you 30 minutes of their life so make sure it's good enough that they will share it socially, verbally, etc.
- Is the content relevant? Will it make them better, feel good, useful in their lives?
- No more than 3 voice—4 or more can be hard to follow

Opens, Beds and Clips

- Should have open bed music and if you can swing it an announcer to intro it or do sponsorship reads
- A well produced segment uses music or effects
- Too much can be distracting
- Only use audio bits to enhance what you're saying.
- Use transition music to change moods or set a tone for segment especially if telling a story

Audio Quality is Key

- If content is good but you have poor quality, the listener will tune out and may not come back.
- Don't touch the mic
- Watch taps on the table, pen clicks, typing in background
- Make sure your guest sounds as good as you with mic placement and levels
- Make sure the background noise is minimal and not distracting to the content.

Mixer and Computer

- Determine if you are plugging into a mixer or computer
- Mixer gives you a better control in recording in a studio or enclosed setting
- Mixer can give you control audio from outside sources
- Software today can help in audio control

Recording Software

- A robust sound card and hard drive-AudioScience is what we use in our studios
- We use Adobe Audition-\$21monthly fee bundled with other adobe products \$53/month (photoshop, illustrator, Adobe XD) Audacity—free
- Hindenburg Journalist/Pro \$95-\$375 one time

Recording Setting

- What is the vibe or feel you want?
 - Intimate, solemn, out in the field, casual, formal?
- Studio—more controlled sound
- On location—can add liveliness or pop but some elements out of your control
- Awareness of light noises and hum; a/c; extraneous noise; echo and bouncy room issues
- Use carpet, clothes, drapes to kill the bounce

Computers

- The more robust, the better
- I use a laptop, Dell Latitude
- If using a mixer or mics, make sure you have the proper cable to go from mixer or mic to laptop.
- Most laptops take USB. Some will still use mini-plugs that you'd plug into where the mic is.

Uploading Audio

- We use SoundCloud for many applications
- Set up RSS feed (Rich Site Summary) This allows you to auto feed to sites. News media, publishers and others use these to quickly disseminate content to subscribers/consumers

My Equipment

- Mixer (mackie 802) or Yamaha 4 channel--\$220
- 2 or 3 mic cables (male/female ends XLR) know your length but don't go too long
- Audio cable from the output of the mixer to computer-male 1" plug to male stereo mini plug
- Headphones for monitoring recording as it happens (\$50)
- Desktop mic stand-gator risers, rubber support
- Mic Shock mounts- should you move mic it keeps noise down
- Wind screens or pop filters

Microphones

- I use EV
- Shure
- Don't use earbuds with the mic built in. Quality is good for a call and short bursts, but not so much for long form programming
- Avoid headsets (mic and headphone combos like for sports)
- Know the mic placement and practice it before formal recording begins. Know where your cables are a table taps.