

So You Want To Have A Podcast...

A presentation at GWA2018 by Ellen Zachos and C.L. Fornari

Why do you want a podcast?

A podcast is just like any other form of communication...it takes work, thought, time, energy, and imagination. But it can be a powerful way to build your reputation.

How podcasting is different from video and radio.

- People can listen to podcasts anywhere, anytime. They can multi-task. Statistics show that the most people are listening to podcasts at work. Yay! *Garden programs are no longer confined to the stereotypical weekend mornings.* Unlike radio, there are no gatekeepers.
- Podcasts can be any length and released on any schedule.

It takes time. We typically spend 2 hours to record two, 30 minute segments or four 20 minute segments. Ellen spends about 3 hours to edit each episode. C.L. spends about 3 hours to find photos, deal with iTunes process, and schedule posts on the website/podcast host. We both spend additional time on promotion. Planning, editing and sound quality matters.

How will your podcast be different from others? Listen to many first – and not just those about gardening. *Hear* what works and what sounds sloppy, long-winded, or boring. *Hear* what is engaging. Duplicating what already exists is a waste of time...how can you produce something unique? How will *you* be different?

Who is your target audience and how will you speak to them? Put them first.

It's important to be consistent, even with media where anything goes.

Your graphic logo and music are more important than you realize.

A few cities have “podcast incubators.” Google that term and your area.

The advantage of an official podcast host. Biggest ones are Blubrry, Libsyn, Simplecast, Audioboom, Spreaker, Omny Studio, and Talkshoe. Google these names and see some options and comparisons: <https://itunespartner.apple.com/en/podcasts/partnersearch> or <https://www.sonics.io/blog/2018/2/14/comparing-podcast-hosting-services>

Adding iTunes id3 tags to your recorded episodes – video tutorials are on Youtube.

Here are two examples. For Mac mp3 files follow these instructions:

https://www.youtube.com/watch?v=ke5Sp_CUE0Q&list=PLcLA0irOdOZ4JipBf81qNIORWAQP-c-zd&index=1

For Wave files: <https://www.youtube.com/watch?v=i5-m6pnPkkE>

Equipment: Computer, editing software (Audacity), microphone, headphones. Others record via Zoom, Google Hangouts or other on-line conference sites. Skype recording can be sketchy.

How we do it: Garage Band, Skype, Libsyn, ATR200 USB microphones, website.

Thanks to our webhost, Libsyn: www.libsyn.com for three of the slides.

As in all garden communications, excellent content comes first. Monetization comes later.

Standard ad rates for podcasts are \$25 to \$35 per 1,000 unique downloads per show for ads in middle of the podcast, less for ads at the end. Best ads are read naturally by hosts.

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