

# Podcast Broadcast: Tips to a Successful Recording



# About Brian

Husband

Dad

Creative Director

Maker



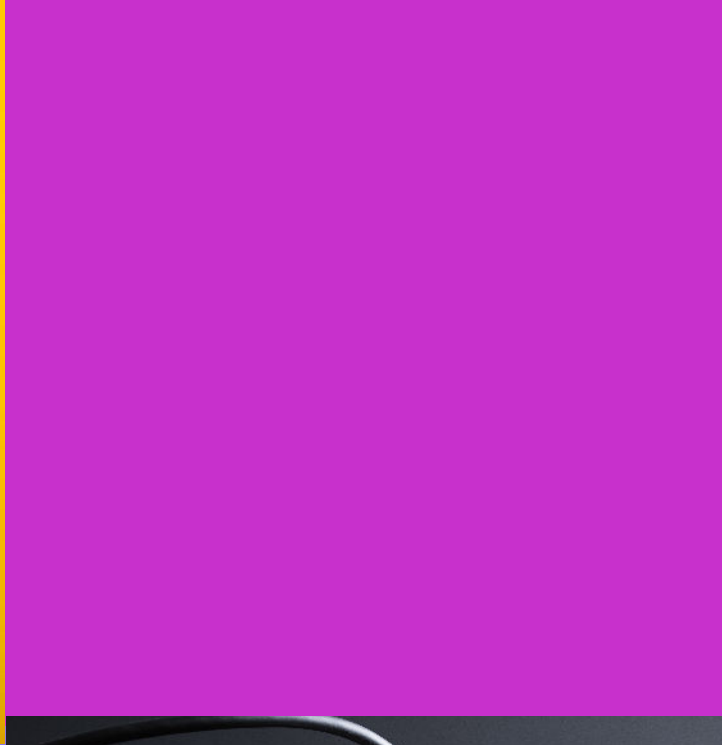


IDEAS

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## About BC/DC Ideas

Full service communications agency who exclusively works with nonprofits to make the world a better place for everyone.



# Agenda

Pre-work

Interview tips

Naming and Design

Logistics - Scheduling and Production

Technology

Equipment

Recording

Editing

My Workflow

Not a 'How to Start a Podcast'



March 20, 2023

## How to Start a Podcast: Complete Step-by-Step Guide [2023]

<https://www.buzzsprout.com/blog/how-to-start-a-podcast>

Blog > How to Start a Podcast | Ultimate Easy Step-by-Step Guide (2023)

### Content

- Step 1: Plan your podcast
- Step 2: Setup your equipment
- Step 3: Choose podcast recording and editing software
- Step 4: Prepare for your podcast recordings
- Step 5: Record a few first episodes
- Step 6: Edit your podcast recordings

Last Updated May 26, 2023

## How to Start a Podcast | Ultimate Easy Step-by-Step Guide (2023)

by Riverside.fm team · 22 min read

<https://riverside.fm/blog/how-to-start-a-podcast>

First, some bad news

# Pre-Work

**1**

Why are you doing this?

**2**

What do you have to say?

**3**

Are you interviewing guests or are your hosts delivering commentary?

# What do you have to say?

## What is your concept?

- What is uniquely you and gives you the standing to speak on the topic?

## What are your goals?

- Thought leadership?
- Lifting/uncovering stories?
- Share the organization's work?

## Do the research

- Do a Google, Apple, and Spotify search on your topic.
- Is anyone already talking about your topic? What else can you bring?
- Niche down in a topic, if possible



Pick your format

Interviewing or Commentating?

# Interviewing Tips



# Consider a Pre-Interview

Ability to ask and answer any logistic questions before recording day.

Ease awkwardness

Listen for new areas to explore



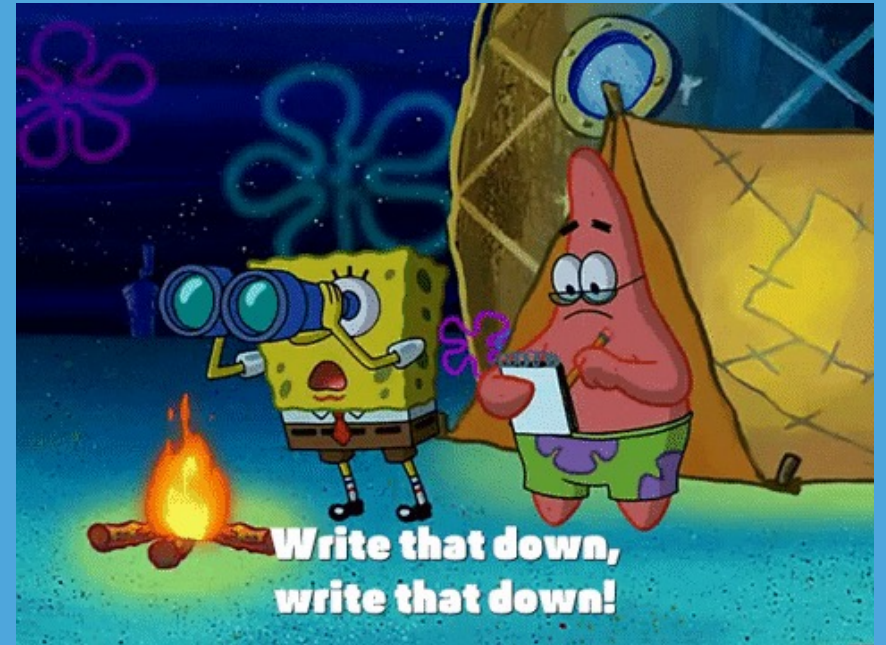
# The Questions

Write your questions immediately

Run the questions by someone else, test your assumptions and blind spots

Share your questions with your interviewee

Hold back one or two questions





# Practice

Ask your questions out loud

To print or not to print?

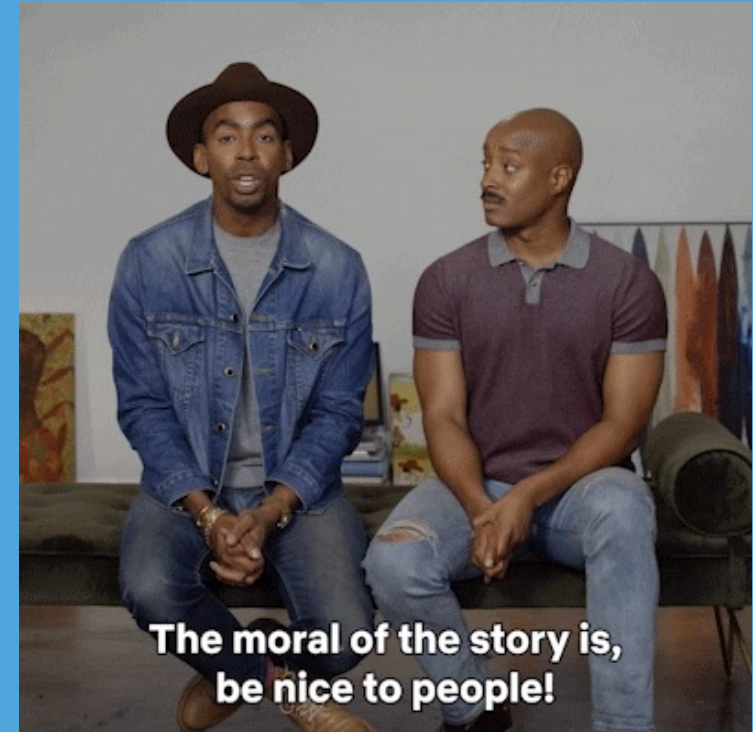


# Be a person first

It's normal to be nervous. Take a minute.

Don't dive in. Talk to them as a person, first.

Give power and agency to your interviewee.



# Listening is Key

Don't focus on your next question

Follow up questions is where you'll find the nuggets

"Tell me more about that"

"Can you unpack/unwind/breakdown..."

"How did you feel when..."





# Magic Word

Robots happen

The key is to narrowly focus your question

“What does this mean to you, personally?”



# Logistics

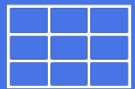
# Logistics



Get a project management system – Basecamp, Asana, others



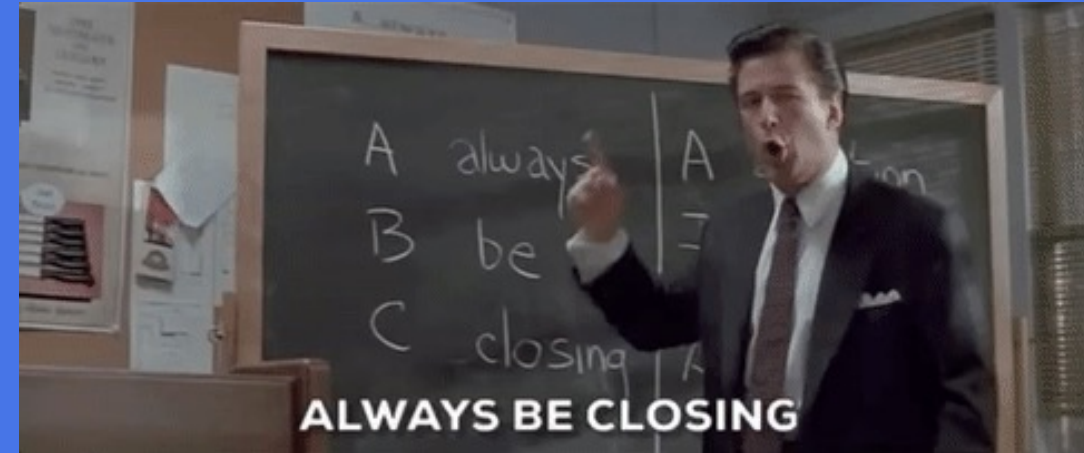
Use a scheduler like Calendly



Google sheets allows you to collect guest info easily.



Always be scheduling





## Get help

This is a lot of complexity for one person

# Rapid Fire Podcast Answers



# Graphic Design

You need it.

Show art is  
important



# How long should each episode be?

Of all podcasts:

1/3 are 15-30 minutes long

1/3 are 30-45 minutes long

Less than 5% are over an hour

Know your audience

Do your research

Be honest with yourself



# How often should I release an episode?

It depends on you.

Consistency matters most.



# What's a good podcast host?

First, yes, you need one.

There are many out there. A freakin' ton. Here's a few.

Libsyn

Buzzsprout

Podbean

SimpleCast

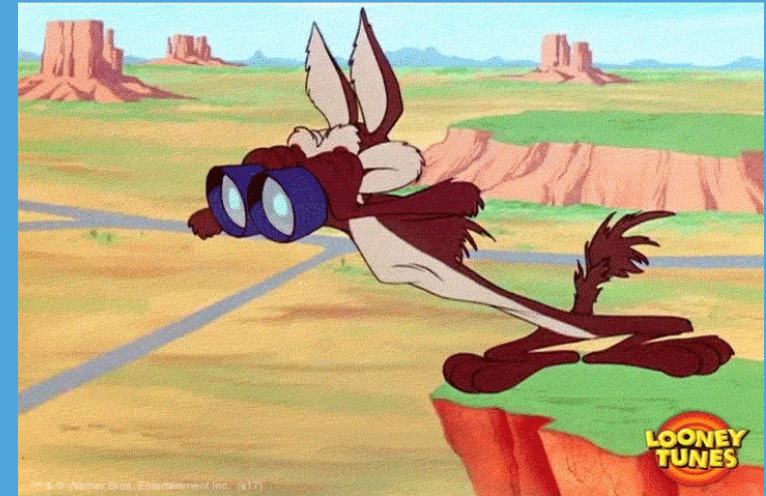


# Which platform(s) should I be on?

Apple is still #1.

Spotify is a close second

Combined they represent over half of listens per months



# Recording

# Recording

**1**

Equipment

**2**

Locally or Remote

**3**

Your Room

# Equipment

## Microphones

USB

Samson Q2U - \$50

Shure MV7 - \$250

XLR

Rode PodMic - \$100

Shure SM7B - \$400

## Headphones

Any will be fine for the most part. Just use them.

## Mixer

For XLR microphones only.

Focusrite Scarlett 2i2 - \$170

## Accessories

Boom arm - \$100

Pop filter - \$50

Zoom Podtrak Recorder - \$150

# Recording Locally or Remote

## Locally

This will give you the most control over your sound quality

Difficult to record 2 USB microphones into one computer

You need someone watching the recording



# Recording Locally or Remote

## Remote

You're at the mercy of the Internet

Riverside, StreamYard, and Squadcast are made for remote recording.



# What about Zoom?

## Remote

Zoom can work with the following tweaks:

Settings > Recording: select “Record a separate audio file of each participant”

Settings > Audio: select “Original Sound” then enable “High-fidelity music mode”



# Editing

# Traditional Editing

Adobe Audition

Garageband (Mac)



# New Editing

Alitu (web based)

Descript

Your podcast host

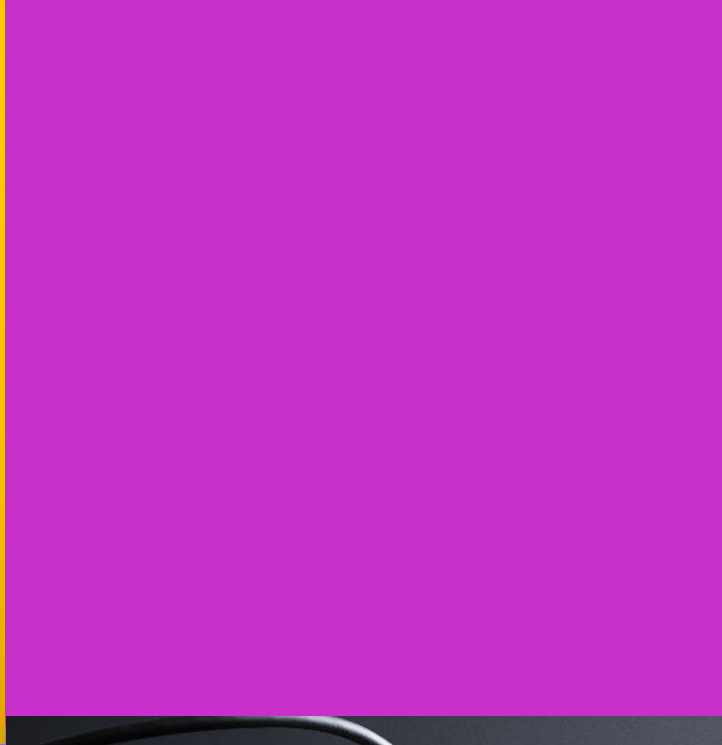


# My Workflow

# Typical Workflow



# Recap



# Recap

Get a buddy

What do you have to say?

What's the format of your show?

Do your research

Get your workflow set

Interview well

Practice, Practice, Practice

Editing

Have fun!

We need your voice.

# Thank you

Brian Crawford

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