

Writing For Your Life

# How to Build Your Own Podcast Program



Science Mike



**I love podcasting!**



Science Mike

**I love podcasting because it's intimate.**



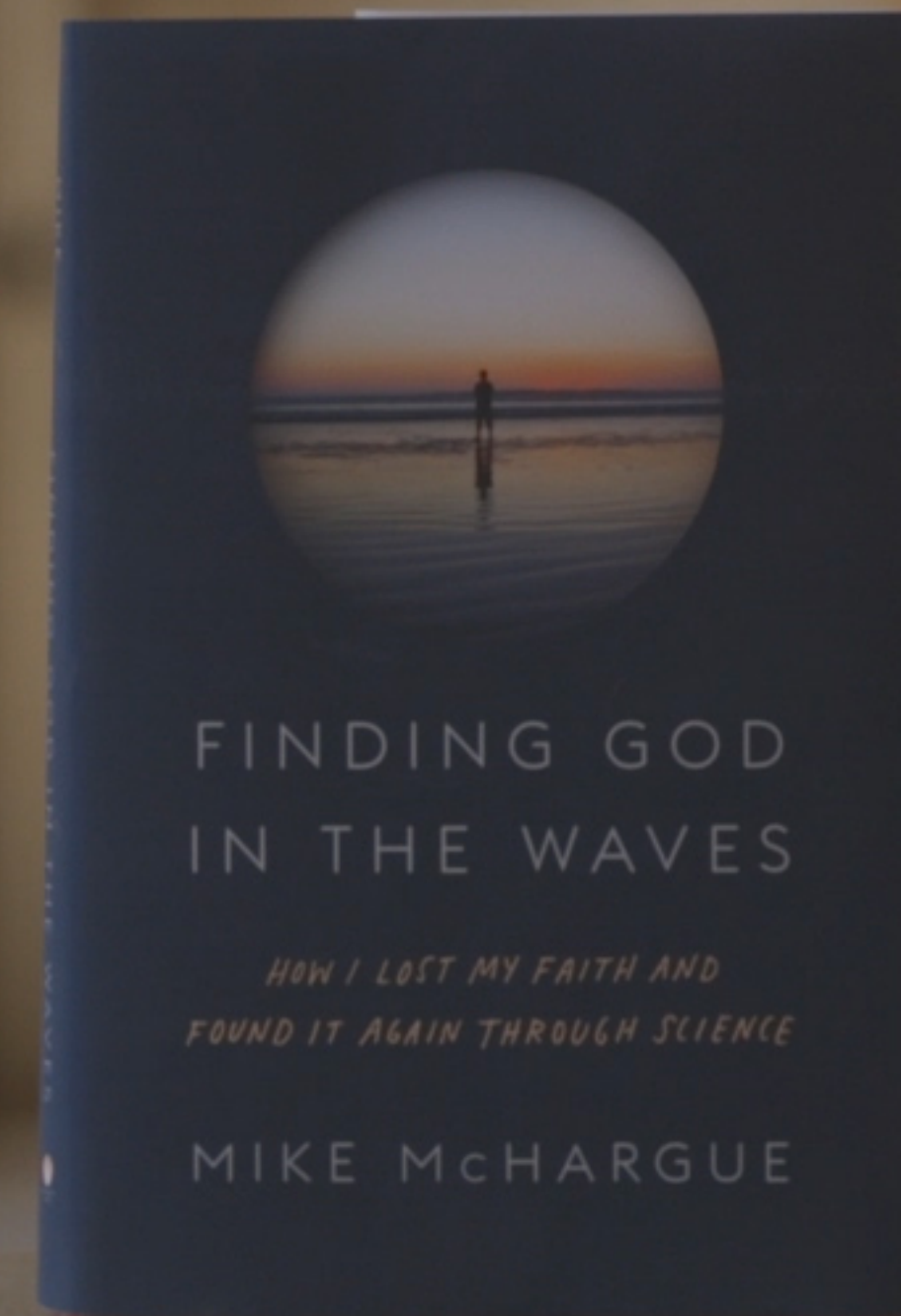
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**I love podcasting because it gives me control.**



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**Amazon Bestseller!**



**Sold-out Book Tour!**



**I love podcasting because people pay attention.**



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# Should you podcast?



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**Do you like public speaking?**



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**Do you have any recording experience?**



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**Can you build websites?**



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**Do you have time to make a podcast?**



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**Would you have guests?**



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**Who is your audience?**

**What do you have to tell them?**



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**How often will your show come out?**



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# Setting up your Podcast



# An Overview of the Process

1. Decide on a name and format.
2. Create cover art and metadata.
3. Setup hosting.
4. Submit to iTunes (and others).
5. Record an episode.
6. Edit an episode.
7. Post an episode.
8. Promote your podcast.
9. Check your analytics.
10. Go back to step 5.



# Welcome to...

- Your podcast needs
  - a name.
  - a brief description - 500 characters.
    - This is **really** important because of search (iTunes and Google).
  - a subtitle.
  - a summary
  - a category (in iTunes).



# Am I the only one who really care about cover art?

- You need cover art—it's vital for discovery.
- Tech stuff:
  - PNG or JPG
  - 2048 x 2048
- Make sure you check the design as small as 128x128.
- Look at other shows on the Top 200 in your category.
  - What works?
  - How can you stand out?



# Sharing Your Show - Podcast Hosting

- Wordpress, Squarespace, and other CMS hosts
  - Let you use a single interface to manage your podcast, blog, and website.
  - Single fee for all your owned media.
  - Poor analytics.
  - Can be fragile or finicky.
  - Can strain if your podcast gets a lot of listeners.



# Sharing Your Show - Podcast Hosting

- Dedicated Podcast Hosting
  - Libsyn, Blubrry, Podbean
    - Libsyn and Blubrry are most popular.
    - I use Podbean – it's EASY and inexpensive.
  - Great performance.
  - Reasonable cost.
  - Great analytics—good if you ever want to have sponsors.
  - Can be more complicated to integrate into your existing website or blog.



# Submit to iTunes

- You need an Apple ID
  - This won't be shared as part of publishing.
  - You need iTunes installed.



Podcasts Library Unplayed Store

All Audio Video

Special Guest: President Obama

Guest: Bruce Springsteen

New & Noteworthy

For Drivers

New to Podcasts? Start Here.

Podcasts ~

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PODCAST QUICK LINKS

- Redeem
- Account
- Send iTunes Gifts
- Support
- Submit a Podcast
- Resources and Help
- Podcast Collections
- Featured Providers
- Episode of the Day on Twitter

TOP EPISODES >

- #607: Didn't We Solve This One? This American Life — T...
- "Rape and go f\*ck yourself..." Pod Save America — Crooked Media
- Ep. 161: NFL Divisional-Round... The Bill Simmons Podcast — The R...
- Monday Morning Podcast 1-9-17 Monday Morning Podcast — Bill Burr
- Episode 57: Slanguage Hidden Brain — NPR
- Jeff Bridges Fresh Air — NPR
- #572: Transformers This American Life — This American ...
- The Hero's Journey TED Radio Hour — NPR
- Paul Fierbaum Parson My Talks — Big Cat, PFT Com...
- 1 | Bathtub Murder Hollywood & Crime — Wondery

TOP PODCASTS >

- Pod Save America Crooked Media
- Hollywood & Crime Wondery
- TED Radio Hour NPR
- This American Life This American Life



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# Two ways of accessing a podcast

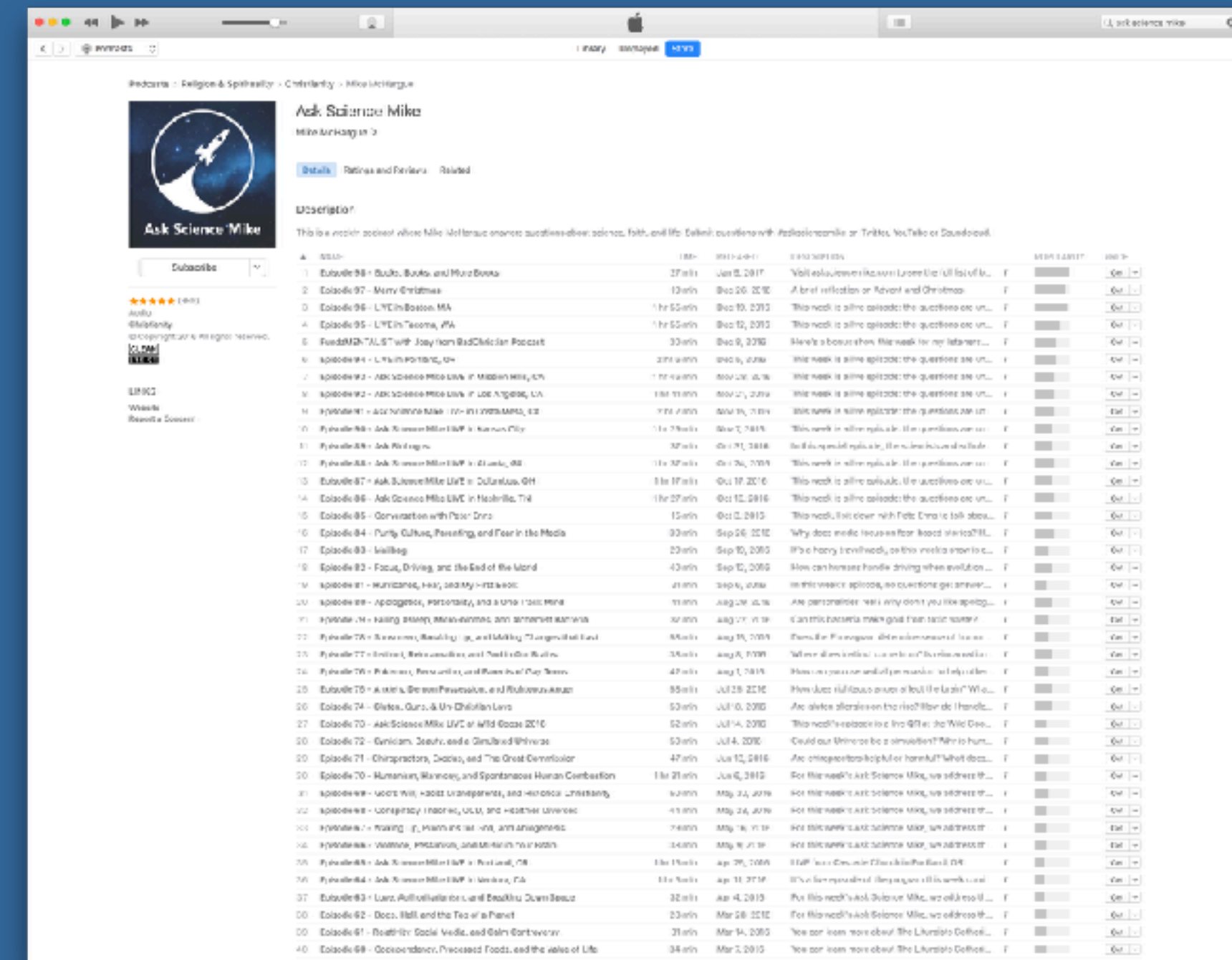
- The web – great for sharing.
- RSS - great for subscribing.
  - There a lot of curators and players.
  - Apple is, by far, the most used on both fronts.
- You can have different web and RSS hosts for your podcast, or you can use the same host.
- You can list your RSS feed on multiple curators (iTunes, Google Play, Stitcher, etc.)



# Web [asksciencemike.com](http://asksciencemike.com)



# RSS iTunes and iTunes Store



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# Recording Your Podcast - Style

- If you are new, keep your format simple.
- If you are pressed for time, keep your format simple.
- The Liturgists Podcasts takes two to five times as man-hours per hour of release programs as Ask Science Mike.
- Ask Science Mike is still pretty elaborate, in terms of production.



# Recording Your Podcast - Equipment

- Field Recorders are self contained.
- USB mics are the easiest way to record directly on your computer.
- An XLR mic plus an audio interface (with preamps) is the most flexible, with the best sound quality.



# Field Recorders

- Great option if you are new to recording.
- Very portable.
- You record, then copy the recording to your computer for editing.
- Tough to do multiple takes, “punch-in” recording.



# Computer Recording

- You need a mic and audio interface to get a signal into the computer.
  - An audio interface is built into USB mics.
- GarageBand is easy, and included with Macs for free.
- Adobe Audition and ProTools are standards in audio production.
- Expect some learning curve no matter what you choose.
- Real time monitoring is a must for good sound.



# USB Microphones

- Headsets - I don't recommend them.
- Snowball and Snowflake
- Yeti Pro
- ATR2100



# Audio Interface + Microphones

- I like Focusrite and Tascam interfaces for podcasting.
  - Relatively inexpensive, but sound good.
- Buy an interface with the number of channels you need.
- Dynamic vs Condenser Microphones
  - Condensers are more “crisp.”
  - Dynamics are more forgiving
  - If you are new to recording, or your room is less than ideal, a dynamic mic will be easier to work with.
- SM7B is my favorite. SM58 and Beta 58 have great reputations.
- Consider a radio-style mic stand.





**Your microphone *technique* is more important  
than your actual microphone.**



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# Tips for a great recording

- Wear headphones.
- Use a pop filter and shock mount.
- Minimize noise
  - including white noise like computer fans, AC units, etc.
- Position your microphone well.
  - “Two to four fingers, off axis.”



# Recording Guests

- Simple in person, just have multiple microphones and an audio interface with enough channels.
- Remote is harder.
  - Call Recorder - easy, but the Internet can cause artifacts
  - Mailing field recorders works well.
  - Other podcasters can record their audio and send it to you.



# After Recording


- Bounce to MP3
  - 128K, stereo is fine.
- Tag the MP3
- Great show notes help listeners share, and help Google send new listeners you.



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Save to Disk
Numbering
File Naming
Capitalization
All in One
Extract Tags
Add to iTunes
Edit
Search

|   | # | Title                               | Artist           | File Name                       |
|---|---|-------------------------------------|------------------|---------------------------------|
| Artist: Ask Science Mike  |   | Episode 99 - Questions, Question... | Ask Science Mike | Ask Science Mike Episode 99.mp3 |
| Album Artist:   |   |                                     |                  |                                 |
| Composer:   |   |                                     |                  |                                 |
| Album:  |   |                                     |                  |                                 |
| Disc:   |   |                                     |                  |                                 |
| Genre: Podcast  |   |                                     |                  |                                 |
| Year: 2017  |   |                                     |                  |                                 |
| Comment: <a href="http://asksciencemike">http://asksciencemike</a>                  |   |                                     |                  |                                 |
| <input type="checkbox"/> Part of a compilation                                      |   |                                     |                  |                                 |
| Cover Art   |   |                                     |                  |                                 |
|  |   |                                     |                  |                                 |
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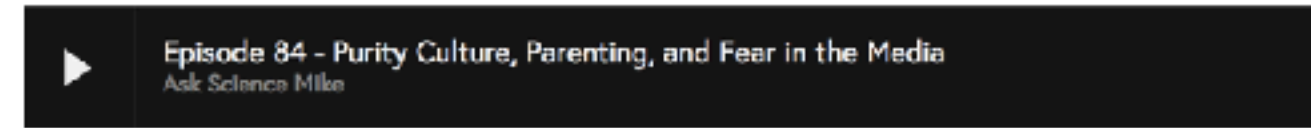
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September 26, 2016

# Episode 84 - Purity Culture, Parenting, and Fear in the Media

Mike McHargue · asksciencemike

**NEW DATES ADDED: The Finding God in the Waves Book Tour**



**NEW DATES ADDED: The Finding God in the Waves Book Tour**

For this week's Ask Science Mike, we address the following questions: Why does media focus on fear-based stories? How did you learn to love the Bible again? How do you keep your kid safe while giving them freedom to learn? How can I feel close to God after a sexual assault?

You're in charge of this program. All you have to do is submit a question using #asksciencemike on Twitter, YouTube, or Soundcloud. You can also submit questions anonymously on asksciencemike.com.

**The easiest way to get new episodes is to subscribe on iTunes here.**

Ask Science Mike is made possible by listeners like you. Learn more on our Patreon page.

Here are some resources on each answer if you'd like to dig deeper.

Why does media focus on fear-based stories?

[Influence of mass media](#)

How did you learn to love the Bible again?

[Finding God in the Waves](#)

How do you keep your kid safe while giving them freedom to learn?

[There's never been a safer time to be a kid in America](#)

How can I feel close to God after a sexual assault?

[Recovering from Sexual Violence](#)

Preproduction by Andrew Galucki.

Ask Science Mike is produced by Gregg Nordin.

The Ask Science Mike theme song was written, performed, and recorded by Jeb Bodiford. If you need original podcast music, he's your guy.



Mike's got a book coming out! [Learn more.](#)



Connect with other people in your city who listen to Ask Science Mike in our Together groups on Facebook.



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**Record a practice episode or three.**



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# Getting the word out

- The first six weeks are vital.
  - iTunes New & Noteworthy
  - You need new subscribers.
  - You need active subscribers.
  - You need ratings.
- Call in every favor, friendship, and family member.





# Measuring your success

- Podcast analytics are almost fiction
  - Feed hits
    - How many times your RSS feed is accessed.
    - A mixture of actual clients and cloud services.
    - Even unique hits can be misleading.
  - Downloads
    - Many people have more than once device.
    - A download may not be a play.
    - A play may not be the full episode.
- But, I still track my numbers.
  - Location of downloads is useful.
  - Trend over time is useful.



**Any Questions?**



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