Podcast Resources

Podcasting is a lot like food and nutrition: there are some basic principles and strategies that are generally recommended and work well for almost everyone, regardless of individual needs and goals. However, also like food and nutrition, there are some great tools and techniques that work for some and not for others. Your personal preferences and individual needs will determine the best options and solutions for you and your show. At a minimum, your starting point will depend on whether you use a Mac or PC, if your show is solo/co-host or interview-based, and what resources you have more of (time, money, expertise, etc.). - Melissa Joy Dobbins

Equipment and software guide:

Purpose	Tool for PC	Tool for MAC	Comments
Microphone (Ranging from $20 - $500)	Blue Yeti / Blue Snowball / Audio-Technica ATR2100 / RODE Podcaster / CAD USB Mic / basic Logitech headset		*Ensure you change your computer settings to this mic instead of your built-in mic.* *If you're interviewing and your guest doesn't have any of this equipment, a basic headset / iPhone earbuds will suffice. Just make sure you check their sound quality!*
Headset	Basic earbuds (e.g. iPhone) / Logitech headset		*Sound output through the headset is so important to reduce feedback.*
Recording software (Ranging from free to $20/mo)	SKYPE with Amolto / Pamela / callnote or Zoom / Zencastr	SKYPE with Ecamm call recorder / callnote or Zoom / Zencastr	*If you are doing a virtual interview, you definitely need recording software.* *For in-person interviews or solo shows you can use Garageband or Audacity (see below) to record.* *If using Skype, you may want to consider having 2 recorders going (one as a backup). We recommend conducting your Skype call over a reliable internet connection; not to a phone. However, if needed, you can call your guest's phone through Skype.*
Editing software (Ranging from free to $50/mo)	Audacity / Adobe Audition	Garageband (app) / Adobe Audition	*We recommend starting with the former as it's easier than Adobe Audition. If you run into trouble, run a YouTube search - there's load of tutorials teaching you how to edit.* *Editing can be very time consuming. Consider outsourcing this step so you can focus more on your content.*

Hosting service (Ranging from $5 - $20 /mo)	Libsyn / PodBean, / BuzzSprout / Blubrry / SoundCloud... and MANY more.	Your podcast host is where you download and "house" your audio files. Your podcast episodes are then "fed" into your directories. You MUST have a podcast host. You cannot house the large files on your website.
Podcast directories (Free)	iTunes, Stitcher, Google Play, Overcast, Pocket Casts, PlayerFM, Podcast Addict, iHeartRadio, Spotify.	There are loads of options when it comes to finding and downloading podcasts, so do your best to make it as available as possible. Don't forget to include a mobile friendly podcast player on your own website (ideally with your shownotes).

Tips to maximize sound quality during podcast interviews

> Send this list to your guest ahead of time to prepare them for the interview

1. The best audio quality can be achieved with a reliable internet connection. If possible, try to find a location (work or home) with fast and reliable internet. Cabled is preferred over Wi-Fi. The same goes for your podcast guest.

2. Try to find a quiet space to minimize background noise and ensure minimal distractions. A room with carpet is better than tiles as this helps to ensure sound doesn't 'bounce around.'

3. Prior to the call, update your recording and call software to ensure a smoother and better call. Simply reboot your computer to make sure all updates are current.

4. If you're using a headset, place the microphone 3-4cm from your mouth and avoid moving it for the duration of the call. If you're using a pair of Apple earphones or similar then please make sure the microphone is clear and isn't rubbing on your face/neck/hair. Also make sure your mic and your guest's mic are "selected" in the recording software and/or through the computer settings.

5. During the call, avoid fiddling with stuff on your desk or playing with the microphone cord. It also helps to put your phone and computer notifications on silent. If your dog or cat is likely to bark or meow, maybe put them in another room… Let them know it'll only be an hour!

6. Help your guest be their very best by letting them know what to expect and how to prepare for the interview.

Podcast resources:

1. The Ultimate Podcast Resource List (equipment, hosting, software, media)

https://www.thepodcasthost.com/ultimate-podcasting-resource-list/

2. Audacity to Podcast (free podcast about podcasting)

https://theaudacitytopodcast.com/

3. How to Expand Your Business by Creating a Compelling Podcast

http://www.inc.com/magazine/201605/stephanie-schomer/starting-business-podcast.html

4. 5 Ways that Podcasting is a Powerful Marketing Weapon

http://www.entrepreneur.com/article/248805

5. How to Start a Podcast

http://www.smartpassiveincome.com/how-to-start-a-podcast-podcasting-tutorial/

6. Wordpress How to Start Your Own Podcast Step by Step

http://www.wpbeginner.com/wp-tutorials/step-by-step-guide-how-to-start-a-podcast-with-wordpress/

7. iTunes Podcasts Connect (how to create, submit, manage and market a podcast)

https://help.apple.com/itc/podcasts_connect/#/itcc0e1eaa94

8. iTunes Podcast Analytics Beta

http://help.apple.com/itc/podcastsanalytics/#/itc623752a8d

9. Podcasting Manual by Blubrry

https://create.blubrry.com/manual/

10. She Podcasts (resources, courses, community)

https://www.shepodcasts.com/

11. Step by Step Guide to Subscribe, Rate & Review a podcast

http://www.soundbitesrd.com/how-to-subscribe/

12. Listen Notes (podcast search engine)

https://www.listennotes.com/

13. Podcast Hosting Companies

https://www.weeditpodcasts.com/8-top-podcast-hosting-companies/

14. Facebook Groups:

- Dietitians Who Podcast https://www.facebook.com/groups/2037097763200137/
- Podcast Secret Weapon (formerly Podcast Exchange) https://www.facebook.com/groups/podcastexchange/
- She Podcasts https://www.facebook.com/groups/shepodcasts/
- Podcasters Hangout https://www.facebook.com/groups/podcastgroup/
- Podcast Growth Mastermind https://www.facebook.com/groups/PodcastGrowthMastermind/
- Podcast Movement Community https://www.facebook.com/groups/podcastmovement/
- The Audacity to Podcast https://www.facebook.com/TheAudacitytoPodcast/
- Problogger community https://www.facebook.com/groups/probloggercom/

15. Podcast transcription service - https://www.rev.com/

Happy podcasting!