Streaming Media East Podcasting
May 19 2008 Podcasting Workshop
Handout #2 In Depth Guide
Plan - Build - Launch

Presented by
Jose Castillo
thinkjose.com
jose@thinkjose.com
Planning the Podcast Team

1. Identify 3-4 of the best ideas to pursue
   a. They have a big audience or have the potential to draw one
   b. Easy to work with
   c. Committed to partnering on an exciting new venture
   d. Very niche core idea that has loyal followers

2. Meet with stakeholders with this question list (1 hour)
   a. Here is what we are doing – are you interested?
      i. If Yes continue on if No – thanks and keep in touch
   b. Who are the team members
      i. Stakeholders – who is ultimately responsible for content
      ii. Support – recording, uploading, technology management
      iii. Content creators – product managers, passionate exec, an exciting person with something to share, etc.
      iv. Marketing – content creators, support team, ads involved, etc.
   c. Who will do what
      i. Clearly identify roles and responsibilities
      ii. John speaks, Bill records, Bob edits, Susan posts, and Rachel markets
   d. What is the content and length
      i. 30 minute lecture
      ii. 10 minute interview
      iii. 1 hour show
      iv. 5 minute song
   e. How long is the duration and how many shows
      i. 1 quarter
      ii. 6 weeks
      iii. 1 week
      iv. ongoing
      v. Make sure there is a clear start and end date or future goal
      vi. Schedule all the show dates
      vii. Add extra time for recording, editing, etc.
   f. Where are we recording
      i. Conference Room
      ii. Office
      iii. Studio
      iv. Outdoors
   g. Who is our target audience
      i. Customers
      ii. Fans
      iii. Donors
      iv. Leads
      v. Community
      vi. The World
   h. How do we tell them about the podcast
i. Email blast
ii. Posters
iii. Articles
iv. Word of mouth
v. Traditional vs. non-traditional

i. What is our ultimate goal
   i. Provide better and more interactive communication experiences
   ii. Educate
   iii. Sell stuff
   iv. Have fun
   v. Build a brand

j. What does our target audience want to experience
   i. Tweak existing content to meet the medium
      i. shorten, tighten, jazz up, etc.
   ii. Use the technology to our advantage
      i. embed notes, provide links, places to chat and comment, etc.
   iii. Have fun – the best podcasts usually incorporate humor

3. Getting started
   a. Agreement to all the above questions and answers
      i. The entire team should be on board with all aspects of this process – the fact that this is a new idea can generate some excitement and allow people to work better together
   b. Realizing the learning curve
      i. Set more time before and after the first show to work out the kinks (technology always has kinks)
      ii. Walk through the first one slowly and get yourself and the team educated on how the process works (everybody doesn’t need to know how to encode an RSS feed but they should at least be able to know what it does)
      iii. Be as open as possible – allowing others to see the process and help out promotes and educates virally
   c. Tech management
      i. Let the content creators manage the blogs – adding notes, customizing the look and feel, adding photos, moderating comments, etc.
      ii. Have one point of contact for the podcasting initiative – let that person dole out the requests to others if help is needed
      iii. Keep it small – having only 3-4 podcasts as opposed to 20 will help achieve better success rates in your trial run – we want to have a clear WOW story to tell at the end of this
      iv. Realize that people will screw up and prepare for it – an unknowing team member will probably delete something, someone will probably make an inappropriate comment, somebody will be sick or missing, etc. Have a backup plan.
   d. Ongoing maintenance
i. Have a monthly lunch or coffee with the entire podcast team and share positives, negatives, and how to improve.
ii. Keep people informed – a podcast team blog can be helpful
iii. Technology changes – hourly! Keep up with the trends and at least be aware of how that can affect your podcasts

4. Wrapping it up
   a. Celebrate!
      i. You had a run or 6 – 8 weeks of awesome content, throw a podcast celebration. Get the team together and record your thoughts via round table discussion and include some of the listeners.
   b. Review
      i. Ask for honest feedback from all aspects of the podcast team
      ii. A brief survey for everyone involved, listeners, etc.
      iii. Stats!
         1. How many downloads
         2. How often
         3. Who listened to what
         4. The data is endless – be sure to capture it and take time to review what worked and didn’t
      iv. Prepare a summary document and presentation to share internally and externally – perhaps even in podcast format!
   c. Share your story
      i. PR, marketing, etc.
      ii. Tell the folks how you did – honestly
      iii. Prepare a business case with a great pilot program

5. Phase II
   a. Tweak the formula
   b. Cast a wider net for podcasting opportunities but don’t include everybody – some things are best left un-podcasted, and that’s ok.
   c. Slow viral growth will allow for a stronger base to support more people, channels, and options
   d. Add a few video podcasts
   e. Create an online channel!

Have a blast and share the experience with others.
Building a Podcast

Workflow, Hardware, and Software

Workflow

Content-
Build a script
Remember the medium – short and sweet works best in podcasting
Funny, interesting, or topical – has to be memorable
Who is the target audience?
How do you want them to respond?
What makes your content dramatically different?
Why should the listener care?

Capture-
Audio or Video – capturing direct to digital saves a step in editing
Use condenser microphones
Clean signal paths
Compressor for audio
Simple system if newbies are capturing their own audio

Edit-
Edit to appropriate length
Format for podcasting AAC, MP3
Tags
Use Garage Band or similar program to add music at beginning and end (this one tip can add a level of professionalism to any audio/video clip)
Rendering should be web ready – Audio 64kb FM quality

Post-
Hosted file on robust server
Blog format allows for notes, more interaction, and personality
RSS feed custom vs. off the shelf (feedburner, etc.)

Market-
Distribute to multiple outlets (iTunes, Odeo, podcast alley, and other relevant podcast networks - some of these will pick you up just because you are in iTunes automatically)
Create digital marketing tools – new media formats (viral video, banner ads, audio teasers, etc.)
Limit the content to only the best
1 manageable podcasts over a 6-8 week period and measure the results

**Hardware Recommendations**

Remote Audio Recording System
Apple MacBook w/ GarageBand or Similar recording software
Firewire Recording interface w/ Mic Pre’s– Preonus Firepod, etc.
Firewire or USB Audio Hard Drive (recommended)
Condenser Microphones – Audio Technica 4045’s, Marshall MXL 2001’s, etc.
Stands, cables, portable rack w/ Power Supply
Remote Video Recording System
Pro-sumner level camera – Canon GL – XL Series, Sony

**Software Recommendations**

Audio Recording and Editing Software
GarageBand
ProTools
Cubase
Sound Forge
MOTU Digital Performer

Blogging Software
Wordpress
Typepad
Movable Type

Corporate level software
Blogtronix
SharePoint

RSS feed software
Feedburner
SourceForge
Launching a Podcast

Deployment Strategy

• Keep it small and easy to manage initially
• a well produced podcast can provide a solid case study for rolling out an entire network
• Give one podcast to a passionate individual and let them create a show that they want to hear
• Use new media tools to help support the podcast (photos on flickr, supporting video and audio, links to buy books and supporting product, and any other way they can experience more ways that just through audio)
• Build buzz by limiting the initial thrust and having a certain time period
• Educate users by having some fun workshop discussions around podcasting and give away some freebies
• Have a clear leader or leaders for the podcast
• Build a blog for each podcast and customize them to the content
• Short and sweet – don’t be afraid to edit down content
• Have fun – new technology can be an opportunity to share boring content in a new and engaging way. Use it to your advantage.
• Keep it fresh – blogs, podcasts, and new media are changing daily, stay on top of the current trends to keep your stuff looking good.

People listening, people talking

How to market the podcast

Find the audience
Specific campaigns focused on niche groups
Limit the content
Small amount of content but the best content available
Educating the listeners and 2ndary audience

How to make this a WOW project

Generating buzz by getting individuals involved
Being dramatically different – the first, the only, the best, the worst, etc. – I have yet to find one like this!

The Velvet Rope – by limiting access to the initial programs you will automatically attract those who want to find out more information.
Great Podcast Examples

Harvard Computer Science Podcast – 8000+ subscribers around the world
http://www.fas.harvard.edu/~cscie1/

Brain Food – Basic, no frills science and math in everyday life podcast (iTunes top 100)  http://brainfoodpodcast.libsyn.com/

TWIT – This week in Tech – Great example of a winning podcast format. http://www.twit.tv/  320,000 downloads per episode in June

Rolling R’s – Learning Spanish video podcast from an educator in Arizona http://www.rollingrs.com/

Griddlecakes – Storytelling Podcast for families
http://www.griddlecakes.com/

43 folders – podcast on organization, life hacks, and productivity – short and sweet  http://www.43folders.com/podcast/


National Geographic has a great iTunes presence and a nice selection of audio and video podcasts
Click here if you have iTunes
Podcasting Candidates

Music and discussion show
10-15 minute music and interview format
Needs a strong host and or cohost and good content within a niche
Opportunity to share music and the stories behind the music

Story podcast
Feature short stories from individuals, customers, fans, etc.
Bring in guests, daytime or late-night tv format
Look to the old media world to find examples that work

Information podcasts
Informative podcast that supplies interesting content and great delivery
Have blog be a receptacle for notes, comments, exchange of ideas, etc.
Very narrow niche works best – Scandinavian Model Train Podcast

Drive Time Talk show
Find two or three outgoing creative individuals
Build it around a theme (sports, music, news, etc.)
Guests, live events (record on location), celebs, etc.
www.theMShow.com

Non-Profit Podcast
Ditch the newsletter and get the CEO to share the happenings this month
Donor stories, compelling content, etc.

Meeting podcast
Record meetings and discussions
Educate folks on new initiatives, etc.
Blog can be a receptacle for meeting notes, feedback, etc.

Guest Speakers
Speakers, discussions, round tables. Etc.
Conferences with content that can be repurposed after the show
Example: TEDTalks
Welcome to Plan, Build, and Launch a successful podcast!

Please sign in on the back table.

May 19th 2008

thinkjose.com

first things first...

Why are you here?

individuals vs. companies?

builders vs. curious?
(geeks vs newbies)
what is a podcast?

why should you care?

Outline:

Plan
Learn - Do - Q&A
Build
Learn - Do - Q&A
Launch
Learn - Do - Q&A

Todays Goal:
we (that means YOU will get involved) will Plan - Build - Launch
a podcast

Plan -
Learn
Why are we doing this?  
increase visibility, revenue, marketing, because we can, etc.

Identify a niche  
What can you offer this niche?

How do you want them to respond?  
buy more product, increase brand awareness, etc.
Who is involved?

What is the content-length-etc.

How many episodes?

Where?
Who is our audience?
How will they find us?

How do we measure the win?
listeners, more product sold, brand awareness, impressions, hits, etc.

What is the business case for my 57 year old boss who still has his secretary print out his emails?

Agree to mini-bizplan

Set team-tasks-roles-responsibilities

Plan-Do

Why - Who - Where
How - What
mini-bizplan
(write it down!)

Host-
Interviewee-
Engineer-
Geek-
Marketer/Writer-

Plan-Q&A

Build-Learn

Agree and Review Document

Workflow
Content - Write a script (or at least pretend on a napkin)
short - sweet
funny - interesting
be dramatically different

remember the audience
why should they care?

Capture
rubber + road

direct to digital (computer, digital recorder, anything with a mic on it)

mobile vs. studio
condenser microphones vs. dynamic microphones

signal paths (cables, XLR, shock mounts, adapters, oh my!)

compressors (are good)

the simpler the better
slash & burn

make your guests into rockstars!

music bumpers (learn from radio)

format AAC, mp3, tags, images, etc.

web ready audio file 64kb FM Quality

Post
dedicated server vs. website server
(lots of downloads vs. wee downloads)

blog format
comments, interaction, actual web 2.0 stuff

RSS feed
do your own vs. free/paid service
feedburner.com

Market

submit to iTunes, Podcast Alley, Yahoo, etc.
digital marketing tools
show your best stuff!
not everything

free, cheap, cool

get others to market for you - chicklets, badges, user submitted content, etc.

Hardware

computer based vs. stand alone recorder
audio interface
firewire, USB, XLR, digital, analog, etc.

dedicated hard drive
(and back it up)

microphones
dynamic vs. condenser

processors
compressors, eq’s, limiters, tube mic pre-amps, etc.

accessories
stands, shockmounts, popper stoppers, cables, adapters, racks, power strips, etc.

Software
recording, editing tools
garageband, audacity, protools, digital performer, etc.

iTunes

blog
wordpress, movable type, blogger, custom, and enterprise level

RSS
feedburner.com
sourceforge.com

ftp client - or upload tool
turn key companies
podtech.net
libsyn.com
Build - Do

switch to macbook
(not a subliminal ad - just a note for me)

Build - Q&A

Launch - Learn

small is the new big

passion is key

personality matters
set clear start and stop points

do what you say you are going to do!

look back to the bizplan

keep it fresh and fun

Marketing

get others to talk about you
do cool stuff
(dramatically different)

Launch - Do
more?
see Handout #2

schwag
and such

Thank You!
please contact me
jose@thinkjose.com
twitter.com/thinkjose

(5 Bonus Tips)
How not to be lame:
1. know your audience
askaninja ≠ pirates
learn spanish ≠ latinos
TWiT ≠ noobs

2. 2-way interaction.
good equipment is cool.
$99
dynamic mics vs. condenser mics
buy a good mic pre. pre-amplify
no dirty soundcard noise
firewire and usb rock
stop the pop.

3. Be prepared.

You don’t have to be an expert - but it helps.

do your homework.

Passion is key.

4. um, like... edit.
Be kind to your guests.

Edit for flow.

lean & mean

5. do like the pros do

intro/outro

theme songs rock
don’t steal music  

pre-announce

wrap it up  

compression (audio)

5.5  

have fun

successful podcasts mix passion, fun, and interactivity.