Podcast Planning Guide

The Basics

Podcast Name:	
Podcast Description:	Ex. "*This American Life* is a weekly public radio show, heard by 2.2 million people on more than 500 stations. Another 2.5 million people download the weekly podcast. It is hosted by Ira Glass, produced in collaboration with Chicago Public Media, delivered to stations by PRX The Public Radio Exchange, and has won all of the major broadcasting awards."
Tag Line: (Brief Summary)	Ex. "*This American Life* is a weekly public radio program and podcast. Each week we choose a theme and put together different kinds of stories on that theme."
Podcast Category:	
Keywords/Tags:	
Logo/Thumbnail:	Specs: Square, 1:1 ratio, 1400 x 1400 pixels, .JPG or .PNG
Copyright:	
Time zone:	

Getting It Off the Ground

Dedicated Podcast Email Address: Need for Hosting/distribution accounts, iTunes, Google Podcast Manager, etc.)	Ex. info@xyz.com podcast@xyz.com
Podcast Website: (If using corporate/marketing website page, okay if not live)	Ex. xyz.com/podcasts podcast.xyz.com
RSS Feed:	TBD on setup
Podcast Hosting Platform: (PodBean or Libsyn (recommended), Soundcloud, etc.)	
Tentative Posting Schedule or Frequency Weekly, Biweekly, Monthly, etc.	
Social Media Account Handles	Twitter: Facebook: LinkedIn: YouTube:

Optional Items:

Would you like transcriptions for each podcast episode?
This can help with ease of editing (if desired), and can be used for blog/additional content, show notes, etc.

Would you like show notes?
A list of topics covered in the episode, time stamps, and links to relevant companies, articles, people. These can be as simple or as detailed as desired, and can be helpful for listeners, adds engagement, but adds a bit of extra work. These can be published on the website/episode description to provides listeners and outline or preview of content.

Example for show notes for an individual podcast episode: (taken from The Tim Ferris Podcast)

Selected links from the episode
- Connect with **Bob Iger — CEO and Chairman of Disney**: Twitter | Instagram | Facebook

Topics Covered

- Bob talks about the whiteboard meeting he had with Steve Jobs laying out the pros and seemingly insurmountable cons of Disney's potential purchase of Pixar, and his impression of what was really going on in Steve's mind at the time. [08:02]
- Steve used to call Bob regularly on weekends. In addition to scathing movie critiques, what did these two titans of industry tend to talk about? [16:24]
- Who was Roone Arledge, and what did he teach Bob about long shots? [19:39]
- How — and from whom — did Bob learn to navigate the impossible and make deals that, at first glance, seem like herculean tasks — like securing the rights for ABC to cover the 1979 World Table Tennis Championships in North Korea at a time when no Western press had been permitted to visit since before the Korean War? [23:52]
- "
- "
- Parting thoughts. [26:09]

People mentioned
- Seth Godin
- Steve Jobs
- George Lucas
- Frank Sinatra
- Winston Churchill
- Babe Ruth
- James Bond
- Teddy Roosevelt
- LeBron James

Show and episode format

Planned length of each episode: (Can vary, and can edited down for time)	
Video and/or Audio podcast? (Can live separately)	(Audio published to standard podcast channels/apps/website. Video version published on website via YouTube embed/iFrame, or video used for social snippets/promotion)
Show Format: (Can vary over time, new segments, exclusives for guest)	Example: 1. Short intro music/stinger 2. Welcome/Introduction (scripted, same each episode) 3. Monologue from host, (recent news, topics to come, introducing guests, etc.) 4. Main discussion or interview, segments 5. Wrap up discussion/final thoughts 6. Conclusion/monologue from host (scripted, same each episode) 7. Outro Music or 1. Short intro music/stinger 2. Welcome/Introduction (scripted, same each episode) 3. Main discussion or interview, segments 4. Conclusion (scripted, same each episode) 5. Outro music/stinger

Podcast Production

There are several ways to actually produce each episode of the podcast series, each ranging in complexity and resulting quality. This can differ by episode, but best practice would be to have a consistent audio quality, an increasingly important feature for listers. Options and detail below:

1. **In-person recording with microphones**
    a. Highest cost, however highest quality
    b. [Ideally] Using professional microphones and a dedicated, quiet recording space
    c. Allows for the best interaction (face-to-face) between guests, often yielding the best conversation and dialogue
    d. Requires variable level of post-processing + mastering of each episode, but will produce the best result for listeners

2. **"Double-Ender"**
    a. Can achieve decently high-quality audio while recording fully-remote, but needs a bit of consideration for technological setup
    b. Requires two devices + headphones: computer (for conference/discussion line) + smartphone (for individual recording)
    c. Prep-calls are often helpful to get guests/host technology setup, recommend no more than 3 guests (more guests = more complexity)
    d. Minor, but essential technology details needed for recording:
        i. Make sure that participants have ample storage available on your device, so that you are able to record the entire episode without interuption (recorded audio file could be upwards of 1 to 2 Gb)
        ii. Ability to upload/share files (iCloud, GoogleDrive, Dropbox, etc)
    e. More information [here](#)

3. **Recorded Zoom/WebEx Meeting**
    a. Easiest + lowest barrier to entry, however lowest quality and least professional. Nothing kills a podcast like bad audio (or video). Internet speed can negatively affect audio quality, audio drops and delays, and listener "Zoom Burnout"
    b. Not much can be done in post-production to improve audio quality. The podcast audio will already be compressed that no amount of editing will improve the sound

Broadcast Best Practices + Tips for Podcasting

- Use host and other participants names when in conversation. This helps foster a more natural and authentic experience for the listener. Even if it's remotely recorded, this can give the illusion of an in-person recording.

- Come prepared! Set some time to get in the mood for discussion, clean your desk of any clutter, and have any notes/relevant articles/headlines to cite right in front of you.

- During the recording, take your time during your dialogue and don't rush through your comments. Think of this as a conversation between colleagues or coworkers. If you have notes, speaking from bullet points will sound more conversational than fully scripted responses.

- Make sure to turn your phone **sound AND vibrate** off. Even a phones text vibrate can be picked up by a microphone.

- As best you can, try to avoid using filler words, like "so", "um", "ah", or "hmm".

- If you cough, sneeze, or stumble while speaking, feel free to pause, wait 3 seconds, and go for a second take. Post-production can edit that out, if necessary. On that note, if episodes will be cut/edited in post, feel free to ask for a re-do or second take. If you're unhappy with your response, simply say, "Hold on *Host/Guest*, let me try that one again." Pause, then the Host can re-ask the question/prompt.

- Be checking and rechecking your recording device to make sure everything is working properly.

- If recording remotely or at home, feel free to pause for any loud trucks passing by, dogs barking, etc. Make sure any family or roommates (pets included!) are aware of the recording to avoid any unwanted interruptions.