




BC ALLIANCE FOR  
**ARTS + CULTURE**

# ▶ Podcasting 101

Robert Ouimet  
Bigsnit Media Consulting  
April 2021  
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## What We'll Cover

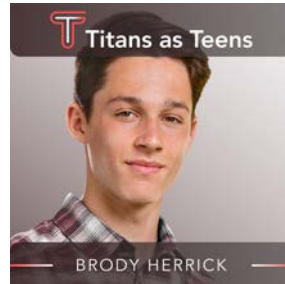
- ▶ Why Make a Podcast
- ▶ Anatomy of a Podcast
- ▶ Types of Production
- ▶ What do I Need?
- ▶ Workflow, Tools and Tips
- ▶ Launch and Promote
- ▶ Measure
- ▶ Monetize

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## Background

- ▶ Have been making audio professionally since 1972
- ▶ DJ, news reporter, morning show, CBC exec
- ▶ Podcasting for 16 years
- ▶ Create and develop podcasts for clients and for fun

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## Audio excerpts

AUDIO EXCERPT IS HERE: <https://vimeo.com/534112593>





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## Why make a podcast

- ▶ Global reach
- ▶ No gate keeper
- ▶ Robust, inexpensive platforms
- ▶ Share information / knowledge
- ▶ Tell a story
- ▶ Promote a product
- ▶ Become famous
- ▶ Make money

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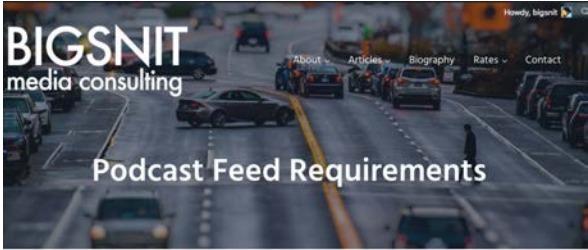
## Anatomy of a podcast

- ▶ Audio distributed through a syndication feed (called RSS)
- ▶ Can be any length, any number of episodes, any topic, any type of production
- ▶ Audio file is served by a host (Blubbry, Anchor, Libsyn, etc)
- ▶ Feed is updated for each episode and used to list your podcast on directories
- ▶ Various directories will list your podcast for free (Apple, Google, Spotify, etc)

## Minimum required

- ▶ Name, description, category
- ▶ Audio file: MP3 format
  - ▶ Stereo or mono
  - ▶ Bitrate: 128-160 kbps
  - ▶ Sample rate: 44.1kHz
- ▶ Cover art:
  - ▶ Minimum spec is 1400 x 1400 px, max 3000 x 3000
  - ▶ 72 dpi, .JPG or .PNG, RGB
- ▶ Podcast host
- ▶ RSS Feed
- ▶ Register with directories

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Here is the information required in order to start the process of registering your podcast with various directories like Apple Podcasts.

Here are 2 documents you may need to reference:  
[Apple Podcast Art Specifications](#)  
[Apple Podcast Categories](#)

Feed title (Show Title) \*

Feed Description (Show Description) \*

A few sentences to capture the essence of what the podcast is about - it's the description people will see as part of your directory listing. You can submit up to 4,000 characters but some directories will not display that much text.  
0 of 4000 max characters.

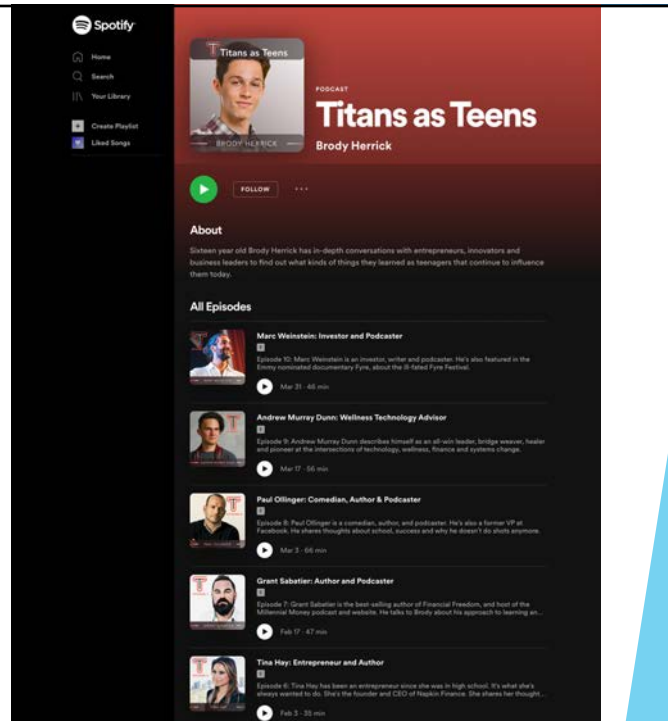
Feed Language \*

This is the default language of your blog/podcast (eg. English (Canada))

# Recommended

- ▶ Episode Art

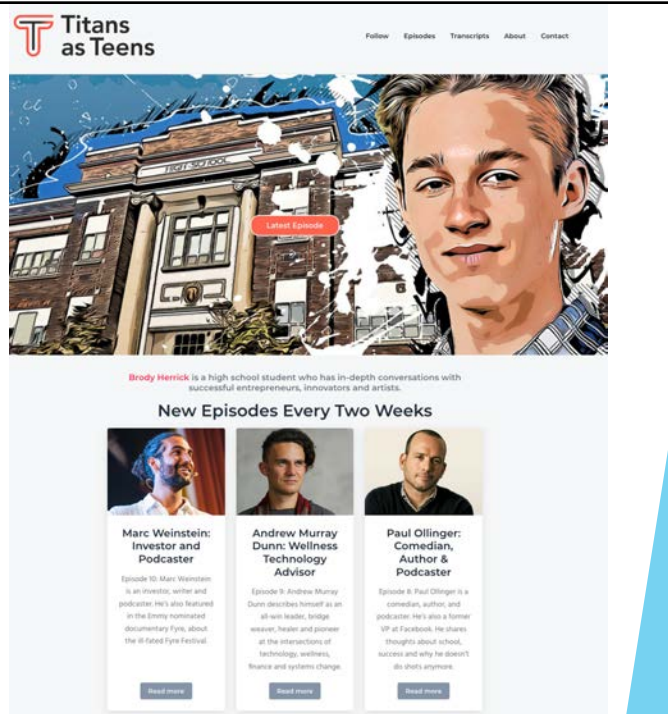
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# Recommended

- ▶ Episode Art
- ▶ Website

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# Recommended

- ▶ Episode Art
- ▶ Website
- ▶ Show Notes

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## Show Notes

- Diane discusses the role of espionage and some of its history.
- How women agents were recruited and trained.
- Garnet explains how she was recruited to work at Bletchley Park.
- Working in the huts decoding enemy encrypted messages.
- Never seeing the big picture and not being allowed to talk about it.
- High stakes.
- The camaraderie at Bletchley Park.
- The end of the war in Europe, and on to a different type of work
- Helping the resistance in Czechoslovakia.

# Recommended

- ▶ Episode Art
- ▶ Website
- ▶ Show Notes
- ▶ Transcripts

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March 30, 2021 by Admin

This is a full transcript of the episode with Marc Weinstein. You can [find the podcast here](#).

[Theme music]

Brody [00:00:07] Hey all, Brody here with the new episode Titans As Teens, a podcast where I have detailed conversations with interesting people from all walks of life about their teen experiences and the knowledge, they have for teens today. Today, I have the privilege of speaking with podcaster Marc Weinstein.

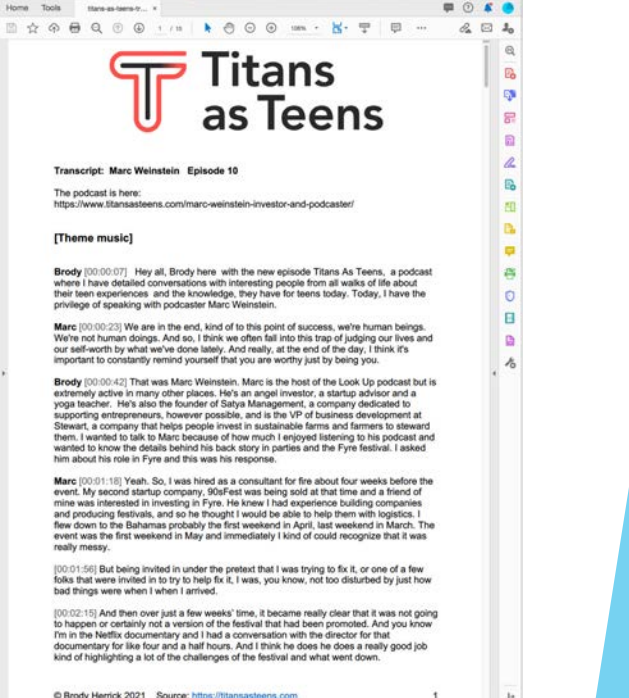
Marc [00:00:23] We are in the end, kind of to this point of success, we're human beings. We're not human doings. And so, I think we often fall into this trap of judging our lives and our self-worth by what we've done lately. And really, at the end of the day, I think it's important to constantly remind yourself that you are worthy just by being you.

Brody [00:00:42] That was Marc Weinstein. Marc is the host of the Look Up podcast but is extremely active in many other places. He's an angel investor, a startup advisor and a yoga teacher. He's also the founder of Satya Management, a company dedicated to supporting entrepreneurs, however possible, and is the VP of business development at Stewart, a company that helps people invest in sustainable farms and farmers to steward them. I wanted to talk to Marc because of how much I enjoyed listening to his podcast and wanted to know the details behind his back story in parties and the Fyre festival. I asked him about his role in Fyre and this was his response.

## Recommended

- ▶ Episode Art
- ▶ Website
- ▶ Show Notes
- ▶ Transcripts

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**Titans as Teens**

Transcript: Marc Weinstein Episode 10

The podcast is here:  
<https://www.titansasteens.com/marc-weinstein-investor-and-podcaster/>

**[Theme music]**

**Brody** [00:00:07] Hey all, Brody here with the new episode Titans As Teens, a podcast where I have detailed conversations with interesting people from all walks of life about their teen experiences and the knowledge they have for teens today. Today, I have the privilege of speaking with podcaster Marc Weinstein.

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**Brody** [00:00:42] That was Marc Weinstein. Marc is the host of the Look Up podcast but is extremely active in many other places. He's an angel investor, a startup advisor and a yoga teacher. He's also the founder of Satya Management, a company dedicated to supporting entrepreneurs, however possible, and is the VP of business development at Stewart, a company that helps people invest in sustainable farms and farmers to steward them. I wanted to talk to Marc because of how much I enjoyed listening to his podcast and wanted to know the details behind his back story in parties and the Fyre festival. I asked him about his role in Fyre and this was his response.

**Marc** [00:01:18] Yeah. So, I was hired as a consultant for fire about four weeks before the event. My second startup company, 90sFest was being sold at that time and a friend of mine was interested in investing in Fyre. He knew I had experience building companies and producing festivals, and so he thought I would be able to help them with logistics. I flew down to the Bahamas probably the first weekend in April, last weekend in March. The event was the first weekend in May and immediately I kind of could recognize that it was really messy.

[00:01:56] But being invited in under the pretext that I was trying to fix it, or one of a few folks that were invited in to try to help fix it, I was, you know, not too disturbed by just how bad things were when I arrived.

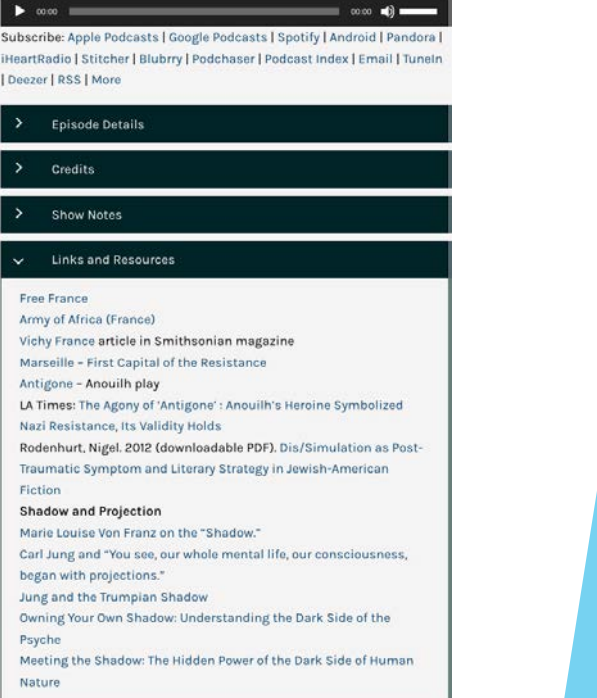
[00:02:15] And then over just a few weeks' time, it became really clear that it was not going to happen or certainly not a version of the festival that had been promoted. And you know I'm in the Netflix documentary and I had a conversation with the director for that documentary for like four and a half hours. And I think he does he does a really good job kind of highlighting a lot of the challenges of the festival and what went down.

© Brody Herick 2021 Source: <https://titansasteens.com>

## Recommended

- ▶ Episode Art
- ▶ Website
- ▶ Show Notes
- ▶ Transcripts
- ▶ Additional Resources for listeners

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00:00

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- > Episode Details
- > Credits
- > Show Notes
- ▼ Links and Resources

Free France  
 Army of Africa (France)  
 Vichy France article in Smithsonian magazine  
 Marseille – First Capital of the Resistance  
 Antigone – Anouilh play  
 LA Times: The Agony of 'Antigone': Anouilh's Heroine Symbolized Nazi Resistance, Its Validity Holds  
 Rodenhurt, Nigel. 2012 (downloadable PDF). Dis/Simulation as Post-Traumatic Symptom and Literary Strategy in Jewish-American Fiction  
**Shadow and Projection**  
 Marie Louise Von Franz on the "Shadow."  
 Carl Jung and "You see, our whole mental life, our consciousness, began with projections."  
 Jung and the Trumpian Shadow  
 Owning Your Own Shadow: Understanding the Dark Side of the Psyche  
 Meeting the Shadow: The Hidden Power of the Dark Side of Human Nature

# Recommended

- ▶ Episode Art
- ▶ Website
- ▶ Show Notes
- ▶ Transcripts
- ▶ Additional Resources for listeners
- ▶ Newsletter

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00:00 00:00

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- > Episode Details
- > Credits
- > Show Notes
- > Links and Resources
- > All Episodes in this Series

Sign up for the  
Invisible Women Email  
Newsletter


We'll send you updates regarding the series and other information direct to your inbox.  
We promise: no spam.

**SIGN UP**

# Recommended

- ▶ Episode Art
- ▶ Website
- ▶ Show Notes
- ▶ Transcripts
- ▶ Additional Resources for listeners
- ▶ Newsletter

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**Diane Greig's Podcast Invisible Women**  
Episode 2 is now available!

[Listen to the New Episode](#)


**Episode 2: Spy Craft**

What is it about secrets and spying that holds such interest, curiosity and energy for us? And, why were these women agents who were being ordinary from the outside, exhilarated by being undercover in dangerous circumstances?

In this episode I'll discuss the high stakes of being involved in espionage whether behind the lines or on the home front. Then, I'll introduce you to Garnet, a young woman from the UK who was decoding enemy messages in the secret facility at Bletchley Park.

Later it was borne on the ground for her to aid Czechoslovakian resistance and eventually escape the Russians. Track the focus of this episode of Invisible Women, different kinds of spy craft.

Reward winning 'Voiceover actor' Eileen Barrett is the voice of Garnet. You can read more about her here.



You can listen to the episode on the website, or by using any of your favourite podcast distributors:

- Apple Podcasts
- Spotify Podcasts
- SoundCloud
- Deezer


There's a full list of listening options here.

Thank you. To agencies. Gracias. Dank U. Merci.

**Invisible Women stories are being heard around the world.**

So far, the podcast has listeners in 59 countries.

LISTEN ON THE WEBSITE OR SUBSCRIBE  
[CLICK FOR A FULL LIST OF OPTIONS INCLUDING EMAIL NOTIFICATIONS](#)



**International Women's Day**



The International Women's Day website has a lot of resources to help you celebrate.

- Settle Card templates
- Social Media card templates
- Download a poster
- Ready to use Zoom backgrounds
- Educational Resources

and more on the [International Women's Day Resources Page](#)

#IWD2021 #ChooseToChallenge

**LATEST ARTICLES**

**The Abwehr's Hairdresser**

Julie Jordan, a Scottish citizen, began spying for the Abwehr, the German military intelligence after marrying and living in Germany for a number of years. Her UK hairdressing shop became the front for her espionage activities. [Read more](#)



## Why You Should LOVE your RSS Feed

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espionage during World War II. They were from different countries, cultures
and backgrounds. What they had in common was the opportunity to step
outside societal norms, while at the same time working in the shadows. This
podcast is an opportunity to hear their stories, to explore their roles in society
and discover what we can learn from these stories, that is relevant
today.</description>
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## RSS

Apple Podcasts Preview

**Invisible Women**  
Diane Greig  
Society & Culture  
★★★★★ 5.0 • 12 Ratings  
[Listen on Apple Podcasts](#)

MAR 7, 2021  
**Sisterhood**  
Episode 5: In this episode you'll hear Piet's story, a young woman who lived in Amsterdam. She couriered for the Dutch resistance, traveling into the countryside carrying documents and funds for downed Allied pilots.  
[PLAY](#) 39 min

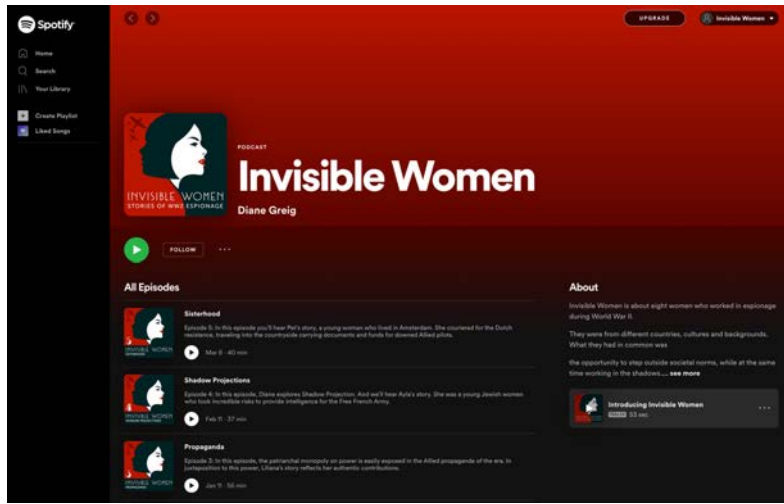
FEB 10, 2021  
**Shadow Projections**  
Episode 4: In this episode, Diane explores Shadow Projection. And we'll hear Jylla's story: She was a young Jewish women who took incredible risks to provide intelligence for the Free French Army.  
[PLAY](#) 36 min

JAN 10, 2021  
**Propaganda**  
Episode 3: In this episode, the patriarchal monopoly on power is easily exposed in the Allied propaganda of the era. In juxtaposition to this power, Liliana's story reflects her authentic contributions.  
[PLAY](#) 55 min

DEC 10, 2020

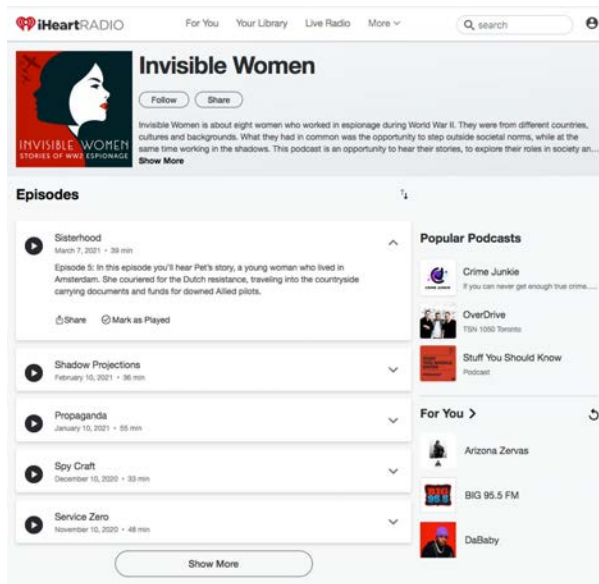
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RSS



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RSS



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## RSS

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<itunes:subtitle>A podcast about women in espionage.</itunes:subtitle>  
<image>  
  <title>Invisible Women</title>
```

```
<podcast:locked owner="podcasting@invisiblewomen.ca">yes</podcast:locked>
```

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## Types of production

- ▶ Me, me, me
- ▶ Me and my friend
- ▶ Me and people I interview
- ▶ Documentary
- ▶ Fiction
- ▶ Community service
- ▶ Art


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## What do I need?

- ▶ Some way to record
- ▶ Some way to edit
- ▶ Podcast host for the audio files
- ▶ Cover art that meets specifications
- ▶ Registered with directories / podcast listings
- ▶ Promotion and marketing
- ▶ *Website*
- ▶ *Newsletter*
- ▶ *Social channels*

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## Workflow and Effort

- ▶ Depends on the type of production
- ▶ Plan, Book, Record, Edit, Publish, Promote
  - ▶ Just Me
  - ▶ Me and a Friend
    - ▶ Remote recording
  - ▶ Documentary

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## Tools: Recording

- ▶ Use a service that is “all-in-one” - record, edit and publish: Anchor, Cast, Squadcast, Riverside
  - ▶ Pros and cons
- ▶ Record on your computer
  - ▶ Pros and cons
- ▶ Computer + online service  
ZenCastr, Squadcast, RiversideFM, Zoom

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## Tools: Recording

- ▶ Use a dedicated recorder:  
Zoom, Rode, Sound Devices
  - ▶ Pros and cons
- ▶ Microphones - USB vs XLR
  - ▶ Pros and cons

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## IF YOU BUY NOTHING ELSE...

- ▶ Good headphones to monitor what you record, your edit and your mix
- ▶ Closed vs. open
- ▶ Sony MDR - 7506  
\$130.00
- ▶ Audio-Technica ATH-M50x  
\$219.00

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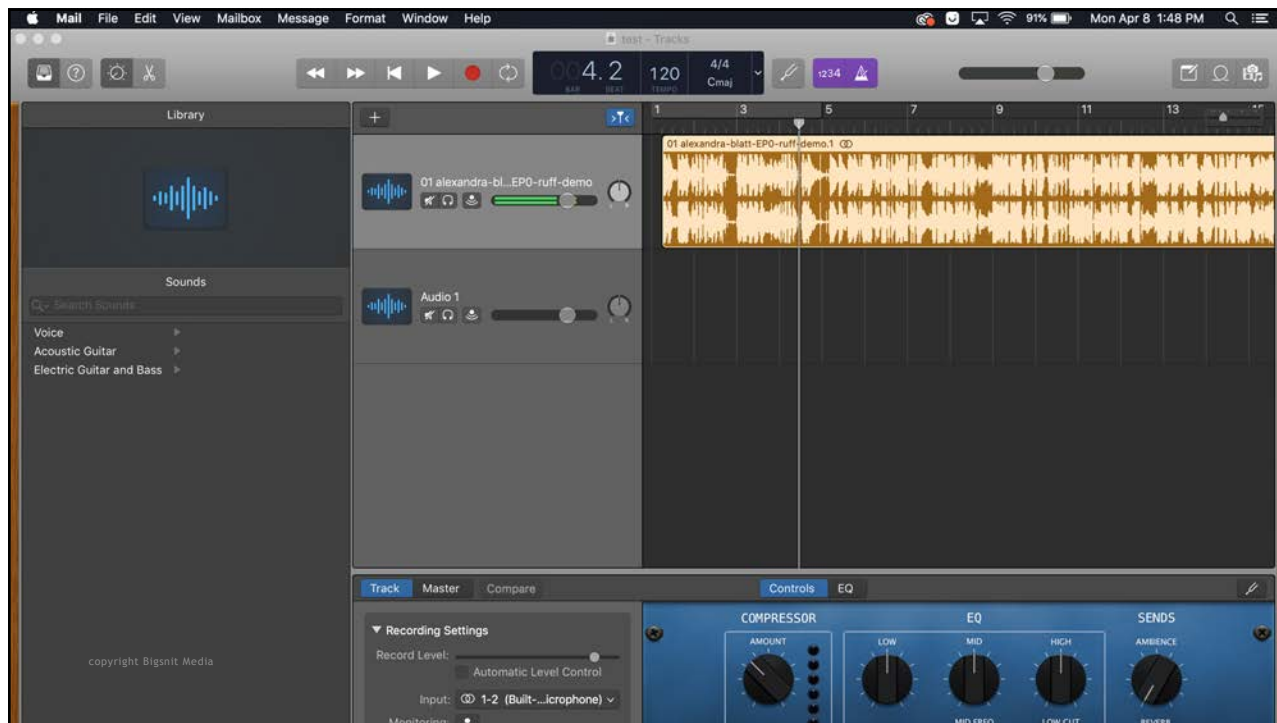
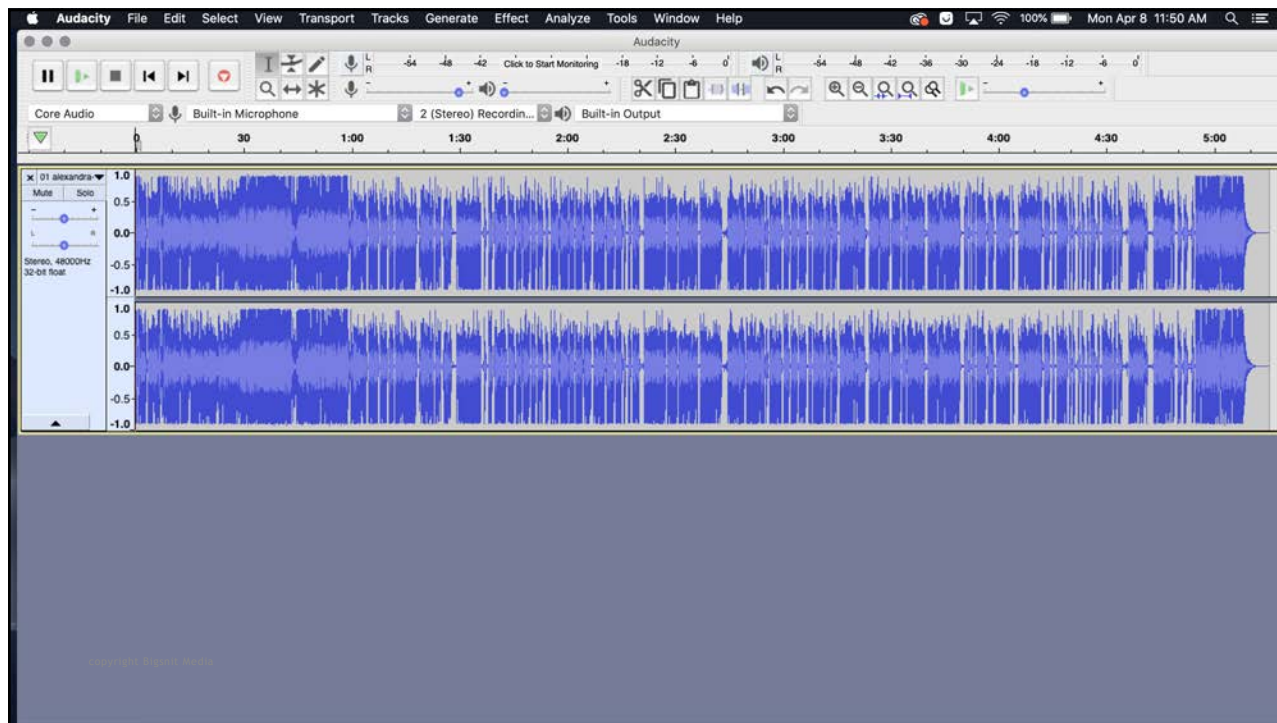
## Tools: editing

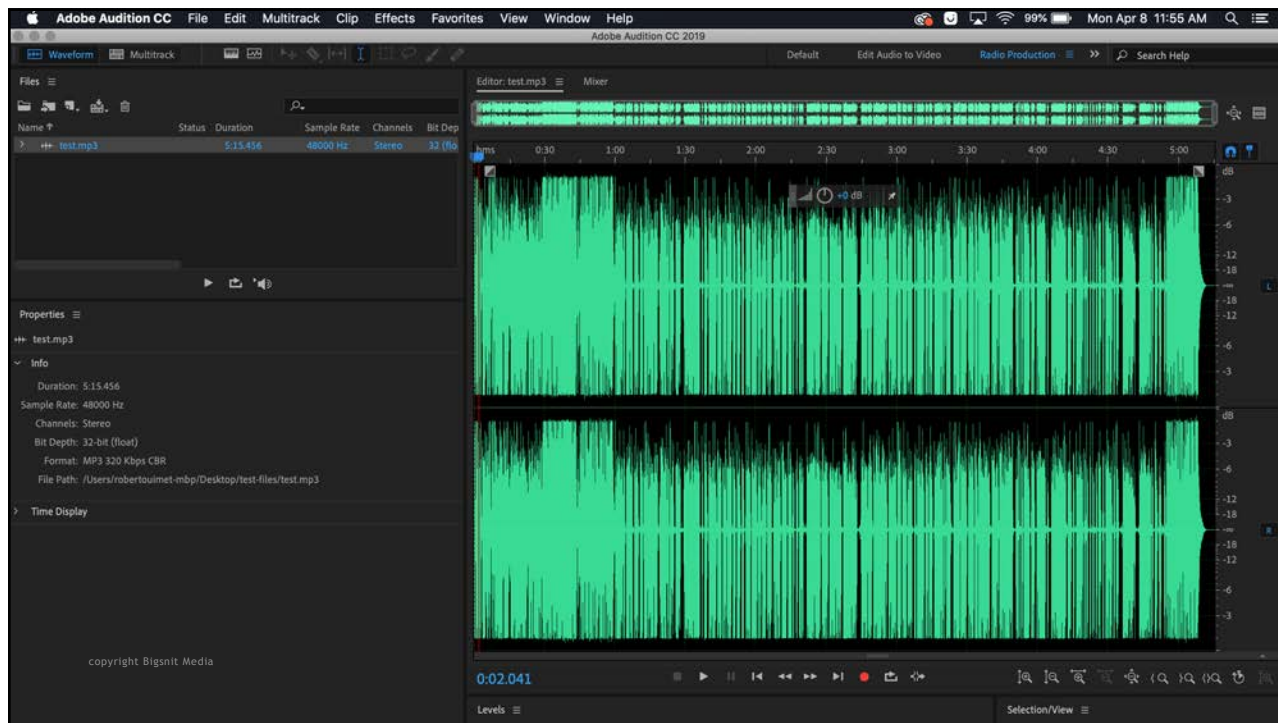
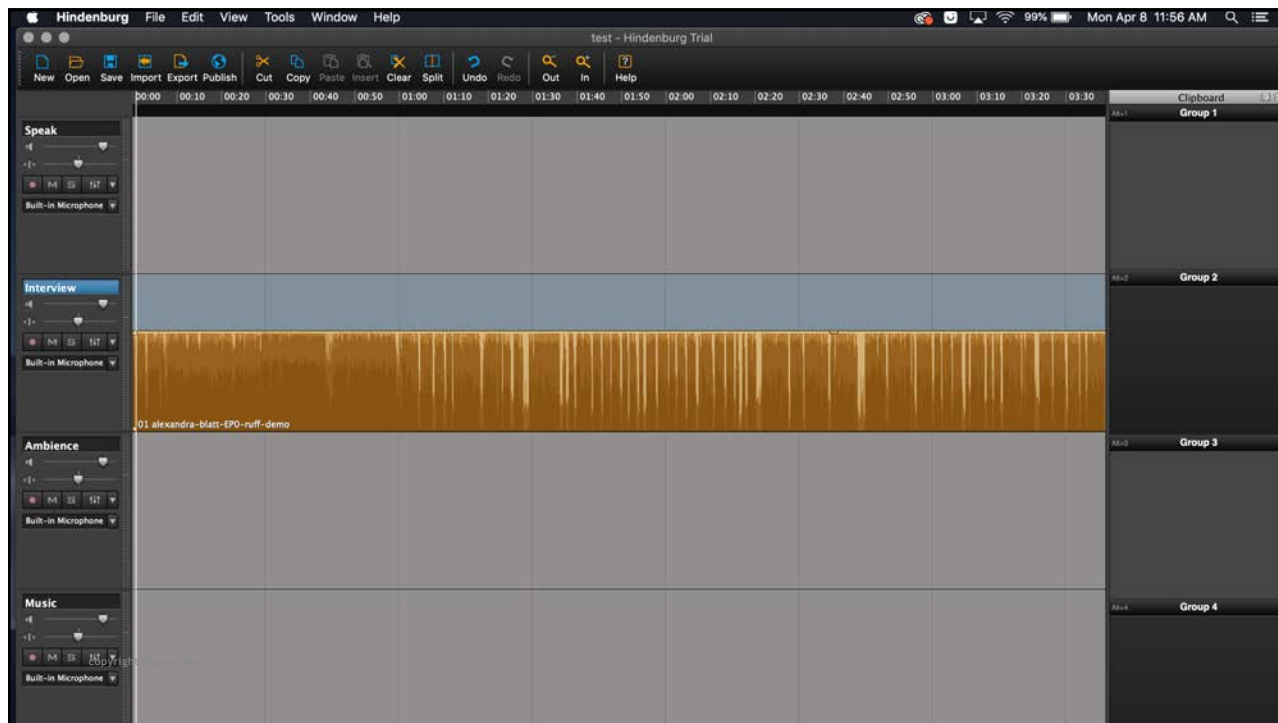
- ▶ All-in-one solutions: everything is online
- ▶ Software: aka DAW (digital audio workstation) aka NLE (non-linear editor)
- ▶ How to choose -
  - ▶ Audacity, Garage Band, Reaper, Hindenburg, Adobe Audition, Avid Pro Tools + dozens more

**TIP: Work in WAV  
export to MP3**

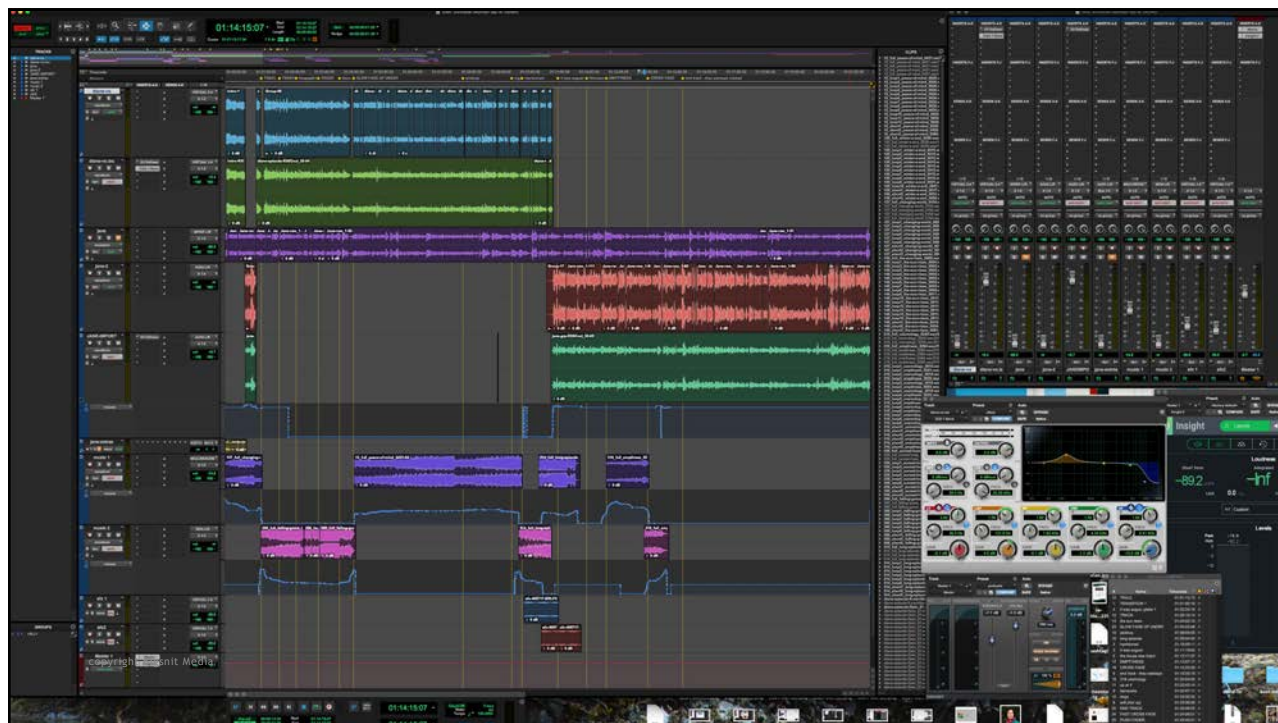
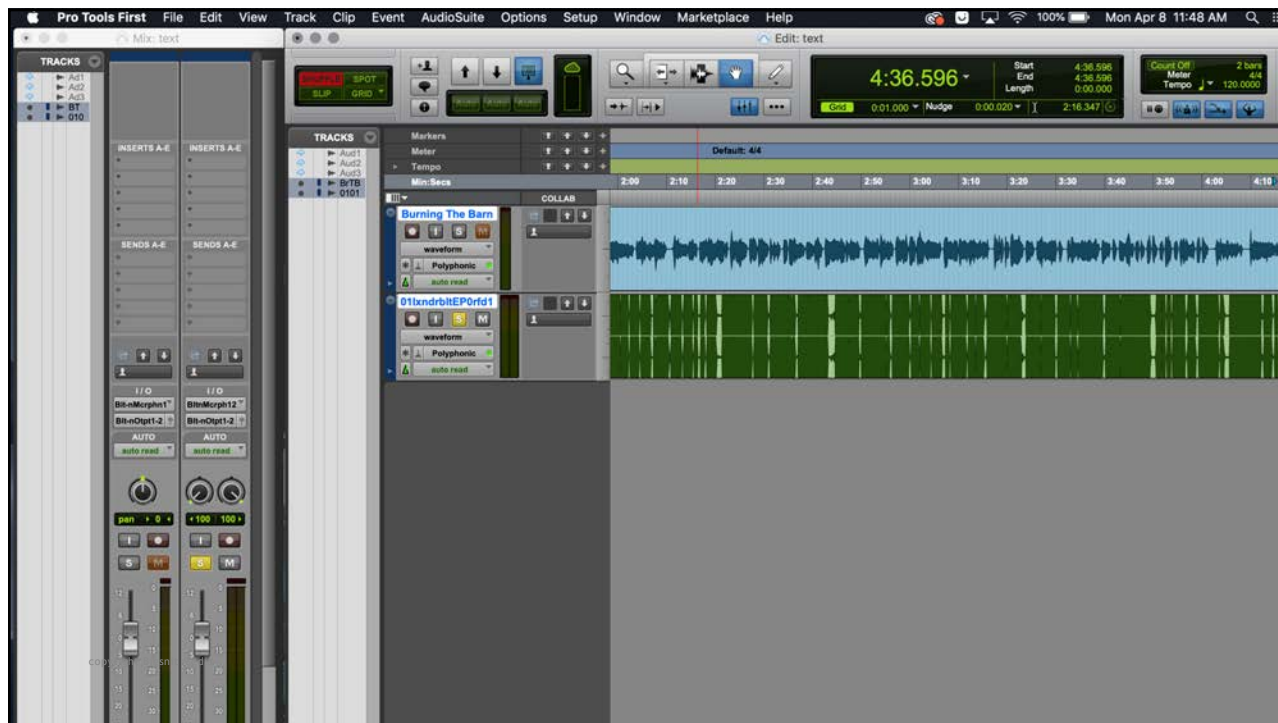
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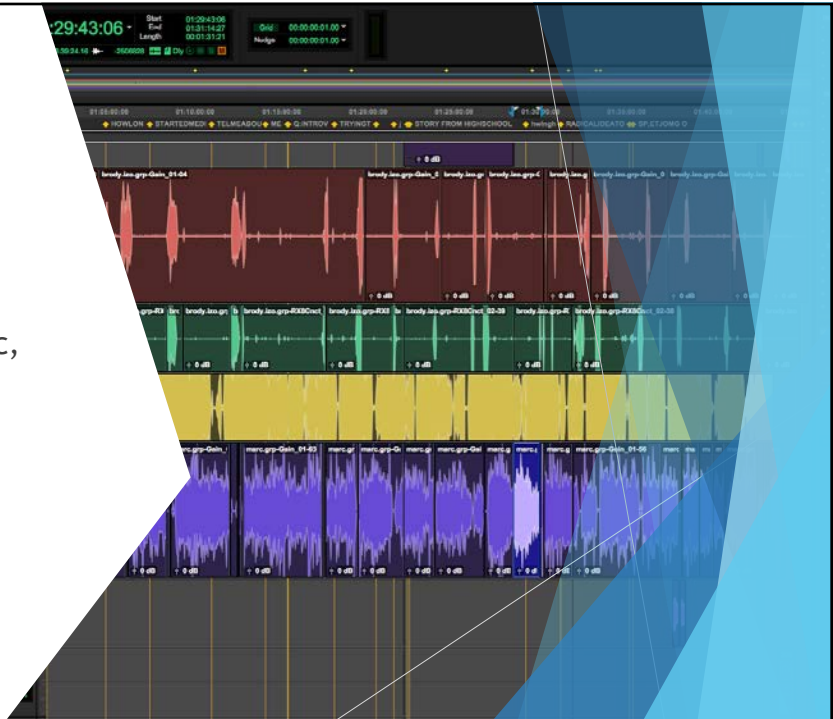




## Tools: editing

- ▶ What can you do in editing
- ▶ Plug ins
- ▶ Sources of audio, music, sound effects, etc
- ▶ Noise reduction
- ▶ Why copyright is important

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## What You Need to Launch:

- ▶ 1 episode in order to generate a valid feed
- ▶ Host for your audio files
- ▶ Cover art
- ▶ Valid RSS feed
- ▶ Publish your first audio episode (Episode 0)
- ▶ Register with directories
- ▶ Go public
- ▶ **\*directory lag**

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## PODCAST ROADMAP

key tasks leading to launch

### LAUNCH

Publish Episode 01

1 week out

Release Ep01 audiogram to social

2 weeks out

Release audio teaser and series program to social

4 weeks out

Submit RSS feed to directories  
Dependencies: valid RSS feed, series art, series summary, audio files, CDN

5 weeks out

Validate RSS feed  
Create audio teaser

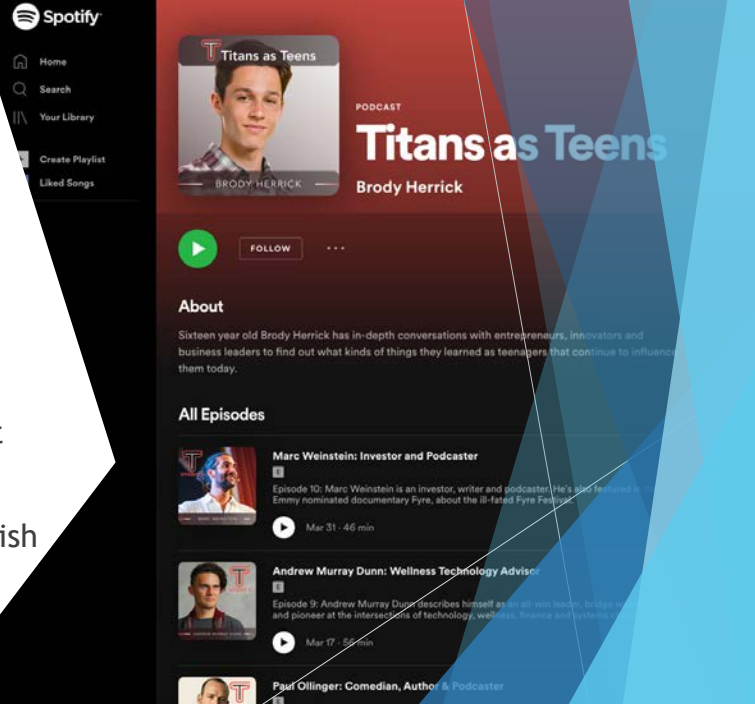
6 weeks out



## Finalize and publish

- ▶ MP3 requirements
  - ▶ file format - ID3 tags - Loudness (LUFS)
- ▶ Show notes / transcripts
- ▶ Other 'value added' content
- ▶ *YouTube*
- ▶ Upload to host / web / publish
- ▶ Check and remember directory lag

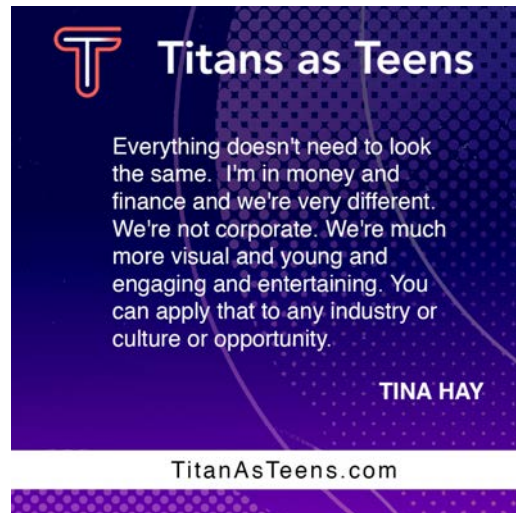
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## Promote

- ▶ Social media / online communities
  - ▶ Social 'cards', audiograms etc
- ▶ Ask your guests
- ▶ Be a guest
- ▶ PR
- ▶ Paid advertising

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## Audiogram example

- ▶ Audiogram example is here: <https://vimeo.com/534118699>

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## Is it working?

- ▶ Downloads
- ▶ Follows
- ▶ Comments
- ▶ Retweets
- ▶ Requests to guest

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x **LISTEN  
NOTES**

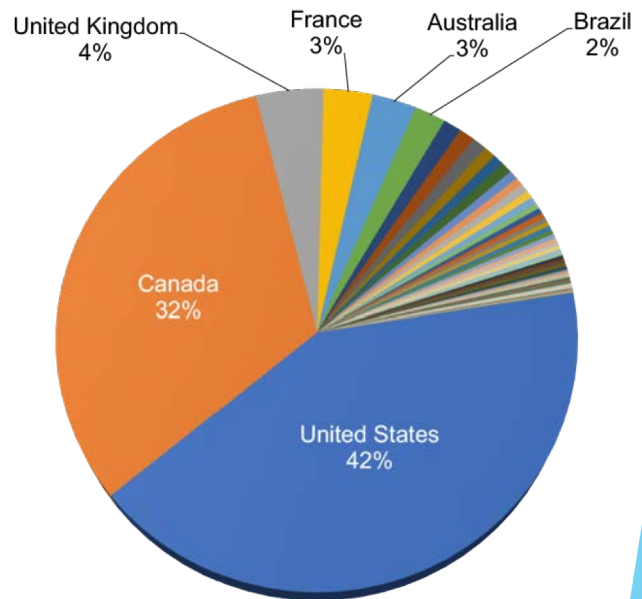
Global Rank

TOP **5%**

This podcast is one of the top 5% most popular shows out of 2,112,964 podcasts globally, ranked by Listen Score.

## Is it working?

- ▶ Downloads
- ▶ Follows
- ▶ Comments
- ▶ Retweets
- ▶ Requests to guest



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## How to make money

- ▶ Ad inserts. \$15-20 per thousand downloads
- ▶ Sponsors
- ▶ Patreon - friends with benefits
- ▶ Donations

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## Questions

**Robert Ouimet**

Bigsnit Media Consulting

info@bigsnit.com

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[Bigsnit.com/podcast-hosting](http://Bigsnit.com/podcast-hosting)

