



presents

# Mastering Audio Podcasting – Part 1

Created by David H. Lawrence XVII with Trevor Algatt



Mastering Audio Podcasting – Part 1

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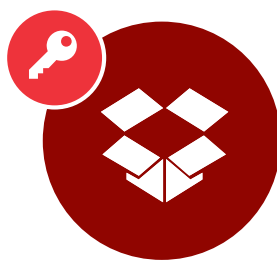
## This is an Art, Commerce and Science class.

This class covers all three disciplines.



### Art

The skill of **storytelling**. How to voice commercials, animation and narration. It's where almost all other voice over classes stop.



### Commerce

The **business** of the business. How to attract customers, how to show them your wares, how to fill their needs, and how to price your services and collect your fees.



### Science

The **technology, tools and digital skills** needed to create and sustain your voice over practice. The science is always changing.



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and the categories of animation and videogame work.

Also, make sure to [click here to download your clip selection and class notes](#) and save them somewhere convenient on your hard drive.

**i Be patient.** It may take a moment for the video to appear. And be sure to go full

**Be sure to download your clips and notes.**

They are right above the video for this lesson on the VO2GoGo site: click on the link, download the zip file, and unzip to get the two PDFs.



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## Here's the plan for class.

- Introduction**  
A look at some numbers racked up by podcasters.
- Lesson 01**  
What's A Podcast? A history lesson and the lay of the land.
- Lesson 02**  
Plan: Avatars, editorial calendars and resources.
- Lesson 03**  
Plan: Gear to make your podcast a snap to create.
- 3 Or More Things To Explore**  
Your homework and other actionable items.
- Questions. Answers. Quiz. Certificate.**  
Save your questions until the end, then fire away.



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# Introduction

A look at some numbers racked up by podcasters.



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## What podcasting currently looks like, data-wise.

Podcasting isn't just a hobby for tech nerds. Here are four numeric reasons why.



### **The number of podcasts now available is staggering.**

According to iTunes, over 550,000 different podcasts exist. Imagine how many have come and gone.



### **The number of episodes one can listen to is even more amazing.**

In any week, you have over 18,000,000 different episodes of those half-million podcasts to choose from.



### **Your audience of one is probably consuming 1 (or more) a day.**

The average podcast listener pays attention to 7 podcasts in any given 7 day period.



### **The devices they listen on are evenly divided between two go-to's.**

iOS devices (iPhones, iPads, Apple Watch and iPod Touches): 54%. Android devices: 43%.



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**// Podcasting**  
requires a set of  
lots of different  
skills, each a  
different “color.”  
You’ll gain muscle  
memory by just  
doing them. **//**



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## Lesson 01

What Is Podcasting? A history lesson and the lay of the land.



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Before podcasting, there was broadcasting.  
It was “one to many”, fairly general appeal, with some niching with cable.



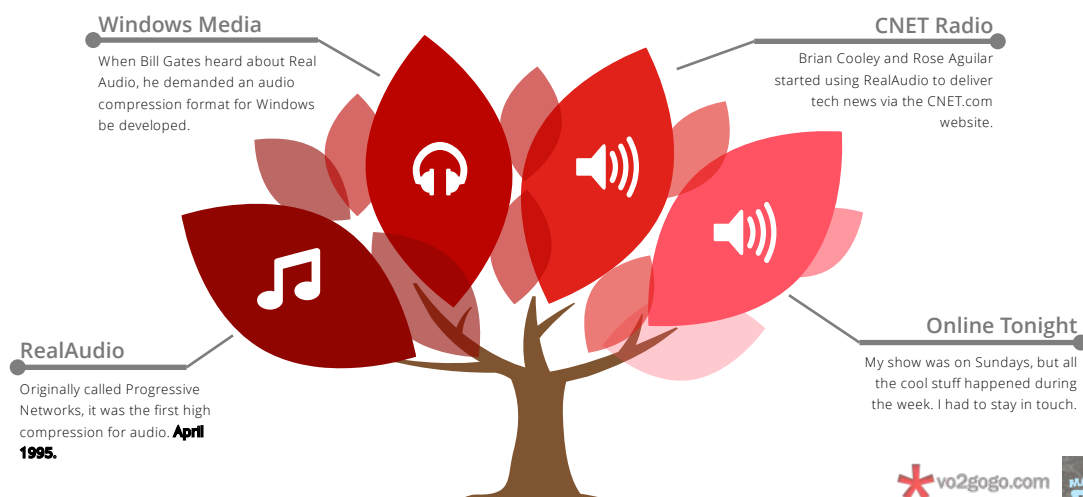
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Before MP3, there was RealAudio. And CNET. And OLT.

(There was also Windows Media, but we try to keep that sort of thing quiet.)



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## An interview with a podcasting OG: Brian Cooley

CNET Radio and Online Today/Tonight were both podcasting before podcasting was called podcasting.



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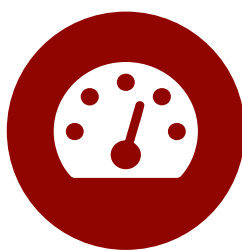
## Three big things made podcasting possible.

Without these major breakthroughs, we would still just be listening to the radio.



### 1 Cheap Storage

Disk prices dropped dramatically in the 90's, and even more in the 21st century.



### 2 Broadband Speed

MP3 files are large. When we moved from dial up to today's high speed internet, that no longer mattered.



### 3 Digital Audio Players

It wasn't the first digital MP3 player, but it is the most famous: Apple's iPod.



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The word  
**podcasting** was  
coined by joining  
“iPod” with  
“broad**casting**”.

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Podcasting vs.  
Internet radio:  
**podcasting** is a file  
download, **Internet  
radio** is a constant  
stream of audio that  
you join in progress.

//



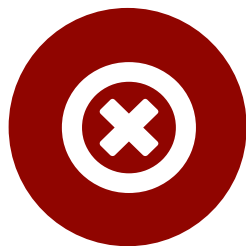
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## Three more things made podcasting popular.

These conditions led to what the BBC called a “revolution in audio consumption.”



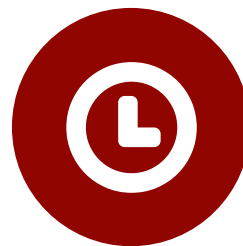
### 1 NSFW content

Content was no longer censored. The market alone would decide what content was appropriate.



### 2 No FCC control

No equal time requirements, no doling out frequencies, no government intervention whatsoever.



### 3 Episodes on demand

You could now listen to **what** you want, exactly **when** you wanted to.



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```
<enclosure  
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  length="117986"  
  type="audio/mpeg">
```

## Tech development: RSS feed + Enclosure tag

These two standards created the ability to “listen” for new episodes as they are produced, and to locate and download them to your player.



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## What is an **RSS (Really Simple Syndication)** feed?

A simple coded **text document**, stored on your podcast platform, that iTunes and others constantly “watch” for updates. The moment you publish a new episode, that episode’s info is **automatically** added your RSS feed, and the world can then find and listen to your new episode.



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```

“What an RSS feed actually looks like.

It looks complicated, but it’s just a list of each of your podcast episodes. When you publish a new one, its info goes to the top of the list.

”



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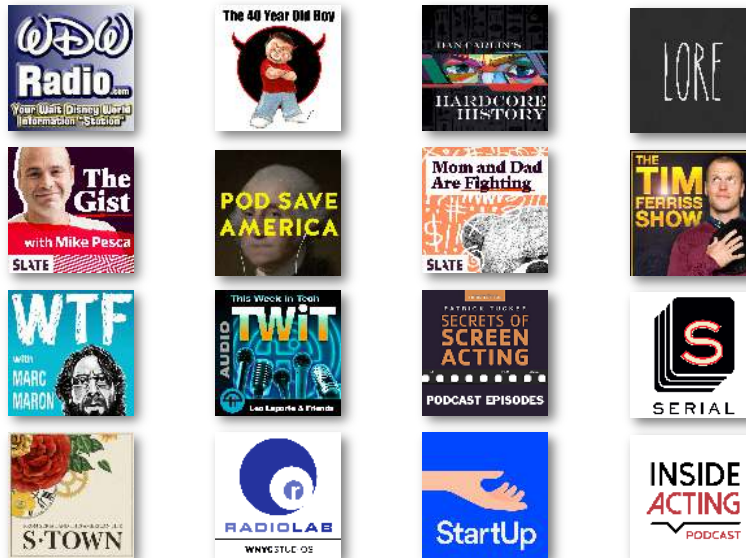
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## // Types of audio podcasts:

Solo commentary  
Panel discussion  
One-on-one interviews  
Storytelling  
Non-fiction/journalism  
And more yet to be invented... //



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## // Types of video podcasts:

Vlogging  
Discussion  
Guest interviews  
How-to's  
Re-broadcasting/BTS  
And more yet to be invented... //



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## Performing your podcast: How to be a great presenter.

Whether your podcast is a solo show, or you work with others, here are some tips on being an anchor or host.



### **Be a human being, not a voice from on high.**

When talking to your audience, speak one-to-one, not one-to-many. Speak with them, not at them.



### **Don't rush things.**

What you share needs to be understood by your audience. Take a breath and slow down.



### **Avoid "announcer syndrome" but be ready to switch hats.**

Keep things on track with the content, and be graceful when switching between "host" and "sponsor rep."



### **Be courageous in your honesty.**

As you present your point of view, be honest and be vulnerable. Your audience will love you for it.



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## Performing your podcast: How to be a great interviewer.

You'll likely have the opportunity to interview a guest or two. Here are some tips on running great Q and A's.



### **Use bullet points, not verbatim questions.**

Remind yourself with the bullet point what you want to ask – and then ask in the moment.



### **Be a fan, or be a respectful critic, and do your homework.**

Make sure you know as much about your guests as possible, and let them know where you stand.



### **Really, really listen, and be agile based on what you learn.**

The answers you get from your guest might surprise you. Don't let that throw you: instead, go with the flow.



### **Ask the questions your audience isn't able to ask.**

Go for the questions for which your audience would most value the answers.



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## The 5 Ps of Podcasting

5 parts of the podcasting process to follow: we'll use this entire class to cover **Plan**.



### Plan

Lay out the roadmap to creating each episode of your podcast.

### Produce

Record, edit and master each episode, and isolate samples for promotion.

### Publish

Upload each episode to your host and update your website.

### Promote

Place pre- and post-release promos on social media for each episode.

### Profit.

As your podcast grows, monetize it in many different ways.



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## Lesson 02

Plan: Avatars, editorial calendars and resources.



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## Your audience of one: describe your avatar in detail.

What does he or she love/hate/do/not do/play/worry about/decide/reject? Even his or her name? And more.



### Lifestyle

Decide where your perfect listener lives. Where she works. How she gets there. What she eats and drinks. How much she earns.



### Passions

Figure out how your podcast will feed her, nourish her, enlighten and delight her – how will you become an inspiration?



### Schedule/Availability



Can she set aside time for a 10 minute episode or a three hour episode? What kind of mindshare will she give you?

### Aspirations/Goals



What does she want out of life, and how are you and your podcast going to help her get it?



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## Then, always ask: what would your avatar do?

This makes decisions about what your podcast should be about a lot easier to reach.



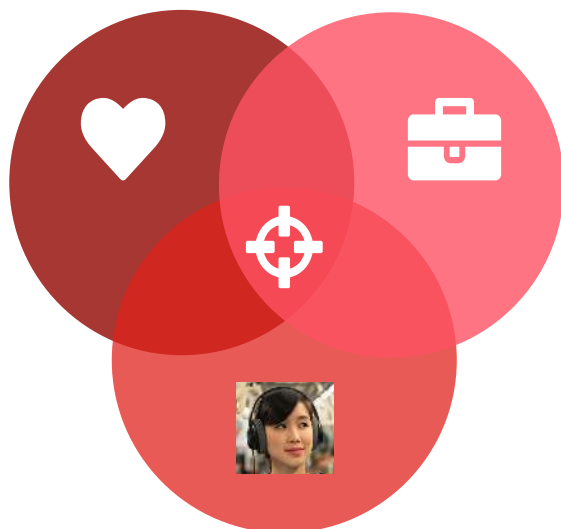
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## The sweet spot: how to decide what to podcast about

Hint: it's at the intersection of you and your strengths and what your avatar wants.



- 01** Start with what you love to talk about – your **passion**.
- 02** Add what you're really awesome at (or want to be awesome at – your **expertise**).
- 03** Finally, what does your **avatar** want? How would your podcast make their life fantastic?



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## Just choose one subject. No, seriously. Just one.

Don't let the shiny butterflies distract you, and don't try to be everything to everybody, even in your niche.



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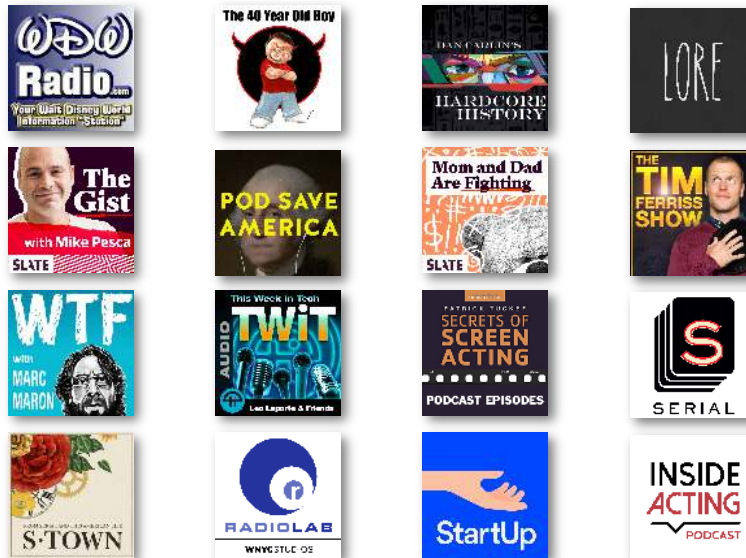
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Is there already a  
podcast like the one you  
want to do?

**That's awesome!**

That simply proves you  
have a marketable idea,  
and that an audience is  
available, waiting to be  
gathered.

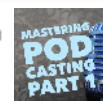
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## Branding your podcast: name, mission, focus, positioning.

How to decide all these lovely things.



### Start with your podcast's mission.

Your avatar will help you define this. Entertain? Inform? Educate? Promote? What does she want and need?



### Narrow your focus.

The best podcasts serve their avatar specifically, solely with content that serves the mission, not the world.



### Decide your positioning.

Given your avatar and your mission, what side of any lines are you on? Are you preaching or converting?



### Finally, name your podcast. Shorter is better.

Throughout the process, names will pop up. Write them down. Choose the one that sounds best.

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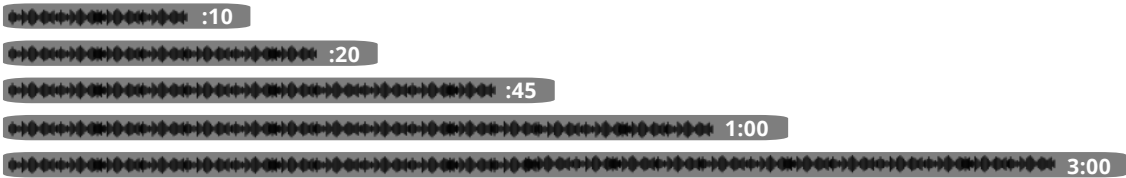
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## Length matters.

Examine these four attributes to figure out how long your podcast episodes should be.



- 01

Listen.

Check out other podcasts in your focus area. How long are they? Should yours be the same, or should it be longer/shorter?
- 02

Playlist

More episodes means, after a while, a longer and more impressive playlist of episodes.
- 03

Ad inventory

Long podcasts mean less inventory for ads. Shorter and more often means more slots for ad sales.
- 04

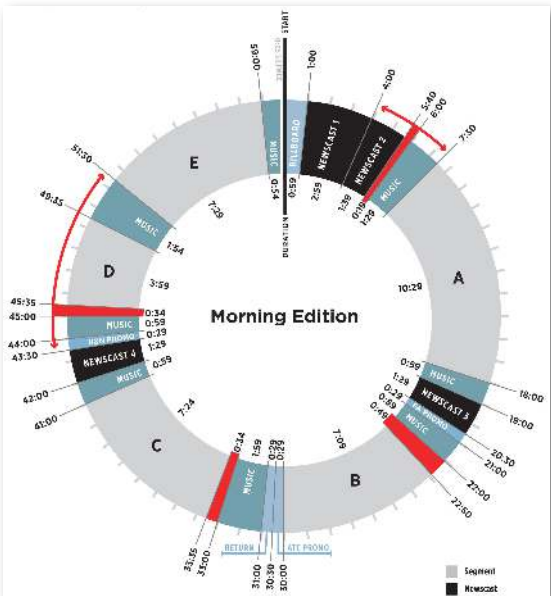
Mindshare

Will your podcast require too much of your avatar’s available bandwidth?



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## Format:

Elements that are executed in order to create the flow and sound of the podcast. Gives the listener touchstones and a map.

*Don't worry too much about the aesthetics of your elements. Get to the good stuff: the content your avatar is waiting for.*



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## Example format: Inside Acting Podcast.

Here was the plan and path to follow for each of their episodes.



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Create a set of **bullet points** for your format (to follow loosely for each episode), and create **show notes** for later use: similar to descriptions on YouTube: links etc. for each episode.



### Episode 47:

- teaser:
  - Interview w Michael Kostroff
  - Strike
  - AJ's week on set
- intro
- sponsor: Rehearsal® Pro
- Catch-up
- Industry news (animation strike)
- (Trev) Lessons learned: auditioning
- sponsor: VO2GoGo
- Listener questions (see list)
- Voicemails (John-Michael re c)
- Interview: Michael Kostroff
- Interview de-brief
- Picks of the Week: Neewer LED
- Wrap

### Show notes for Episode 47:

#### Mentioned in the show:

Backstage: <https://backstage.com/auditions>  
Animation strike: <https://sagaftra.com/strike>  
Audition Psych 101: <https://auditionpsych101.com/>  
Casting workshop rules: <https://csa.org>  
Neewer LED lights: <https://amzn.to/2Jkg4ZP>

#### Sponsors:

Rehearsal® Pro: <https://rehearsal.pro/iap>  
VO2GoGo: <https://vo2gogo.com/iap>



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January Editorial Calendar						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		Ep 44				
Interview: Kostroff (Zoom)		Ep 45				
		Ep 46				Interview: Backstage
←		Best of	→			
		Ep 47		Event: CSA On Stage (LA Live - record)		

## // Schedule:

How often will you publish?

Daily? Weekly?

Bi-weekly? Monthly?

Whenever inspired?

*Keep an editorial calendar to manage your workflow: release dates, interviews, events, etc.*

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## Lesson 03

Plan: Gear to make your podcast a snap to create.



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## Some really good news about your podcasting budget.

Most likely, you have everything you need.



### **The equipment you have already will likely be enough.**

If you plan on a solo podcast, you already have the computer, mic, earbuds and software you need.



### **Podcasting doesn't require high-end resources.**

If you really do need anything else, you don't have to get top-of-the-line gear, just gear that's good enough.



### **Don't throw money at it.**

There are lots of podcasting toys available. Don't become a gear freak, just be a great storyteller.



### **Your recording environment is just fine.**

It's nice if it's really quiet, but no one's listening to see how low your noise floor is.



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## What you need depends on the podcast you'll create.

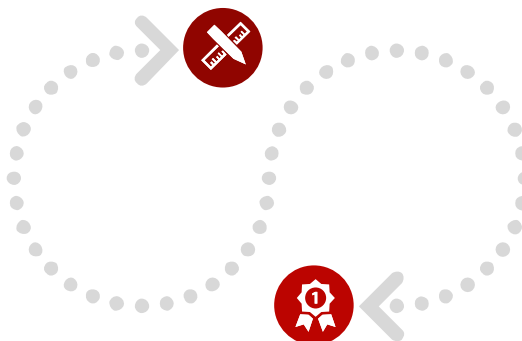
The more complicated the show, the bigger system you'll need.

### **Solo show?**

A computer (any will do), recording/editing software (Audacity's great) and a mic (use the AT2020). Done.

### **Multiple hosts/guests?**

Add a mixer and the studio versions of the AT2020, a field recorder, or record via Zoom. Again, done.



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“

Any Mac will do, but the latest MacBook is best. Why? **No fan**, which means no **noise**. It's also more than enough power for podcasting.

”



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“

Any PC will do, whether it's Windows XP, 7, 8, Vista or Windows 10.

”



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## All the gear you need for solo podcasts.

You don't need anything more than this. And if you have it already, you're ready to podcast.



**Mic stand**  
On Stage Desktop



**Microphone**  
AT-2020 USB Plus



**Earbuds**  
Panasonic RP-HJE120-R



**MP3 plugin**  
LAME



**Sound software**  
Audacity



**Mastering plugin**  
The Levelator



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## Where to get the On Stage Desktop Mic Stand:

**<https://vo2gogo.com/get-deskstand>**



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Where to get the AT-2020 USB Plus mic:

<https://vo2gogo.com/get-at2020usbplus>



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“

Oh, and don't overspend on a foam pop filter. A Mike Sock will do just fine.

[mikesock.com](http://mikesock.com)

”



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Where to get the Panasonic RP-HJE120-R \$10 earbuds:

**<https://vo2gogo.com/get-panasonicearbuds>**



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Where to get LAME:

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Where to get Audacity:

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Where to get The Levelator:

**<https://vo2gogo.com/get-levelator>**



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## Additional gear for multi-host/guest podcasts.

Having more than one mic raises the complexity...but just a bit.



**Mixer**  
Behringer XENYX Q1202USB



**Microphones**  
AT-2020 (XLR)



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## Glossary: **XLR (vs USB) cable/connector**

For studio microphones connecting to analog mixers.

Like connecting the AT-2020 mic to the Behringer XENYX mixer.

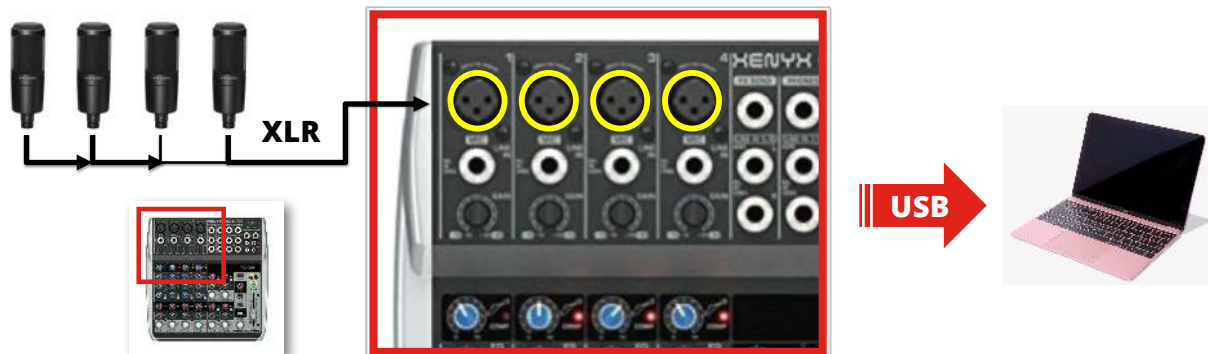


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**Plug a mic into up to 4 XLR inputs on the Behringer mixer:**

Notice the 4 XLR inputs, one above each of the channels on the Behringer XENYX Q1202USB. Then plug the mixer into your Mac via USB.



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**Where to get the Behringer XENYX Q1202USB mixer:**

**<https://vo2gogo.com/get-mixer>**



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Where to get the AT-2020 Studio XLR mic:

**<https://vo2gogo.com/get-at2020>**



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And if you don't yet have a proper data backup system:

**<https://vo2gogo.com/backup>**



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## Other resources you will likely need.

These are non-audio related resources to help you fill out your toolbox.



### 01 Organization

Keep track of and share all your processes and details with **Asana** and **Google Docs**.

### 02 Communication

Use email, texting or an app like **slack** or **Trello** to message with your team, and **Aweber** or **drip** to manage your mailing list.

### 03 Graphics

You'll need at the very least, a podcast graphic, and for that, use **Photoshop**, or get one made at **Fiverr.com**.

### 04 Themes/Opens

Use a creative commons-licensed theme or podsafe music, check out Google and YouTube royalty-free resources, maybe even hire a fellow VO artist as your announcer.

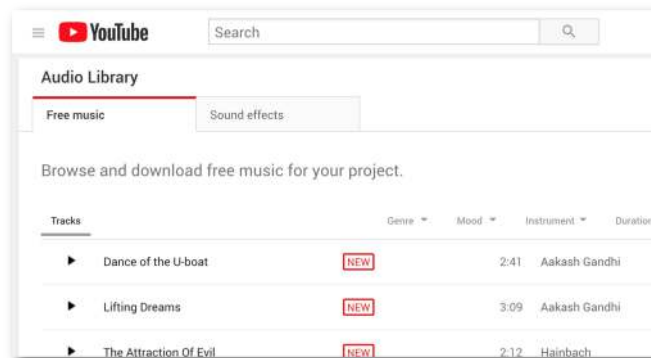


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## The YouTube Audio Library: Royalty Free Music and SFX

<https://youtube.com/audiolibrary>



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//

Podcast artwork must be **square**, and at least **1400x1400** pixels, and should be recognizable when viewed as a **thumbnail**.

//



No more than 500 KB



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## DIY, or have someone else make your podcast artwork.

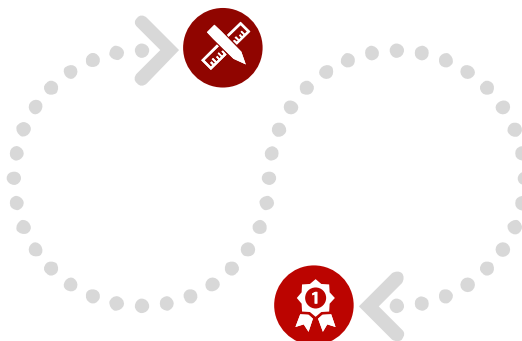
But, whatever you decide, make sure your avatar can see it and recognize it.

### Designing it yourself?

Use **Photoshop** to create from scratch, or you can use a site like **Canva.com** and its pre-built templates. You can also visit **Unsplash.com** for stock photography.

### Want someone else to do it?

**Fiverr.com** is a great place to look for freelance artists that know the requirements of podcast artwork, from full size to thumbnail, and charge very reasonable rates.



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## 3 Or More Things To Explore

Your homework and other actionable items.



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### 3 or more things to explore.

Next steps: take what you've learned, explore and learn more, then put that all to work.



Take the time to think about who your audience of one, your avatar, is.



Zero in on your podcast based on your passion, your skills and your avatar.



Get the gear you need for the type of podcast you're building.

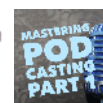


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## Questions

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