

Podcast Course Overview

This course is suitable for those who are ready to learn more about world of podcasting.

It could be you have a great show idea and want to learn what it takes to create and distribute compelling content.

Perhaps you have already recorded content but are unsure how to edit or transform it into an Episode, Series or Trailer.

You might already have guests you want to interview but don't have the right recording equipment or a quiet studio in which to capture your interviews.

Maybe you have a niche idea bubbling over or simply just a longing to discover what it takes to make a podcast. We can build on whatever you bring to the table.

Classes are designed to balance theory with practical hands-on tasks and include a weekly follow-up email and PDF class notes after each class.

All equipment supplied during class hours.

NB. Creating content is best approached in stages. Each student may be working at varying stages of production. Please know this is ok! The space and support are provided for you to work through each stage of the process until you have completed what you set out to achieve.

Below is a breakdown of the topics we will cover which may vary depending on individual student or group needs.

Week 1: Introduction to Podcasting

- A personal intro and overview of podcasting along with a breakdown of the project ahead.
- A student personal intro activity.

Concept and Planning

- Group discussion: Input from each participant on a show idea.

NB: Respect for privacy of ideas – Please view these discussions as confidential.

- Transferring concepts and content ideas into show format.
- Planning and preparing a show. **Who is your audience** and what do you want to share with them? How long will your podcasts be? How often will you upload a show? Is it a limited series or an ongoing production? So many questions and so many more discussed!

Week 2: Interviewing, Recording, Voice Technique and Levels.

- How to record a quality interview.
- Exploring equipment options and use.
- Learn mic and voice techniques and the all-important intricacies involving **LeVeLs**.
- Booking and scheduling talent.
- Downloading, saving and storing interview files.

Week 3: Preparing an Intro

A well-produced show intro welcomes your listeners to each individual Episode. It can be used as a promotional tool and is ultimately an audio bio for your show.

It can be used to promote you podcast on social media or in a sponsorship proposal.

- Plan and record intro.
- PDF – Tips on creating an Intro

Week 4: Editing in Audacity: Show Intro & Flow Techniques

- Explore arrangement and the importance of narrative.
- Editing session/demo on Audacity (free downloadable editing program).
- Individual editing trial (computer needed for each participant or pairs).
- PDF - 20 best audio editing software suggestions for those confident in Audacity.

Week 5: Creative Editing in Audacity: Final Production Tips

- Demonstrate adding FX and background music to your production.
- Group listening and assessing process.
- PDF – Feedback.

Week 6: Audio Distribution

Welcome to the world of audio distribution!

Congratulations. You've just learned what it takes to create a show but where do you start when it comes to getting your masterpiece out into the world?!

Accessing the right audience for your content and connecting regularly to your listeners are key ingredients in building a following and gaining an audience who value and appreciate your work.

Individual Podcast Distribution

The two most important components required to successfully distribute your podcast are:

- ★ RSS feeds
- ★ Podcast directories

Learn about the complex components involved in setting up your own podcast page.

Find out what you need to know about:

- Hosting platforms
- Distribution outlets
- Directories
- RSS (Really Simple Syndication) feed.
- Comprehensive PDF notes include links to media platforms and suggested podcast directories.