

Podcast Course Overview

This 4-week intensive is suitable for those who have completed a Podcast Masterclass OR have previous experience in Podcasting OR are SUPER proactive. If that's you then welcome aboard!

It could be you have a great show idea and want to turn it into 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 ready to interview but don't know where to start. Maybe you don't have the right recording equipment or a quiet studio in which to record in.

You could even have a niche idea bubbling over but lack the support to bring it to fruition. Don't worry, 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 is supplied during class hours, and the hire of gear can also be arranged.

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 workflow which may vary depending on each individual student. Feel free to work at your own pace.

Week 1:

Introduction

- Overview of course.
- Student intro activity.

Concept and Planning

NB: Respect for privacy of ideas, please view these discussions as confidential.

- Present show idea for discussion.
- Breakdown any barriers or blockages you face (if any).
- Develop concept and content ideas into Episode format.

Planning and Preparing a Single Episode

There are a few key questions you might want to ask yourself:

- Who is your audience?
- What is the purpose of this Episode/Podcast?
- How long will each Episode be in length?
- How regularly can you upload a show?
- Is it a limited series or an ongoing production?

So many questions and so many more answers!

Week 2:

Preparing an Intro and Outro

A well-produced show intro welcomes your listeners to each individual Episode.

An outro is equally as important to provide additional info from the episode topic and/or your guest.

We will explore various types of intros and outros to decide which ones work best for your project.

FYI: Intros can be used as promotional tools and can act as an audio 'bio' for your show.

They can also be used for social media and sponsorship proposals.

- Script an intro and outro.
- PDF – Tips on 'Creating Intros and Outros'.

Interviewing, Recording, Voice Technique and Levels

- Learn mic and voice techniques and the all-important intricacies of **LeVeLs**.
- Practical use of mics, recording gear.
- Record a quality interview: Live, pre-recorded, Zoom etc.
- Correct file management.
- Exploring equipment options & pricing for a home studio.
- Record an intro and/or outro.

Week 3:

Basic Editing in Audacity: Show Intro & Flow Techniques

- Editing demo.
- Explore Episode arrangement and structure.
- Explore interview narrative and flow.
- Create an Episode template.
- Individual editing session.
- PDF - 20 best audio editing software suggestions for those confident in Audacity.

Creative Editing in Audacity: Final Production Tips

- Demonstrate adding royalty free background music and FX to your production.
- Group listening and assessing process.
- PDF – Tutor feedback.

Week 4:

Preparing your Episode for Audio Distribution

Welcome to the world of audio distribution!

Congratulations. You've just learned what it takes to create a single episode Podcast.... 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.

Let's set you up and inform you on:

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