

Podcasting Best Practices

With Will Carey



How Can Podcasting Help My Union Connect with Workers?

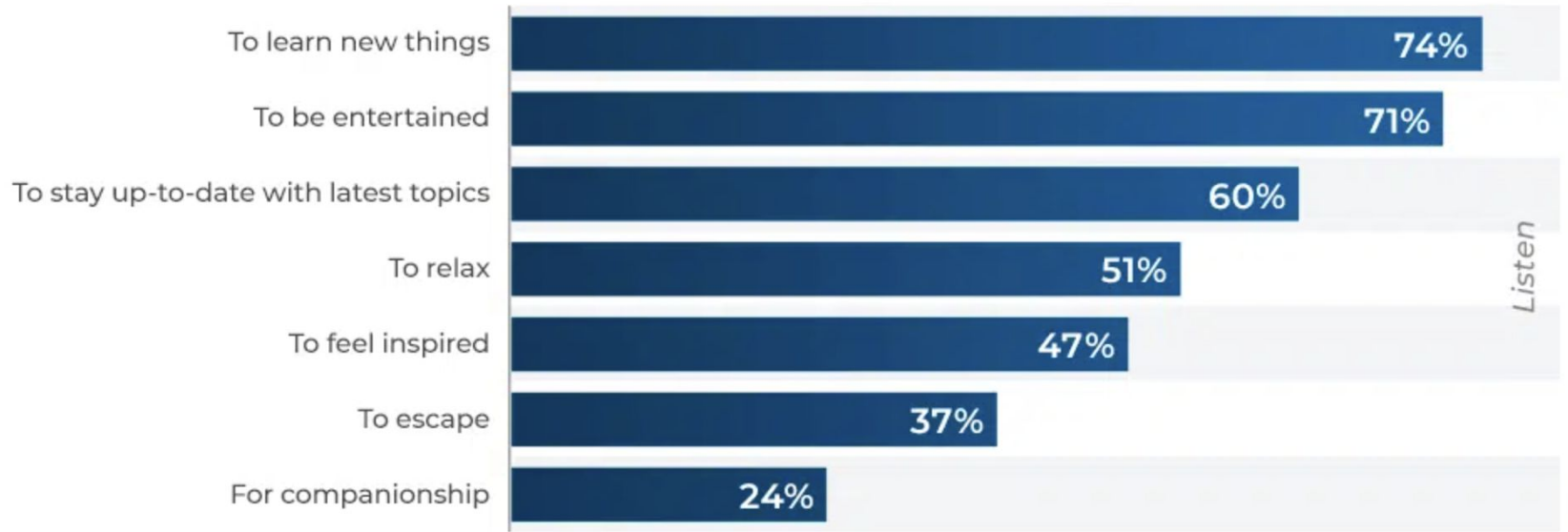
A Podcast can be whatever you want it to be, and it provides you a format where you are in complete control of your message and the information you want to communicate to your audience. Your only limitations are your own creativity

Podcasts are easily accessible. You can reach anyone with a smartphone or access to a computer anytime and anywhere they choose to listen. Because podcasts are on demand the potential to reach people is wide open.

Podcasts are easier to create than video. There is less equipment, less crew, and far fewer logistics

Podcast Listeners Are Curious

Source: Edison Research



Benefits of Engaging Podcast Listeners

Podcast Listeners are Curious. Edison Research found that the top two reasons people listen to podcasts are to learn new things, and to be entertained.

Podcast listening is increasing, among the age ranges of 25-54 and in all demographics. The possibility that the workers that you want to reach and organize listen to podcasts is only going to increase

By having a podcast with regular episodes you have an opportunity to build an audience and build a relationship with that audience. An Audience that can be Informed of your message

What makes a Great Podcast

High Quality Audio- Your show must sound good to attract listeners, If your show sounds like it was recorded with tin cans and a string people will turn it off

Interesting Content- Your podcast does not have to be your union's president waxing poetic on the news of the day, or interviews with members, or a panel discussion like the news. Give yourself permission to have really different ideas. Maybe you follow a worker as they go through their day, maybe there is someone who benefitted greatly from the union's work that you can have a compelling conversation with, is there a past or present compelling contract fight that people need to know about.

Compelling Story- Each of you is a storyteller, you have a story, your work has a story, and your union has a story. Scientists have shown that when listeners are hearing a great story they see themselves in the story. Which creates empathy and understanding.

Group Workshop- 10 mins

Get into groups and brainstorm a podcast concept about.

Define a Goal

What is your perspective on Organized Labor

Get Specific

What are some ideas?

GEAR!!

Zoom H4N - Portable Digital Recorder (used around \$100 US)

SDHC Card (around \$30)

Headphones

XLR Cables

Blue Encore 200s (used around \$75-\$100)

Fuzzy Mic Covers (\$2)

Tabletop Mic Stands (\$20)

More Gear

For recording directly to a computer

Focusrite 2i2 (audio interface, used around \$100)

Editing software also called a DAW (digital audio workstation)

Garageband for Mac, and Audacity for Windows- Both Free!

Favorite sites for gear shopping: reverb.com, bhphotovideo.com,
long-mcquade.com

Recording a remote interview

Starting points: Zoom, Skype Phone Call

What I use RiversideFM

Tip for higher quality guest audio

You've recorded episodes. What's Next?

Pick a release schedule and stick to it- Consistency is vital to establishing listeners

Pick a name- Your name should be unique and stand out, try to avoid using common phrases, give your show name idea a google and a search in apple podcasts before committing

Keep Your Show description and episode descriptions short and to the point- You do not need extensive show notes

Artwork- New Listeners are more likely to give a new show a chance if it has high quality artwork.

Artwork Tips!

1. **Visually communicate the subject of the podcast.** Potential listeners should know what your podcast is about just by looking at your artwork. Too much symbolism or ambiguity can turn people away.
2. **Design for a variety of sizes.** You will use your artwork across several mediums and platforms, so it must look good even at 55 x 55 pixels.
3. **Don't use too many words or fonts.** Don't use more than four words on your cover art, and make sure it's legible even in small sizes. You should also limit yourself to two complementary fonts.
4. **Avoid podcast imagery.** Just as movie covers don't have pictures of DVDs and TV sets, your podcast cover art shouldn't show podcasting equipment. You don't need to remind people that they're listening to a podcast!
5. **Use consistent branding.** Your podcast artwork is a part of your overall branding. Feel free to make subtle changes to artwork to fit various layouts and pages, but the imagery should stay consistent.

Creating an RSS Feed

Save Yourself a lot of frustration, do not attempt to selfhost your rss feed.

Use a hosting provider such as Simplecast Libsyn, or Buzzsprout.

Helpful link:

<https://www.weeditpodcasts.com/8-top-podcast-hosting-companies/>

Once you have an rss feed and at least one active episode, You can submit your show to Stitcher, Apple Podcasts, Spotify, and Youtube.

Getting Listeners before paying for ads!

Share with Friends, Family, Co Workers- get ratings and reviews on Apple Podcasts, and Follows on Stitcher and Spotify

Press releases

Post on all of your social media platforms a couple of days before an episode comes out and on the day of release: Facebook, Twitter, Instagram, Tik Tok,

Communities online that would be interested in your message such as Facebook Groups for Unions, and Podcasts, Subreddits, Activist Groups

Placing Links in Instagram Stories

Thank you!

will@awesomedisaster.com