

Podcasting as an alternative to live streaming

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Say hello!

- Where are you joining us from today?
- What are you hoping to get from this session?
- Have you already started a podcast, and if so, what's it about?

A quick poll

Which of the below resonates most with you?

1. I've never attempted or even considered podcasting. I might not even know exactly what a "podcast is".
2. I've dipped my toe into podcasting but ran into issues, found it too difficult or just stopped doing it after a little while.
3. I am an experienced podcaster, looking to reach the next level and hoping to get some tips and tricks on how to do this.

What exactly is a podcast?

- A podcast is an audio file that is hosted online and made available via an “RSS feed” (effectively a direct link to your podcast)
- It can be quite literally anything (interviews, audio dramas, music shows...)
- Distributed on multiple platforms using the RSS feed (e.g. Apple Podcasts, Spotify, Amazon Music)



An alternative to livestreaming

- Simpler and less involved in terms of technical skill, pressure and rigidity. (Particularly in terms of livestreaming services).
- You need nothing except your phone to start.
- This session will cover podcasting in general, so don't worry if you just want to start a podcast, regardless of whether you livestream or not.



How to make a podcast



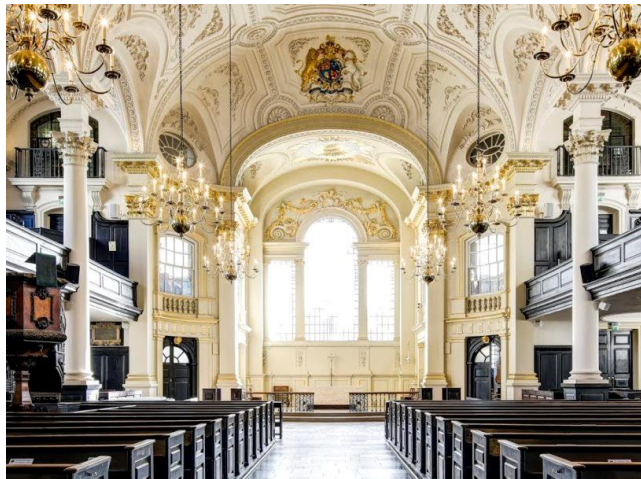
You can do all of this on your phone

- Today we're going to be focusing on how to use just your phone to start a podcast.
- We'll be using free tools, available on both iOS and Android devices.
- These are called Anchor.FM and Auphonic.
- Anchor is a complete podcasting platform from recording to publishing.
- Auphonic is an online audio processing and conversion platform with some useful tools.
- Disclaimer: Other free or inexpensive tools are available but for the purposes of this demonstration we will be using Anchor and Auphonic.



You can do this anywhere

- In church
- At home
- Out and about
- Everyday Faith



Step one: Create your podcast

- Choose a name – you can always change this later
- Choose your RSS feed. This isn't very easy to change later.
- Write a description.
- Upload an image, if you have one, or create one in Anchor.
- Choose your category
- Publish (distribute) your podcast

Step two: Record

- Position your phone's microphone close to your mouth, about 4 fingers away and off to the side. Record in a soft furnished room if possible - a room with the least echo you can find (unless you want the effect, i.e. in a chapel).
- Record in Anchor.
- Record in Auphonic.
 - Upload your audio to be processed using the leveler and noise reduction features, and export as a WAV file.
 - Download the audio and import it into Anchor.
- Check audio for issues – any plosives (strong P and B sounds), sibilance or unwanted background noises?

Step three: Edit

- Let's bring in our Auphonic audio to compare.
- You can add in different segments and stick these together.
- Each segment can be left as it is, topped and tailed, or edited in more detail.
- You can add music or other pre recorded sections (e.g. intros and outros).
- Time to upload and publish.

Step four: Upload

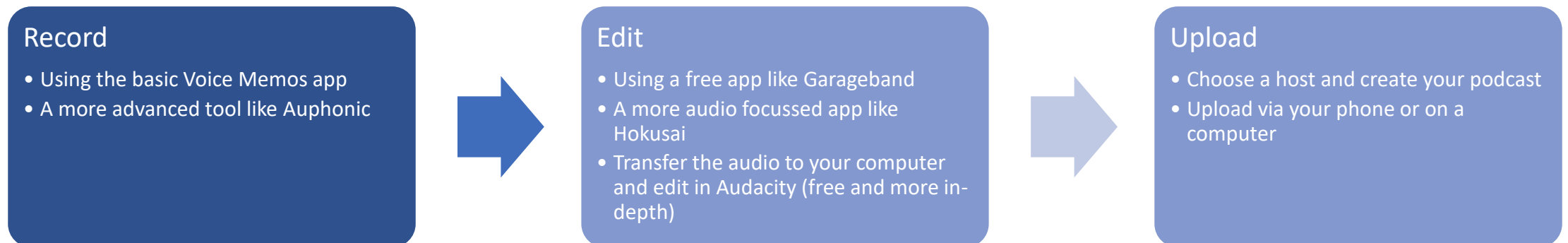
- Since we're using Anchor here, we don't need to upload.
- We'll talk about other hosting options later.

Step five: Schedule

- Choose an episode title and description.
- You can have a specific image for each episode, if desired.
- Decided when to publish your episode – now or at a regular time every week.

Other host/software options

- Many other podcast hosts are available including Buzzsprout and Soundcloud (which both have free plans) and Captivate and Transistor (no free plans but more customizable and in-depth analytics).
- You can find a lot of comparison articles online to help you choose the best one for you.
- An example workflow on iOS:



How to share your podcast

- Once you've published your first episode you will want to tell people where to find it!
- If using Anchor, it should appear on Spotify very soon, and on other platforms within 10 days. Your Anchor profile will provide you with these links in order to share.
- Other platforms will work in different ways but should provide you with links. You can always go to each platform and search for your podcast once it's available to get the links.
- Share the main ones (Apple, Spotify, Google, Amazon Music) on social media, WhatsApp groups and email lists. Everyone has their preferred podcast app, so let them know the full name as well to allow them to search.
- Some people still use RSS feed apps, so don't forget to supply your RSS feed. Pasting this link into a web browser will also allow people to access the podcast.
- Your podcast host should also provide an embeddable player which can be included on your website, if you have one.

To conclude

- Podcasting can be as simple as you want it to be. In your pajamas, on the sofa with just your phone and a coffee – that's all you need.
- Free tools exist, albeit with some limitations but you may never reach a point that these limitation affect you. You can always upgrade if you need and want to.
- You can record whenever and wherever inspiration strikes. However to get a higher quality sound, consider room choice and microphone (phone) placement.
- Promote using your existing channels. Accessing podcasts is becoming even more straightforward.

Additional tips

- Stay hydrated! Avoid that clicky/sticky voice.
- If plosives and sibilance are causing lots of issues, consider getting a pop shield/filter for your phone.
- If buying an external microphone, go for a dynamic microphone (Samson Q2U, Shure MV7) for a focused, clear sound.
- GHA in exhibitor area – Parish Buying.
- Consider audiograms for promotion. Short videos generated based on snippets of your podcast. Free plans available on headliner.app

Time for questions