

# So you wanna podcast?

Learning what the heck we're doing by doing it.

---

*It's All Journalism - @AllJournalism - ONA '14*



# It's All Journalism

How our podcast got its start.

---

# Why audio?

---

- ❖ You can take it anywhere
- ❖ It's personal / conversational
- ❖ Easier to record / edit than video
- ❖ Long-form interview style lets you get to know the guest & the topic



# Establish a podcast identity

---

- ❖ Pick a niche that's not too narrow or too broad
- ❖ Get deeper into that world via social media and industry news
- ❖ Know who's who, what those who are plugged in are talking about
- ❖ Reach out to guests with an informed idea of your mission

# Hone your interview style

- ❖ Have questions in mind, but LISTEN for where to go next.
- ❖ Tangents are ok.
- ❖ Keep up the energy and be yourself.
- ❖ Know what you want to accomplish. Be open about how you get there.



# How to record

---

- ❖ Get to know your audio recorder & its whims
- ❖ Secure uninterrupted recording space
- ❖ Understand audio levels and don't be shy to stop conversation if they're off
- ❖ Expand your reach via Skype, Google+



# Editing

---

- ❖ Programs: Audacity, Adobe Audition, Garage Band, etc.
- ❖ Intros and outros
- ❖ Music
- ❖ Cleaning up -- removing loud breaths, verbal crutches, stutters



# Where your podcast lives

---

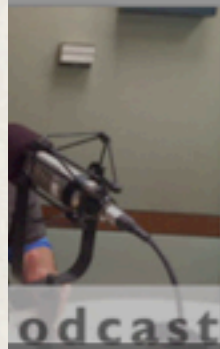
- ❖ Website: Wordpress, Blogger, etc.
- ❖ YouTube
- ❖ SoundCloud (free but you'll need to pay for storage)
- ❖ Audio server: Bluebrry, Stitcher, etc.
- ❖ RSS feed
- ❖ iTunes listing
- ❖ Audio and links to it on your website



# It's All Journalism

Journalism is not dying. It's changing. Join the conversation.

[Podcast](#) [Blog](#) [FAQ](#) [Welcome](#)



## Your digital... proving... security

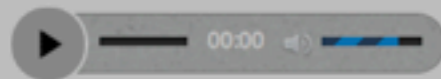
s to use the...  
e" to describe...  
es for how...  
digital security...  
I have to

[Read More](#)

## #111 - Trevor Knoblich has the ONA14 game plan

WASHINGTON - When it comes to planning a conference, well Trevor Knoblich isn't an expert but he certainly looks the part. Knoblich is helping plan the Online News Association's annual...

[Read More](#)



[Play in New Window](#) | [Download](#)

## #110 - Bill Keller goes from The New York Times to a new, nonprofit news organization

The New York Times' former executive editor Bill Keller has gone from one of American journalism's most respected legacy media institutions to a new nonprofit, nonpartisan news organization called The...

[Read More](#)



# Website content

---

- ❖ Responsive design, especially important for podcasts digested primarily on mobile
- ❖ Story to accompany the audio
- ❖ Photos
- ❖ Transcripts
- ❖ Think SEO in headlining & tagging

# Gain traction

---

- ❖ Promotion via social media
- ❖ Analytics from server, Soundcloud, Google analytics
- ❖ Branding
- ❖ Follow up with guests for future casts, references
- ❖ Keep up conversations over social media with listeners



# Finally...

---

- ❖ Set expectations based on your man power & commitment
- ❖ How often are you going to publish?
- ❖ Plan ahead (to make sure you have enough recorded)
- ❖ Pick one social media account and do it well



# Questions?

Find It's All Journalism on iTunes & Stitcher weekly

---

*@AllJournalism On The Twitter*