



OVERVIEW

Why Produce a Podcast?

A podcast is an on-demand radio show that is an **easy-to-consume** spoken-word interview or host conversation.

Podcasts are one of many tools in the rapidly-expanding field of content marketing. With proper equipment and knowledge, anyone can create a podcast.

Common formats for podcasts include a solo monologue, an interview show or multiple hosts engaging in conversation. Typically, the format is kept casual and conversational. There are many tools, from Google Hangouts to GarageBand, that can be used to record a podcast, and some are even free.

“Podcasts are a ‘formally informal’ way of bringing information to your audience. What’s great is they can listen at the time and on the device that suits them best.”

Marc Whitney
TRG Account Supervisor



GETTING STARTED

- **Decide on a theme.**
Audience drives content. Who are you trying to reach and what do you have of value to share with them?
- **How often should you record?**
If your content is time-sensitive, a weekly episode is a good target. Otherwise, post new episodes every two weeks or monthly. The key is being consistent. And typically, a podcast isn’t launched without multiple podcast episodes already pre-recorded.
- **What format to follow?**
Be sure to keep the mood light and the conversation moving at a good pace. Nothing is more boring than a dry podcast where the host reads from a script. Keep it natural.

PODCAST TIP

Launching a Podcast Requires **Proper Equipment.**


Microphone — You'll need a strong external microphone. If desperate, you can use your laptop or iPhone microphone, but it won't be as clear or professional sounding.

Headphones — Headphones help the podcast creator hear what the audience will hear without the microphone picking up the audio and causing an unwanted echo or feedback. They are useful tools in helping enhance the listening experience.

Recording Device — While a traditional piece of hardware can be used to record your podcast, generally a software program downloaded onto your computer or mobile device is the most logical and effective choice for recording. Free software programs such as GarageBand or Audacity or popular communication platforms such as Skype or Zoom offer viable podcast recording solutions. Paid software programs are available but likely not necessary unless your podcast includes live music.



Not Sure Where to Start? We Can Help!

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