Podcasting 101

@blessingmpofu

alpha.org

ChurchM.ag

www.blessing.im

Alpha —Africa Digital manager prev. Media and Comms
ChurchMag - Editor in Chief. Church Tech, media and new thinking
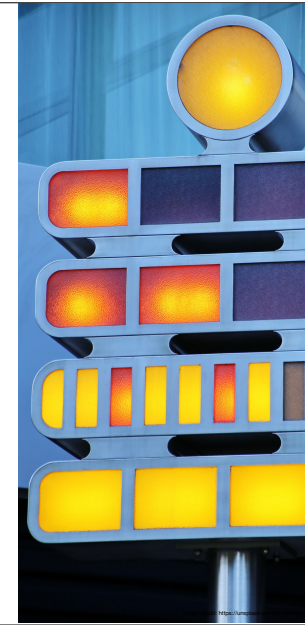blessing.im — Netizen. Online publishing. Journey?

A podcast is an episodic series of spoken word digital audio files that [a] user(s) can download… for easy listening.

We generally access podcasts on (podcasting) syndication platforms like Apple Podcasts, Spotify etc. Podcasts can also be hosted and accessed directly from websites without using these services or platforms.

Image credit: https://unsplash.com/@elijahmerrellmedia

- **4.5 billion+ internet users** [1]

- **At least 41% (ages 16-64) listen to podcasts–globally.** [1]

- **Globally ± 2 billion websites** [2]

- **2 to 2.5 million podcasts globally** [3]

- **90% (±300 million of people in U.S.A. are internet users** [4]

- **In U.S. 50 minutes daily listening to podcasts** [4]

Despite the numbers; there aren't enough podcasts.

3. 1. https://wearesocial.com/digital-2020 (Although Internet live stats (https://www.internetlivestats.com) suggests there are about 5 billion already.)
4. 2. https://www.internetlivestats.com
5. 3. https://www.podcastinsights.com/podcast-statistics/ and https://www.listennotes.com/podcast-stats/
6. 4. https://www.slideshare.net/DataReportal/digital-2021-united-states-of-america-january-2021-v01?ref=https://datareportal.com/

why

portability

less reading

growth of audio

reach

accessible–creatively

Image: https://unsplash.com/@dtopkin1

Podcasts are more **portable** than some other forms of media. Some people listen to podcasts when in traffic / transit, while doing chores, exercising etc. This makes content more accessible.

People are reading less. And, it's more likely that we skimming when we "read". Podcasting is one of the ways of engaging audiences who've disengaged with content or messages from other media.

The growth of Alexa, Google Home, Home pods etc presents not only new platforms but new audiences and opportunities for being discovered.

Your organisation or ministry's mission must always be the reason you do anything.

Image: https://unsplash.com/@dtopkin1

1. Always start with your organisation's mission. Its mission is not only you identity but the true north for your strategy. If you're unsure you can always use a "let's experiment and see if this works for us." But your mission must always the be primary reason for doing anything, even experimenting.

5. Image: https://unsplash.com/@dtopkin1

Content

already talking about

what, why, how

delving deeper

storytelling

Image: https://unsplash.com/@dtopkin1

Identify **content**: one of the reasons people or orgs don't podcast is because they don't think they have podcasting content. Some ideas to identify potential podcast content:
- have you had a deep / meaningful conversation about the work you do with colleagues / friends, and that convo just stayed between you or in your office? That's content.
- Talk about the different aspects of what, why & how you do what you do.
- Stories of changed lives: what if those people could share their
- Is part of your ministry teaching? What if podcasting the primary way you delivered content to those you serve and not just long written form.

1.

Content

news / updates

questions

Image: https://unsplash.com/@dtopkin1

START.

Identify **content**: one of the reasons people or orgs don't podcast is because they don't think they have podcasting content. Some ideas to identify potential podcast content:
- Give an update / window
- News: what if you got contributors to your newsletter to use their voice to talk about their area of responsibility
- Stories of changed lives: what if lives changed told their story in their voice?
- Is part of your ministry teaching? What if podcasting the primary way you delivered content to those you serve and not just long written form.
- What are some of the common questions that come up in your work?
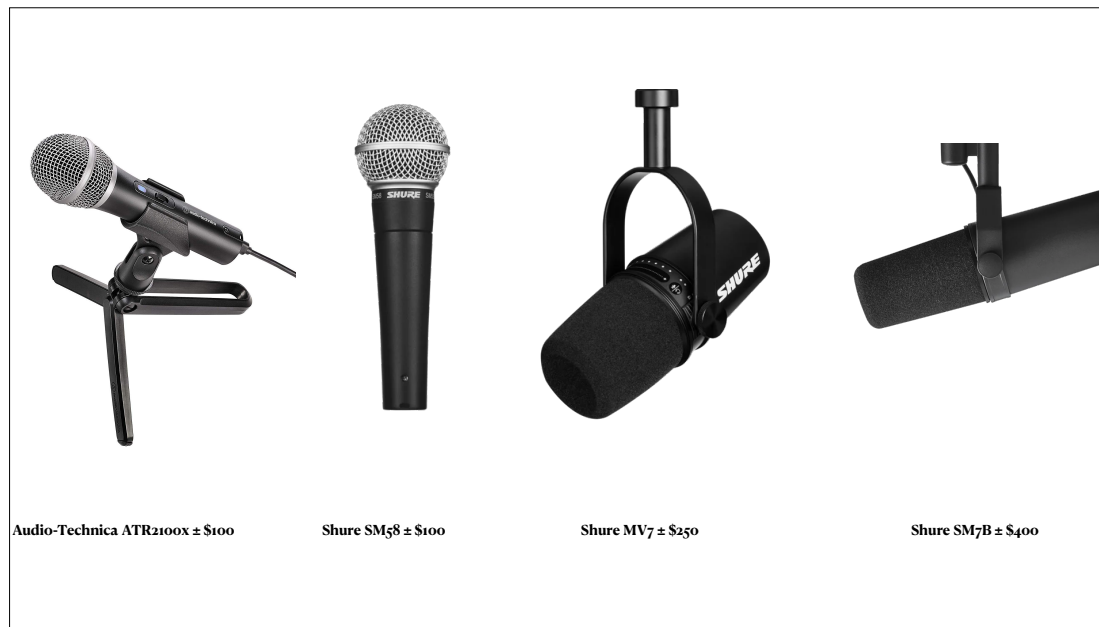
1.

format

interviews

monologue

conversations

Image: https://unsplash.com/@dtopkin1

1. These are probably the most common formats. But you do get other types e.g. dramas etc.

hardware

computer / tablet / phone

Audio-Technica ATR2100x ± $100   Shure SM58 ± $100   Shure MV7 ± $250   Shure SM7B ± $400

1. Audio-Technica ATR2100x-USB Cardioid Dynamic Microphone (ATR Series): https://amzn.to/3usJTxn
2. Shure SM58: https://amzn.to/3fM67Vp
3. Shure MV7: https://amzn.to/2StC5Of
4. Shure SM7B: https://amzn.to/3uhxXyk

7.

Editing

audacity

garageband

adobe audition

Audacity is free and available on macOS, Linux and Windows for free. : https://www.audacityteam.org
Garageband is free on macOS
Adobe audition is paid for and available on both Windows and macOS:

hosting + distribution

anchor

buzzsprout

self hosting

Anchor is Spotify's app and offers free podcasting hosting and distribution.: https://anchor.fm
Buzzsprout: https://www.buzzsprout.com/?referrer_id=186295
Self hosting option can require a lot more work…

Questions.

Resources / Links

Stuff you might find helpful / useful

Gear:
Audio-Technica ATR2100x-USB Cardioid Dynamic Microphone
(ATR Series): https://amzn.to/3usJTxn
Shure SM58: https://amzn.to/3fM67Vp
Shure MV7: https://amzn.to/2StC5Of
Shure SM7B: https://amzn.to/3uhxXyk

Recording:
Audacity: https://www.audacityteam.org
Garageband: macOS
Adobe Audition: https://www.adobe.com/products/audition.html

Hosting & Syndication:
Anchor: https://anchor.fm
Buzzsprout: https://www.buzzsprout.com/?referrer_id=186295

Mentioned In Webinar
ChurchMag Podcast: http://churchm.ag/podcast/
Leadership Conversations With Nicky Gumbel: https://
podcasts.apple.com/za/podcast/leadership-conversations-with-
nicky-gumbel/id1537327121

[FREE COURSE] How To Start A Podcast: https://
school.buzzsprout.com/p/how-to-start-a-podcast

How To Write A Podcast Script: https://www.buzzsprout.com/blog/write-
podcast-script-examples

What Do You Need To Record Your Podcast: https://
www.buzzsprout.com/blog/record-your-podcast

How To Record Long Distance Interviews: https://www.buzzsprout.com/
blog/long-distance-podcast-recording

@blessingmpofu

www.blessing.im

heather@lemotif.org

www.lemotif.org

blessing@churchm.ag

www.churchm.ag

@churchmag

Podcasting 101