



Connecting through Podcasts

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DOWNLOAD SLIDES:
[tinyurl.com / dinfospod](https://tinyurl.com/dinfospod)

What I do...



Podcast for orgs that want to:

- Inform
- Raise awareness
- Build community
- Engage audiences in their mission



Reasons to Communicate Through Podcasts



Long-form - communicate deeply or broadly

Intimate - foster connectedness and community

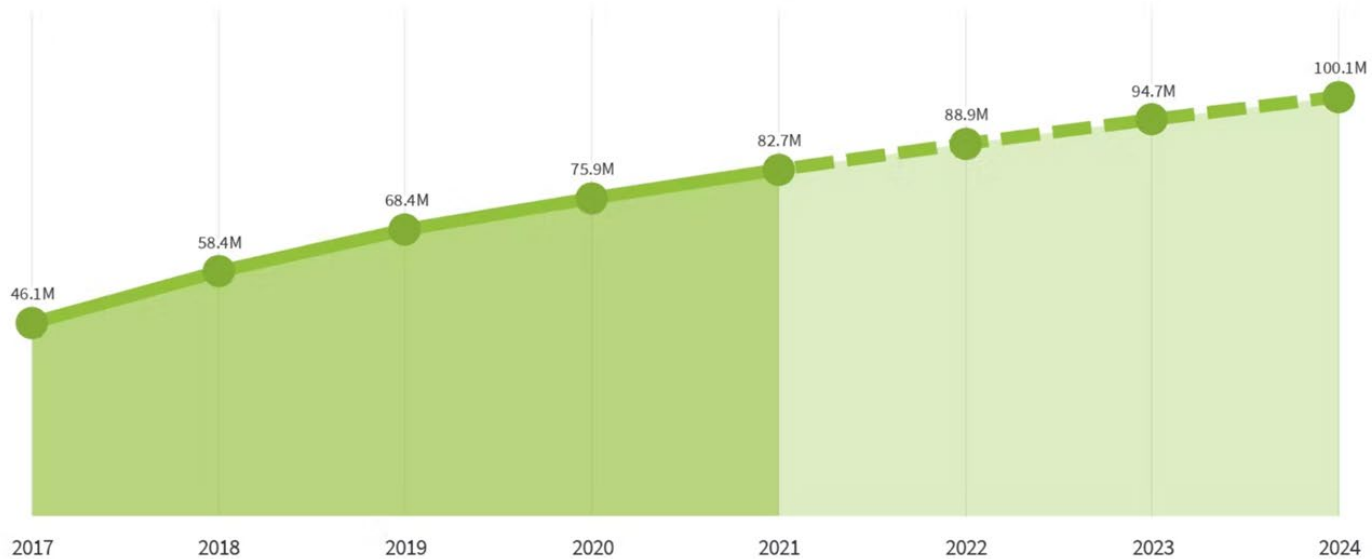
Easy-entry - lower threshold for mainstream quality

Accessible - available on-demand for free

Convenient - listen on the go/while working

PODCAST GROWTH PROJECTIONS

Millions of podcast listeners in the U.S.



buzzsprout 

Source: Statista

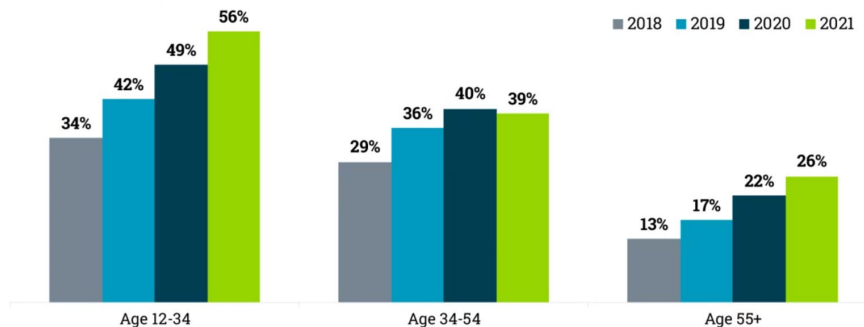
Latest Stats: <https://www.buzzsprout.com/blog/podcast-statistics>



[Back to Article](#)

Monthly Podcast Listening, by Age Group

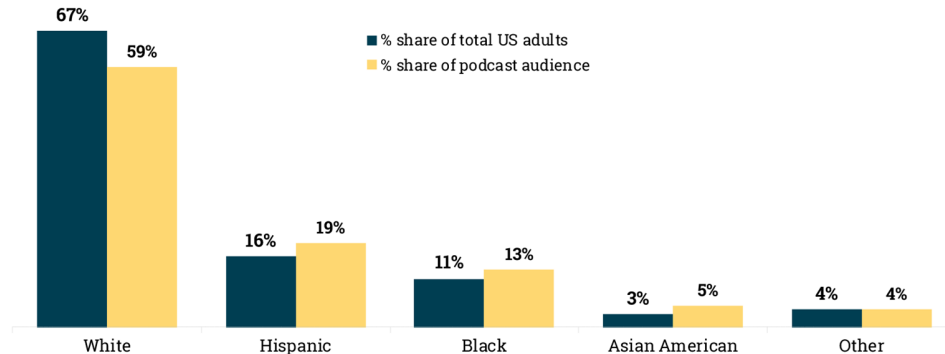
% who have listened to a podcast in the past month



Published on MarketingCharts.com in April 2021 | Data Source: Edison Research / Triton Digital

2021 data based on a January survey of 1,507 people ages 12 and older, weighted to national 12+ US population figures

Diversity of the US Podcast Listening Audience



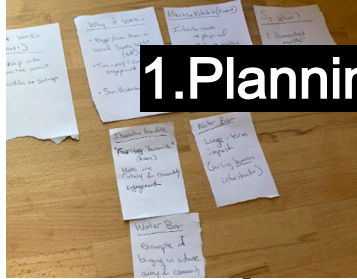
Published on MarketingCharts.com in March 2021 | Data Source: Nielsen

Based on Nielsen Scarborough Podcast Buying Power, November 2020 comparing total US adults (18+) to monthly podcast listeners



Production Overview Flowchart

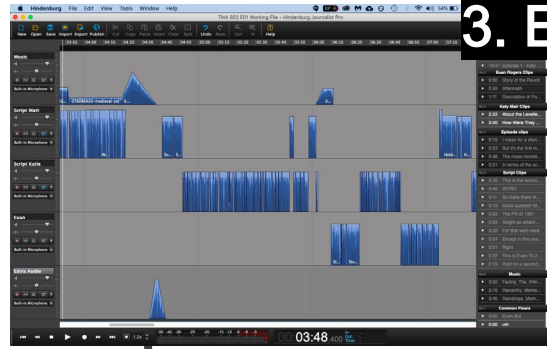
1. Planning



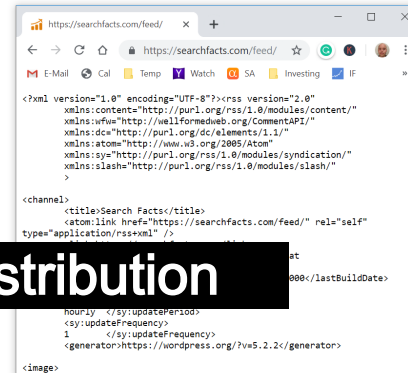
2. Recording



3. Editing



4. Distribution



5. Marketing



Show Development

Planning Questions to Ask Before You Begin

What can you afford (time & money)?

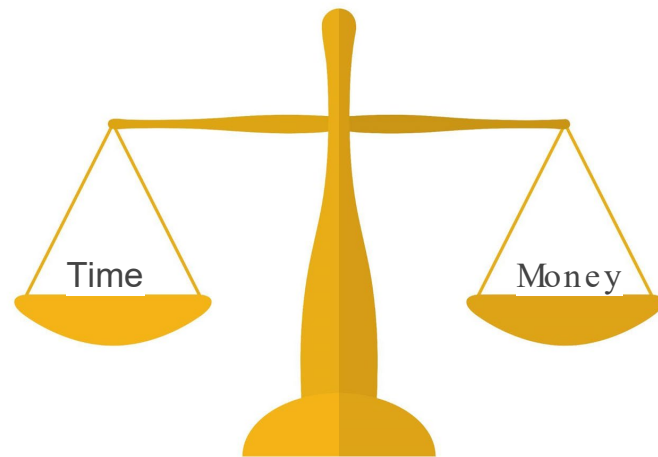
What formats are feasible within that time/ money budget?

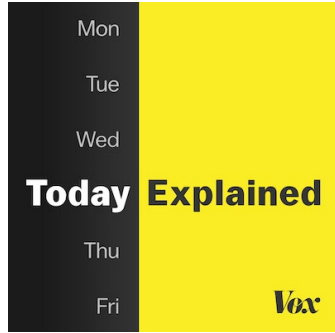
Who are you trying to reach (external or internal)?

What do you want to accomplish with the podcast?

Is this a short-term or a long-term project?

Why is a podcast the best way to accomplish this goal?





Narrative &
Interviews

Inform & Entertain



Conversational
(structured) &
Interviews

Inform & Entertain



Interviews

Inform > Entertain



Conversational
(unstructured)

Entertain > ~~Inform~~



Narrative
Documentary

Entertain >
Inform



Traditional Interview Podcast

Easiest to
produce/edit in
terms of
time/cost.



Dialogue between
experts plus
interviews.

More production
time/cost.

Hosts need to be
prepared and
engaging.

Who is Your Audience



Internal vs. external

Existing audience vs. new audience

Captive audience vs. needs to be enticed to listen

Expert audience vs. general audience

Finding Your Niche



What other media is available on this subject?

What other podcasts are available on this subject?

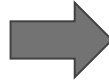
Is the existing media good? (Competition?)

How large is the audience for this subject?

If there's a lot of competition, can you be the best among existing shows?

Narrowing Down Your Idea

Topic > Niche Topic + Unique Perspective



This analogy was created by Ian Elsner of *Museum Archipelago*

Recording

Professional Studio



DIY "Studio" Set - Up



Remote



Easiest!

Studio Setup

Laptop with
recording software
(RØDE Connect
Hindenburg,
GarageBand,
Audition, Pro-Tools)



OR a simple
mixing/recording
console like the
Rodecaster Pro



RØDE NT-
USB Mini
(\$100)



Audio
Technica
ATR 2100
(\$100)



RØDE NT1
(\$270)



High Quality Remote Recording



Hannah



RiversideFM (or Squadcast)

Separate tracks for each guest



Secretary of Defense



Great Mics for Remote Recording

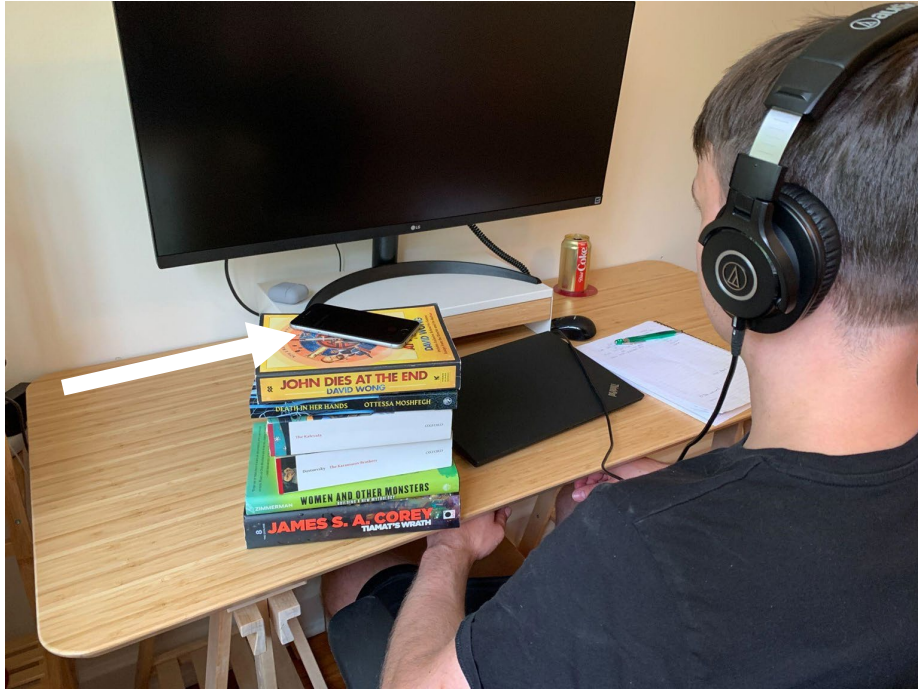


RØDE NTUSB MINI (\$ 100)



RØDE NT-USB (\$ 170)

Remote Recording: Backup Recording with Smartphones



Where to Record?



Always wear headphones

Avoid echoey spaces

Watch out for loud background noises like running A/C units or fans or street noise.



Test and assess before every recording anything important

Interviewing Tips

Interviewing as a Non-Expert



Yes! My question exactly. This host is great.

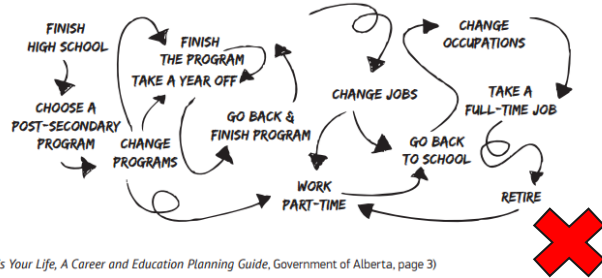
You stand in for the audience.

Your job is to give the guest a jumping off point to share their unique insights.

Ask stupid questions vs. using your question as a way to demonstrate your own expertise.

Be a good listener and ask the follow up questions your audience will want to know.

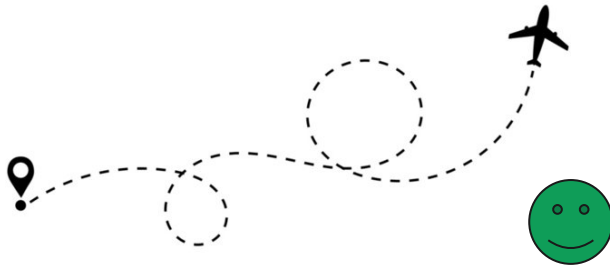
Dialogue Between Experts



Consider the flow of information, how will one topic lead into another for a natural feel that is still organized.

Have a planning/prep session to agree on any key points.

Develop an outline of the conversation that participants can work from to keep the conversation on track.



Dialogue Between Experts - Don't Forget the Audience

Am I missing something here?
I'm so lost.

..I'm gonna listen
to that other
show.



Keep in mind the *audience's* expertise level - will they know what that acronym means?

Think of the listener as a third person in the room who needs to stay in the loop.

Fill the audience in on needed context, even if hosts know already know it.

More rules for engaging conversations



Avoid off -topic banter/ chit chat/ humor.

Get right to the good stuff (the meat of the interview!)

Make the first segment as engaging as possible.

Backtrack later for less-interesting exposition.

Consider takeaways/ key point recap at the end.

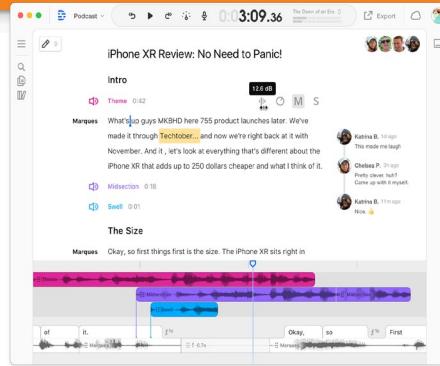
Edit!

Editing

DAW (Digital Audio Workstation) Options



Hindenburg
Journalist
(\$99)



Descript
(Free-\$24 per
mo.)

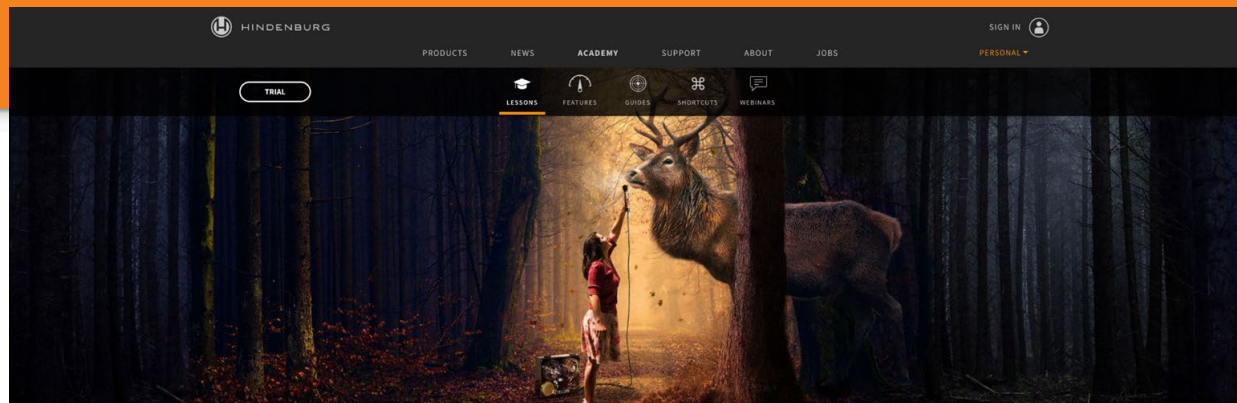


Adobe Audition
Pro Tools
Logic XPro

Hindenburg Pro

The screenshot displays the Hindenburg Pro software interface. At the top is a menu bar with options: New, Open, Save, Import, Export, Publish, Cut, Copy, Paste, Insert, Clear, Split, Undo, Redo, Out, In, and Help. Below the menu bar is a timeline with time markers from 00:00 to 01:25. The main workspace is divided into tracks. On the left, there are tracks for 'Track 1', 'Kate Narration', 'Liz Oakley Bro...', 'Rachel White', 'Readings', and 'Andrew & Sam'. Each track has a volume fader and a microphone icon. The 'Track 1' track contains two audio clips: 'WickedCinema_AGameOfChess_Verse' and 'Theme music'. The 'Kate Narration' track contains several audio clips, including 'We... Welcome ...', 'I'm kate 1', 'I'm kate 1', 'So far I...', 'So far in ...', and 'So far ...'. The 'Liz Oakley Bro...' track contains two audio clips: 'Mal...' and 'Main...'. The 'Rachel White' track contains one audio clip: 'Main File...'. The 'Readings' track is empty. The 'Andrew & Sam' track is empty. On the right side of the interface, there is a 'Clipboard' panel with a list of audio clips. The clips are organized into four groups: Group 1, Group 2, Group 3, and Group 4. Group 1 contains clips like '33:14 6 narration' and '20:03 6 narration'. Group 2 contains clips like '0:11 Welcome back 1' and '0:17 I'm kate 1'. Group 3 contains clips like '0:07 Nashe was interested 2y'. Group 4 is empty. At the bottom of the interface is a playback control bar with buttons for play, stop, and other controls, and a time display showing 00:02:22.200.

Great set of
tutorials on their
website

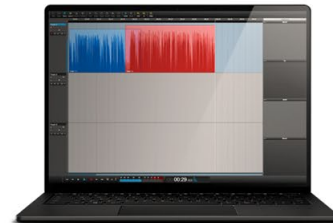


LESSONS I

a short introduction to the basics

Here you will get started with some of the basics of recording, editing and exporting

[watch now](#)

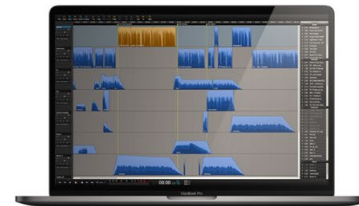


LESSONS II

getting further under the hood

Record and re-record, more editing tips and in depth explanation of audio formats; bit depth, Bit rate, Sample Rate and more.

[watch now](#)



Auphonic.com

audio engineering hack (pre-editing)



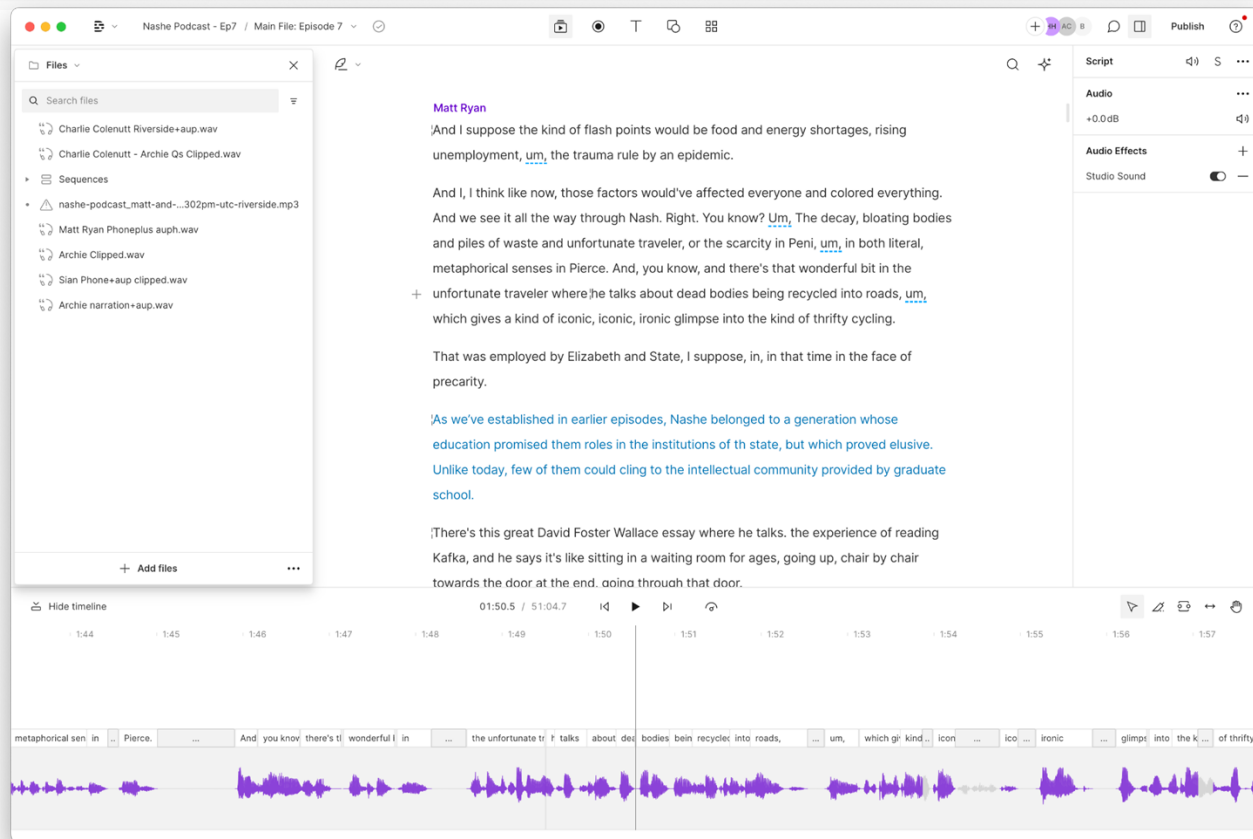
Automatic audio post production web service for podcasts, broadcasters, radio shows, movies, screencasts and more

[Try Auphonic](#)

[Listen to Audio Examples](#)

We use AI-based audio algorithms to achieve a professional quality result

Using Descript to Arrange and/or Edit Episodes (+ Sound Studio Filter)



SquadCast



Descript

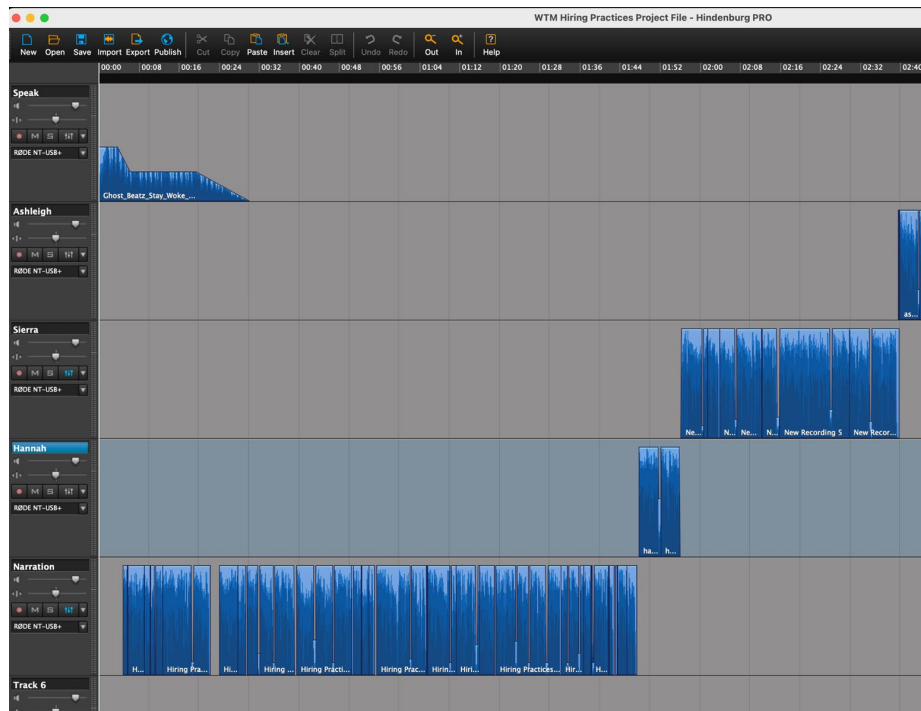


Editing: What to do cut (and in what order)



1. Major Edits: Digressions in the conversation, segments that need to be cut for time, rearranging things.
2. Minor Edits: Filler words, long silences, loud breaths, etc.

Editing: Now what?



3. Add intro/outro narration (optional).

4. Add theme music (optional).

5. Once through from start to finish, check for timing, final fine edits, information flow, etc.

6. Export and proof-listen (or at least spot check your MP3).

Phase 2: Writing and Recording a Script

Episode 1 Script & Episode Map

Insert Format Tools Add-ons Help Accessibility All changes saved in Drive

100% Normal text Calibri 11 B I U A

have a report from a prisoner that managed to to her while they were in prison together. And so that's how we know that she was housed at () prison.

H: So prison records show that she was discharged at 6:14 PM on 11th of September 1944 and this was due to direct instruction from Berlin. She was transported to Dachau, concentration camp and according to reports that were received after the war, she unfortunately suffered quite a great deal before she died and she was actually shot in her cell on the morning after she arrived.

Noor Khan was only 30 when she died, alone, in a Nazi concentration camp, giving her life to fight fascism. In addition to being the first female wireless operator sent to occupied France, she was Britain's only female Muslim war heroine.

In the end, Noor Khan's personality and education, which at first glance make her seem like a poor candidate to be a spy, are actually the exact attributes that enabled her to be so effective and to continue completing missions when no one else could. Her French and time studying in the heart of Paris gave her an insider knowledge of enemy territory. As a harpist, her fingers were dextrous and gave her a natural advantage in typing out Morse messages. As a woman of great ideals and passion, her belief in the importance of her mission gave her the strength to make two unsuccessful escape attempts and, when all hope of escape was gone, to remain silent during what was likely a brutal interrogation, even when her life was on the line.

In the Bond franchise, James is conveniently an orphan, but more often than not, agents who are killed or go missing in the line of duty leave behind devastated loved ones.

Tragically, her family don't learn of this real fete until 1947. They were under the impression that she died at a different concentration camp with a set of SOE operatives.

H: She definitely had a large impact on her family really tragically, as we'll probably talk about later, her family don't get the news about what's really happened to her for several years after the war. The real story only comes out in 1947, so it must have been incredibly traumatic for her family. Her family

Write like you speak!

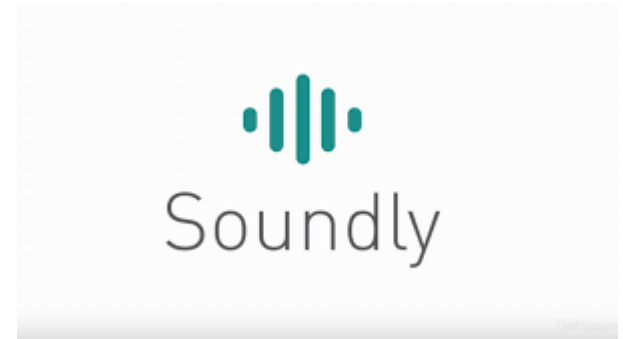
We don't usually speak with fancy vocab.

Pay attention to what order you give information in, as your listeners can't go back to reread anything.

Don't repeat information (and introductions) unnecessarily.

Read through your script out loud before recording.

Must be copyright/royalty free or you have permission from the copyright holder.



Distribution & Marketing

mp3

PodBean



Transistor

(Podcast Hosting Service)



Apple Podcasts

Google Podcasts



Steps for Publishing & Distributing Your Show

1. Choose a podcast hosting provider.
2. Set up your show details on the podcast hosting provider and upload your trailer or first episode.
3. Use the service's distribution options to submit your show to as many podcatchers as possible (Google, Spotify, etc).
4. Grab your RSS feed (url) from the hosting service's distribution section and submit it to Apple Podcasts via **podcastsconnect.apple.com** .
5. Wait up to a few days for your show to show up everywhere. Find all the links to different platforms using **Pod.Link**

Homepage & Show Notes

Homepage: Main page on your website where listeners can access podcast, links, extra materials.



Sponsored by



Reviews

A must listen

★★★★★

by *loves narrative*

Fans of art museums and history will love the surprising stories unearthed from the vaults of Mia—all told with plenty of suspense, wit, and style.

Fun fragments

★★★★☆

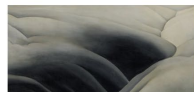
by *N. Stephan*

Snippets of information about pieces of art, floating in an excerpt of history. I spent my college years in the anthropology building or digging in the dirt; my understanding of European history ends with the Roman

The Object Podcast

Exploring the surprising, true stories behind museum objects. Produced by the Minneapolis Institute of Art and hosted by Tim Gihring, the series offers an object's view of us—our ambitions, our creativity, our humanity. Touching on race, class, immigration, gender, and other issues that continue to shape the world today, it's the museum as you've never heard it before. Season four is underway on [Apple Podcasts](#), [Google Podcasts](#), [Stitcher](#), and wherever podcasts are available. New episodes added every month.

The Object Podcast Self-Guided Tour



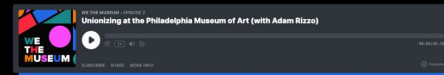
See the artworks discussed on Mia's award-winning podcast, *The Object*. Listen as you go or at your leisure, wherever you get your podcasts.

[Download PDF.](#)



EPISODE 2

Unionizing at the Philadelphia Museum of Art
(with Adam Rizzo)



SHOW NOTES

About the Episode

To paraphrase Adam Rizzo, museums won't do the right thing by their workers just because we ask nicely. In a field of with labor issues, museum workers are increasingly turning to unions. In this episode, Adam Rizzo of the Philadelphia Museum of Art Union shares their multi-year journey from hushed initial conversations to a three-week strike that was ultimately successful. He walked me through the unionization process and reflected on why unions will make this field stronger.

About our Guest



Adam Rizzo is the Coordinator of College and Pre-Professional Programs and a Museum Educator at the Philadelphia Museum of Art. He is also the President of Local 397, AFSCME DC 47 (the Philadelphia Museum of Art Union).

Links

[Learn More about AFSCME](#)

[Learn More about the Philadelphia Museum of Art Union](#)



Show Notes: Individual blog-post or page for each episode with episode details, transcript, photos, links, etc.



pod.link/1666931596



We the Museum



Better Lemon Creative Audio

We the Museum is a podcast for museum workers who want to form a more perfect institution. Hosted by the field's go-to... [more](#)

Listen now on



Episodes

- 
Unionizing at the Philadelphia Museum of Art (with Adam Rizzo)
 To paraphrase Adam Rizzo: museums won't do the right thing by their workers just because we ask nicely. In a... [more](#)
 15 Feb 2023 · 46 minutes
- 
Community Curation and Digitization at the NMAAHC (with Dr. Doretha Williams)
 In this episode, I'm joined by Dr. Doretha Williams, Center Director at the National Museum of African American History and... [more](#)

Tips for a successful show launch



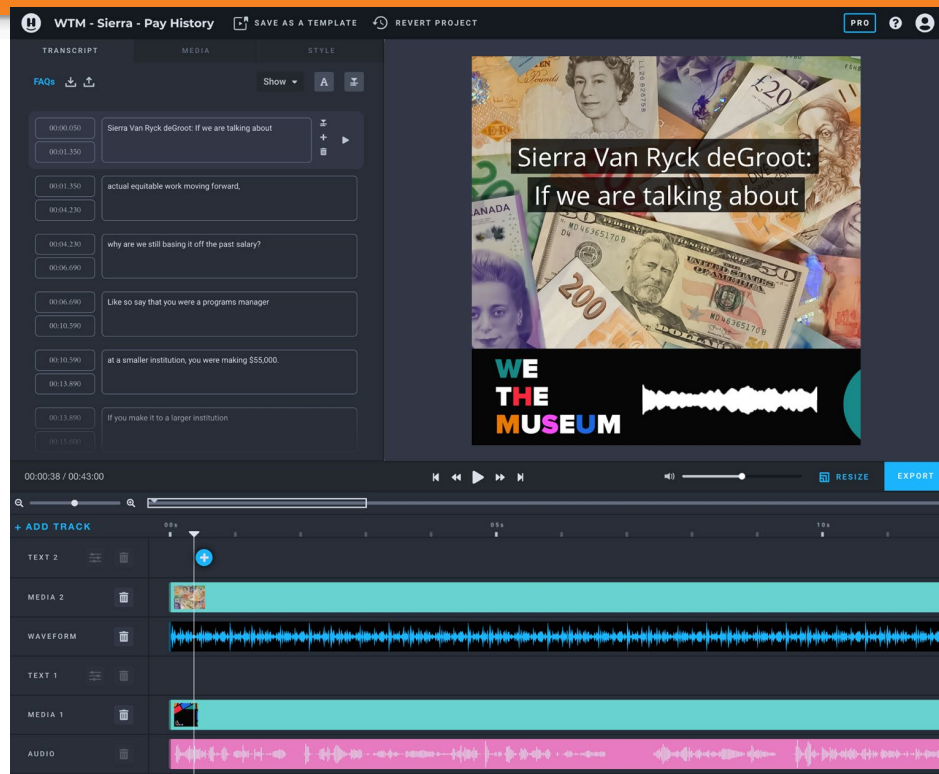
Choose a short, unique show name.

Get great show artwork that looks good as a tiny thumbnail.

Craft a compelling show description that says who the show is for and why this is a must-listen.

Build buzz with an audio trailer (2 min).

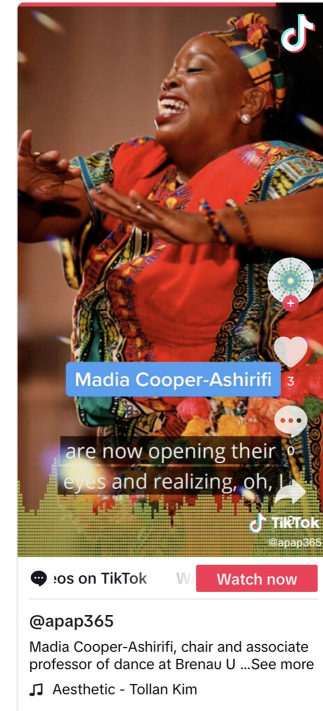
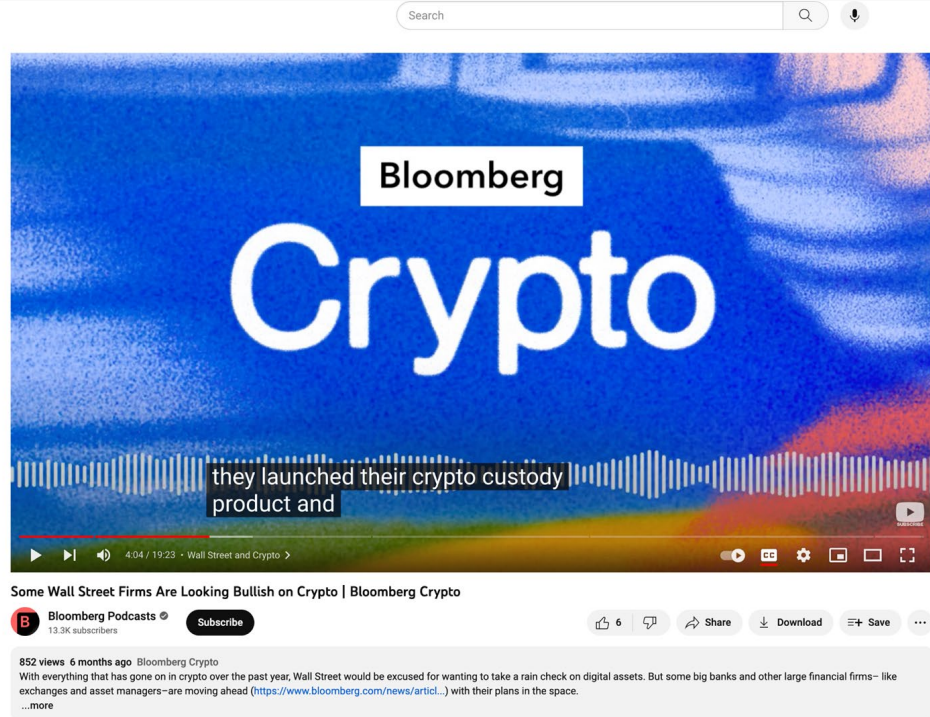
Headliner.App: Free social media videos from audio clips



Make free social media videos with captions from clips of your podcast.



Headliner.App: Free social media videos from audio clips



Make free social media videos with captions from clips of your podcast.



Podcasts are
evergreen
content.



The National Archives

@UkNatArchives

Tonight's unveiling of Noor Inayat Khan's blue plaque by @EnglishHeritage is a moment as significant as her life, which she bravely risked to fight fascism.

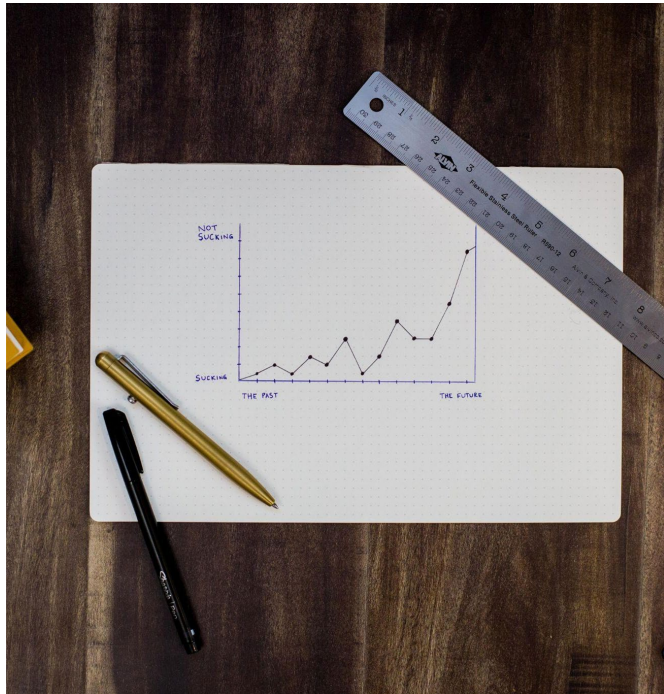
Discover her extraordinary story through our records in our #OntheRecord podcast. Listen now: orlo.uk/RMbGu



5:00 PM · Aug 28, 2020 · Orlo



Evaluation: Downloads per episode x days after publishing



7 Days (via Buzzsprout)

Top 1% = 5,102

Top 10% = 468

Top 50% = 31

30 Days (via Libsyn)

Top 1% = 32,000

Top 10% = 3,300

Top 50% = 150

Evaluation: Release Window

Episode Comparison

[↓ Export](#)

Downloads over the first 30 days for your episodes.

Release Window ⓘ	Day 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
Burn it all to the gr... May 07, 2019	1,301	719	246	169	81	119	127	87	55	58	39	33	35	24	30	38	34	21	29	23	31	22	36	26
Keeping the dream... Apr 30, 2019	1,435	486	252	157	98	89	127	105	43	45	36	20	34	47	47	31	35	21	18	23	16	28	23	23
The "charge more" ... Apr 23, 2019	1,649	318	166	133	124	116	106	96	78	52	30	29	29	42	34	30	43	32	27	23	33	30	19	22
Taylor Otwell: "PH... Apr 16, 2019	3,946	1,586	1,004	417	241	366	397	337	207	137	110	56	82	87	69	70	71	51	64	60	46	45	48	60
The market for you... Apr 09, 2019	1,328	230	116	114	103	71	106	108	75	39	42	36	32	24	58	31	40	28	20	22	23	19	28	13
When should boot... Apr 02, 2019	1,105	391	147	118	86	54	61	52	32	30	34	31	18	35	63	81	84	29	33	45	17	29	22	34
Worst day ever Mar 26, 2019	1,130	395	159	101	64	45	66	54	34	31	18	22	14	16	26	16	19	16	15	12	14	33	17	25
Pro athletes are m... Mar 19, 2019	1,270	237	115	66	40	54	73	57	40	39	29	18	19	12	25	20	17	23	14	16	29	16	10	11
Do startups need s... Mar 12, 2019	1,123	332	146	90	65	71	67	44	56	32	23	20	25	46	37	42	30	18	11	19	11	16	21	10

* Excludes any episodes backdated to before your show was created, or were published before migrating from another platform.

Transistor.FM: Episode Comparison Graph with “Release Window” Data



Evaluation: Apple Podcasts Data

Museums in Strange Places

[Overview](#)[Trends](#)[Episodes](#)[Performance](#)[All Time](#)

FOLLOWERS ?

492

LISTENERS ?

1.2K

ENGAGED LISTENERS ?

757

PLAYS ?

13.3K

New Followers



Time Listened

**66%** 889
Following**34%** 452
Not Following

Evaluation: Apple Podcasts Data - Average Consumption



Recent Episodes

[See All](#)

NUMBER	NAME	RELEASE DATE ▾	DURATION	LISTENERS ?	ENGAGED LISTENERS ?	PLAYS ?	AVERAGE CONSUMPTION ?
S2 E27	Trailer: We the Museum	Jan 26, 2023	3 min	22	20	27	90%
S1 E27	BONUS: The Vagina Museum Podcast Trailer	Mar 11, 2020	3 min	128	86	188	72%
	An Update	Feb 6, 2020	3 min	83	57	124	75%
S1 E27	BONUS: London is Ok I Guess	Nov 13, 2019	30 min	105	51	285	51%
S2 E12	The (Pop-Up) Anti-Trump Museum of Atlantic City	Sep 23, 2019	25 min	218	130	533	62%

Outsourcing

Definitions (Save for Later)



*These terms are often used interchangeably, so always ask “and what does that mean.”

Editor: Cuts and organizes and assembles your audio as instructed. May also do audio engineering. Typically charge by the hour.

Audio Engineer: Technical specialists who are responsible for the recording, mixing, and mastering of music and vocals.

Producer: Typically involved with/oversees the running of the show (project manager). Conducts interviews. Plans stories, etc. May also edit.

Production Company: A company that employs producers and editors to make podcasts from start to finish.

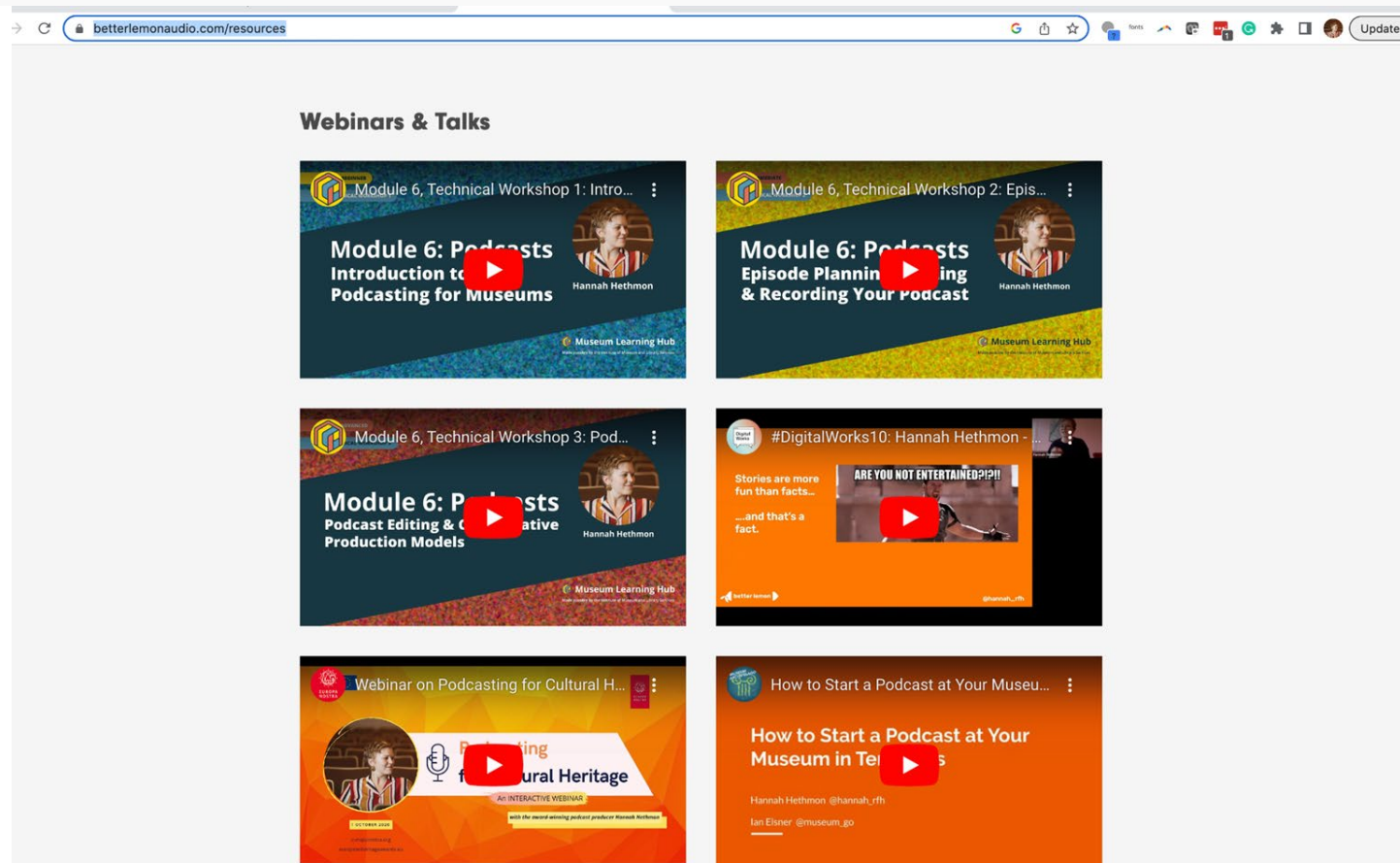
How to Choose an Editor/ Producer



1. Listen to what they have already edited/produced. Do you like it?
2. Ideally, find someone who understands your organization, mission.
3. Ask them to walk you through their process from start to finish so that you understand what to expect at each step.
4. Get a few quotes. If one stands out for being much less or much more, ask why.

This is not a very standardized industry!

Learn more: betterlemonaudio.com/resources





better lemon CREATIVE AUDIO



Hannah Hethmon
Owner/Executive Producer
Better Lemon Creative Audio

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DOWNLOAD SLIDES: tinyurl.com/dinfospod