

Podcasting

Course Requirements

- Students should be prepared to sign up for an audio hosting plan (roughly between \$10 - \$20 per month, depending on file size).
- Students should have a good quality microphone or be prepared to purchase one (between \$40 - \$100).
- Additional services (e.g., podcast cover art creation, voiceover work, royalty-free music, audio editing) will vary in cost.

Session 1: Define Your Podcast

Lesson 1: What's a Podcast?

Lesson 2: Cover Art

Lesson 3: Building a Buzz

Assignment: Answer the questions on the “Let’s Create Your Show!” document. Begin coming up with a concept for your podcast’s cover art. Email and/or tell 5 people via social media (e.g., Facebook, Twitter, LinkedIn) about your upcoming podcast.

Session 2: Refine Your Concept

Lesson 1: Refining Your Show’s Concept

Lesson 2: Finding Music, Designers, and VoiceOver Artists

Lesson 3: Audio Hosts

Assignment: Finish the final version of your podcast’s profile based on your “Let’s Create Your Show!” document. Choose and purchase an audio hosting package. Select a designer for your podcast’s cover art, a voice-over artist for your introduction (optional), and theme music for your podcast.

Session 3: Recording Your Podcast

Lesson 1: Podcasting Recording 101

Lesson 2: Writing a Script

Lesson 3: Time to Record!

Assignment: Write a brief script for your first episode. Record your first episode, but do not edit or upload it.

Session 4: Editing and Packaging Your Podcast

Lesson 1: Audacity 101

Lesson 2: Audio File Formats

Lesson 3: Packaging Your Episode

Assignment: Edit and mix your first episode. Export your episode to mp3 format. Package the episode with ID3 tags and your finished cover art.

Session 5: Launching Your Podcast

Lesson 1: Uploading to Your Audio Host

Lesson 2: Submitting Your Podcast to Podcast Directories

Assignment: Upload your finished, packaged episode to your audio host and publish the episode. Submit your podcast to iTunes, Stitcher Radio, and at least two other podcast directories.

Session 6: Marketing, Monetizing, and Motivation

Lesson 1: Marketing

Lesson 2: Monetizing

Lesson 3: Motivation

Assignment: Announce the first episode of your podcast (e.g., email, social media). Create a basic marketing plan for your podcast. Identify three potential sponsors.