In the Name of God

Vice-Chancellor for Research and Technology

Center for Development and Coordination of Scientific Information and Publications

Podcast Preparation Guide

What is a Podcast?

A podcast is a series of episodic digital audio files that listeners can download and stream online. While podcasts come in various formats, most are spoken word and focused on a specific topic or subject. Businesses, organizations, and individuals produce podcasts to raise awareness, share information, and connect with audiences.

What Equipment Do You Need to Start a Podcast?

A podcast is an accessible medium that requires minimal equipment. The essential equipment for starting a podcast includes:

- **Computer:** Use a laptop or desktop computer to research your topic, record your podcast, and convert recorded files into shareable audio files.
- **Microphone:** While you can use your mobile phone or computer to record audio, a microphone will improve sound quality. USB microphones connect directly or via a wireless interface to a computer, while XLR microphones connect through a separate audio interface.
- **Pop Filter:** A useful tool for recording audio, pop filters or small mesh screens (usually made of nylon or metal) reduce or eliminate explosive sounds and harsh consonants. They also reduce whistling sounds caused by air passing through teeth when pronouncing consonants like S and Z.
- **Headphones:** Use headphones to test sound consistency during recording and check sound quality during editing.
- **Audio Editing Software:** Record and edit your podcast with audio recording software, also known as a digital audio workspace. Examples of free podcast editing software include Audacity, Adobe Audition, and GarageBand. Adobe Audition is the best and most well-known. Premiere is also an excellent tool for creating and editing video and audio.

How to Create a Podcast?

Creating, recording, editing, and broadcasting a quality podcast takes time. The general steps for creating a podcast are as follows:

1. **Determine Your Topic and Goals:** Choose a topic for your podcast that aligns with your research project or article title. Write down your goals for creating the podcast. Podcasts are produced for various reasons, such as introducing a product, engaging with an audience, and sharing information about a topic.

2. **Listen to Other Podcasts Related to Your Topic:** Explore successful podcasts that focus on your chosen topic. Listen to different episodes, read reviews, and learn more about the type of content that is valuable to the audience.

3. **Determine Your Format:** Several podcast formats are available, such as interview, monologue, storytelling, and non-fiction narrative. Decide the number of episodes per season and the length of each episode.

4. **Choose a Title:** Once you have determined your format, choose a name for your podcast. The title should be simple and straightforward. Include essential keywords in the podcast title for better SEO ranking and to help new listeners find the podcast quickly and easily.

5. **Write a Script or Outline:** Depending on your podcast format, prepare several scenarios. Even if your podcast has a free-form interview format, having an outline of talking points can keep the conversation on track. Make sure to write an introduction to welcome listeners and a conclusion with a call to action.

6. **Prepare a Recording Space:** Set up the podcast recording equipment in a quiet space.

7. **Record Your Podcast:** Start recording the first episode using the written scenario.

8. **Edit Your Audio:** Begin by removing any unnecessary content. Edit out unrelated parts to focus on the podcast topic. Rearrange segments to make the narrative of each episode as clear as possible. Address any audio quality issues.

9. **Prepare Your Podcast for Distribution:** Write a brief description that includes important SEO keywords. Create a simple cover design or hire a graphic designer. Save the cover image in the appropriate file size; podcast covers can be as small as 1400×1400 pixels and as large as 3000×3000 pixels.

10. **Upload Audio Files to a Podcast Hosting Service:** Podcast hosting platforms store audio files and provide an RSS feed linked to your podcast.

11. **Add Your Show to Podcast Directories:** Submit your podcast to directories using the RSS feed URL.

12. **Distribute Your Podcast:** Create a website page dedicated to the podcast and post about it on social media. Find online groups related to podcast topics and engage with members. Invite other podcasts with shared interests to host an episode. Be creative in engaging with potential listeners and stick to your release schedule. Most importantly, focus on regularly uploading new episodes to increase your audience.

Five Tips for Starting a Podcast

1. **Record Audio Separately:** Recording audio separately can improve sound quality and allow for better editing of other sounds.
2. **Add Background Music:** Music in the introduction can attract listeners and enhance the quality of the podcast.
3. **Record a Test Episode:** If you have trouble recording your first podcast, start by recording a few test episodes to reduce stress. Relax, press the record button, and speak as usual.
4. **Choose Your Topic Carefully:** Select a topic that will remain relevant in the coming years. You will spend countless hours researching, writing, recording, and editing a podcast. Being passionate about the topic will help you stay motivated.
5. **Be Patient:** Building an audience takes time. Stick to the planned release schedule and focus on continuously improving the podcast quality.