

## Podcast Course Overview

This course is suitable for those who have a show idea and want to learn what it takes to create and distribute compelling content to a listening audience.

It may be that you already have recorded content but are unsure how to edit it or form it into an Episode, Series or Show.

Perhaps you have guests lined up but don't have a quiet studio or recording equipment to capture your interviews.

Maybe you have a niche idea and nothing else!

Wherever you're at, you are welcome to attend these bi-monthly courses which will provide you with tools and equipment whatever stage you're at.

Many students continue to be supported after the initial 6-weeks ends either by rolling into the next course or by choosing the 1:1 private mentoring or one of many monthly workshops specific to your needs.

Classes are designed to be a balance of theory and practical hands-on tasks. It includes a weekly follow-up email and class notes. All equipment supplied during class. Hire available outside of class.

*NB. Creating content is best approached in stages. Each student will be working at varying stages of production. Please know this is ok! We provide the space and support you need to work through each stage of the process until you have completed what you set out to achieve. Below is a breakdown of the topics we will cover which may vary depending on individual student's or group needs.*

### **Week 1 – Concept and Planning**

- Group discussion: 15-minute presentation from each student to present and receive feedback for your show idea

**NB: Respect for privacy and ideas – We ask you to view these discussions as confidential.**

- Define and refine the process of transferring concepts and content into a show format
- Explore all aspects and possibilities and decide which format you will deliver your content in
- Plan how you will execute your format

## **Week 2 – Interviewing, Recording, Levels and Voice Technique**

- Capturing a quality interview and defining the method you will choose
- Equipment you will need and its correct use
- Mic technique, voice technique and the all-important intricacies of **LeVeLs**
- Booking and scheduling the talent
- PDF - Equipment required to set up a home studio

## **Week 3 – Creative Editing in Audacity: Show Intro & Flow Techniques**

- This is a hands-on practical class with demonstrations
- Explore arrangement and the importance of narrative
- Editing session/demo on Audacity
- PDF - 20 best audio editing software suggestions for those confident in Audacity

## **Week 4 - Creative Editing in Audacity: Creating a Template & Final Production Tips**

- Hands-on practical class with demos
- Create a template in Audacity
- Demo adding FX to your production
- Listening and assessing process
- PDF - Feedback

## **Week 5 – Preparing a Show Intro / Demo**

- A well-produced demo or show intro is valuable as a promotional tool. It's ultimately an audio bio for your show and can be used for a show application on Bay FM, your show page, social media promos, sponsorship proposals etc
- Whether you are presenting a radio or podcast show you will need a well-produced intro that welcomes your listeners to each individual Episode
- Plan Demo / Intro
- PDF – Tips on creating Demo or Intro

## **Week 6 – Uploading to Media Platforms & Distribution**

Welcome to the world of audio distribution!

Congratulations. You've just learned what it takes to create a show and want to know how to share it with the world!

Where do you start when it comes to getting your masterpiece onto the internet or into your community via the Bay FM airwaves?

Finding the right audience for your content and connecting regularly to your listeners are key ingredients in building a following and gaining a listening audience who value and appreciate your work

**There are two options available to you:**

- 1) Show Pitch to Bay FM Program Team
- 2) Individual Podcast Distribution

We explore in depth these two options after which you will have the knowledge to prepare you up for the next step in the process of either applying for a show on Bay FM or distributing you Podcast to the World!

**1) Show Pitch**

Develop a show pitch and present your show idea to Bay FM award winning journalist and Exec. Producer of CNR (Community Newsroom) Mia Armitage.

This will provide you with valuable feedback and will give you a clear indication of whether to apply for a slot on the current Bay FM grid.

You are encouraged to play you demo or intro in this session.

Follow up email with Bay FM presenter information will follow any successful pitch and a Bay FM induction process.

**2) Individual Podcast Distribution**

The two most important components to successfully distribute your podcast are:

- ★ RSS feeds
- ★ Podcast directories

Learn about the complex components involved in setting up your own podcast page.

Covers hosting platforms, distribution outlets, directories and the ever-elusive RSS (Really Simple Syndication) feed.

Includes links to media platforms, suggested podcast directories and comprehensive PDF notes.