



Getting Started with Podcasting

First things first...

Why create a Podcast?

- Makes message more personal; the sound of a voice vs. reading creates a stronger connection
- 23 million Americans listened to a podcast in the past month
- Simple and inexpensive by using the following tips and free software
- Average time listening to podcasts is 90 minutes per week
- It is 100% efficient: episodes only downloaded by listeners who want to hear you

Getting the right tools...

What do I need to create a podcast?

1. Microphone
2. Background-noise resistant headset
3. Free software to record your own audio file-Download Audacity at Audacity.sourceforge.net
4. Free software to save files as MP3s- Download LAME MP3 recorder at Lame.sourceforge.net
5. Account on a free podcast hosting website such as PodBean.com

What content should be on my podcast?

- Reactions or highlights of an event
- Interviews with experts in your field
- Q&A session with those you help or serve
- Recordings from past conferences
- Audio clips from theatre or music
- Tell a personal story

How can I make my podcast more professional?

- Listen to other nonprofit podcasts for examples
- Have a script prepared to help eliminate thought gaps
- Give each podcast a title, a date, and an introduction to the speakers
- Add music to your podcast by going to www.flashkit.com/loops for free music loops
- Edit out long pauses using your audacity editing software

How long should my podcasts be?

You get to decide on the length of your podcast, but try to make it around ten minutes for your first recording. Some podcasts are up to 30 mins in length but to keep listeners engaged, aim for shorter.

Spread the word...

Integrate feed subscriptions and embed link:

Be sure to add subscribe links for RSS, iTunes, Odeo, and ATOM accounts so listeners can easily add your podcasts to their feeds. Their feed will be updated when you add new podcasts. Also, be sure to integrate the link to your podcast into your emails, website, social networking sites, and blog.

Look to others for example...

Nonprofit podcasts:

- Guide dogs for the Blind- guidedogs.podbean.com (Personal Story Example)
- Big Vision Podcast- bigvisionpodcast.libsyn.com (Interview Example)
- YWCA- ywca.bostonconferencing.com (Personal Story Example)
- Common Cause- commoncause.org/site/pp.asp?c=dkLNK1MQIwG&b=4848967 (Event Recap)

For more information or help regarding Podcasting email: RHowe@TheNonProfitPartnership.org