EQUIPTT QUICK START GUIDE

Podcast

What is it?

An on-demand, serialized audio program on a particular topic with audio files delivered online through internet browsers or subscriptions through podcast apps/services which notify the user when episodes are posted.

Resources Needed

- Host with public speaking experience.
- Equipment: Microphone(s) and recording software.
- Audio editing software or someone with audio editing experience and skills.
- Guests? – Depending on the format, other experts can add variety, interest, and engagement.

Benefits

- Editing audio is easier and more forgiving than editing video.
- Recording audio is cheaper than video; less equipment/preparation.
- Audience can multi-task; listen while working out, commuting, etc.
- Can repurpose audio from other sources such as videos, webinars, etc.

Considerations

- Format: scripted, interview, or some combination?
- Is the topic-specific or broad; will it be a limited series or ongoing with revolving topics?
- Determine the frequency and length of your episodes.
- Can you stay on schedule?

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OR

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