



# Podcast Pitfalls & How to Fix Them! Part Two - Preparation

Every day, millions of newly minted producers and hosts join the ranks of Internet broadcasters, many without formal training.

Technology and the Internet make online radio and podcasts easy, convenient and accessible.

At LGK, we've heard more than many, worked with a few and unleashed our more than 30-year award-winning background in broadcast production to help you present podcast and online radio programming like a pro to engage your community, build revenue streams and maximize your momentum. This series of information sheets primarily reference **audio** podcasts.

**ref-er-ence**  
A podcast is a type of digital media (audio or video) often consisting of an episodic series of content that can be subscribed to or downloaded to via a computer, mobile device or portable media player. Online/Internet radio is a continuous stream of audio transmitted via the Internet and cannot be paused or replayed. After the initial broadcast, these streams are often available as podcasts and can be downloaded.

*"notable quotables" on*  
**PREPARATION**

With all due respect Mr. Bell, over-preparation is the foe of inspiration.

Monsieur Bonaparte, before anything else, preparation is the key to success.

It is a delicate balance between over-preparing and jeopardizing your confidence, conversation and engagement.

**YOUR BRAND**  
Remember, the podcast is your brand and personalizes your organization. Whether or not you intend to fly by the seat of your pants or to stick to a script, some measure of preparation is required. If you want to be taken seriously, podcast like a pro.

Make some decisions **NOW**, because if you don't know where you are going, all roads will lead you there (of course, this is an appropriate line borrowed from Lewis Carroll).

- Eighty (80) percent of Americans will listen to audio on digital devices by 2015.
  - Online and mobile radio are expected to see the richest revenue gains.
  - In 2011, online audio listening grew to an average of 10 minutes per week.
  - More than **35 million** people download podcasts monthly.
- Sources: Pew Research Center Project for Journalism Excellence (2012 State of the News Media); eMarketer

## Signs of a bad podcast: *winging it* execution, disorganization, egos that won't get out of the way and, (UGH!) technical distractions.

**Fix Time Management**  
Most podcasters spend a minimum of **3-4 hours** times the length of the show on preparation, post-production/publishing and promotion.  
**BE PREPARED**

**Fix Organization**  
Compose a **show outline** to stay focused, on topic and to guide the editing/post production process, if applicable. Include talking points, segment cues, guest descriptions, interview questions, links and resources to mention.  
Use the outline to compose promotional **notes** about the show to attract listeners and online search results.  
Develop a **checklist** to evaluate whether or not the content, publishing and promotional objectives of the show were met. We call this de-briefing.

**Fix Content**  
[telling is not selling, teaching is]  
It is important to connect with your audience. The listener must be entertained and/or educated. Are helping your listener. What's in it for them? Why would they appreciate receiving this content? How will it make their life better? In other words, it's **NOT ABOUT YOU!**  
Place promotional offers in the middle or end of the show and, if possible, make them evergreen. Once a podcast is posted online, it may live there for months or years to come.

**Fix TEST RUN!**

**GEAR**  
•A computer with Internet access (dial-up not recommended)  
•Microphone  
•Headphones

**SOFTWARE**  
•Audio recorder and editor  
•MP3 converter (converts content to smaller file sizes for uploading and downloading)  
•Media player and iTunes  
•File transfer (if not using a podcast vendor)

**RECOMMENDED**

- Select a location that is quiet and free from distraction. Use a landline for audio podcasts and mute the volume on other devices if they are in the same location. In other words, don't try to listen to yourself on the computer – **the reverb is horrid!**
- If applicable, ensure that your co-host and guests are available at least fifteen minutes prior to recording. This allows you to cover last minute details (what ifs and cues), check audio levels and identify telephone lines prior to recording. The identification of telephone lines comes in handy should you need to mute a guest (*because they are listening to themselves on the computer*).
- Script or no script depends upon your comfort level, but definitely have an outline to guide you through transitions, particularly if you intend to upload the show as is (without any editing).
- Should the podcast include listener participation, know how to pre-screen calls and monitor the chat room. Acknowledge them. Thank callers for comments and questions; as well as, participating guests.
- When you end the show, stop recording. No one wants to hear that big a sigh of relief.
- Finally, listen to the finished product and complete an evaluation checklist.

3...2...1...0

Podcasting is an effective content marketing platform to build conversations, credibility, and connections.  
The platform makes it easy to go solo, but to podcast like a pro, it takes a team.  
www.lgkmarketingcc.com  
Contact **LGK** for a team approach to podcasts!

Follow Us on Twitter @lgkmarketing

**LGK** marketing communications collective, inc.  
maximize your momentum  
©2013 LGK MCC, Inc.