

Hello and welcome to module 2. My name is Tobin Low and I'm the co-host of the LGBT themed podcast Nancy from WNYC Studios. So in module 1 you learned all about the landscape of podcasting. Where we've been. Where we are now. In this module, we're gonna turn our attention to that amazing idea you have for a podcast. This module is all about creating a game plan for taking your podcast from idea to reality.

We're gonna cover the basic building blocks of a podcast, how to pitch a podcast and how to Pilot. This is a process I know super well from pitching my own podcast to my now bosses at WNYC Studios, so I'm super excited to share all that I know with you. Let's get started.

Hey, so in this video we're going to talk about the basic questions.

You should be able to answer when you're starting a new podcast what this is going to help you do is assemble the basic building blocks of a new podcast. All right. So let's jump into the building blocks of podcasting in this lesson. We're gonna talk about defining success for your podcast determining the frequency length and span of your podcast will also talk about figuring out what people power you need to make your podcast.

Basically what the roles are that folks fulfill in making a podcast and what resources you might need in making your podcast.

So let's talk about defining success. If you've done the first reading podcast level You mwen by Alex you'll be familiar with this concept. So when I say the word successful podcast what comes to mind? I think for a lot of people they think of Mega hits like cereal or the daily, you know shows that have huge download numbers are big hits but not every podcast is gonna be successful in that way and figuring out what success looks like for you is gonna help you be a lot happier and more fulfilled and making your show.

So let's go through these other metrics of success. There's download numbers which you might be familiar with, but maybe your metric of success is reaching a new audience, you know an audience that doesn't currently have a podcast that really speaks to them. Maybe you're a journalist. Maybe you're a print journalist trying to break into a new medium.

And so making the podcast itself is a metric of success. Maybe you're trying to get the word out about your company's work. Maybe you're trying to create a resource. All of these are ways that podcasts can be successful and they're all unique and it's worth it to take the time to write down what you want to do with your show.

Next is the question of how often should my podcast happen? So there's a couple of ways that you can answer this question and start figuring it out. There's frequency which is how often you want to be releasing episodes. Are you putting them out weekly, are you putting them out by weekly, which is every two weeks.

Span which is sort of the life of the podcast. Uh, some shows are seasonal which means they put out a batch of episodes and then they take a break some shows are a one-time series meaning they do a couple of episodes and then that's it. And then some shows keep putting out episodes. Regularly.

There's also length of an episode some podcasts put out 30-minute commute length episodes. Some put out in-depth our long conversations that you really want to stick with figuring out how long your podcast wants to be figuring out how long your podcast wants to be is an important part of figuring out what resources you you're gonna need.

So I have a couple examples here of shows that have different lengths and spans and frequency. And as you'll see they're all sort of driven by the content and that's a great way to figure out sort of the answers to these questions for your podcast. So first we have she's all fat which is hosted by April Keogh and Sophia Carter.

They talk a lot about body positivity and how they self-identify as fat and this show regularly puts out episodes once a week. Um, and it really makes sense because they're trying to build a community With Their audience and so for them to be really regularly in your feed and putting out episodes makes sense for that show.

Habitat on the other hand was a limited series. So they put out a batch of episodes telling the story of the scientists doing one specific experiment and then they were done and the show ended so for that show because

they were telling one story it made sense for it to be a series and then to finish in the dark is an investigative journalism podcast.

They take one case a season and they dive into the case itself. So for that show it makes sense for them to uh, take some time to report produce and then put out a batch of episodes and then take a break and report and produce the next batch of episodes. So maybe you're wondering why you're having to answer these questions so early on, uh, one of the reasons is I really think it's important to start putting.

On something early on because even if you change it later it can just help you start to theorize about the podcast that you're gonna make and what you think at least should be to start the other reason is that knowing how often you want to put out up episode how long they should be if your seasonal or putting on regular episodes can help you with.

How you should staff your show or the resources? You should ask for so why don't we pause the video here and take some time to have you answer these questions for yourself. What should be the frequency span and length of your podcast. So now that you're starting to have an idea. Of the kind of show you want to make we should talk about the different jobs that people can have making a podcast.

Now this looks different for every podcast. But generally you can sort of put all of the responsibilities into four different buckets. Producer which is a catch-all term, uh, this person edits tape, sometimes they prep host for interviews. They write scripts. Sometimes they report the editor is the person who offers feedback.

They sort of have a big picture direction of the show in mind the sound designer who mixes audio for each episode. That means that they're going through and making sure that there's a consistent volume throughout sometimes they also compose original music. And then there's the host depending on the podcast this host may conduct interviews.

They may report they are the voice of the show. Now looking at this list, there are four defined roles, but I should say it looks different for every podcast for some podcasts one person does all of these. For other podcasts, there's multiple people who do each of these jobs, but it's important to at least look at these tasks broken down and see the distinct responsibilities and start to think about what you bring and what jobs you can fulfill versus the jobs that you will need other people to fulfill.

So what are the resources that you bring? What are the resources that other people need to help you with?