



GET YOUR PODCASTING OFF THE GROUND

Podcast Starter Package

Get started with your podcast today.

All around you, people are jumping on the Podcast bandwagon - everyone is listening to different podcasts to absorb new and different information.

You've got a great idea, a great message to give to the world and you're thinking that starting your own Podcasts could be the way to go.

But... where do you start? What equipment do you need? How on earth do you edit it to get a professional finish and how do you get it on iTunes?

I can answer all of your questions and I can do all the extra work for you.

Jon

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What do you really need to start a Podcast?

Fantastic! You're thinking about starting a Podcast. I've created a short info-sheet to help you get started.

Before you start, decide how much money you're going to put into it. This depends on a few things:

- First, decide if this is a casual hobby, or if it is something that you are going to want to grow and potentially make money from.
- And consider how often you are going to be podcasting, what sort of quality you're looking for and what you can afford.

If you'll be podcasting casually or infrequently, you can get by with some of the beginner and intermediate level equipment. However, if this is something you want to be serious about, then it's recommended that you invest in higher quality equipment so that you can produce the best quality podcasts.

Now that you have a direction for your podcast, what equipment will you need?

Microphones

You'll certainly need a microphone for yourself and if you are going to interview others, you'll need a second microphone for them. When choosing a microphone, consider style, quality and cost.

Headphones

Headphones are easy to overlook but they are a critical component of creating a good podcast. They cancel out noise in your environment so you can focus solely on the audio that is being recorded through them. They're essential because without them, you will be blind to any noise issues or audio level drops and changes that may be too difficult to fix in the post-production stage.

Microphone Arm

Microphone arms are important to keeping a consistent sound level throughout the podcast as your guest moves around. It also allows them to be more comfortable throughout the recording.

Shock Mount

A shock mount is used to fasten the microphone to the microphone arm and helps eliminate any noise that comes from vibrations or contact with the microphone or mic arm. For example, if you hit the arm with your hand, the vibration will travel through the arm and into the microphone without a shock mount.



Pop Filter

Pop filters prevent the loud popping sounds that are caused by fast-moving air that blows onto the microphone - commonly occurring during speech when people are breathing in the direction of the microphone or pronouncing the letter "P" in particular. Basically, they are a layer of fabric, placed in front of the microphone to block the airflow from reaching it without blocking any of the sound.

Audio Recording

For mixing software or recording devices; you've probably got them already on your computer or phone (and if you don't, you can download them for free).

The two basic options that are most common are Audacity and GarageBand.

Audacity is free and it will provide you with all of the basic tools that you will need to put your podcast together. To use Audacity, you will have to record the podcast on to the software and make the edits through it before exporting the podcast. It can be used on both Windows or Mac operating systems.

If you have a Mac, check to see if it has GarageBand already preloaded onto it.

I'm Jon. I love all things 'sound' so when I'm producing podcasts, I'm in my element! I have over 30 years' experience in music production – largely through playing guitar in various bands and recording the music we produce.

I also have over thirty years Graphic Design experience. Working in a range of organisations from Television production: projects such as popular and children's TV shows and current affairs shows. I have worked in various design studios in commercial organisations, advertising and PR agencies.

If podcasting is something you really fancy doing within your business, I'd be very happy to talk to you about how you can get your project off the ground – whether that's advice on what equipment you require or help with producing your podcasts to give you the quality and professionalism you're looking for.

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This is a great recorder to take out and record interviews

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