

## Podcasting in Ten Steps:

To avoid “**Ready, FIRE, Aim**” syndrome it helps to have a plan of action to do any project. Use these steps to create a checklist of material for creating your own podcast. I will talk here primarily about audio podcasts but the steps apply to video just as well with only a few adjustments.

### Content is King

You’ll notice as I run down the list that I don’t talk about the technical aspects like what type of microphone or how you post your shows on the web until the last few steps. Why is that? Because your audience will forgive you if you use a \$30 USB headset mic to record your show as long as you have something interesting to say.

1. **Select a main show topic.** Make it as specific as possible. It’s ok to talk about medicine, but emergency medicine is better, and training in EMS is even better. Pick a passion or pet peeve that you really like to talk about and on which you would like to share your views.
2. **Select one or more episode topics.** What are you going to talk about? Be specific and break broad topics into shorter sub-topics if necessary. You want to create a series so think of as many potential topics as possible. An example for a 10 minute tip segment would be “BLS Airway Adjuncts” as opposed to “Airway Management” which is much too broad for a short subject show.
3. **Decide on the length of the show.** A good target for most starter podcasts is 10 to 20 minutes. Longer shows may lose audience interest unless the content is compelling, has multiple speakers or panelists, or has an established audience from which to draw.
4. **Break the show into segments.** At the minimum this should be a beginning, middle, and end, but you may have a middle with multiple sections.
5. **Decide on the length of your segments.** In a 20 minute program, if you want your middle or main content to be about 10 to 12 minutes, you will need your beginning or ending to be 4-5 minutes each. You can go over a little since your listeners will be forgiving but don’t turn a 20 minute show into a 50 minute show every now and then.
6. **Plan your open and closing.** Do you want to put your contact information at the beginning or the end, or both? Leave room for some listener mail and a short bit of “chit-chat.” It’s okay to talk briefly about something that happened to you this week for 1 to 2 minutes. This makes you interesting and human. Don’t get sucked in to talking for 8 minutes about your trip to the Vet with your poodle. Some people might care but most won’t.
7. **Select your microphone and recording device.** I put these two together because I have listened to many wonderful podcasts produced on a \$50 digital recorder with a built-in microphone. My advice for new podcasters is to start small. There are some decent mics out there for less than \$30. If you are using a

computer to record the audio, depending on your operating system, you have two free options. Windows users can use the free audacity program. Mac users should use the built-in Garage Band program and it's podcasting option.

8. **Record your show and convert your recorded audio to mp3 format for upload.** Both of these two programs will do that with a drop down menu choice. You can also convert WAV and AIFF audio files to mp3 using iTunes which is available for both PCs and Macs. You can tweak the basic settings but I recommend using one of the pre-selected conversion options based on the type of show you are doing (spoken word, music, etc.).
9. **Upload your file to your website and link to your RSS feed.** If you are using a blog software like Wordpress (also free) and a podcasting plugin like powerpress by Blubrry.com this is very simple. Upload your file using your web hosting control panel. Copy the link to the file's location into your podcast plugin field in your blogging software. All blogs create RSS feeds for both the whole blog and for each category. Create a category called "podcast" and then always mark the entries with podcasts as being in the "podcast" category.
10. **Add your podcast category RSS feed to the various podcast directories.** For example, the big two, iTunes and Zune Marketplace, both have links on their sites to "add a podcast" or "suggest a podcast." Simply paste the RSS feed URL for your podcast category into the field provided and in a couple of days, you will show up in their directories.

## Two final tips.

### **Record several shows before you add your RSS feed to the directories.**

You might decide this isn't for you and there is no easy way to take your podcasts off of the directories once they are posted. I recommend doing 4 or 5 to get your flow going. This will also give your listeners something else to listen to while they wait for the new episode. By the time they have listened to all 5, they will be looking forward to the next one.

**Listen to your shows, the whole show, after you record each one.** This will help you improve each time you record a new episode, tweaking your style and format as you go. Nothing you decided above is written in stone so if you need to make your opening segment longer and add to the middle to provide more content, that is fine. You won't know how the show flows unless you listen to it.

Good luck and welcome to podcasting! I encourage each of you to contact me and let me know when your shows go live. I would be honored to share your programs with my listeners and I look forward to listening, too!

Visit [MedicCast.com/10tips](http://MedicCast.com/10tips) for a free video tips on podcasting along with a printable episode template and checklist.

## Podcast Worksheet

Topics I about which I'd like to podcast. Be as specific as possible and avoid overly general topics. You'll find a more passionate audience for niche topics. For example, not a podcast on baseball but a podcast about the Baltimore Orioles. (name at least 5):

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_

For the following 2 questions, keep in mind this rule of thumb. For each minute of finished audio, figure on 3 to 4 minutes (minimum) in production time. That means that for a 20 minute podcast, it will take you at least an hour to an hour and a half to prepare, record, upload, and post to your blog. If your show requires research beforehand, then you may need to double that number. My medical shows run upwards of 6 to 8 hours per 45 minute episode.

**How long do I want my podcast to be? (minutes)** \_\_\_\_\_

**How often do I want to produce my podcast? (circle one)**

**daily**

**weekly**

**bi-weekly**

**monthly**

**other (specify):** \_\_\_\_\_

## Podcast Main Topic Worksheet

For each potential podcast topic above, brainstorm at least 10 episode topics that would fit in that podcast topic:

**Topic #1:** \_\_\_\_\_

### Episode Topics:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

9. \_\_\_\_\_

10. \_\_\_\_\_

## Podcast Main Topic Worksheet

For each potential podcast topic above, brainstorm at least 10 episode topics that would fit in that podcast topic:

**Topic #2:** \_\_\_\_\_

### Episode Topics:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

9. \_\_\_\_\_

10. \_\_\_\_\_

## Podcast Main Topic Worksheet

For each potential podcast topic above, brainstorm at least 10 episode topics that would fit in that podcast topic:

**Topic #3:** \_\_\_\_\_

### Episode Topics:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

9. \_\_\_\_\_

10. \_\_\_\_\_

## Podcast Main Topic Worksheet

For each potential podcast topic above, brainstorm at least 10 episode topics that would fit in that podcast topic:

**Topic #4:** \_\_\_\_\_

### Episode Topics:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

9. \_\_\_\_\_

10. \_\_\_\_\_

## Podcast Main Topic Worksheet

For each potential podcast topic above, brainstorm at least 10 episode topics that would fit in that podcast topic:

**Topic #5:** \_\_\_\_\_

### Episode Topics:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

9. \_\_\_\_\_

10. \_\_\_\_\_

## Podcast Main Topic Worksheet

For each potential podcast topic above, brainstorm at least 10 episode topics that would fit in that podcast topic:

**Topic #6:** \_\_\_\_\_

### Episode Topics:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

9. \_\_\_\_\_

10. \_\_\_\_\_

## Podcast Main Topic Worksheet

For each potential podcast topic above, brainstorm at least 10 episode topics that would fit in that podcast topic:

**Topic #7:** \_\_\_\_\_

### Episode Topics:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

9. \_\_\_\_\_

10. \_\_\_\_\_

## Podcast Main Topic Worksheet

For each potential podcast topic above, brainstorm at least 10 episode topics that would fit in that podcast topic:

**Topic #8:** \_\_\_\_\_

### Episode Topics:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

9. \_\_\_\_\_

10. \_\_\_\_\_

## Podcast Episode Planning

Episode Title: \_\_\_\_\_

Main topic: \_\_\_\_\_

Opening Segment: \_\_\_\_\_

\_\_\_\_\_

Segment One: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Segment Two: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Segment Three: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Contact information: \_\_\_\_\_

Website link: \_\_\_\_\_

Next Episode Topic: \_\_\_\_\_