Podcasting for Public Affairs

A guide to planning and producing great audio content

December 1, 2020

voxtopica

Contents

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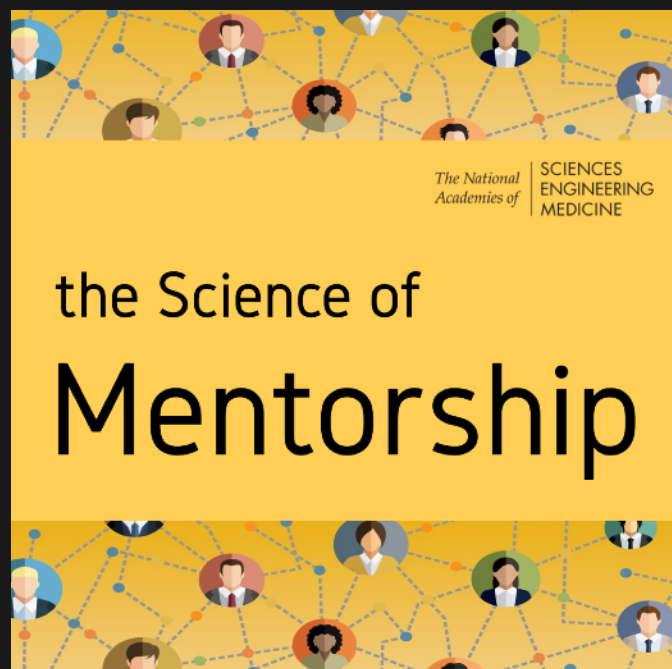
Richard Fawal

- 30 years politics/public affairs communications experience

- 10 years podcasting

- Publisher of DCBeer.com & The DC Beer Show

voxtopica

We help subject matter experts make great podcasts.

- Best-in-class engineering + state-of-the-art technology

- Outcome-driven podcasts that achieve goals and objectives

What you'll learn

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- Podcasting can be a great way to reach public affairs audiences.

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- Recording, editing, and releasing a podcast is easy and affordable.

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- Recording, editing, and releasing a podcast is easy and affordable.

- Planning a podcast and episodes requires thought, discipline, and resources.

Contents

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That's 67 million people.

Accessible

Audio — music and spoken word — can go with you almost anywhere and you can enjoy it almost anytime.

Authentic

Real people, having real conversations or explaining important things, that anyone can relate to.

Addictive

Engaged podcast audiences come back to shows they love again and again, even if they binge. They are *loyal*.

Affordable

Podcast are free. No monthly subscriptions, no ticket prices, no delivery fees.

Why Podcast? People LOVE Podcasts!

Accessible
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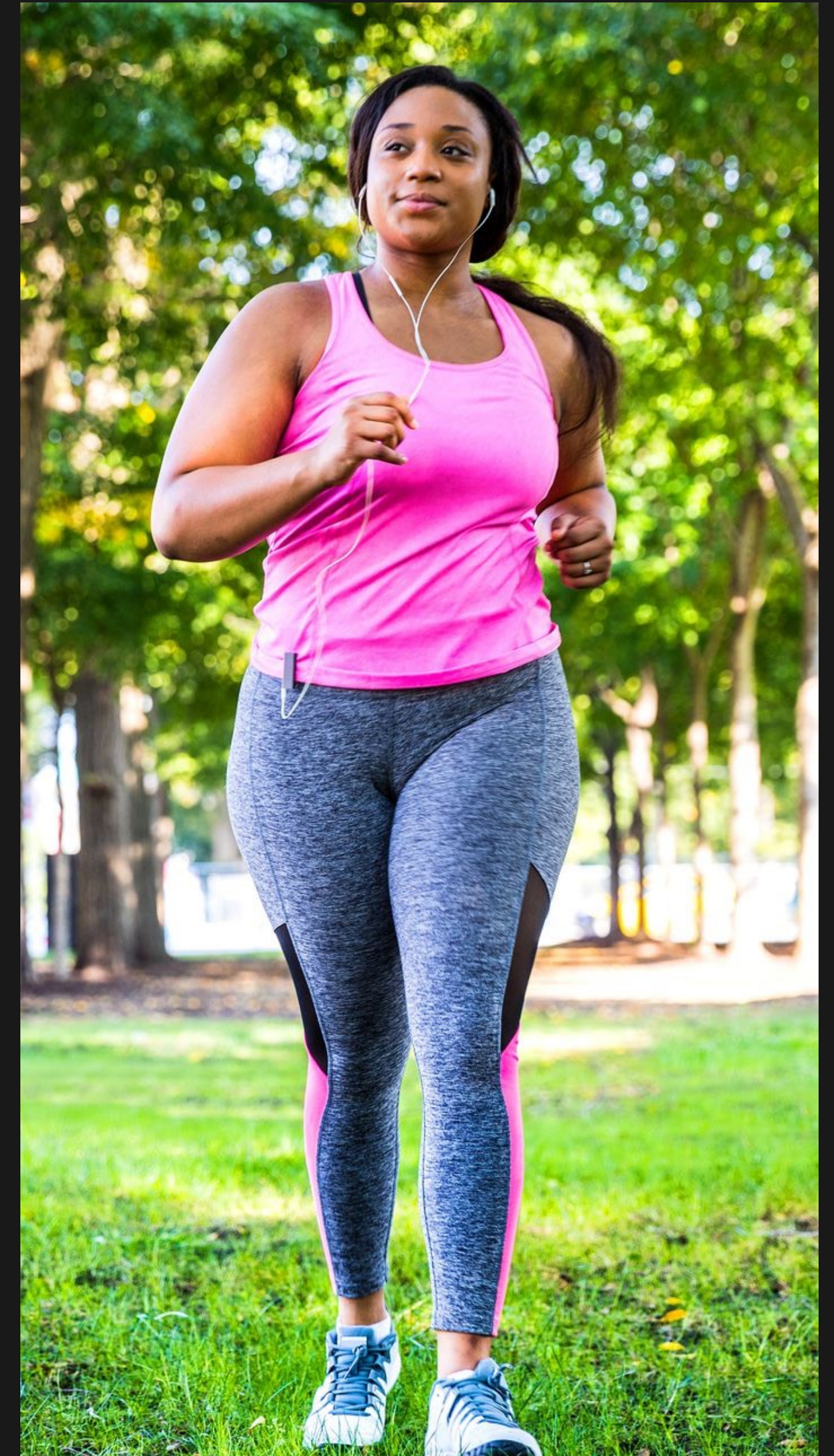
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Presents you, your organization, and your guests as qualified, authoritative subject matter experts.
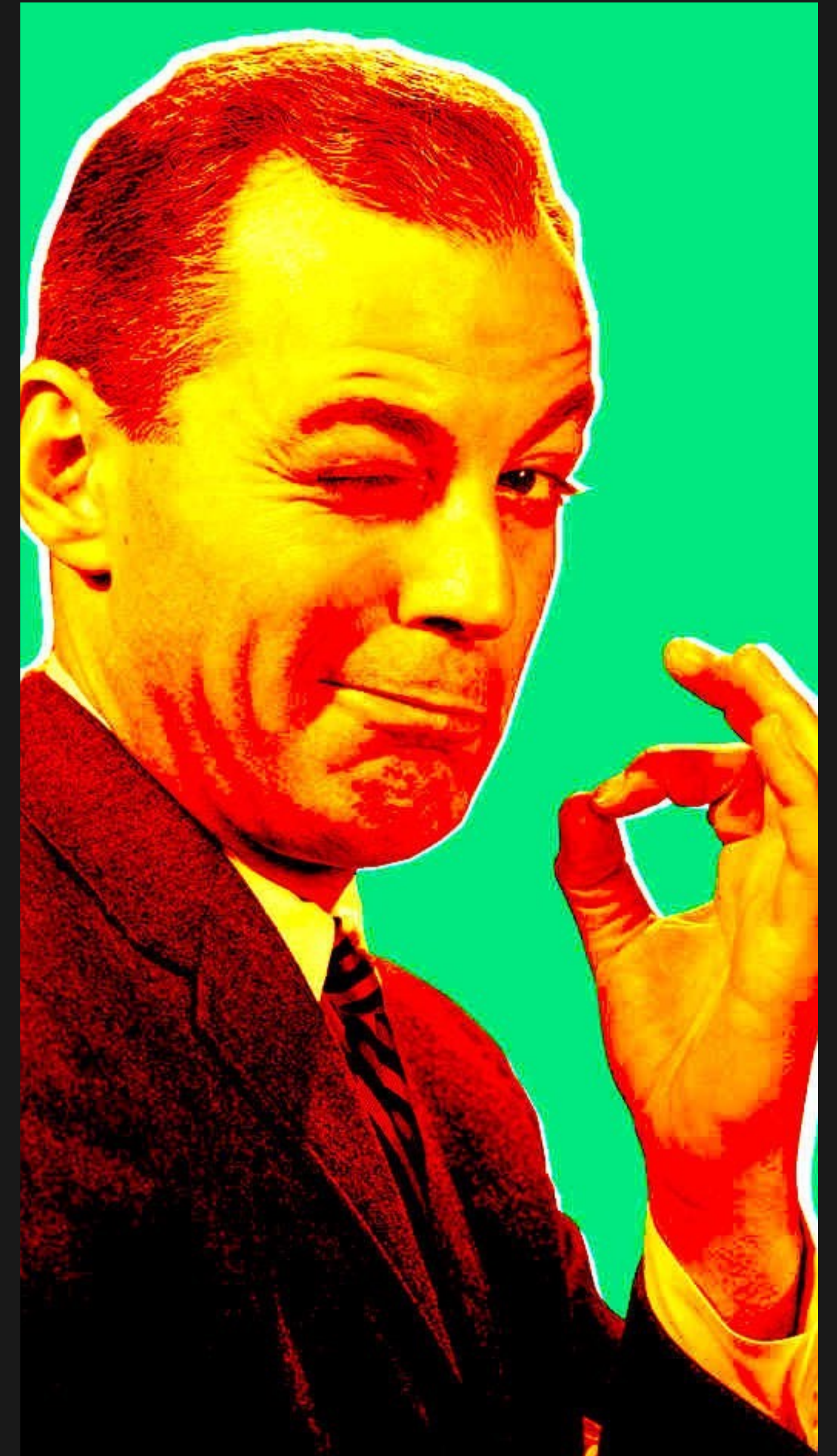
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Podcast add value to all your other communications — by summarizing, providing detail, or offering new perspectives.

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Hours of timely content delivered to a repeat audience for the same price as a 5-min animated video

Why Podcast? Podcasts are high-value!

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3 things

Podcast Production

Equipment

Equipment

Environment

Equipment

Environment

Software

Microphones

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- USB or XLR? Depends on your hardware & software choices.

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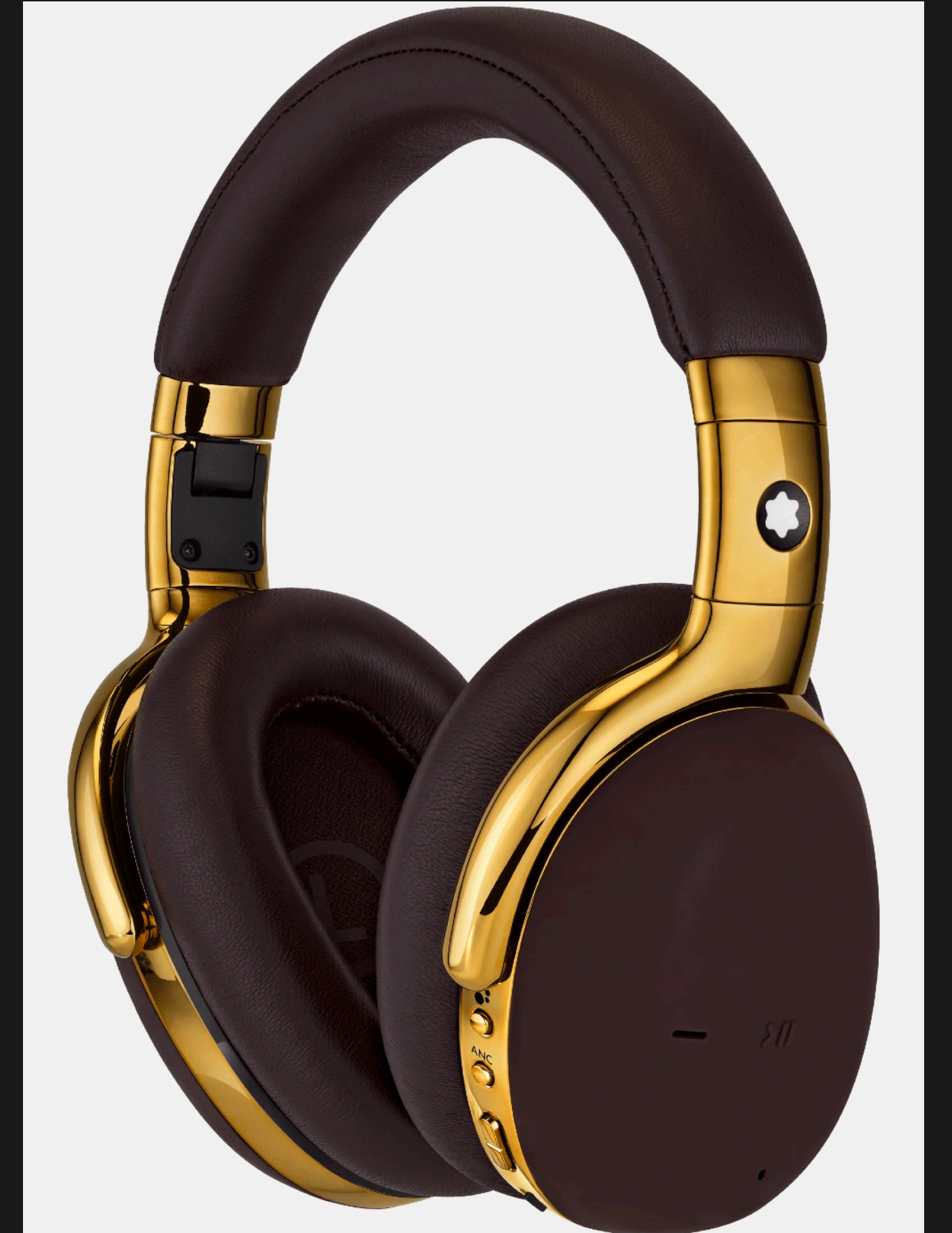
Avoid built-in computer mics or earbuds/pods

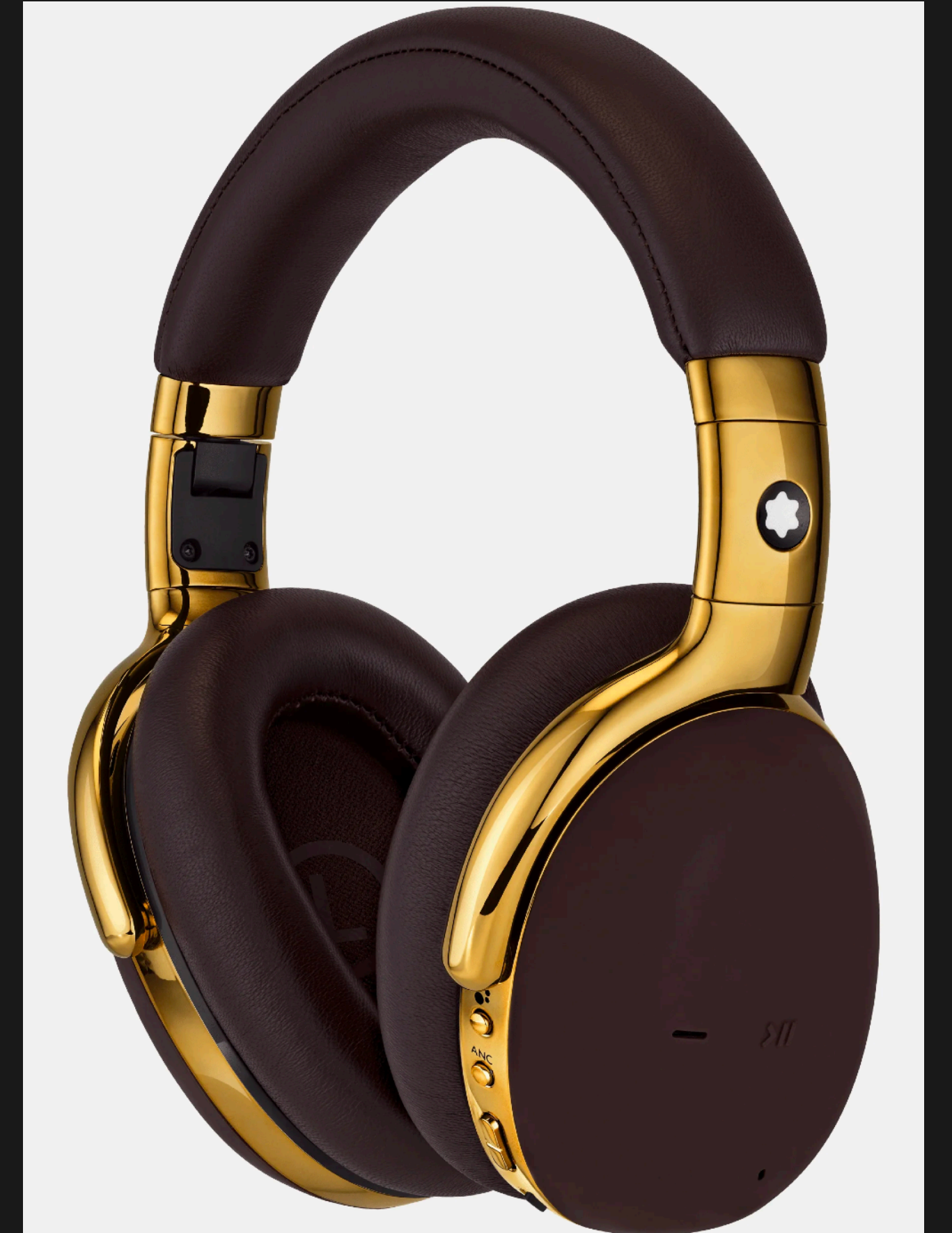# Headphones

Headphones

We recommend over-the-ear, wired headphones.

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Avoid earbuds/pods, wireless, or noise-cancelling

Environment

The Room

The Room

Reverb
Boom

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AC, water pipes, fluorescents, etc.

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Absorption
Dissipation

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The Setup

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Clean desk, table
Soft (rubber, cork) coasters

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Computers set up with any info,
papers prepared

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Quiet chairs

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Coworkers, kids, pets
Sirens, traffic

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HOST should have all of these things resolved.

Prep guests as best you can.

Software

Recording

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Remote:

Recording

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Zoom (sep channels)

Recording

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Squadcast

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In Person (or one person)
Same as editing

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Hindenburg (affordable, easy, powerful)

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Editing

Audacity (free, easy, limited)

Hindenburg (affordable, easy, powerful)

Others (fine, hard to learn)

Post-production

Theme music

Theme music

Free Music/Sound sites:

→ Freemusicarchive.org
→ Youtube Audio Library
→ Public Domain music
→ 909 Music
→ FreeSound.org

Paid Licensing Libraries:

→ Storyblocks
→ Epidemic Sound
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Voices.com

Contents

Podcast Hosting

Podcast Hosting

Distribution

Podcast Platforms

4 things

Email

Use your existing Newsletters and other email communications, just as you would anything else.

Social

Like email, use social as you would anything. Use audiograms for visually appealing, engaging posts.

Guests

Ask you guests to promote their appearance on your show through *their* emails and socials accounts.

Podcasts

Place your podcast's host on other podcasts targeting the same audience. Spend marketing $$ on podcasts first.

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A successful podcast provides value to an audience in a form they appreciate and the creator can support.

GOAL

GOAL
+ AUDIENCE

GOAL
+ AUDIENCE
+ FORMAT

GOAL

Why are you making this podcast?

What do you hope to accomplish?

What will be different if this podcast is successful?

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Why are you making this podcast?

What do you hope to accomplish?

What will be different if this podcast is successful?

Identify your metrics based on your answers.

GOAL: examples

This podcast will recruit new members.

This podcast will engage our stakeholders.

This podcast will educate the media.

AUDIENCE

Who are you making this podcast for?

What *value* should your audience gain?

What do you know about your audience?

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Who are you making this podcast for?

What *value* should your audience gain?

What do you know about your audience?

Learn as much as you can about your audience.

AUDIENCE: *examples*

This podcast is for undergrads 18-25.

This podcast is for reporters who cover health care.

This podcast is for members who want to learn.

FORMAT

How can your podcast best provide value?

What do you have the resources to make?

What will keep the audience engaged over time?

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What do you have the resources to make?

What will keep the audience engaged over time?

Put your ideas on paper and test them before launch.

FORMAT: examples

The discussions will examine the most recent news.

The interviews will provide original viewpoints.

The narrative will tell the history of the issue.

Tips for Success

Your Goal

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- Align the podcast goal with other content goals

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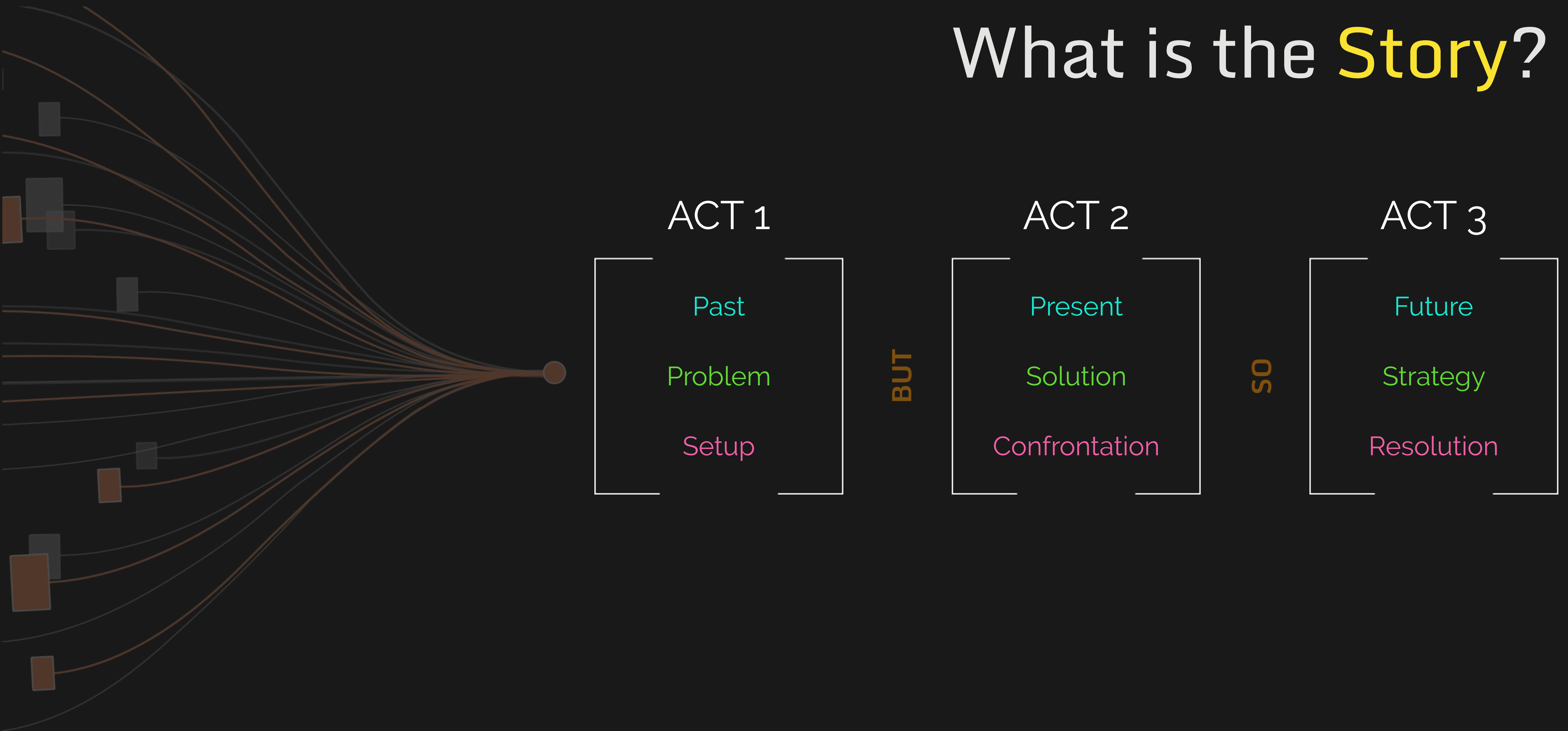
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- Every format should be a story

What is the Story?

ACT 1

[
Past

Problem

Setup
]

BUT

ACT 2

[
Present

Solution

Confrontation
]

SO

ACT 3

[
Future

Strategy

Resolution
]

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PA Public Affairs Council

Questions?

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Thank you!

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