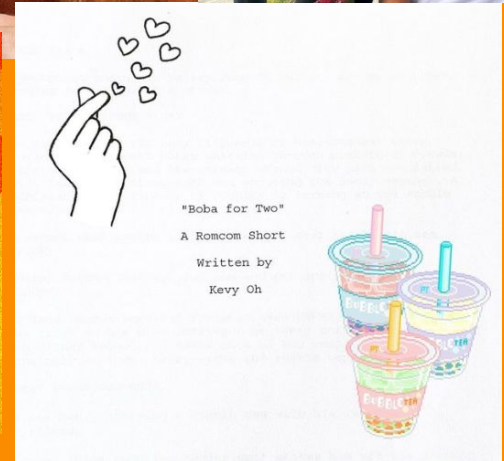
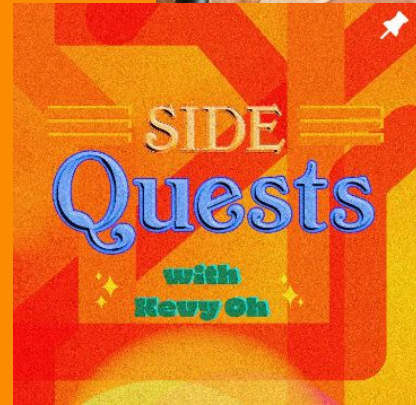

Making Radio Waves: Podcasting 101

A webinar with Kevy Oh

A little bit about myself

- My name is Kevy Oh
- Born and raised in Mississauga
- I love all things media related
- Emerging Writer and Actor
- And of course Podcaster



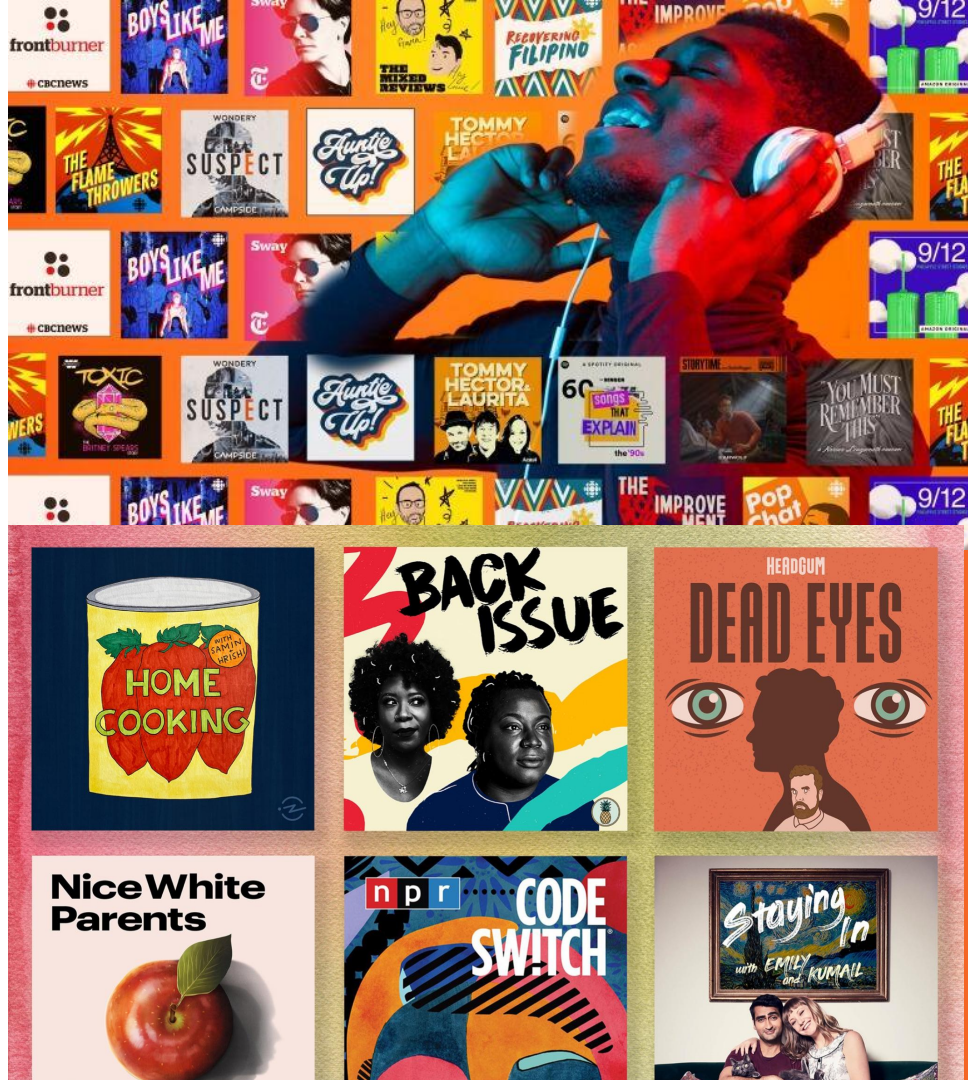
What is a Podcast?

A podcast is a series of spoken word, audio episodes, all focused on a particular topic or theme.

Podcasts are a great way to take in new and exciting information. You can learn, grow, and laugh as you do other things.

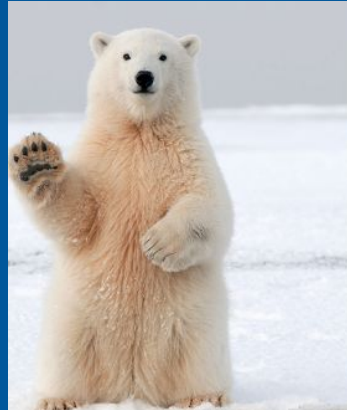
Listening to content is especially convenient if you're on your way to work or while exercising.

And there are so many amazing shows out there that anyone can find a podcast that intrigues them



—

Now let's take some time to know you! Please answer the following questions.



"Excuse me? Do you know how much a polar bear weighs? Enough to break the ice"

1. When you were a kid, what did you want to be when you grew up?
2. What podcasts are you currently watching/listening to?
3. List your favourite topics to talk about.

Where do Podcasts stand in 2023?

1. The number of podcast listeners is expected to reach 464.7 million in 2023, up from 424.2 million in 2022.

2. Forecasts show that the number of monthly podcast listeners will increase to 160 million by 2023.

Number of Podcast Listeners Worldwide (2019-2024)

Year	Number of Podcast Listeners, in millions
2019	274.8
2020	332.2
2021	383.7
2022	424.2
2023	464.7
2024	504.9

Why did I get into Podcasting?

These are the 3 main reasons why I wanted to start my own Podcast Show:

Storytelling

Sharing the world with my perspective and unique voice.

Creative Outlet

Utilizing my creative skillset through a popular content medium.

Portfolio

Having full ownership of a show that I am producing.



SHOW

Side Quests with Kevy Oh

LISTEN ON  Spotify

—

**But everyone and their dog
seems to have a podcast.
What could I offer?**



Reasons why YOU should create a Podcast

1. The demand for podcasts is only increasing and audiences are hungry for more unique, authentic content.
2. You are allowed to take up space! You have your own unique story to share or a passionate perspective that others could relate too. Leave imposter syndrome at the door better yet kick it out the window!
3. Learning and practicing production skills. Since a podcast can be independently made you get to be your own production house and be part of the creative process from beginning to end.
4. There are over 3 million podcasts, with over 1.9 million from the US. Among them, only 316,426 are the last active podcasts in 2023...

—

**Simply the desire to have a
podcast show is more
reason enough!** So let's get
started on how to create our
own show!



1. Planning Stage

The first step in planning for your podcast may seem a lot but if we break it down in three steps it is very doable:

→ **Figure out your 'Why?'**

The most important question must be answered to jumpstart the planning process.

→ **Who is the audience?**

No audience, no problem! Just establish who's it for.

→ **The Name Game**

3 methods to name your Podcast

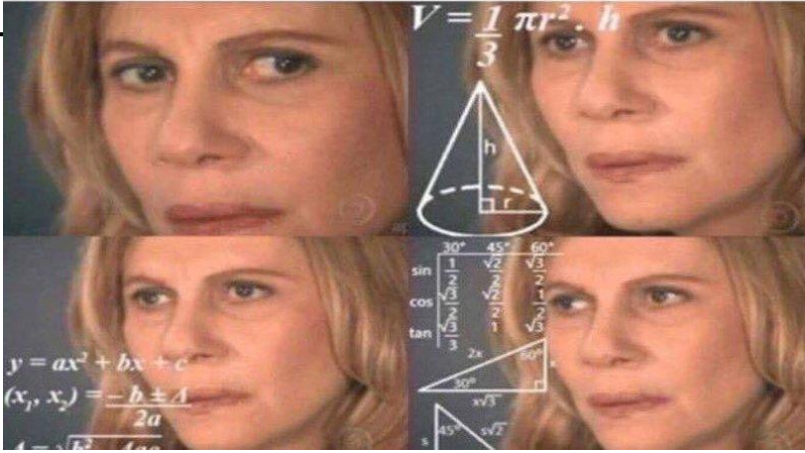
Figuring out your 'Why'?

Before you figure out your 'why' we have to establish the 'what' first. What is it you want to talk about on your podcast?

Is your podcast an extension of your marketing strategy or is it a creative outlet for your hobby/passions? Whatever type of show it is make a list of subjects you're both passionate and knowledgeable about. Generate as many podcasting topics, angles to approach a topic, think of not obvious perspectives, think about 'what if'.

If your podcast topic can carry more than full length 8 episodes, then you have a very podcast viable show!

After you have brainstormed take a step back and see the purpose of your show. It could be as serious as wanting to attract more customers to your business or a casual one as to provide entertaining content to build an organic following. .



Tip

Think about topics that you care a whole lot about and how you can make others care about it too. Dig a little deeper and find the importance of or you podcast topic.



Planning Tip: Explore other shows

Take some time to search what is already out there and see where your show will fit in and if you can- how will it stand out?

Take the liberty of being an audience member first.

how it feels to listen to podcasts



How it feels to listen to podcasts



Tip

Listen to a at least 3 different podcast shows episodes that are similar to what you are trying to do with your own show. Write down what you enjoyed and didn't and what you can offer differently.



Audience

All successful shows know who their audience is and cater to them exceptionally well.

If you're coming at it from a business point of view, and you're a TikTok content creator who wants to make a True Crime podcast, then your target audience might be people who are interested in supernatural sightings, paranormal investigative stories, or unsolved mysteries.

If you're creating a hobby show – let's say it's based around your love of zombies and post-apocalyptic fiction – then your target audience would simply be folks with the same passion. They might be fans of TV shows like *The Walking Dead*, video games like *The Last of us*, books like *World War Z*, and films like *Night of the Living Dead*.

You have to have a clear idea of your audience to navigate in creating more episodes.

3 Ways to name your show

A clever name

You might think of a really clever name for your show. But remember that people need to be able to find it when they're searching for information about your topic. If you have a clever/catchy name for your show, then try to also incorporate a description into the title.

Taglines will provide more context.

A simple name

The searchable (but some might say boring) choice is to simply call your podcast what your target audience is searching for. Simple podcast names are immediately identifiable to their target audience. And they're easier to find because they perform better in searches.

Your name

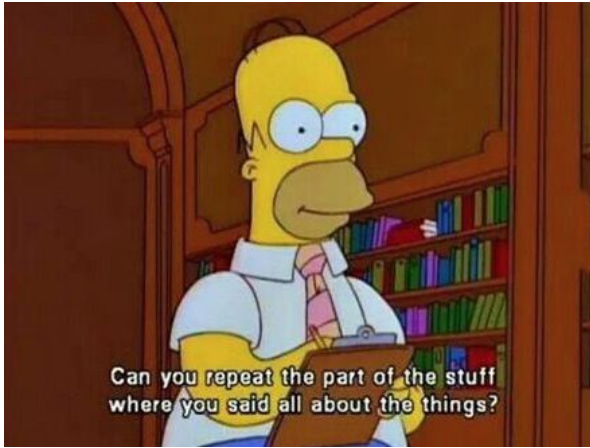
Successful podcasts named after their hosts generally have one thing in common – the host already had an audience before they started the podcast.



2. Formatting

Now that you have your show theme and what you want to talk about, now is the skeleton phase of your show!

- **Episode Structure**
Length and scheduling of episodes
- **Script/Talking Guidelines**
Write your script or talking points that follows your planned segment structure.



Tip

Many will reference the time of the average commute as a good length to shoot for. But anything from 20 up to 45 minutes seems to be within the "sweet spot" for an episode length.



How long should an episode be?

How long does it need to be to get the message out? If you asked most podcast listeners, a "short" episode would probably be anything under 15 minutes. And a "long" episode would probably be anything over an hour.

Your episode lengths should be decided by two things.

1. Your content
2. Your audience

If you have 50 minutes of valuable, relevant content, why chop it down to 20? Or likewise, if you've said everything you have to say in 10 minutes, why pad it out to 30? In extreme cases, say you do an interview and it's a fantastic conversation from start to finish but runs for 2 hours. You can always chop it in half and create two individual episodes.

Over time your listeners will let you know if your episodes are shorter or longer. Take their feedback especially from loyal listeners and take that into consideration in your next recording session.

—

How Often Should I Release New Episodes?

The best schedule is normally the most frequent one that you can stick to, on a regular basis.

Sticking to a deadline just for the sake of it is pointless. You'll have a bigger impact if you put out one excellent episode a month instead of a very average episode every week.

**"Do it, just do it!
Don't let your
dreams be
dreams."**

- Shia Labeouf



"Research suggests that Wednesday, Tuesdays, and Thursdays (in that specific order) are the best days for podcast episodes to be released."

- Google

—

How to write a Podcast Script/guideline



Scripted or Adlib?

Before getting focused with each word of your podcast script, try to look at your show from a bird's-eye view.

What are the elements of your script that will make the listening experience feel consistent for your listeners from episode to episode?

Will your show be fully scripted, ad-libbed, or somewhere in between?



Scripted

A polished and professional-sounding podcast is similar to what you might hear in a newscast or documentary. The script is written out and rehearsed prior to recording.

Generally, this sort of podcast may have particular themes that are explored in sequential order, demanding more structure and precision. Each episode is typically edited by a podcast editor or audio editor.

Adlib

Freestyle recordings are most similar to live radio shows or television interviews. Freestyle is an ad lib recording style that can become greatly successful with an engaging and charismatic voice.

This is most often where podcasters work from a list of bullet points of topics to cover in an episode, so because it's not fully scripted, the character and charm of their voice and personality really seal the deal.

Yield the best results by combining these two methods and developing your own unique podcasting style.





— Podcast Template

1. Opening: A quick musical jingle or your brand's sonic logo.
2. Introduction: A monologue-style intro outlining your guests and what you plan to talk about on your show.
3. Segue: This can be achieved using music or podcast sound effects, or a vocal segue.
4. Topic 1: Discuss the first topic for X number of minutes.
5. Vocal Segue: "We are going to move on and talk about..." or "In other news this week..."
6. Topic 2: Discuss the next topic for another X number of minutes.
7. Ad Insertion: This is the moment to insert a sponsored message or a podcast advertisement. It can be pre-recorded and inserted in post production (think radio commercial break) or you can speak about the sponsor in a conversational style that doesn't feel like a commercial break.
8. Segue #2
9. Topic 3: Discuss this for X number of minutes.
10. Closing remarks: Thank your listeners and your guests, then provide a sneak peek of what will be discussed on the next show.
11. Closing Musical Jingle

1. Opening



Quote of the episode: "Kindness is one thing you can't give away. It always comes back." —George Skolsky

2. Introduction



Hi everyone, I'm Kevy Oh and welcome to Side Quests where we talk about those detour journeys, experiences, adventures that positively impacted our journey of life.

3. Segue - vocal



So what's new with me?

4. Topic 1 Adlib



Recap to my trip to NYC
London VS NYC
Why I love traveling solo

5. Segue - vocal



Speaking of eat pray love journeys, for this side quest I want to get into my very first EPL journey that laid down the foundation of treating myself and ultimately practicing putting myself first.

6. Topic 2 Scripted



My experience with my first EPL journey in San Francisco.

7. Self Care Pit Stop



5 Best places to visit for a weekend getaway

8. Topic 2 Scripted



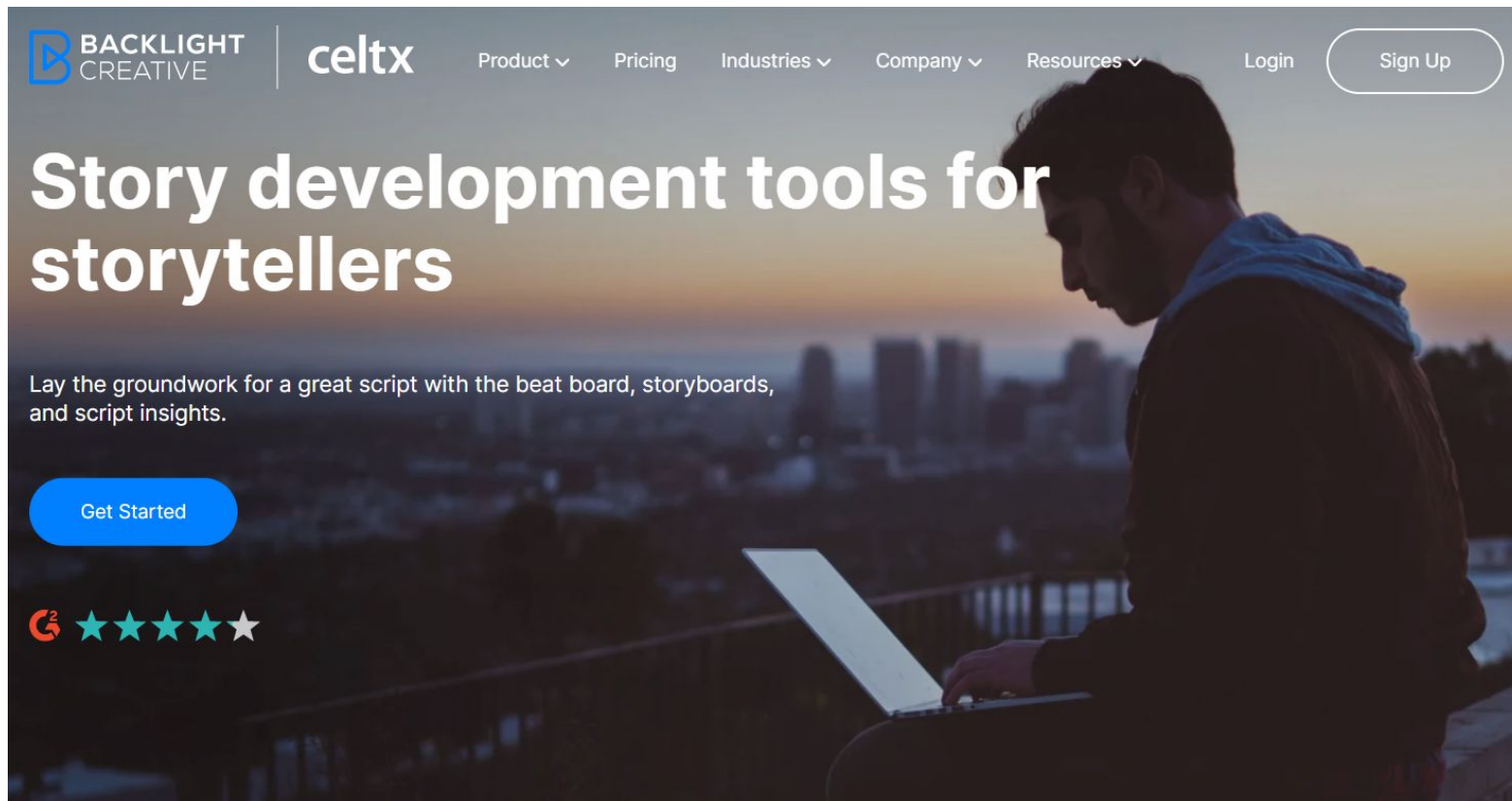
Continue my San Francisco Trip.

9. Closing



Goodbye, see you in the next episode!

Free Script software




BACKLIGHT CREATIVE | **celtx** | Product ▾ | Pricing | Industries ▾ | Company ▾ | Resources ▾ | Login | [Sign Up](#)

Story development tools for storytellers

Lay the groundwork for a great script with the beat board, storyboards, and script insights.

[Get Started](#)

 ★★★★★

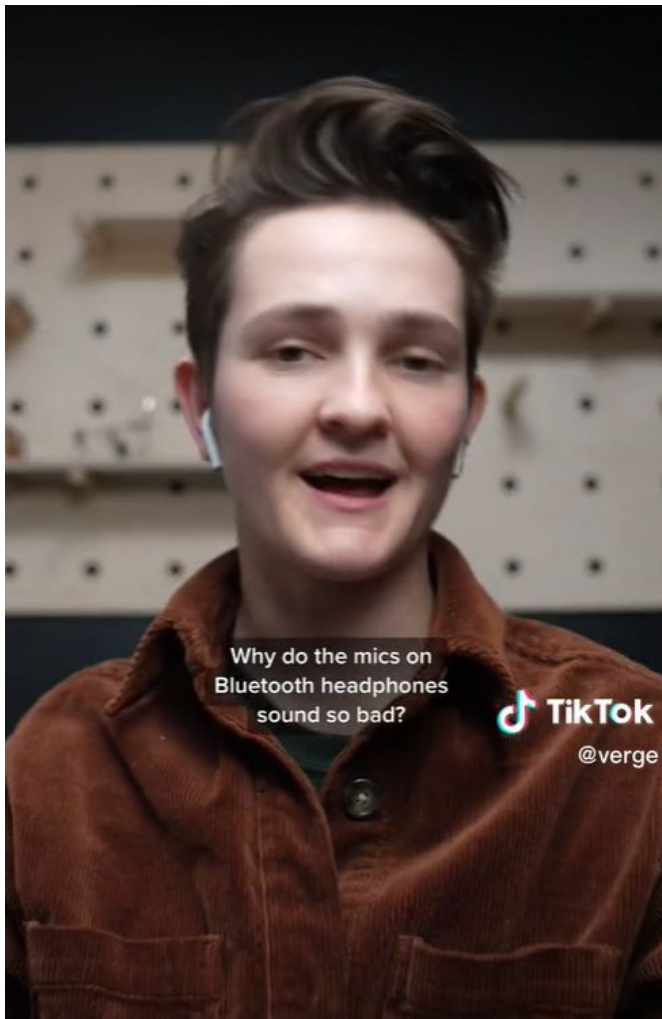
Q&A Pit Stop



—

**Ok so... what recording
equipment do I need?**

—



No Budget - \$0

If you have a smartphone, you pretty much have everything you need to start recording your podcast.

It's that simple.

For your microphone a wired one with a mic that goes directly into your phone works far better than any bluetooth mic. So go find them under your couch somewhere!

Low Budget \$50-\$80

You will want to invest in a nice microphone to capture the audio quality.

The crisper the sound quality the more immersed your listener will be with your podcast show.

You will also need some over the ear headphones. You don't need the best top tier headphones as you will only need it to hear your own feedback and editing.

EXCEPTIONAL ANTI-VIBRATION™



USB Microphone, TONOR Cardioid Condenser Computer PC Mic with Tripod Stand, Pop Filter, Shock Mount for Gaming, Streaming, Podcasting, YouTube, Voice Over, Twitch, Compatible with Laptop Desktop, TC30

Brand: TONOR
★★★★☆ 18,094 ratings

\$43⁹⁹

prime One-Day

Get up to \$150 in rewards with the Amazon.ca Rewards Mastercard. No annual fee.

Style: TC30

TC30
\$43.99
prime

TC30 RGB
\$45.99
prime

Recommended uses for product Streaming, Gaming

Brand TONOR
Connectivity USB
technology



Sony MDRZX110 Over-Ear Headphones (Black)

Visit the Sony Store
★★★★☆ 95,989 ratings
Amazon's Choice for "sony headphones"

\$24⁹⁸

prime One-Day

Get up to \$150 in rewards with the Amazon.ca Rewards Mastercard. No annual fee.

May be available at a lower price from other sellers, potentially without free Prime shipping.

Colour Name: Black



Style: without Noise Cancelling

With Mic with Noise Cancelling

without Noise Cancelling No Mic

Brand Sony
Model name MDRZX110/BLK ZX

Some Budget \$100-\$150+

After my own deep research these are the two affordable yet professional sound quality microphones out there.

For my show I use the Samson Q2U and recommend it to anyone that wants amazing sound quality.



Samson Q2U Handheld Dynamic USB Microphone Recording and Podcasting Pack

Brand: SAMSON

★★★★☆ 3,810 ratings | 25 answered questions

Amazon's Choice for "samson q2u"

\$106³⁷

prime One-Day

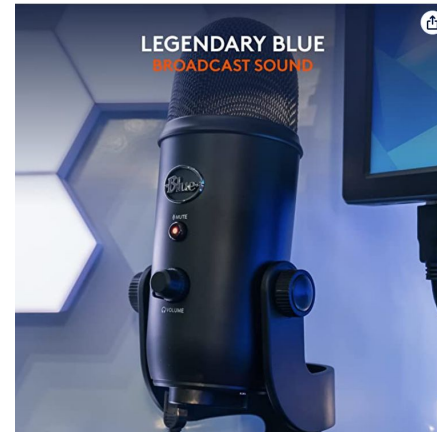
May be available at a lower price from other sellers, potentially without free Prime shipping.

Style: Q2U Gray

Microphone + Headphones
--

Microphone + Windscreen
\$112.36
prime

Q2U Gray
\$106.37
prime



Blue Yeti USB Microphone for PC, Mac, Gaming, Recording, Streaming, Podcasting, Studio and Computer Condenser Mic with Blue VOICE effects, 4 Pickup Patterns, Plug and Play – Blackout

Visit the Logitech for Creators Store

★★★★☆ 28,777 ratings

Amazon's Choice for "yeti microphone"

\$144⁹⁷

prime One-Day

Get up to \$150 in rewards with the Amazon.ca Rewards Mastercard. No annual fee.

May be available at a lower price from other sellers, potentially without free Prime shipping.

Colour Name: Blackout



Style: Microphone

Microphone Gaming Microphone

Gaming Microphone + Wireless Headset



3. Production

Now that you have your gear lined up, your guidelines to keep you on track it's time hit produce!

Recording and Editing

How to Actually Record

Basic Editing Method

Interviews

Preparation Checklist

Publishing

—

Recording & Editing

**● RECORD
GREAT
AUDIO**



Recording

There are two free ways to record audio:

1. Through your Phone- Podcast app- Publish
2. Through your Mic-Laptop - editing- Publish

Through the microphone you will have to use a audio capturing software. The free ones that come built in with your computer work just fine.

Quicktime for Mac and Voice Recorder for Windows.

Make sure it is capturing the highest quality possible in the settings area.



Editing

Unlike Recording there are far more options with editing software. Some are used by industry sound professionals and others have many paywalls.

I find the most user friendly and free editing tool is audacity which many podcasters swear by.

The great part is you can directly record your audio into Audacity. I personally like the quicktime quality but that is an option for you as well.

— Basic Editing Method

Step 1

Record your Vocals. Don't stop for mistakes, just pause, quickly correct yourself, and continue. Keep on recording don't stop.

Step 2

Bring the vocals into your podcast software (eg Audacity or Alitu), and top and tail it. This just means chopping off the silence at the start and the end.

Step 3

Amplify the audio to -2db peak amplitude (=in Audacity – just select your audio track, hit Effect > Amplify, type -2 into the New Peak amplitude field). This will just make your sound crisp.

Step 4

Give a listen through and split the clip to flag any mistakes. Then go through another edit taking those mistakes out.

Step 5

Listen again to make sure everything is ok then export and publish!

—

How do you make sure you host a great podcast interview? By preparing in advance.

Interview Prep Checklist

- Choose an interesting Guest
- Do background Research on your guest
- Get to know your Guest's work
- Write the Guest bio for them
- Prepare your questions in advance
- Send your questions to your guest before the interview
- Minimize any distractions
- Choose a good interview time slot

The do's and don'ts of Interviewing

DO: Make your guest feel comfortable. Provide as much reassurance as you can for them to feel like that they can trust you with what they are opening up with.

DON'T: Ask simple yes or no questions. Try to ask questions the guest will be engaged to talk about and expand on.

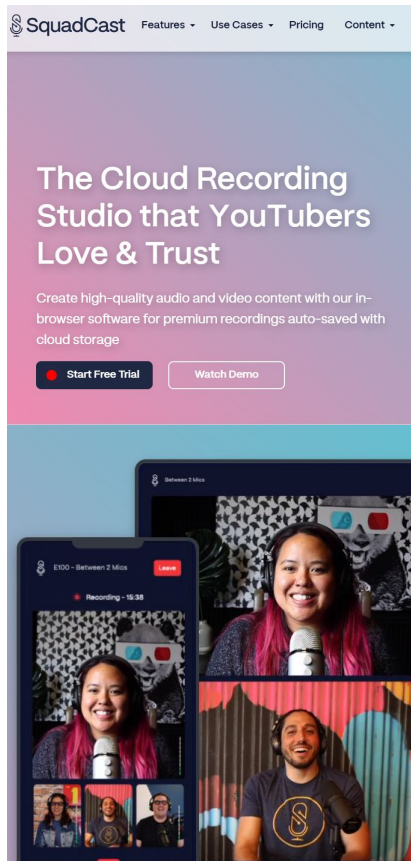
DO: Ask one question at a time. Asking a question then coming to another question without your guest's response will lead them confused. It's best to keep it simple.

DON'T: Talk over the guest. The guest is a guest for a reason, they are there to share their own story and expertise.

DO: Listen. The best interviewers are great listeners and therefore can ask even better questions than what's already written on your notes. Be in the moment it will lead to more genuine conversations.

Remote Recording Studio

After many trials and errors, Squadcast provides the best service in terms of creating recording studios for multiple people. It schedules your interviews, gives you master controls of muting or unmuting guests, and even give interview reminders with the live link to guests for the recording session. I definitely recommend them especially for interviews!



Remote Recording

Collaborate remotely in your cloud recording studio.

Audio Recording

Studio-quality audio for remote recording

Video Recording

Studio-quality video for remote recording

Progressive Upload

SquadCast's unique patented technology.

Dolby Technologies

Advanced audio processing features

Integrations & API

Automate your remote recording workflows with SquadCast integrations and APIs.

—

Publishing

Spotify for Podcasters


Features ▾ Resources ▾ Switch Help Log in Sign Up

Make your podcast the next big thing

Powerful tools for beginners, pros, and everyone in between – all for free.

Get started

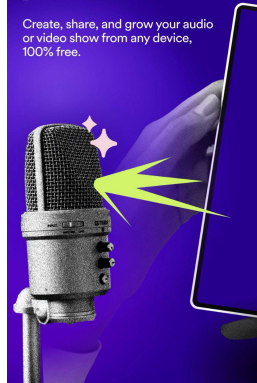
Distribute your show everywhere.



Spotify for Podcasters

Power your podcast

Create, share, and grow your audio or video show from any device, 100% free.



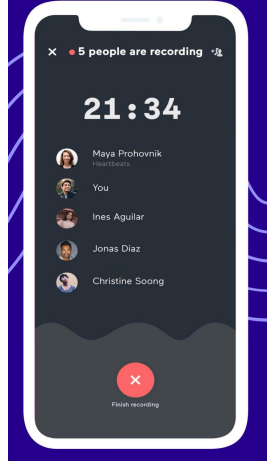
Record from anywhere, anytime

5 people are recording

21:34

- Maya Prohovich
- You
- Ines Aguilar
- Jonas Diaz
- Christine Soong

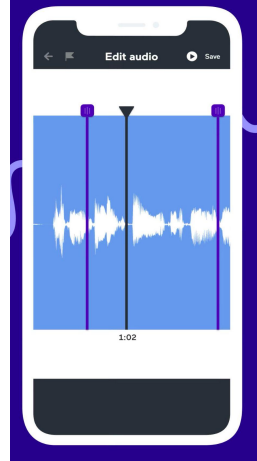
Finish recording



Split and trim audio

Edit audio

1:02



Publishing is so easy and free

Most people think it costs money to be on Spotify or Apple podcasts or that you have to upload manually through the streaming services but that's not how it works. You need a Podcasting Hosting service to get your show on those platforms

Spotify for Podcasters is my favourite podcasting hosting service as it makes publishing your episodes easy and seamless!

Final Q&A





Let's stay connected

I would love to stay connected especially if you start your own podcast and need any help!

You can follow me on Instagram:
[@kevyoh](#)

Please also tune into my podcast show Side Quests with Kevy Oh! Available anywhere you get your podcasts!



SHOW

Side Quests with Kevy Oh

LISTEN ON  Spotify