

How to Promote your Theatre Company with a Podcast!

# PODCASTING 101

# What Are We Going to Talk About?

- Who the heck are these guys?
- What is a Podcast (& other definitions)?
- Why Do I Need My Own Podcast?
- How can I listen to a Podcast?
- What do I need to CREATE a Podcast?
- How can I make my podcast better?



# INEXPLICABLE DUMB SHOW.COM

Treadin' the Boards.  
Talkin' the Craft.

- ◎ A Brief History...
  - How This All Came About
  - 182 Episodes!
  - Interviews & Features

# What is a Podcast?

- A **podcast** is a series of audio or video digital media files which are distributed over the Internet by *syndicated* download, through Web feeds, to portable media players and personal computers. ([Wikipedia](#))

# RSS



- Really Simple *Syndication*
- **RSS** is a family of Web feed formats used to publish frequently updated works—such as blog entries, news headlines, audio, and video—in a standardized format. ([Wikipedia](#))

# iTunes



- ◎ **iTunes** is a proprietary digital media player application...used for playing and organizing digital music and video files. ([Wikipedia](#))
  - When you sync your iPod all of your most recent podcasts are ready to be taken with you!
- ◎ Any “podcatcher” will do...

# Bloggers Started It All

- ⦿ The first RSS feeds were text only.
  - Blogs (“Weblogs”)
- ⦿ Attachments (pictures, audio & video) were included later.
- ⦿ Do you still use text?
  - Yes! Show notes!

# How Does It All Work?

- It's complicated...



# RSS Made Easy

## ◎ FREE Blogging Sites:

- Blogger
- MySpace
- WordPress.com
- TypePad
- Blogspot

**All you have to do is add your audio!!**

# Your Podcast on your Own URL!

- ◎ [Wordpress.org](https://wordpress.org)
  - [Installation Requirements](#)
    - PHP 4.3 or higher
    - MySQL 4.0 or higher
- ◎ Web Hosting
  - [Dreamhost](#)
    - One-Click Installs

# What's The Big Deal?

- ⦿ Interactive content
  - Audience Involvement
  - Blog Comments or an Online Bulletin Board
  - Listener Voicemails!
- ⦿ Promoting Your Shows & Company!
  - Director's "Commentary"
  - Interviews with Actors
  - Do Ticket Giveaways to your Podcast Listeners!

# Where do I find Podcasts?

- ◎ iTunes
- ◎ Podcast listing sites
  - [Blubrry](#)
  - [Podcast Alley](#)
- ◎ The Podcast's own Website!
  - Streaming audio
    - [PodPress](#) (WordPress Plugin)

# Sound Complicated?

- It's not!

# How to Make an AUDIO Podcast in 60 seconds (or more)

- ⦿ What you need (the basics):
  - A computer
  - Some recording software
    - [Audacity](#)
  - A microphone
    - Built-in?
  - An internet connection
  - A RSS-capable website

# Branding

- ⦿ Don't rely on the text!
  - iTunes
- ⦿ Think RADIO (or video)
  - Yes, Margaret, Video!
  - Webcam?

# Add some pizzazz

- ⦿ Name your show!
- ⦿ Music beds
  - Transitions
- ⦿ Segments





# DISCLAIMER!

- ⦿ Beware the legal stuff:
- ⦿ Copyright laws
  - Royalty Free music
    - Sometimes you still have to pay for it!
    - [Magnatune](#)
- ⦿ Trademarks



# How to Make a Podcast Better

- ⦿ Episode Planning
  - Recurring Segments
  - PLAN AHEAD!!!
- ⦿ Audio Editing
  - Digitally!
- ⦿ Multi-track mixing
  - Computer software

# What Do You Use for the IDS?

- ◎ 3 Marshall MXL 990 Condenser Microphones
- ◎ Beringer Xynyx 1202 Mixer
- ◎ Zoom Handy Recorder H4 Digital Recorder
- ◎ Skype!
- ◎ Adobe Audition 3.0
- ◎ WordPress 2.9.2
- ◎ FileZilla

# Questions? Contact us!



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