

So You Wanna Launch A Podcast?

Jon Gay, JAG in Detroit Podcasts



Career History:



2004-2006



2007-2011



2011-2012



2013-2016



2017-2018



Podcast Stats From September, 2019

- *Conan O'Brien Needs a Friend* gets **1,000,000** downloads per episode, compared to his TBS Show, which gets 300,000 viewers. (NY Times)
- Pod Save America gets **2,000,000** downloads per episode. (Variety)
- **54%** of “Rookie” Podcast listeners are age **12-34**, a demographic that's traditionally very hard to reach. (Medium)
- **14 million new people** are listening to podcasts **weekly**, compared to a year ago. (Edison Research)



Show Rundown Sheet

- About Podcasts
- Podcast Statistics
- Who, What, When, Where, Why, How
- Equipment Explanations and Recommendations



The First Two Minutes:



The First Two Minutes (Continued)

Via Joel Saul-Sehy, “Stacking Benjamins” - West Bloomfield, Michigan

Two Step Combo:

1. Eliminate Friction
2. Surprise & Delight
 - Marriott guests decide if they like a hotel in....two minutes.
 - Hook your listener, and save housekeeping for the end (transaction).
 - If a listener doesn't like your show, they won't come back in a year when you pop up again, even if you fixed stuff.



WHAT IS A PODCAST?



A podcast is a portable piece of audio than can be streamed on demand or downloaded for later listening on any internet connected device (computer, phone, etc.)



HOW DID PODCASTS START?

The word “podcast” came from the device used to listen to the very first podcasts.

But a podcast is a piece of storytelling, a practice that goes a little bit further back.



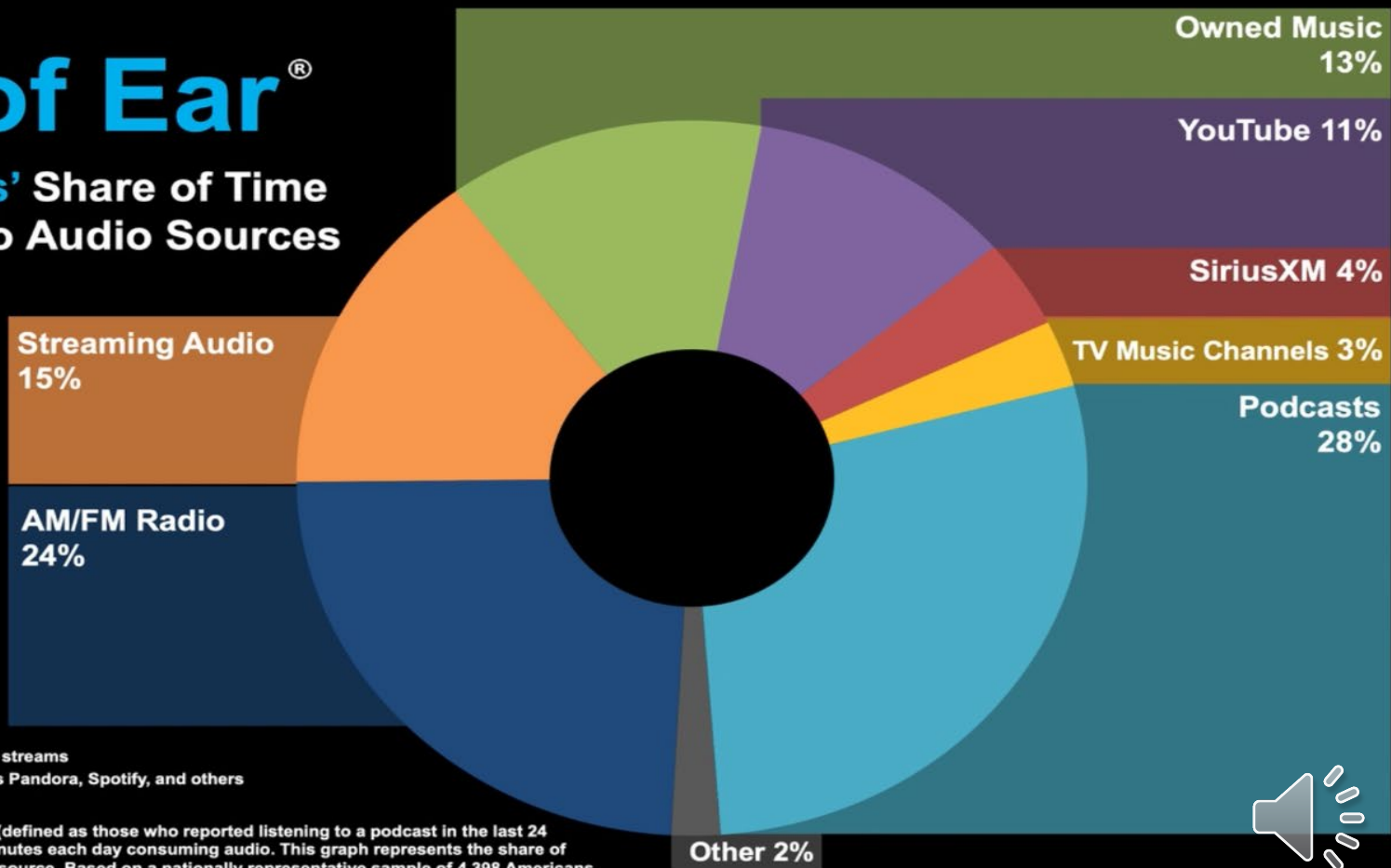
WHY ARE PODCASTS GROWING?

- Podcasts are growing fast.
- Online video is popular, but audio goes where video can't.
On a run, in the car, in your office.
- You can't watch a YouTube video while driving, or at least you **SHOULDN'T**.



Share of Ear[®]

Podcast Listeners' Share of Time Spent Listening to Audio Sources



AM/FM Radio includes over the air and radio streams

Streaming Audio includes pure plays such as Pandora, Spotify, and others

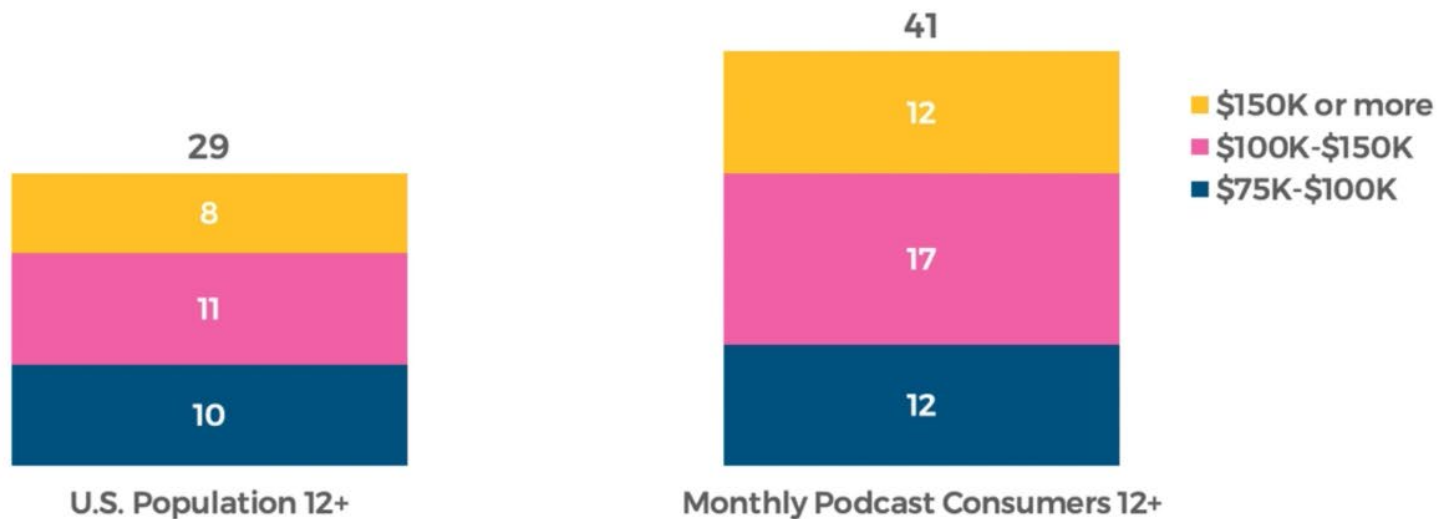
YouTube for music and music videos only

Source: Edison Research. Podcast Listeners (defined as those who reported listening to a podcast in the last 24 hours) spend an average of 5 hours and 39 minutes each day consuming audio. This graph represents the share of time Podcast Listeners spent with each audio source. Based on a nationally representative sample of 4,398 Americans ages 13+ who completed a 24-hour audio listening diary. For more information contact info@edisonresearch.com



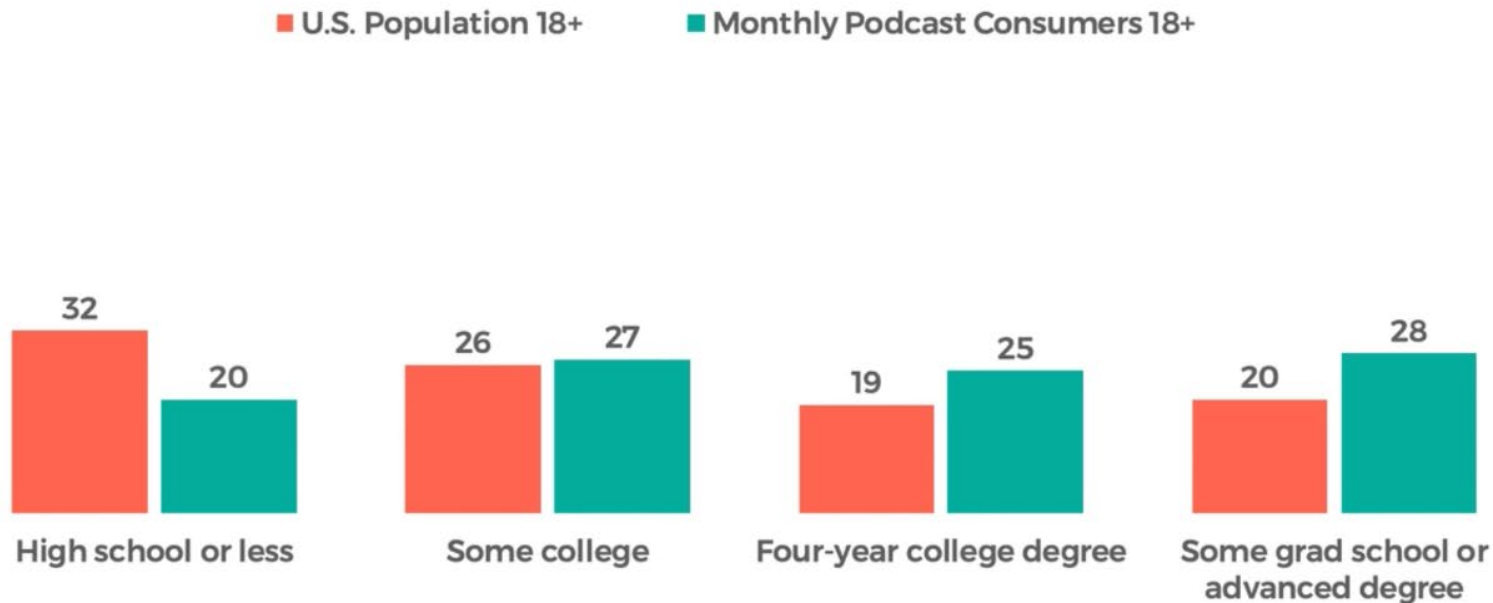
Composition of Monthly Podcast Consumers

ANNUAL HOUSEHOLD INCOME ABOVE \$75,000



Composition of Monthly Podcast Consumers

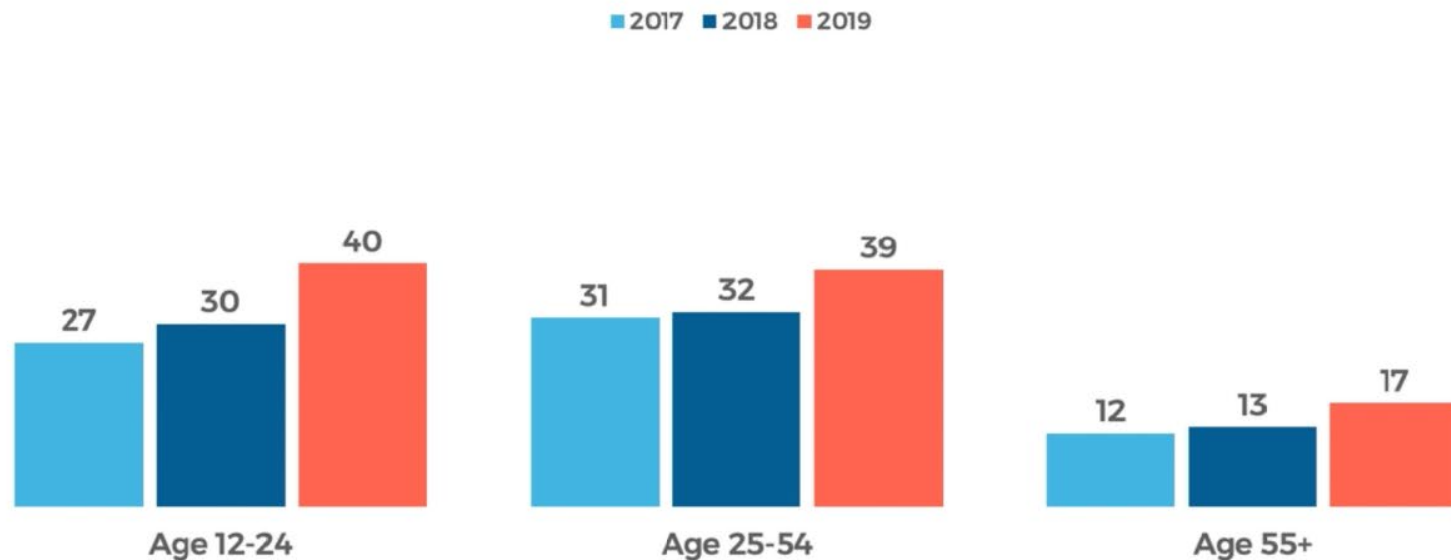
EDUCATIONAL ATTAINMENT



Monthly Podcast Listening

U.S. POPULATION

% LISTENED TO A PODCAST IN LAST MONTH



Which Podcast Topics are Consumers Interested in?

U.S. ONLINE MONTHLY PODCAST CONSUMERS 12+

% INTERESTED IN LISTENING TO TOPIC ON A PODCAST

Topic	% Interested
Music	39%
News/Information	36%
Entertainment/Celebrity/Gossip	32%
History	31%
Sports	31%
Food	30%
Mystery/Thriller	28%
Technology	28%
True Crime	28%
Wellness/Self-improvement	27%
Science	26%

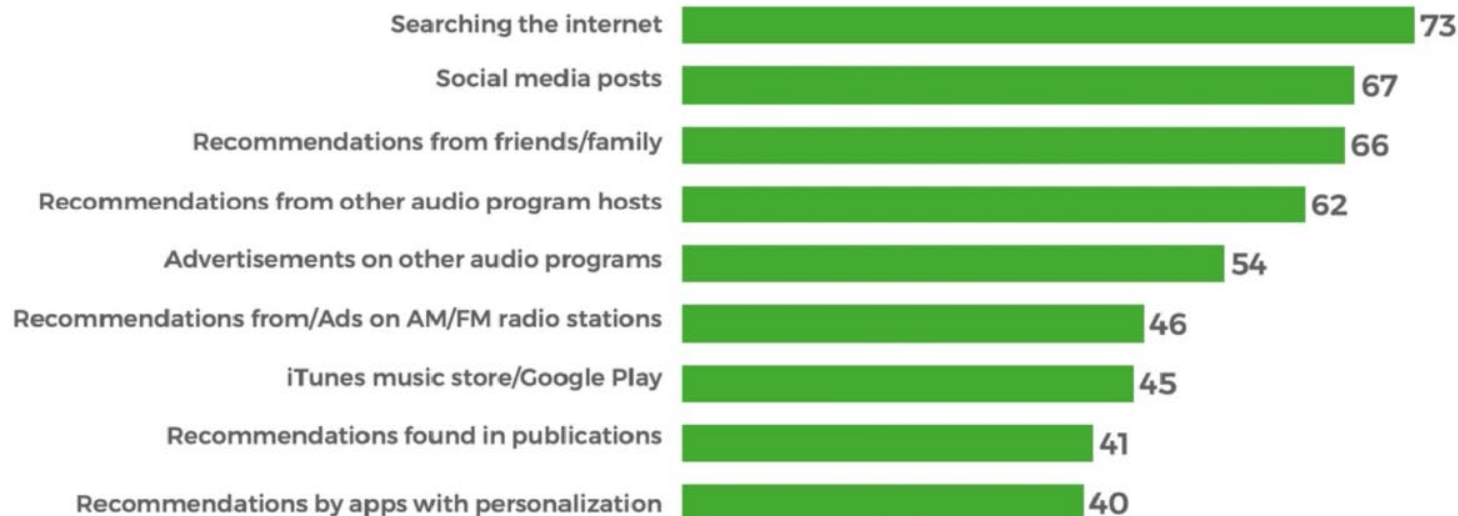
Topic	% Interested
Games/Hobbies	23%
Travel	23%
Fantasy/Sci-fi	21%
Drama	19%
Philosophy/Religion	19%
Business	18%
Adult Fiction	16%
Biography/Memoir	16%
Home/Garden	16%
Romance	14%
Children's	9%
Language	9%



Sources Used at Least “Occasionally” to Discover Podcasts

U.S. ONLINE MONTHLY PODCAST CONSUMERS 12+

% USING SOURCE “FREQUENTLY” OR “OCCASIONALLY” TO DISCOVER PODCASTS



2,000,000



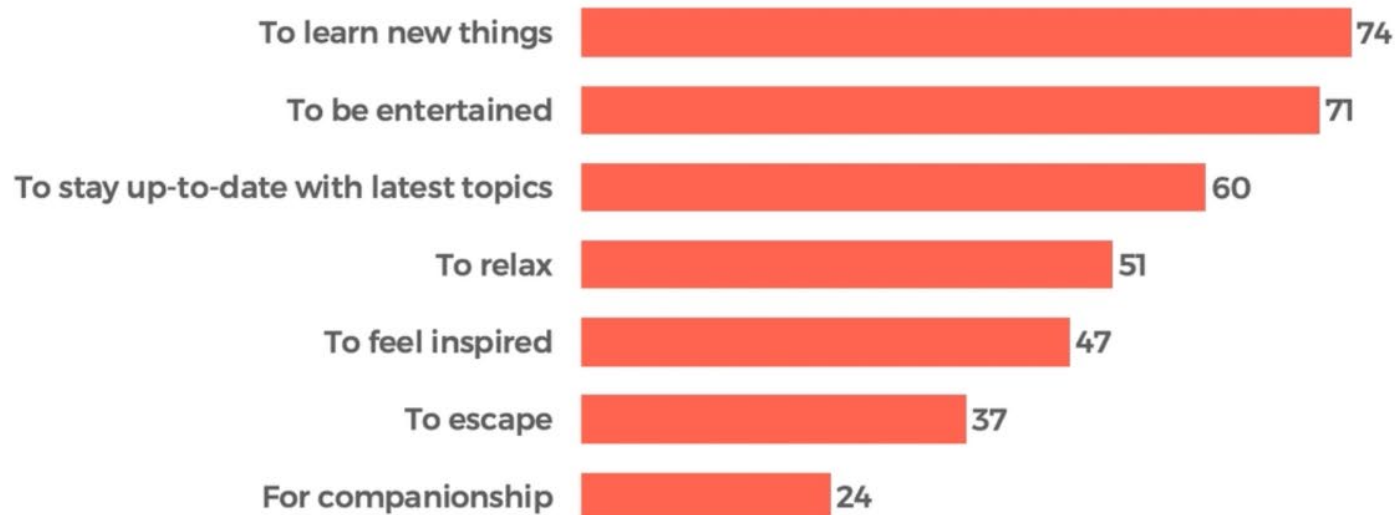
Number of Podcasts Google is currently indexing
for transcription to improve search results.



Reasons for Listening to Podcasts

U.S. ONLINE MONTHLY PODCAST CONSUMERS 12+

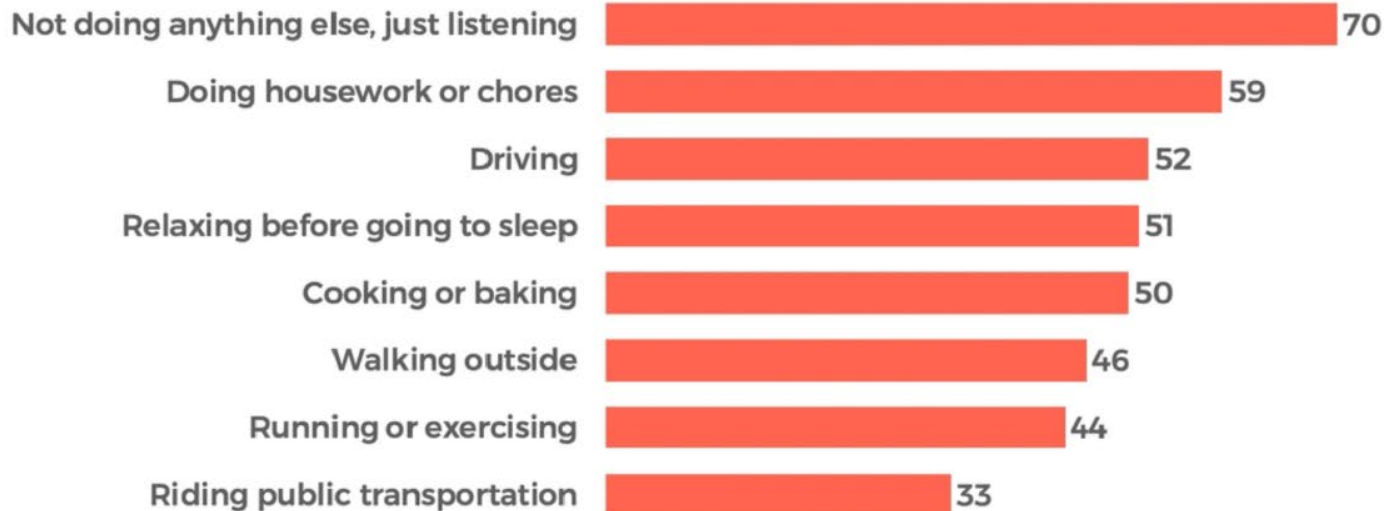
% AGREEING THIS IS A REASON (GAVE A "4" OR A "5" ON A 5-POINT SCALE)



Activities Done While Listening to Podcasts

U.S. ONLINE MONTHLY PODCAST CONSUMERS 12+

% EVER LISTENED TO PODCASTS WHILE DOING ACTIVITY



Podcast Audience is about Quality, not Quantity

Digital and Social Media Strategies often measure things like cost per thousand (CPM) with metrics like video views, ad impressions, clicks and more.



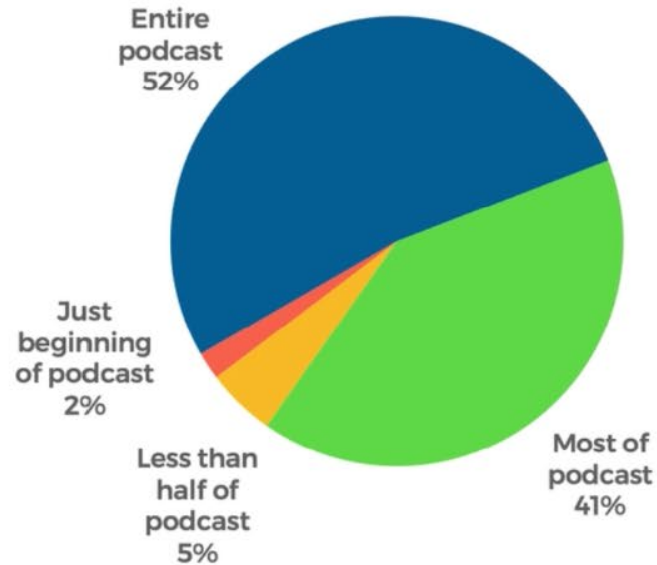
But listening to a podcast involves much more of a commitment than clicking on a video or liking a Facebook post. This means your podcast audience is much more engaged!



Amount of Podcast Episode Typically Listened to

U.S. ONLINE MONTHLY PODCAST CONSUMERS 12+

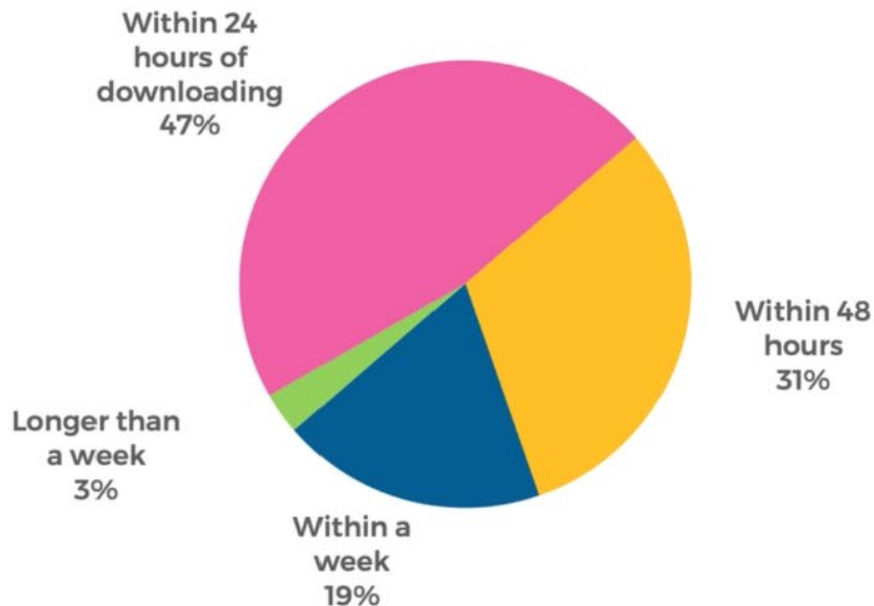
"Think about the audio podcast episodes you listen to. Do you typically listen to...?"



Podcasts Downloaded and Listened to Later

BASE: U.S. ONLINE MONTHLY PODCAST CONSUMERS 12+ AND HAVE EVER DOWNLOADED A PODCAST TO LISTEN LATER

"When did you listen to the last podcast you downloaded and listened to at a later time?"

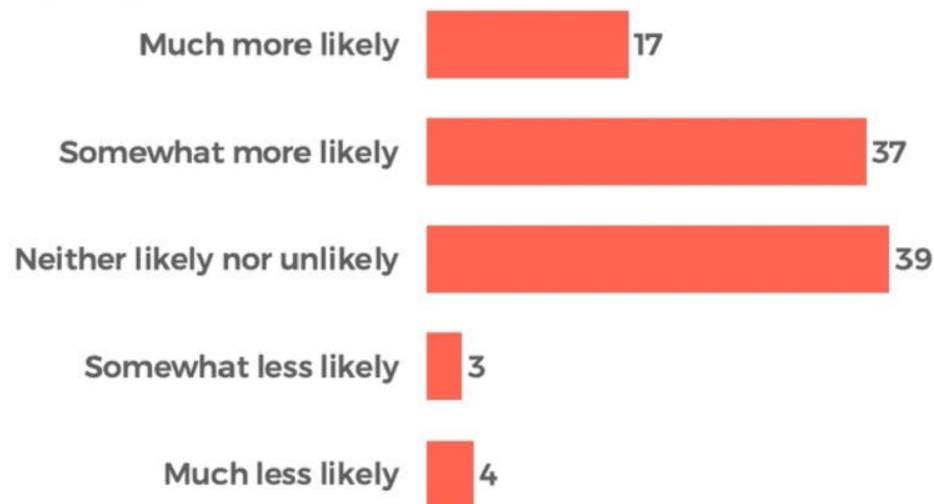


Likelihood to Consider Brands Advertised on Podcasts

U.S. ONLINE MONTHLY PODCAST CONSUMERS 12+

% GIVING RESPONSE

"When you hear advertisements on podcasts, how likely are you to consider the brand advertised?"



BEFORE YOU LAUNCH YOUR PODCAST:

- WHO?
- WHAT?
- WHEN?
- WHERE?
- WHY?
- HOW?



WHY?

- Is your podcast a vanity project?
- Is your podcast a marketing tool for your business?
- Is your podcast a resource for a particular group?
- **Why am I passionate about this subject matter?**



WHERE?

Where will you be recording your podcast?

- In a professional studio
- In a controlled environment (home, office, etc.)
- On the road - at events, conferences, etc?

Where do you want your podcast to be available?

- Downloadable from website
- Embedded on your website
- Social Media
- Podcast Apps - Apple, Spotify, Google, Stitcher, TuneIn, iHeartRadio, Pandora, etc.





WHO?



- Who is hosting your show?
- Who will your guests be (if any)?
- Who are you targeting?
- **Who am I speaking to and why do they want this???**



WHAT?



- What is the show about?
- This goes for the entire show itself, as well as each individual episode.
- Plan like a NASCAR driver!



WHEN?



- When will you record?
- How often? Consistency is important!
- WHEN WILL YOU GET STARTED?
- When does it end?
- Avoid Podfading - it has happened to 75% of the 750,000 podcasts in Apple.



HOW? (Hosting)

There are two steps to getting a podcast online.

Host: Simplecast, Libsyn, Blubrry, etc.

- They will supply you with an “RSS Feed”
- You pay monthly - \$5-\$65
- May provide shareable links and embeds
- Soundcloud is free, but you get what you pay for.



Simplecast Home Screen

The Jag Show

Jon "JAG" Gay creates podcasts for businesses and nonprofits through his company, JAG in Detroit. A 15 year radio veteran, he brings a decade and a half of audio experience and perspective to the podcasting world.



[LISTEN & SUBSCRIBE](#)

Recent Episodes



[What the 90210 Reboot Can Teach Us About Podcasting](#)



Episode Promotion

EMBED SHORT LINK

Use this link to share via social media. It will automatically embed a player in Medium, and many other popular sites.

<https://thejagshow.simplecast.com/episodes/podcasting-101>

COPY

☐ Start At

00:00

WEB PLAYERS & RECAST

For more control, use our powerful custom embeds or generate Recasts[™] for social networks.

< > WEB PLAYER EMBEDS

🔗 RECAST GENERATOR

SHARING LINKS

Fire up the sharing modals from your favorite social networks or download the mp3.



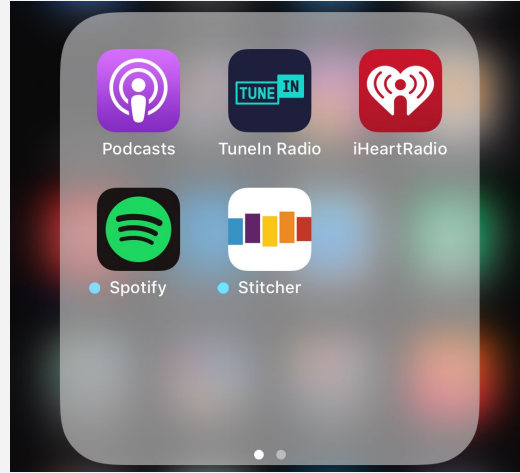
COPY DIRECT MP3 DOWNLOAD LINK



ALL-TIME DOWNLOADS

DOWNLOADS TODAY

HOW? (Applications)



Apps: Apple, Spotify, Google, Stitcher, TuneIn, iHeartRadio, etc.

- Submission to apps is free, but they require audio and logo.
- Apple is still king, followed by Spotify.
- Google improving search results - important internationally.



HOW? (Continued)

Equipment:

- Recorder
- Editing Software or Editor
- Remote recording platform like Squadcast?
- Trailer (Audio Example)
- Microphones



The Recorder - RØDECaster Pro - \$600

Connect and record

The 4 high-quality microphone channels are able to power studio condenser microphones as well as conventional dynamic microphones. You can quickly connect microphones for you and your guests with automatic level setting and one-touch recording to a microSD card. You can literally be recording your first podcast within minutes of taking the RØDECaster Pro out of the box.



The Recorder -Zoom Mobile Recorders (prices vary)



Sponsored ⓘ

Zoom H6 4-Track Handy Recorder with Movo ESSENTIALS Bundle - Includes "Deadcat" Windscreen, Remote Commander, Grip Handle, and 32GB...

\$369⁹⁵

✓prime FREE Delivery Fri, Sep 13
Only 1 left in stock - order soon.



Sponsored ⓘ

Zoom H4N PRO Handy Recorder Bundle with Silicon Power 16GB Class 10 SDHC SD Card, Blucoil 2-Pack of 10-FT Balanced XLR Cables, 5-FT Audio Aux...

\$241⁹⁹

✓prime FREE Delivery Thu, Sep 12
Only 8 left in stock - order soon.



Zoom H4N PRO Digital Multitrack Recorder

★★★★☆ ~ 1,147

\$199⁹⁹ \$219.99

✓prime FREE Delivery Thu, Sep 12

Amazon's Choice



Zoom H1n Handy Recorder (2018 Model)

★★★★☆ ~ 1,425

\$99⁹⁹ \$119.99

✓prime FREE Delivery Thu, Sep 12

More Buying Choices
\$88.00 (41 used & new offers)



The Recorder - Other Options

In order of best to worst quality:

1. Smartphone or Computer, with microphone plugged in.
2. Smartphone without microphone (if you have to).
3. Built in laptop microphone (if you REALLY have to).



Editing Software or Editor

Please, um, like, uh, please, I mean...really...no hang on....please, do not, like, ever upload a podcast to the world, thats....uh.....kinda just the way you recorded it.

- Logic Pro software - \$200
- Avid Pro Tools software - \$20-\$80 yearly.
- Adobe Audition software- \$22.50/monthly
- Audacity software - Free
- GarageBand software - free on Apple devices.
- Or, like, um, hire an editor.
- The best editing program is ***the one you know***



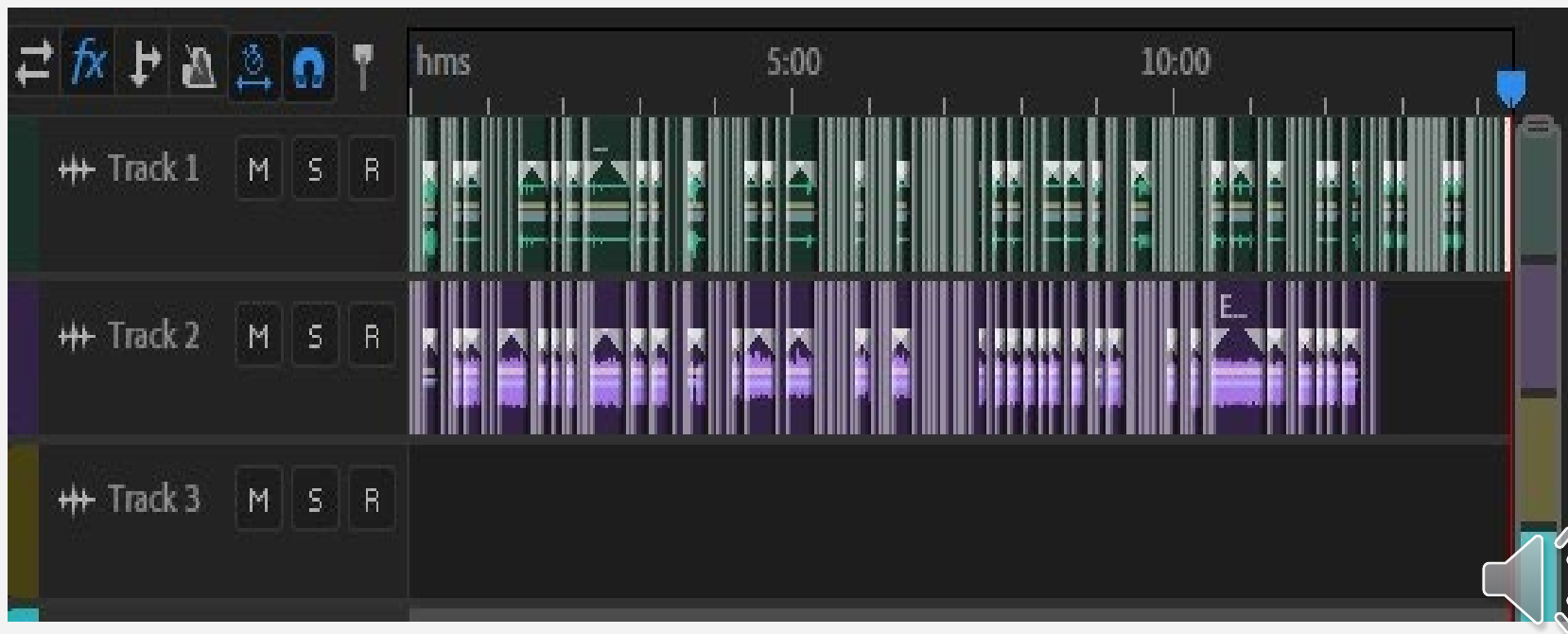
Single Track vs. Multitrack

Single Track editing is one single file (destructive editing).

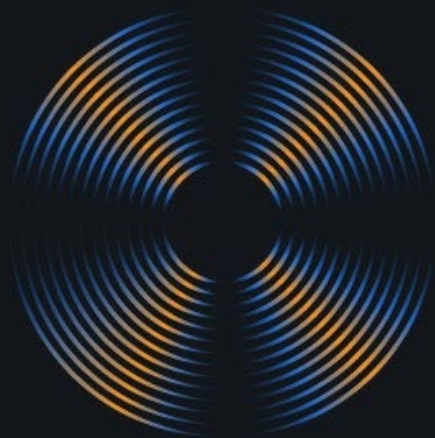


Single Track vs. Multitrack

Multi-track editing is non-destructive and will not impact the source file.



High End Editing and Audio Repair - Izotope RX7 - \$400



RX7
STANDARD

Open File

or

Drag & Drop



Remote Recording Software

Bad quality:

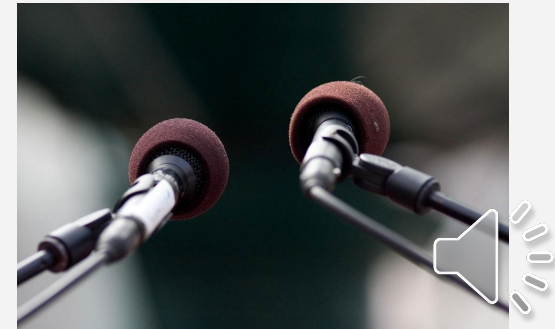
Zoom Video Conferencing, Skype, Ringr

zoom



Good Quality:

Zencastr, Squadcast, "Double Enders" (The Daily)



Train Your Guests, AND Yourself!

- Restart computer
- Lose background noises,
- Connection speed
- Audio quality
- Mic technique
- Headphones/earbuds
- Record level
- Lean back when you laugh
- Lean in when you get intimate.
- Turn down earbuds/headphones!
- Your office is now a recording studio!
- Plosives: Speak at a 45 degree angle to avoid, pop filters also help. Think of microphone as a listener's ear.
- Proximity Effect!!!!



Finally, Microphones!



USB



XLR



Dynamic Microphones

- Passive, don't need power.
- Good in noisy and challenging environments.
- Less sensitive to distant sound.
- Near to far ratio weighted to near field, can handle high SPL (shout!)
- BUT - easy to sound off-mic, especially beyond 12" - usually end address, less dynamic range

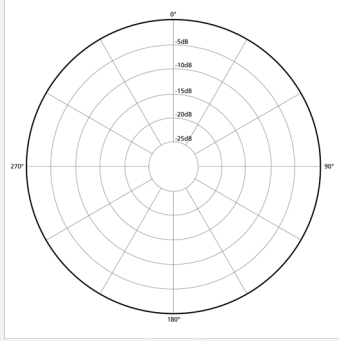


Condenser Microphones

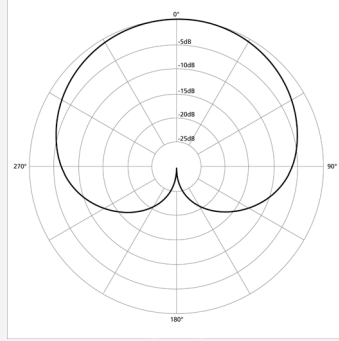
- Active / require phantom power,
- Sensitive to near and far field sound
- Crisp and articulate,
- Higher dynamic range,
- Side or end address avail
- BUT: Captures distant sounds
- Easy to pick up echo and unwanted sounds
- Sensitive to bumps, thumps, rustling, etc.



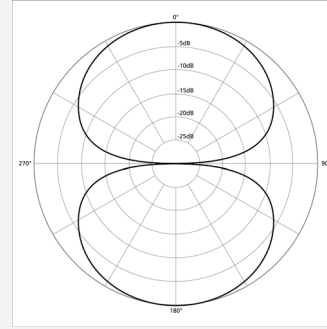
Microphone Patterns



Omnidirectional
Directional



Cardioid





Bi-



Mic Recommendations:

- Accessories: Windscreen, Pop Filter, Boom Arms, Shock Mounts
- Processors: All Types to boost your voice, some can be accomplished in post production with the right software.
- The best mics in the world are no substitute for good mic technique!

	
Electro-Voice 309 A Shockmount F.01U.117.892	Electro-Voice WS-PL2
Microphone Shockmount for RE20, RE27N/D, and RE320	Windscreen for Electro-Voice RE20, RE27, and RE320
\$99.00	\$29.00
Or \$3/month⁵ for 36 months	0% interest for 36 months^{**}



Microphone Recommendations

Radio station quality:

- ElectroVoice (EV): RE20 / RE27 radio station mics - \$400-\$500.
 - New: RE320 hybrid: \$300
- Shure SM7B - \$400



**Electro-Voice RE20
Broadcast Microphone
with Variable-D**

Dynamic Cardioid Broadcast
Microphone



**Electro-Voice RE320
Dynamic Vocal and
Instrument Microphone**

Dynamic Cardioid Broadcast
Microphone with Kick Drum
EQ Switch

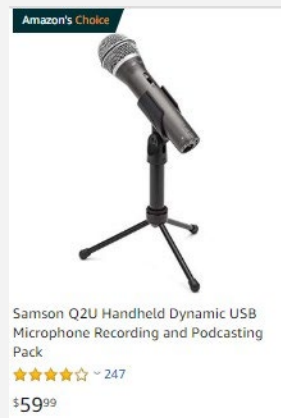
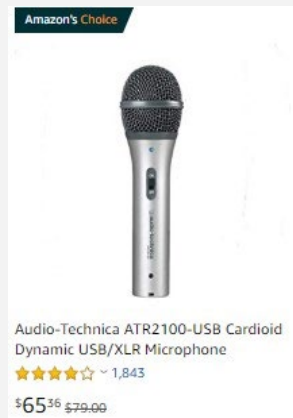


**Shure SM7B Cardioid
Dynamic Vocal Microphone**

Dynamic Vocal Mic with Bass
Roll-off and Presence Boost
Controls



More Affordable (and versatile) Microphones: ATR 2100 and Samson Q2U - USB and XLR!



Good microphone brands: RODE, Audio Technica, Samson, Shure, EV

Overrated microphone brand: Yeti

Where to Buy: Guitar Center, Amazon, Sweetwater, Pro Audio Star, B&H



RESPECT YOUR AUDIENCE!



Your audience is making a large time commitment to listen to your podcast. Don't waste their time with:

- Endless Banter and Tangents
- Poor quality audio
- Inconsistent volume
- Um...uh...like..you know...other stuff. (Audio Example)



Download Numbers:

Within 30 days of release:

- If your episode gets more than 136 downloads, you're in the top 50% of podcasts.
- If your episode gets more than 1,100 downloads, you're in the top 20% of podcasts.
- If your episode gets more than 3,200 downloads, you're in the top 10% of podcasts.

But remember, it's about quality, not quantity.



How Long Should My Podcast Be?

IT DEPENDS!

- Some shows are 5 minutes.
- Some shows are 15, 30, or 60.
- The longer the show, the better the content needs to be.
- Shorter is better. Stop when it feels right, rather than stretching.



FINAL THOUGHTS

- 51% of Americans ages 12+ have listened to a podcast.
- Over 70% have some familiarity with the concept.
- Podcasting leverages the intimacy of audio.
- Can be leveraged with other tools in your marketing toolbox.
- Marc Maron makes \$75,000 per episode.
- You won't.
- Podcast revenue is growing, and you may make *some* money. But the connection you can make with an audience can't always be measured in \$\$\$.



Finally, Finally...





THE PLUG:



JAG in Detroit Podcasts Can:

- Help conceptualize and create your podcast.
- Record on site
- Produce, edit, add music and a professional voiceover
- Setup on a podcast host and various podcast apps.

(313) 757-2JAG (2524) or www.jagindetroit.com

