



# PODCAST CHECKLIST



## MAKE THE COMMITMENT

Questions to help you decide if a podcast is right for your organization and community.

- ☐ What are your demographics? What podcast listener profile does your community fit?
- ☐ Why does your community need this podcast? Where is your brand "lacking" and does this fill that gap?
- ☐ Are there specific, strategic goals that could be better communicated in longer form content?
- ☐ Is there someone within your organization that has the personality and desire to carry a show?



## PLAN

### ☐ DEFINE TARGET AUDIENCE

Who is your show for? What kind of person? How might they benefit from listening to your podcast?

### ☐ BASIC SHOW STRUCTURE

What will the show sound like and how will it be formatted?

- **The Solo Show:** Just a host talking about different topics
- **The Co-Hosted Show:** Presenting alongside a friend or colleague
- **The Interview Show:** 'Borrowing' the expertise or entertainment value of others
- **Roundtable:** One regular host and several guests talking through a specific topic
- **Documentary:** A narrator walks through a range of interviews, conversations and on-location clips to paint a picture

### ☐ BRAINSTORM A TITLE

While coming up with a title, strike a balance between your organization's brand and the uniqueness of your podcast. 40 characters or less is recommended. The subtitle and description are the places to expand on the title and the "why" behind the podcast.

### ☐ DESIGN COVER ART

The podcast cover art is the first thing new listeners will see when searching for your podcast. Try to include elements of your brand so people know it's an official podcast from your district. The design should be a maximum of 3000 x 3000px, with RGB colorspace.

### ☐ SELECT A HOST

Your host can make or break the show. Don't force your superintendent to carry a 20-30 minute show if this isn't in their DNA. Could a student ambassador be a solution?

### ☐ SCRIPT INTRODUCTION & ENDING

Many podcast episodes are bookended with a consistent 30-second audio introduction and ending. Make sure to order voiceover and buy royalty-free music, if needed.

### ☐ CREATE AN EPISODE OUTLINE

Write a short intro and then rely on guiding questions for conversational, interview or roundtable discussion formats.



## RECORD & EDIT

### ☐ SECURE RECORDING EQUIPMENT

- **Microphones:** What do you already have? Consider podcast microphones like the Blue Yeti
- **Headphones:** Find a pair that can go over your ears
- **Recorder:** Zoom H6 or Audio HJack
- **Virtual podcast recording:** Squadcast.fm

### ☐ CHOOSE EDITING SOFTWARE

- Audacity
- GarageBand
- Adobe Audition
- Video editing software

*Record where you can minimize echo*

*High school band practice rooms may be a good option*



## DISTRIBUTE

### ☐ FIND PODCAST HOSTING SITE

A hosting site is basically the technology needed to store and distribute podcasts online. There are many low cost options.

- **Anchor FM:** Free all-in-one platform
- **Soundcloud:** 90 Minutes of free content
- **Podbean:** Pay \$9/month for more in-depth metric evaluation and analytics

### ☐ COMMIT TO DELIVERING NEW EPISODES ON A CONSISTENT SCHEDULE

In order to build a following, give your audience a consistent release day or time they can look forward to. It's suggested to launch a new podcast with three episodes ready to go. Why? Because your goal is to create bingeable content.

### ☐ SHARE OUT TO YOUR AUDIENCE!



## EVALUATE

- ☐ Most podcast hosting sites have analytics tools to track trends and listenership. Survey your audience by asking engagement questions as new episodes are posted on social media. Set up an email account for your listeners to send in topics and guest ideas.



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