

Podcast Guide



Cam FM Guide, Updated 2019-20

Thousands of podcasts have sprung up in recent years – they're so popular that world tours are not uncommon among podcast groups. They can be fun, intimate and engaging for everyone. While radio is a wonderful way to convey ideas about and taste in music, podcasts can provide an extra level of intimacy with your listeners.

Intro to podcasts

Podcasts are incredibly simple to make (especially with [Cam FM](#)) but it's quite hard to get people to listen. Sadly, this guide won't provide the magic method, but it might be able to give you a helping hand! The best way to work out the secret formula to a stellar podcast is to listen to successful ones and identify their best features.

- Create a **format** that suits your best talents. Your format might allow for improvisation or scripted elements or both
 - Think about: why does your content have to be in a podcast – and why not on live radio?
- Good podcasts tend to have in common: they publish **consistently high-quality** content that exceeds listeners' expectations
 - To achieve this, **careful planning** is required! Aaron Mahnke claimed he spends nearly 30 to 40 hours preparing each of his podcast episodes
- Devise high quality **music** to accompany your voice
- If you're **passionate** about your podcast and its content, it's more likely to be very successful!
- Listen to a variety of different podcasts to gauge the mood of how you want your podcast to be

Step-by-step podcasting...



Podcasting with media hosting services

When it comes to getting your podcast out there for everyone to hear, you'll need a podcast hosting account, sometimes called a media host. Media or Podcast hosts are services that store your audio and allow your listeners to listen, download, and subscribe to your podcast.

One common misconception when learning how to make a podcast is that you upload your podcast to places like iTunes. This actually isn't the case.

In short, though, you need to sign up with a media hosting service to host your audio files, and you can either have a website set up on their site to deliver them or place them on your own existing website.

Here are some of the best three hosts on the market. I've listed the free options but there are paid options too:

- **Spreaker** is free for 15 minutes per live podcast
- **Buzzsprout** is another cheap option that offers 2 hours/month, but episodes are only hosted for 90 days
- **Acast** is good for starting out and scaling up

How to use hosting services

Podcast hosting services are companies that are designed to do exactly what it says on the tin: host your podcast audio files. Here's what that includes:

- you upload your audio to the podcast hosting website

Questions? committee@camfm.co.uk

Happy podcasting!

- they store those audio files
- they collect them all into a podcast 'feed' that people can subscribe to
- they deliver the audio files to your listeners on demand

There are two ways to use a Podcast hosting service:

1. They can host your entire podcast website
2. They can host just your audio files and you have your own website

Option 1 is very easy – the host provides a website with space for show notes and players that show up automatically. But these sites tend to be relatively simple, and you won't have much control.

Option 2 takes a little more setup, but it gives you way more flexibility and control. In this case, you'll be uploading audio files to your host, and then publishing the show notes and the audio players on your own website. There are a lot of advantages to this, and the setup isn't that complicated.

Submitting to Directories

Once you've created your show inside your media host of choice, you can then submit it to various directories, where listeners can discover, subscribe to, and download it.

Any good host - and all three I've listed above - will have a good set of auto-submit or guided-submission tools. So, they make it easy to get your show into Apple Podcasts, Spotify, Google Podcasts and other popular spots.

YOUR PODCAST MUST NOT CONTAIN ANY COPYRIGHTED MUSIC!

Always check for copyrighted music before uploading! You are allowed to use small extracts from songs/tracks to critique or review them (if that's the nature of your show).

Some podcast inspiration/recommendations from the Cam FM committee!



Triforce (chat)



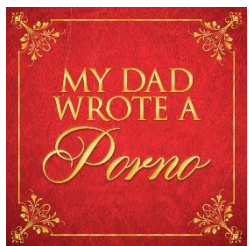
In Our Time (factual)



Extremities (factual)



Night Vale (drama)



My Dad Wrote... (comedy)



Brexitcast (factual)



RHLSTP (comedy/chat)



Adam Buxton (chat)



Philosophize This! (factual)



Elis J./John Robins (chat)



No Such Thing... (factual)



Full Disclosure (factual)