

Podcasting Guide

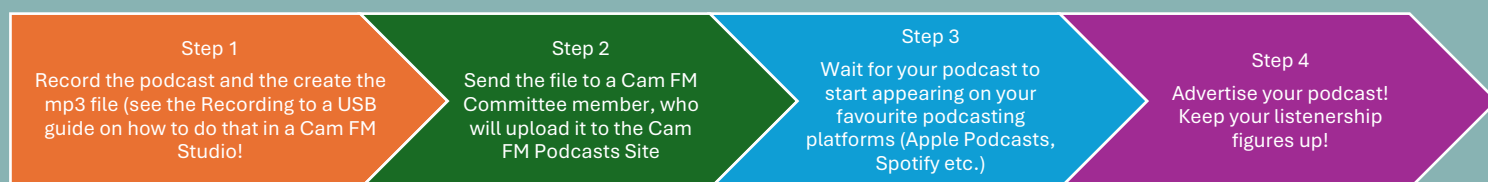
Thousands of podcasts have sprung up in recent years – they're so popular that world tours are not uncommon among podcast groups. They can be fun, intimate and engaging for everyone. While radio is a wonderful way to convey ideas about and taste in music, podcasts can provide extra intimacy with your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



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).

Okay... but where will my podcast be available?

All Cam FM podcasts are hosted by us on the Cam FM Podcasts site (<https://podcasts.camfm.co.uk>). You can browse and stream all Cam FM podcasts directly from there.

When you create a new podcast and submit it to the committee for the first time, we then distribute your podcast's RSS feed to these podcasting directories:

- Apple Podcasts
- Spotify
- YouTube Music
- Amazon Music
- Pocket Casts
- Podcast Addict
- The Podcast Index

This is not an exhaustive list of every podcasting directory. However, this list is sufficiently long enough that your podcast will appear on almost every podcasting service that you might choose to use. A link to your podcast on Apple Podcasts, Spotify, Amazon Music and Pocket Casts will be available on your podcast's page on the Cam FM Podcasts site, along with a URL for your podcast's RSS Feed.

Some podcast inspiration/recommendations from the Cam FM committee!



No Such Thing As A Fish (Comedy)



Criminal (True Crime)



Kermode & Mayo's Take (Film & TV)



Lateral (Game Show)



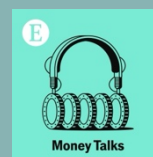
If Books Could Kill (Literature/Comedy)



The Rest Is Entertainment (TV & Film)



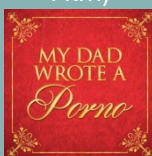
The Friendship File (Chat)



Money Talks (Economy/News)



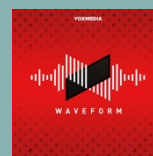
The News Agents (News)



My Dad Wrote A... (Comedy)



The Infinite Monkey Cage (Science)



Waveform (Tech)