

Podcasters' Emporium #13 :: Show planning, collaboration and preparation.

Intro

And 3, 2, 1...

Welcome

- Introduce ourselves
- Reminder about what Podcasters Emporium is about
- Anything else that we think of here

News

- PodPress Updated to be compatible with latest version of WordPress
[PodPress Gets Compatibility Update, But Needs Developers](#)

Frame up **I like this idea :) -Dave 3/12/09 5:14 PM**

We had listener feedback during the week from Jason Chu, and I think he's from British Columbia in Canada. And he was particularly interested in any tips or tricks we have in relation to collaborating on show preparation, and content production in general. Here's what he wrote.

Hi James & Dave!

I'm a new listener to your show and really enjoy the program you guys put together. I enjoy your discussions over things such as mixers and mics, but even more do I like "tricks of the trade" items you guys share, like how you orient yourselves when laughing into a mic.

Anyways, as an aspiring podcaster, **I was wondering if you guys can talk about how you collaborate and keep content flow during a show, in real-time.**

For example, do you guys use a remote-sharing desktop and are looking at the show notes together? And as for show notes, do you simply use something like Google Docs? **I've come across other podcasts about podcasting who seem to gloss-over and**

discount the importance of content production and collaboration. Any inside scoop from you guys would be greatly appreciated!

Thanks and keep up the great work!

Jason Chiu

Twitter: @jaychiu

Skype id: jasonwkchiu

So today Dave, why don't we spend some time looking at how to plan a show, and how to prepare a show? These are two quite distinct topics, and given that mic and mixer selection hinges on show planning, now is probably a great time to take a look at tyhis topic.

I think that we should also briefly answer those quick off topic questions that Jason asked about screen sharing as this is a difinate no no esp using Skype due to bandwidth issues.

It is also worth noting that while the shows are a straight record - the preparation makes the editing easier and the recording time less. Also makes it so you have a plan and the content makes logical and marketing sense. In other words some of the flow of the show and the quality of it is smoke and mirrors as it is created by editing.

Topic: Planning Your Podcast

PODCAST PREPARATION

- How much time should you take preparing each show?
 - depends on the type of show
 - familiarity with subject material
 - are there guests involved, background research
 - **TIP:** with guests, seek backgrounders to assist with intros, and ask if there are specific questions they'd like to be asked
- What types of things do you need to do when you prep
- Writing preparation notes
 - how much detail is req
 - What is a show plan
 - What are the things you need to consider when planning your show
 - Market Analysis

- Who is going to help you with your show?
 - What credentials or credibility do they bring?
 - How do they work with you?
- How to choose people you podcast with
- Creating an agreement with your hosts?
- More on roles
- Creating the infrastructure to support your show
 - Hosting
 - Hosted
 - Domain Name/s
 - Feeds
 - Feedburner
 - Style and source of music
 - Voiceovers and bumpers
 - Promo
- When do you want to start?
- Will you be doing a pilot.
- What tools and equipment will you be using to edit your program?
Who will be doing this? uired?
- What types of content go into shows?
- How long is your show time going to be
- **TIP:** Under-estimate your show length by adding 10-15% - Even after editing that is how long it will be
- **TIP:** Tight editing with small bits through a podcast can shave a lot of time off your show and clever editing with timing can add to the flow and ebb of your show. Because it is not always about decreasing the time :)

SHOW PREPARATION

- Plan before you plan; deciding what your about, topic, target audience, hosts etc
- Format for your show
- Running sheet/ Show Notes
 - Google Docs
 - Zoho
- **TIP:** Use your show preparation document to create your show notes
be careful with cut and paste direct to a web page!! -Dave 3/12/09
4:15 PM
- **TIP:** Include your user feedback in your show notes, so you don't forget

- Group Email
- Private Hosted Blog
- Simple Text Document
- Just make sure your all on the same page!
- Sharing sources of stories
 - RSS is king
 - FeedReaders
 - FeedDemon
 - Google Reader
 - NetNewsWire
 - Shared feeds - go though how Dave sets these out
 - delicious tagging - how it works and RSS associated feeds (mention delayed updates)
 - Drop some hints for finding great feeds
- Deadlines - make them and keep them!
- Recording times and taking into account timezones: Time and Date: [World Clock Meeting Planner](#)
 - Don't forget your guests!
- Communication
 - Skype planning meetings
 - Voicemail
 - Email
 - Naming convention for show discussion
 - reply all
 - Keep email brief, succinct and prompt in replies
- **TOOLS** (tools that assist in planning and preparation)

My understanding is that we will list the ones we mention in the show notes?? -Dave 3/12/09 4:18 PM

Sum It All Up

- Plan to Plan
- Prior Preparation Prevents Piss Poor Performance not necessarily - James Williams 3/11/09 3:37 PM it does if your show relies on it - Dave 3/12/09 4:19 PM
- Communicate with your guests and hosts in a timely fashion
- Choose a system that works for you and all hosts agree to and follow
- Plan your shows in a way that makes the planning work for the type of show that your doing

Feedback

Emails

- **Mark Gustowski**

Just finished listening to the Podcast Emporium podcast, really enjoyed it, information on the mixers was great, no more having to fly blind by the night!

Thanks for the heads up, you have 2 new subscribers. Do you guys use Podtrac or anything like that to identify where your downloads are coming from (e.g. country or IP)?

My buddy and I record an NBA podcast (focusing on Fantasy Sports – yes a very niche podcast) and knowing where the downloads are coming from would really help us tweak our content and news for our listeners. I've heard Leo Laporte from Mac Weekly and The Tech Guy talk about Podtrac, wondering if you guys have any experience with this or other download tracking programs?

Blog Comments

- **Herne**

Hey guys... Good show on mixers. I think you covered most of what I wanted to hear. I'm sure the show could have been much longer and more detailed.

I'm glad you answered the question of how to connect the mixer to the computer--I was going to ask!

Also, what about sound cards? Do they have any impact on your recording? I have an Audigy2 sound card which has a few extra bells and whistles on it.

ALSO

Dave, you were talking about bandwidth. Is that bandwidth up or down? I have 512k up, 7 MB down. I imagine download speed would have an impact on recording.

- **Scratchy**

Good show guys. I saved it for a drive so I could focus on what you were saying.

Seems we talk in Aussie dollars on this podcast maybe do lowest price from a google search rather than RRP, PCUser mag in Australia stopped quoting the RRP a long time ago because you can often get it a lot cheaper online.

And lets face it, if were are listening to this podcast we are online!

Oh and you didn't mention about "compression" built into the mixers if that is a good or a bad thing.

- **Tom**

Interesting show as always!

Am I right in thinking that James does the mixing for this show? If so it kind of backs up the assertion that there isn't much increase in output quality between a cheaper and a more expensive one, as the AGP that Dave does sounds just as good.

Speaking of which I'll be interested in hearing more about how you do the Skype stuff. The Podcasters' Emporium, the AGP, and 2Schooners are by far the best Skype recorded shows I listen to.

I won't name names but I stopped listening to one show even though it had good content as the skype recording and mixing was so abysmal - multiple different levels, and loads of background noise made it unlistenable to.

You'll be pleased to know that you sound much better on my brand new sand-free iPhone headphones! :)

- **Antonio**

Great show as usual. I'm really enjoying what you are doing here and I can see this as a prime reference for starting- and established podcasters.

Since you've mentioned mixers and the setup podcasters can use, I've written an article on how I use that 1002FX together with Skype in a way that allows me to record directly into Audition while using a Skype "plugin" as backup (remember the conversation we had some time ago Dave?) and avoiding the feedback loop common with this setup.

Anyway, the mixer has made a ton of difference in quality and I completely agree when you say that besides the mike, is something that should be considered a good investment by all podcasters.

- **Richard**

A really nicely produced professional sounding podcast. Well done guys. Very good content as well.

Twitter Comments all that I could find at any rate! -Dave 3/12/09 5:29 PM

FantasyHoopz: Thanks to [@jameswilliams90](#) for the heads up to **Podcasters' Emporium** [@emporium](#) great to find a podcast for podcasters!

Mafesto: RT [@Fantasyhoopz](#) Thanks to [@jameswilliams90](#) for the heads up to **Podcasters' Emporium** [@emporium](#) great to find a podcast for podcasters!

jameswilliams90: [@hertzog](#) I was listening to "Dining at the end of the universe" , thanks for your kind words about **Podcasters Emporium**.

jaychiu: 1st time listener to **#Podcasters Emporium**. Great show episodes 10-12, [@jameswilliams90](#) & [@The_Rooster](#) ! Thx for the link [@kdmurray](#).

jameswilliams90: [@Herne](#) thanks for the iTunes review for **#Podcasters Emporium** in the Canadian store. We can do with all the help we can get in Canada!

ZenBubble: On the train listening to the wrap-up of **#Podcasters Emporium** no.12. Dave and James REALLY know their stuff - why aren't YOU listening? =)

StefaanLesage: Great show on using Gain to Your Advantage from te people at **Podcasters' Emporium**. <http://poprl.com/MG7>

And G'day to everyone who has connected with us on the Podcasters' Emporium twitter account this month - some notable mentions:

ariq
birdiebreeze
FantasyHoopz
AmandaHenderson
Mafesto / Mark Gustowski
smallworld
scificast / The Sci-Fi Cast
Buncocky / Buncocky Cast
jonwalz / Jonathan Walz
IllustratorCast / Illustrator Cast
DreamweaverCast / Dreamweaver Cast
morningword / Morning Word Podcast
hopcast / Hop Cast
shawno / Shawn
gcpodcast / Geocaching Podcast
TWAU / Tech Wired Australia
JDAZE / JDAZE Podcast

Feel free to drop us an email [**podcastersemporium@gmail.com**](mailto:podcastersemporium@gmail.com)

We welcome comments and questions on the blog

You can also send us an audio comment via email, remember to

tell us who you are and the name of the podcast.

Please send mp3 files only at **128bps at 44.100khz** so that we can use them in the show

This is a great marketing opportunity for yourself and lets us know exactly who our community is!

Make a comment using twitter: Add the HashTag **#podcasters** to your tweet so we can catch it

Farewell

1. Twitter: emporium
2. podcastersemporium@gmail.com
3. Twitter: jameswilliams90
4. Twitter: The_Rooster

Promo Here

This weeks Promo is for 2Schooners, our other show on the Lifestyle PodNetwork - a bit of fun and distraction, and out weekly! Roll the tape!...

maybe the 2Schooners Clean Version?????? If we don't get a better offer that is. -Dave 3/11/09 2:21 PM

Love that idea... still no promos.-James Williams 3/19/09 11:07 AM

Outro