

## **Podcasting Workshop**

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In this interactive workshop, learn from expert vegan and animal rights podcasters about everything from the skills and tools needed for producing your show, to finding and managing content, to providing an engaging voice for your listeners, and much more. At this behind-the-scenes look at some of your favorite podcasts, be sure to bring your creativity and your questions.

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### **Podcasting Tips:**

- We find that podcasting is easy-peasy on a Mac using Garageband. (The Mac store also offers great tutoring sessions and free workshops, which are invaluable.)
- Just like blogging, we find that consistency is important for podcasting. Put out an episode on a consistent schedule so listeners know when to turn in, but don't apologize if you skip your schedule, as important as you are, podcast listeners generally have many other things to listen to and they are not holding their breathe for you. If you've committed to do a weekly show, honor that. If monthly is easier, then start there, but if you let months go by between episodes, you'll lose your audience.
- Though not always necessary, you might want to consider podcasting with a buddy, someone you have a good rapport with, which can sometimes keep it more entertaining and keep it flowing more easily (there are certainly exceptions!)
- To get a feel for what will work for you, listen to other podcasts -- vegan-specific and other ones -- for ideas of the line-up of your episodes. You can easily find podcasts to listen to on the iTunes store (they are free to subscribe to) by typing in something like "vegan" and then seeing what other podcasts they recommend you listen to.
- Be clear about your mission/message. Know what you want to convey so you can do so with authority and without compromise.
- Keep it casual - don't try to be NPR. Your ums and UHF are natural and will connect you to your audience by showing you're a normal person.
- Let listeners know what they can expect by letting them know the format of your show either via your description and/or in the intro to your show.
- Respect your audience. Treat them and talk to them as you would want to be treated. Offer a way for listeners to follow up with you, either via email or a website/blog that allows for comments. Do what you can to expand your listenership, including by setting up social networking sites devoted to your podcast, and by using share widgets (those "recommend" or "like" buttons) that go at the bottom of the blog that corresponds with your podcast episode.
- Sound quality matters because it's easier to listen to podcasts with less background noise and echo, but it's not the end all be all, it depends on your style
- Just start, don't wait to get everything perfect.

### **Podcasting Resources:**

- Podcasting for Dummies (<http://www.dummies.com/store/product/Podcasting-For-Dummies.productCd-0471748986.html>)
- Free podcasting workshops at your nearest Mac store
- Podcast shows about podcasting: Podcast Academy, Podcasting 101

### **Vegan Podcasts:**

- Our Hen House
- Stumptown Vegans
- Vegetarian Food for Thought
- The Cosmopolitan Hour
- Animal Voices Vancouver
- Erik's Diner
- Vegan Freak
- Vegan Radio
- Go Vegan Radio
- Vegan Review
- NZ Vegan Podcast
- Veg Cast
- Alternative Vegan
- The Vegan Police

Vida Vegan Con:  
Podcasting Workshop  
August 27, 2011

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