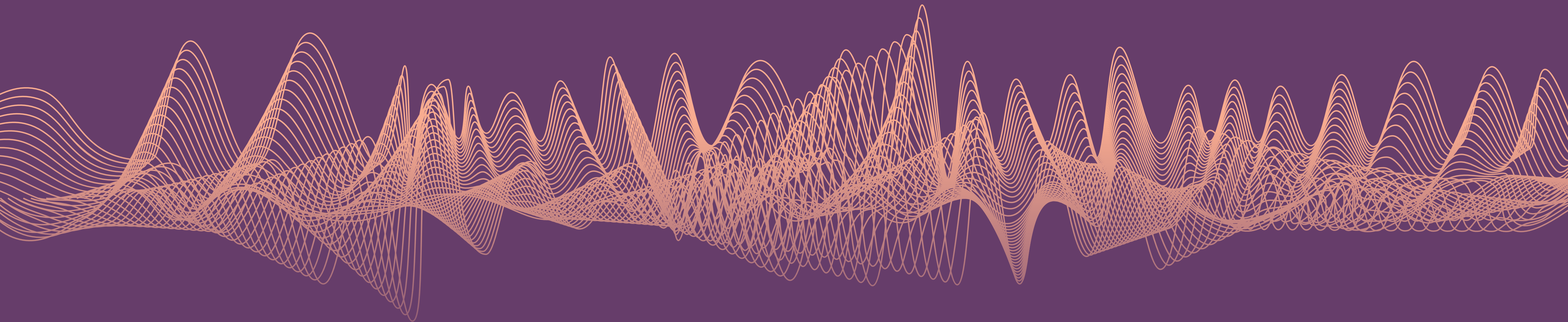


HEAR TELL



PODCAST TRAINING INITIATIVE FOR ARTISTS

A RESOURCE GUIDE

TABLE OF CONTENTS

INTRODUCTION3

PART 1: PODCAST PRODUCTION THE NUTS & BOLTS4

Selecting Equipment: Easy, Low Tech & Low Cost Options4

Equipment Choices: Easy & Low to Medium Cost Options4

Top 3 Picks for Microphones (low to medium cost):5

Where & How to Record Your Audio.....6

Recording Remotely by Video or Phone.....7

Audio Editing & Mixing.....8

PART 2: PODCAST PUBLISHING AND DISCOVERABILITY10

The Naming of your Podcast10

Podcast Artwork11

Episode Title11

Series Synopsis12

Show Notes.....12

Scheduling.....12

PART 3: PODCAST MARKETING & PROMOTION13

Launching Your Podcast13

Rollout Plan.....13

Design & Branding:14

Promotion14

Social Media:15

Earned Media15

PART 4: MONETIZATION & OTHER WAYS TO FUND YOUR PODCAST16

Arts Funding18

Fees to Artists18

PART 5: OTHER HELPFUL LINKS AND RESOURCES FOR ARTS PODCASTING.....19



INTRODUCTION

This past summer, Visual Arts Nova Scotia (VANS) coordinated HEAR TELL, a six-week podcast training initiative designed for artists and arts workers in Atlantic Canada. Following the completion of this program, we have compiled a list of podcasting resources that are both general and specific to the arts communities in New Brunswick, Newfoundland, Nova Scotia, and Prince Edward Island. Although this guide is designed for artists and arts workers in this region, we are also hopeful that it will still be supportive to any creative person interested in engaging with the medium of podcasting.

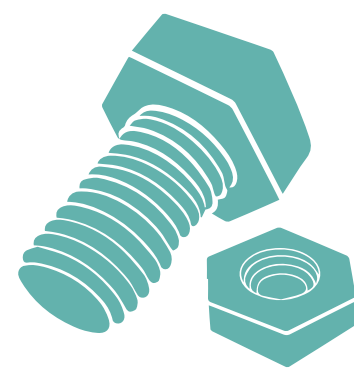
VANS created the Hear Tell training initiative as a response to the many artists and arts workers in this region who have expressed an interest in podcast creation and engagement. We are hopeful that this training program, as well as the following resource guide, will help to assist, support and inspire a strong community of arts podcasters across Atlantic Canada and beyond.

We are thankful to all of the webinar instructors and presenters as well as podcasting consultants who contributed significantly to the Hear Tell podcast training program. Special thanks also to the many artists and art workers who, in the early stages of this project, offered their generous thoughts and feedback. Their input significantly shaped the content and direction of this training program. Much gratitude as well goes out to our consultants, Jason MacIsaac and Luke Batiot (from Village Sound), Jamie Hammond and James Boyle (from the Atlantic Podcast Summit) and Veronica Simmonds (podcast producer extraordinaire).



A Note about this Resource Guide

We are cognizant of the fact that both technology, and the digital environment are constantly shifting. For this reason, we wish to remind readers that some information in this resource guide may retain its relevance for several years, whereas some information may become out-of-date within a matter of months. We are hopeful however, that the following set of links and information to be found in the guide, will help the reader to navigate the exhaustive list that currently exists online.



PODCAST PRODUCTION THE NUTS & BOLTS

In this section, we will provide a list of useful links and related information that will help you better understand the flow of podcast production and post-production. This includes the basics of audio recording, audio editing, and audio mixing. We will also provide links and information about options for setting up a free/low cost digital audio workstation as well as a list of free/low cost options for digital podcast platforms.

Selecting Equipment: Easy, Low Tech & Low Cost Options

There are an infinite number of choices for how one can set up and record their audio. One of the least expensive and easiest options, is to use the record function on one's phone and to then import those recordings (sound files) into one's computer. These days you can also record using video chat services like Skype and Zoom. Below are some links we have found are helpful. See further information below on the topic of recording remotely.

Equipment Choices: Easy & Low to Medium Cost Options

Depending on where you live, you may be able to rent or borrow equipment from your local media art/artist-run centre, public library, or other organizations in your community (see community resources listed later on in this guide).

For those wishing to invest in basic sound recording equipment, a USB mic connected to a computer will also keep things relatively simple and straightforward. Below is a list of low-medium cost microphones. All on this list should have no problem connecting to a MAC or PC computer.



NOTE: There are several different approaches and ways one can record and produce a podcast. We will be suggesting options which are geared towards the beginner or very new podcaster who is looking for good production quality with low to no expense for set up (or expertise required).





NOTE: Long & McQuade, Canada's largest musical instrument retailer, is one place that you can find yourself some decent equipment. For those looking to shop somewhere other than Amazon, this is a good place to start as L&M have brick and mortar shops in Atlantic Canada + you also have the option to buy online. Based on our consultation with audio recording experts, here are our top 3 picks for mics that will work well for podcasting.

Top 3 Picks for Microphones (low to medium cost):



Audio-Technica - AT2020



Shure - MV5



Blue Yeti

**THIS IS THE
BEST DEAL AND
IS THE MOST
POPULAR IMO**



OTHER RECOMMENDED OPTIONS FOR MICROPHONES:

USB Mics:

- **Blue Snowball**

Mic/Interface Combo Condenser Mics

- **Rode NT1**
- **Audio-Technica AT 4040**

Dynamic Mics

- **Electrovoice RE20**
- **Shure SM7B**

Interfaces

- **Focusrite Scarlett 2i2**
- **Focusrite Scarlett 4i4**

Combo/Package

- **Scarlett 2i2 Studio 3rd Gen w/Mic and Headphones**



You also may want to invest in a sound recording device such as a ZOOM H2N, H4N, or H5 (Not to be confused with the Zoom online meeting platform).

We have had great experience with the H4N model, it's versatile and has many great features, "Meant to travel anywhere, the H4n Pro's design is the gold standard in portable recording. With onboard X/Y microphones, two combo input jacks, overdubbing, effects, and more".

This model (as well as other similar models by Zoom) are pretty intuitive and you can easily find instructional YouTube videos online to ease the learning process.



**Click here to see the
Zoom H4N recorder**



Where & How to Record Your Audio

Sound recording is an art form in and of itself and there are a multitude of ways for how you can achieve expert sound quality for the purposes of your podcast. First- you will need a “dead space” to record your podcast. Here are a few options for setting up a recording space:

DIY OPTION:

If you want to set up a DIY recording studio in your home, one of the best ways to do this (that is also super low cost) is to use your clothes closet! You’d be surprised to discover how it can be an optimal space for recording pro sounding audio. Here are a few useful links that explain how and why to do this:

- [The Ultimate Podcasting Hack: Record in your closet and use two pillows](#)
- [How to Turn a Closet Into a DIY Sound Booth](#)

If you would prefer not to turn your clothes closet into a sound recording studio, you may also be able to locate an accessible sound recording studio in your local community. There are a number of such spaces across Atlantic Canada (and beyond).



COMMUNITY ACCESS OPTIONS:

For instance, there are some non-profit media arts organizations such as the **Centre for Art Tapes** (Halifax, Nova Scotia), which has a fantastic audio suite available to both members and non-members. As of 2020, rates to use the audio suite are very affordable for both the commercial and independent producer. The Centre for Art Tapes also has very reasonable prices on equipment rentals for sound recording equipment (mics etc) and [more information can be found on their website](#).

Also in Halifax, is the **Atlantic Filmmakers Cooperative (AFCOOP)** which has some audio equipment available for rent to members and non-members. [Check out their website here](#) to get up to date information and to see a list of audio equipment they have available for rent.

(Note: as of September 2020, equipment rentals at AFCOOP are on pause due to the pandemic.)

Struts Artist Run Centre & Faucet Media Art Centre (Sackville, NB) has a number of podcast/audio related resources that can be accessed as both a member and/or non-member.

They have studio mics as well as mixers that can be rented at a very affordable rate. For more information about what equipment and facilities they have, [check out their website](#).



[Learn about the Central Library Media Studio](#)

The Central Library in Halifax also has a Media Studio, a fully functioning recording studio that you can book for FREE. They also provide 1 on 1 media training to help you to succeed in the studio! [Click here for more information](#).

We also recommend contacting your local community radio station as oftentimes, they may be able to provide access to radio (podcast) related training, expertise, equipment and facilities. Your community radio station may also be a place where you can even find an audience (via radio broadcasting) as well as potential technical and mentorship support for your podcast project. For example **CHMA** in Sackville NB is a community radio station which offers such potential opportunities. [You can check out some of what CHMA’s does here as well as how to get involved](#).

If you have the means, it may also be worth your time to work with the pros! Do a google search (or ask for recommendations) for a recording studio in your community. **Village Sound** in Halifax offers professional support with podcast production, podcast seminars, radio and audio mastering. [You can check them out here](#).



Recording Remotely by Video or Phone

Due to the current pandemic situation, we have been seeing many podcasters (as well as other types of media artists, journalists, etc) record remotely using video platforms such as Skype or Zoom as iPhones and Android phones. Here are a few tips and options for recording your interviewees from afar:

SOUND RECORDING WITH VIDEO CHATS

If you are recording a video chat, Zoom is a great option as most people are already familiar with the platform. With Zoom, you can also record your sound on separate files (so host and interviewee have different files). This will be very helpful for when the time comes to do editing. You would set your preferences in settings (select Recording) and choose to then record separate audio tracks. One of the most affordable and easy-to-use options for best quality sound using Zoom is to do your sound recording through a USB mic (we recommend the Blue Yeti or Blue Snowball). This type of mic can be plugged right into your computer, or even your iPad or iPhone (you will likely need an adaptor for iPad or phone, IRIGs work well).

One important thing to remember about Zoom, unless you have a corporate account, is that you have a limited amount of time for your video chat call. This is not a big deal but it may mean you will have start, stop, start etc. If you are going to be conducting interviews that will be longer than 40 minutes, you may wish to upgrade to a professional account.

You can also record your audio using podcast platforms like Anchor, or Squadcast using a USB microphone. Squadcast is a paid platform but has several great features that are helpful for attaining really good quality audio. For instance you can monitor levels for everyone, you can also monitor things like each person's internet connection quality.

More important than having a fancy mic, is having a good room to record in. If you are directing your interviewee to set up their space for recording, have them choose an environment like a bedroom where you tend to have softer materials like clothes, blankets, carpets. Rooms with harder surfaces (i.e. kitchens, bathrooms, tiled floors, are not good.

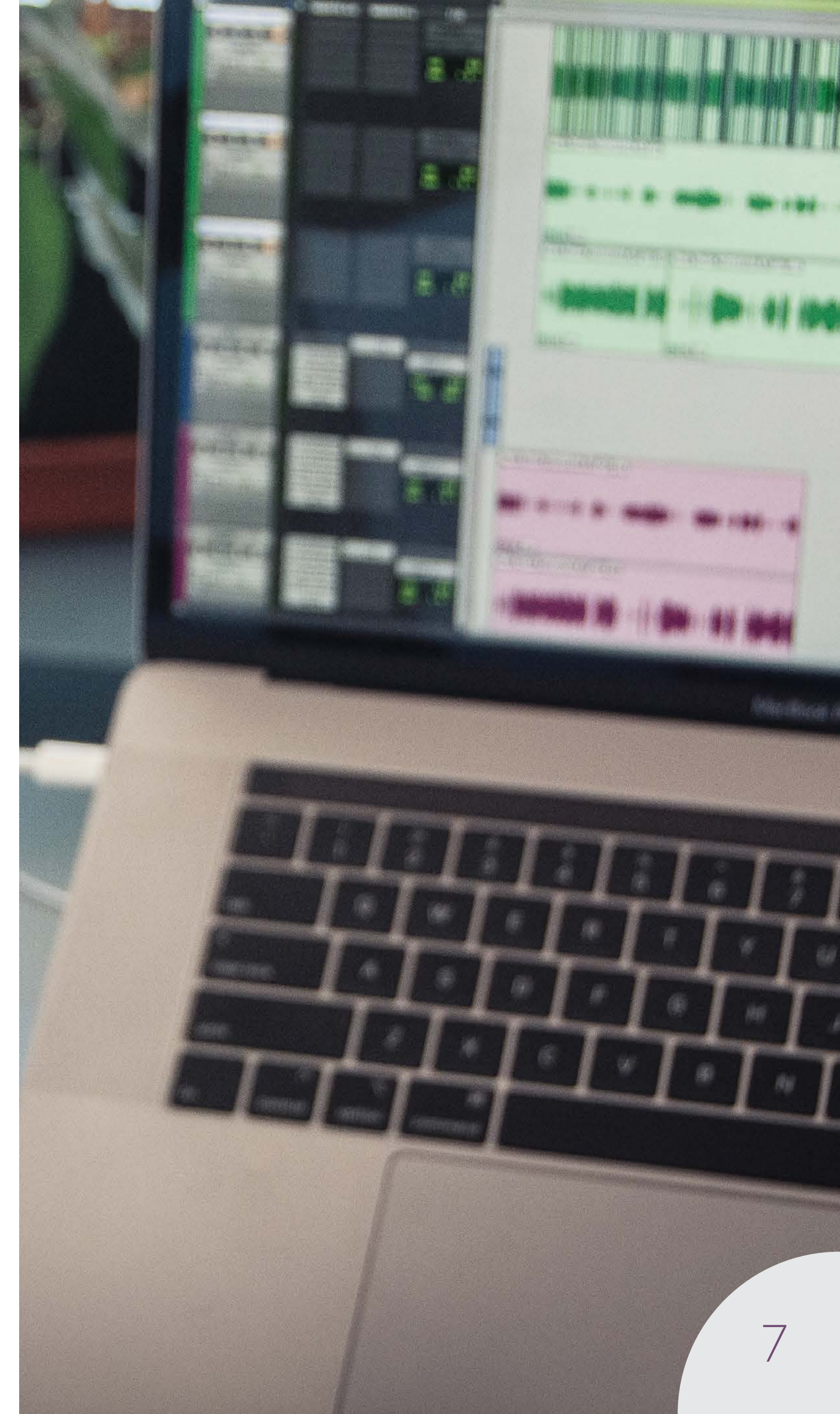
RECORDING PHONE CALL INTERVIEWS:

As previously mentioned above, you can use recording apps like RINGR or REV that can be downloaded directly to your phone. You can also do this with Anchor, by downloading their phone App. With Anchor, you would choose their "Record with Friends" option. Recommended again is to use a USB mic which can plug directly into your phone, but note you will need an adaptor to this. We recommend an IRig.

Another free option is Google Voice if you are looking to record for free using a similar set-up. Remember, once your recording is complete, you will still need to import your files into some kind of work station, like garage band, or Audacity, to do your editing. Some platforms (like Anchor) have editing options but they are limited.

Here are some how-to links that we think are helpful for recording video or phone calls:

- [How To Record A Podcast With An iPhone & On-The-Go](#)
- [How to Record a Call Using Zoom.us for Podcasting](#)
- [How to get great-sounding audio from your podcast guests... from a distance](#)
- [How to Record a Phone Call for Your Podcast](#)
- [One app that is helpful for recording the AV from a SKYPE call can be found here](#)
- [Ringr is another popular app that allows you to record \(and save\) people on the phone using their phone mic.](#)
- [Another option is: REV, record and transcribe any calls on your iPhone.](#)





Audio Editing & Mixing

Once your audio is recorded, you are going to want to do some editing and mixing. For those new to the lingo, this means selecting what audio you want to use for your podcast and then “polishing” it up with other audio elements you have selected (i.e. music, effects, etc). To do this, you may decide to work with a digital audio workstation. One option is- you could access an already set up digital workstation (such as one of the community resources as mentioned above) or you could set up a digital audio workstation on your home computer.

If you opt to set up a digital workstation on your home computer, here are some free and low-cost options for how you may then edit/mix your recorded sound:

- [Garageband on Mac](#) (Free)
- [Audacity on Windows or Mac](#) (Free)
- [Adobe Audition](#) (low cost subscription)

Note: When using a digital audio workstation, it would be best to have a USB mic or mic/interface. A built-in mic on computer could be used, however the built-in mic will likely sound thin and harsh

- [Soundtrap](#)

*Note: Spotify now owns this robust podcasting platform** HIGHLY recommended for hosting, aggregating and even producing your podcast. Incredible for beginners. Can help anyone monetize their podcast.*

If you are looking to access free music and sound to mix into your podcast, here are a couple of resources online:

- [Free Music Archive](#)
- [Free Sound](#)

[Click here for a great instructional video](#) that offers some basic information on audio post-production (editing and mixing)

Some additional how-to links we found that may also be helpful regarding mics and techniques for recording are below:

- [How to make your podcast sound professional](#)
- [Mic techniques for podcasting](#)
- [Podcast Microphone Technique](#)

Another option is to run everything through a podcast platform such as Anchor, Soundcloud, or Squadcast. See more notes on podcast platforms on the next page.

TRANSCRIPTION OF RECORDING

Once you have your podcast recorded you may want to use a transcription service to help save you time. Something like **Descript** works very well as you can record, transcribe and edit as easily as typing.

You can also **do a search on google** as there are now several great transcription services out there (free to paid).



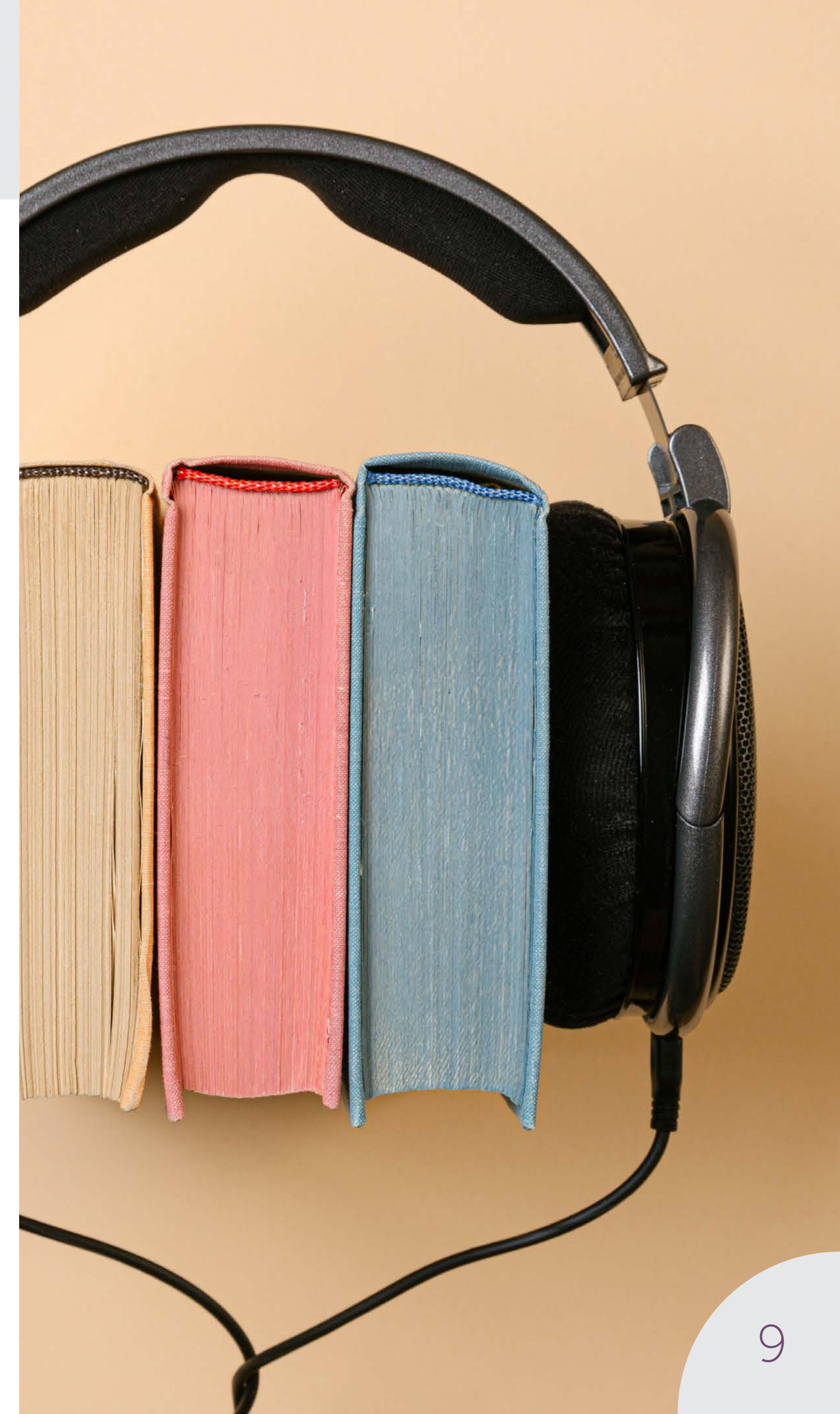
USING PODCAST PLATFORMS

There are several free and low cost platforms that can significantly help to make the whole process of podcast production super easy. These platforms function both as a media hosting service as well as multi-tool that can help you do everything from recording, editing and mixing audio to assembling all the elements of your podcast into episodes. The platforms also can help with the publishing/distribution of your podcast. They do this by migrating your (once completed) podcasts to various digital locations such as Apple Podcasts, Spotify and Google products.

One platform that many amateur as well as experts in the field have recommended is **Anchor**. It definitely has its pros and cons but for someone who is looking for a simple free and easy to use podcasting platform, this is a great option. We recommend that you read online reviews and to do a bit of research to determine what is the best platform for you. Although Anchor is great for some people, it may not be the best solution for others.

In addition to Anchor, there are several other free-low-professional priced platforms that can also be used. Depending on what the project is that you are producing, a paid hosting service may offer more services that are applicable to your needs. Podcast platforms can also help to set you up for monetization. Here are some other examples of hosting platforms that you might be interested in trying:

- **Soundcloud.com** is a podcast industry standard which has a free, albeit limited version
- **LIBSYN** is also a great hosting platform and an industry standard, but has no free option
- **Transistor** (they have starter, professional and business pricing)
- **Captivate** (they also have a range of pricing options)
- **Here is another link** which lists other podcast hosting options you may also want to look into
- **Squadcast**: Record Studio quality podcasts from anywhere
- **Here is a list online** (recently updated) that you can also check out





PODCAST PUBLISHING AND DISCOVERABILITY

In this section, we will outline what and how to get your podcast out into the digital universe. We will outline recommendations for naming your podcast, using artwork, episode titles, series synopsis, show notes, scheduling and promotion.

The Naming of your Podcast

When choosing a podcast name, it is a good idea to consider searchability. The title of the show can still be artful or even esoteric, however, from a practical level, it's best practice if your potential audience can easily find you.

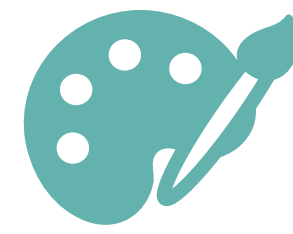
Make certain that the name of your show is not already taken. A quick search in your podcast app will likely let you know if the name already exists. However, it's important to go even further and do a search on Google for <your keyword> + "Podcast" because not every podcast is on every podcast platform. Some sites actually have exclusive content.

When practical, make the name of your show short enough to be easily remembered. If possible, the title alone should be able to let the listener know what they're getting themselves into. A good housekeeping item to remember is that occasionally the use of commas, indents etc. in your podcast name might reject your show by some of the major podcast platforms when you try to submit your show.

Potentially use your actual name of the host as a differentiator. The Art Podcast would be a challenge to find, but The Art Podcast with Donita Danutti refines the search considerably. However, using your name in the title is generally best practice if you already have a fanbase and have some sort of name recognition.

Would you want to use the word 'podcast' in the name to help people find it? Off platform, it's imperative that you use the term 'THE PODCAST', but if someone is looking for your podcast on a podcast platform, having the name PODCAST in your title is a bit of a redundancy and won't actually help to refine anyone's searches in any meaningful fashion. Research suggests that the majority of podcasts are in the 14-29 character range, so brevity is your friend. Long show titles can often be cut off in the display of podcast apps, so it's important to be mindful of that.





Podcast Artwork

Episode specific artwork, while not necessary, it is a good idea. In addition to it showing up on the podcast players, when posting on social media, it gives the eye a break from the same old show artwork that after a while might just be white noise to the eye. Episode specific artwork helps your posts to pop AND is a great way to showcase a guest or an episode topic, which could lead to new listeners.

Your podcast cover art is the first thing new listeners will see in social media and podcast platforms. It is your show's social media profile pic. It is very important to think about this.

If somebody only sees your podcast artwork, it would be optimal that they are still able to glean what the podcast is about. Podcast artwork can visually communicate the subject of the podcast and that is a wonderful short-hand hack that you can employ.

Look at your artwork at a size comparable to what it will actually look like on a phone or tablet. Some awesome layouts and concepts just don't translate so well when you shrink it down to the very small space of a podcast cover. Arguably, it is far better to create simple and striking visuals than very granular, detailed art. You only have 2 inches by 2 inches with which to work, so be mindful to not overcrowd it with too much text or imagery. Vibrant, strong and simple concepts are likely the best path forward.



Episode Title

The title of your podcast should pique the interest of someone who is not yet familiar with your show. Podcast directories are search engines just like Google. It's really important that your titles have some relevant element of a topic that someone might be apt to search. If someone put "cubism" in a podcast search engine for example. Two things will happen: Shows with the word "cubism" in the title will come up but also EPISODES with the word "cubism" in the title will come up, and this is really helpful. A few tips:

- Assume an undecided potential listener is looking at the episode title alone. Do you feel you've captivated them?
- Don't put the show title in the episode title, the podcast platform will populate that for you.
- If you want to put the episode number in the title, best practices would suggest to put it at the end. If the display cuts off any of your text, you will want as much of the title to be intact. By default, podcast apps often sort episodes by publication date, so it's often not mandatory to include the episode number in the title.



Series Synopsis

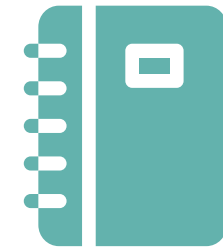
The series synopsis (or the 'ABOUT') is the "back of the novel" or the movie plot, if you will. Be very clear in your series synopsis as to what the audience will be getting. Topics to consider covering: Why they should listen to you, What the show is about, The length of the show, The frequency of the show, a compelling tagline.

EXAMPLE: *SOFT TALKS* is a bi-weekly podcast where soft sculpture artist Karen Kontiglio spends half an hour talking about all things to do with the soft sculpture world. She interviews other soft sculpture creators and admirers of this artistic practice and offers insight into how it is shaping the world of contemporary art.

Important Note: A recent 2020 survey conducted by the people at thepodcasthost.com illustrates how vital a good podcast description is for discoverability. Out of a possible rating of 10, people polled ranked podcast description a 7.8 when considering a new show.

Other things to keep in mind:

- Speak directly to your target audience
- Tell them what the show is going to do
- Tell them who you are, which in turn should give them some indication as to why they should trust you
- Be 4000 characters and under



Show Notes

Show notes can be whatever you want. They can be the more traditional format as I've described or show notes can be just artwork or poetry about the topic of a specific episode. It can be a playlist of the music you were listening to at the time, recipes inspired by the episode topic. anything, but the vital thing is that each post is inspired by the podcast episode.

Show notes generally live on either a blog or a show website. It's a great way to come up in search results on google. Be sure to have some key industry-specific words in your show notes for that reason. Many people who didn't even know that your show existed will find you by typing relevant keywords into Google and your show notes pop up.



Scheduling

Consistency/scheduling is key. While podcasting is ostensibly on-demand radio, it is important that your audience can rely on the day and even time of day of a new episode being released. Imagine if your favourite tv show was on at a different day and different time of day each week. Before long, you would stop trying to watch that show.

Consider your show Appointment viewing. That means, as much as it is practical, get your show out at the same time each episode. There are schedule functions on podcast publisher sites that will push out your episode with 100% accuracy.

A late episode is more often the cause of it not yet being finished than it is being completed and just not published, so it's not a bad idea, when practical to batch record and produce a few episodes simultaneously.

If you know that you are going to be late with an episode, a professional courtesy is to at least give your audience a heads up on your social media channels. People will appreciate this, as for some people, your show is the highlight of their week.





PODCAST MARKETING & PROMOTION

Launching Your Podcast

There are three major phases of every podcast: Pre-launch, Launch, and Post-launch. Pre-Launch (also known as the planning phase) usually involves research, booking guests, production, and branding. Launch: Typically this will involve making a trailer, promo plan, community outreach, and swaps. Post-Launch may also involve swaps and ongoing community building. You need to consider each phase, and the marketing tactics you'll use within them. When building a strategy, consider:

As you plan out your marketing campaign, it is important that you understand the essentials of your podcast i.e. What makes it different from others? What does your podcast offer that no other podcast on the market does? What is it about this podcast that will draw in your audience?

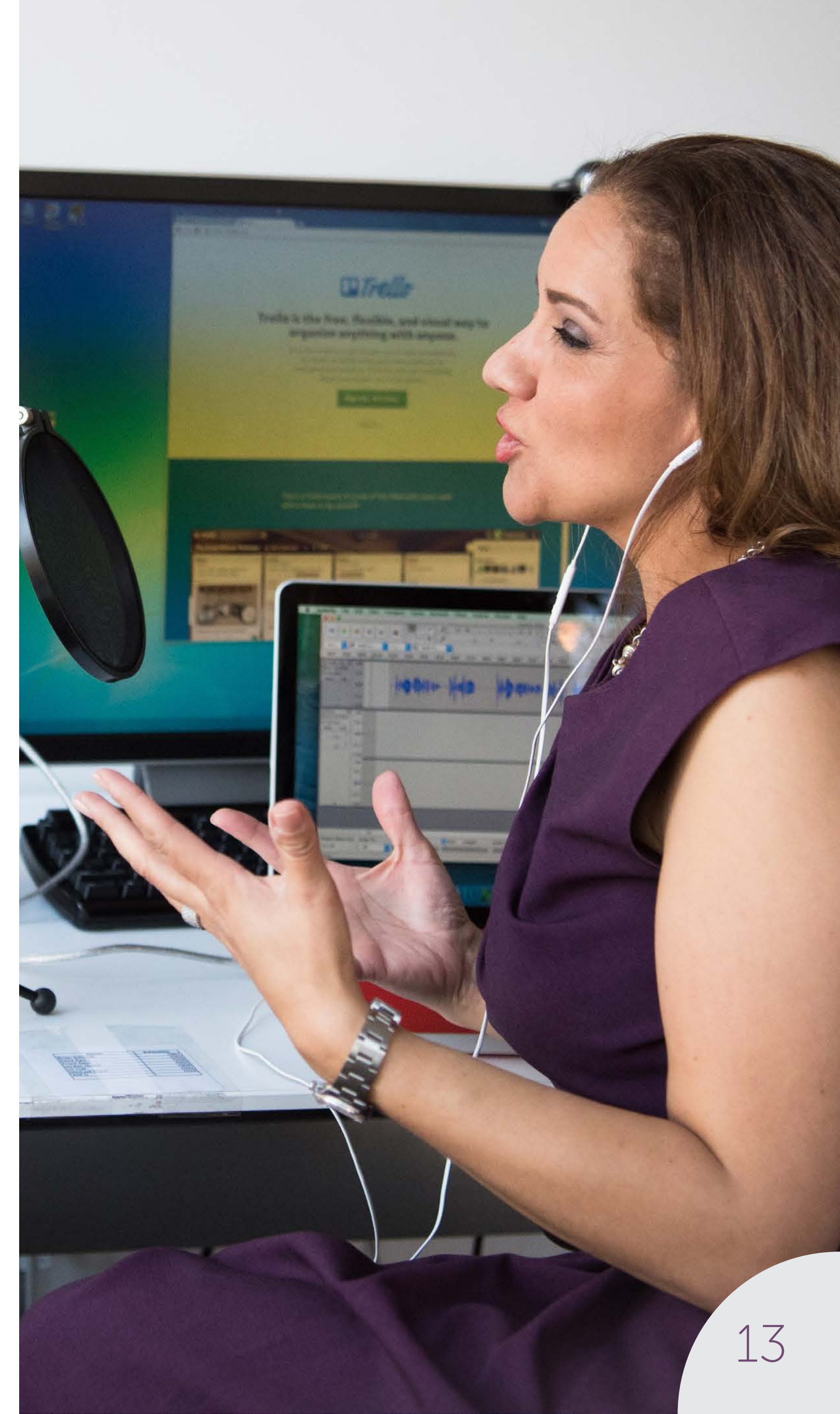
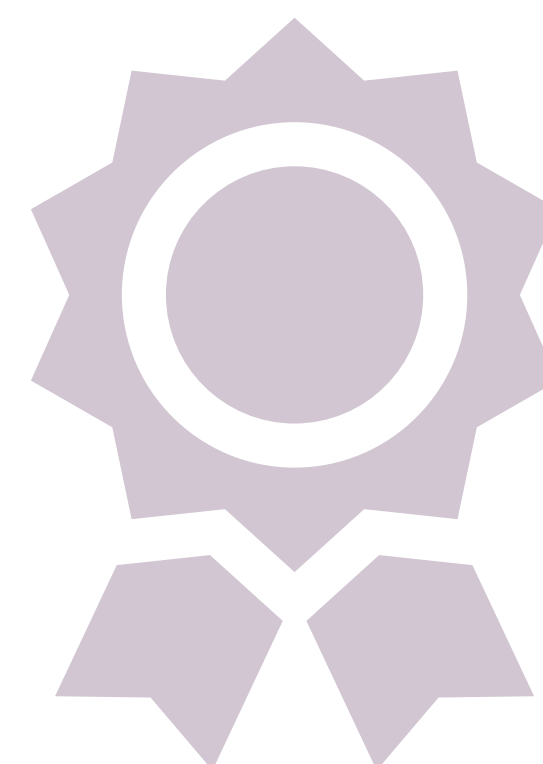
It is also important to identify who your audience will be. Let's say you are making a podcast about contemporary art in Canada, who do you think will be your prime listenership? Take some time to consider: who is your ideal listener? What are they already listening to? What do they like? What do they not like? How old are they? Where do they live? Visualize!

Rollout Plan

It is advisable to have short-term (episode based) and long term (series based) goals.

The rollout plan includes the following:

- What podcast aggregators are you going to upload to? Apple, Spotify, iTunes, etc.
- How many episodes will you release at once?—What is the frequency of release?
- Make sure you have everything together before release—any visuals, write-ups, show notes, etc.
- Where are you going to promote? See tips below. Social media, newsletters, influencers, etc.





Design & Branding

The design and branding of your podcast will help to create some visual recognition so people become familiar with it. Typically it will include a combination of visual elements such as logo, colours, fonts, social media avatars and headers and if desired, view elements as well. It should be consistent so that once people become familiar with the branding of your podcast, they will continue to recognize it.

If you don't have the skills yourself (or the resources to pay someone) to help with the design and branding a great option is to use [CANVA.COM](https://www.canva.com) (they have free and multi-tiered payment options).

 [Check out Canva](https://www.canva.com)



Promotion

To build your listenership and to expand your podcast audience, you will need to engage in various strategies of promotion. Below are some ideas for how you can do this. To really get word out there into the digital universe, you may need to combine some conventional strategies with other more experimental strategies:

- produce a trailer or teaser that will feature engaging snippets of your episodes along with any special art work or audio extras;
- engage with social media, it is an effective way to promote your podcast before, during and after the launching of an episode or series;
- launch an e-newsletter and start collecting emails of interested listeners; You can use easy to use communication tools such as Mailchimp, Campaign Monitor, Get Response (free and paid options available)
- ask family and friends to share among their social media networks;
- create a promo video (similar to an audio trailer) that could be uploaded to YouTube and also shared on social media; this may involve recording some video segments of guests, subject matter, etc.;
- Collaborate with podcast creators/hosts from other similar podcasts; i.e. be a guest on their show, and then have them as a guest on your show;
- Ensure you cross promote the episode on each of your channels (podcast and social media)
- Bring on guests with a larger following than yours. Give them all the tools they need to promote their episode to their audience.
- Live recordings. Perhaps you could "open" for a live recording of a more popular podcast;



Social Media

Ideally, your podcast content should never just live within the confines of podcasting platforms. When possible, make episode cut downs for use on twitter, FB and Instagram. Experiment with putting full episodes on your own dedicated podcast YouTube channel.

[Buffer.com](#) provides this [very handy and self-explanatory checklist](#) of things you can do to help promote your show.

SOME TIPS FOR SOCIAL MEDIA:

- Contribute to online communities like FB and LinkedIn groups, online forums, etc.
- Use social media to build your own community — not just to push your podcast. Engage with your followers, ask questions, encourage discussion, etc.
- Ensure your username on socials is relatable to your podcast, or better yet, have it be the name on your podcast
- You can also run paid social media advertising (Facebook, Instagram, Twitter). Make sure you know your audience well so you're not throwing money down the drain. Consider demographics (age, location, etc) and interests so you can target better.
- Find social media influencers with similar interests who might be willing to share your podcast. i.e, if you have a podcast about knitting, reach out to some prominent knitting influencers on socials. Offer something in exchange (having them on your podcast where they can promote their products!)

SOME TIPS FOR AUDIENCE EXCHANGE AND PAID MARKETING:

- What other podcasts are your audience listening to? Find out!
- Reach out to these other podcasts/similar podcasts and offer promo swaps (like shout outs, or free commercials).
- Buy ad time on other podcasts.
- Consider joining a podcast network.



Earned Media

- You can reach out to the local press (big and small), pitching your podcast for a news segment. Think about: Community newspapers, Alt-weeklies, Larger news outlets (CBC, CTV, Global, etc), Organizations with large e-newsletter lists (business associations in your area, etc)
- When you reach out, include: High-res photos, a brief bio about your podcast, links to your best episodes/episodes that are relevant to the news cycle, a solid pitch. News is timely and relevant — what makes your podcast/episode pertinent now?

RESOURCES FOR MARKETING AND PROMOTING YOUR PODCAST:

- [How to promote a podcast](#)
- [A helpful step by step guide for different ways to grow your listenership](#)
- [Marketing Tactics to get Listeners](#)



MONETIZATION & OTHER WAYS TO FUND YOUR PODCAST

How exactly does one make money with content that is given away for free? Predictably, there are no surefire catch-all steps when it comes to monetizing, but here are a few key ways that people are currently bringing in revenue for their podcasts in 2020.

Patreon is a platform that helps artists receive funding directly from their supporters on a recurring basis. Supporters pay a small recurring monthly fee (often considered a sort of tip jar) in exchange for exclusive and/or early content, updates, merch and other unique perks found behind the artist's Patreon paywall. This platform is not unique to podcasters, but has been widely adopted by the community and is arguably the most common and one of the most effective ways a podcaster can set up monetization for their show, irrespective of its popularity. However, a popular podcast with a loyal fanbase could effectively bring in enough money to sustain a creator. It is important for the podcast creator that they set up very clearly defined "perks" and be diligent in delivering said perks. The surest way for someone to stop supporting a show is if the perceived value is no longer worth the financial commitment.

➔ [Check out Patreon](#)

Sponsorship: Another effective way to monetize your podcast is through show or episode sponsorship. Many businesses will pay podcast creators in exchange for "on air" consideration. A podcast sponsorship is basically a deal between you and a brand or service where you help sell their products and increase awareness of their brand. For hugely popular podcasts, there are turn-key systems that facilitate these partnerships, but for the fledgling or niche podcast, it often takes a bit of creativity and a lot of outreach to make something happen.





SOME HELPFUL TIPS:

Create a presentation: Often, in the absence of a huge listenership (and most companies WILL want to see those analytics) , a really compelling presentation could be the thing that gets a potential sponsor interested. There are many great online resources that can show you the steps on “how to get podcast sponsors”, but what is most important is that you can convince a potential sponsor that your show can move product and/or create brand awareness.

Find local support: Look at your metrics in your podcast backend and determine where the critical mass of your listenership falls geographically. Reach out to brick and mortar businesses in that area and see if they might be interested in sponsoring an episode.

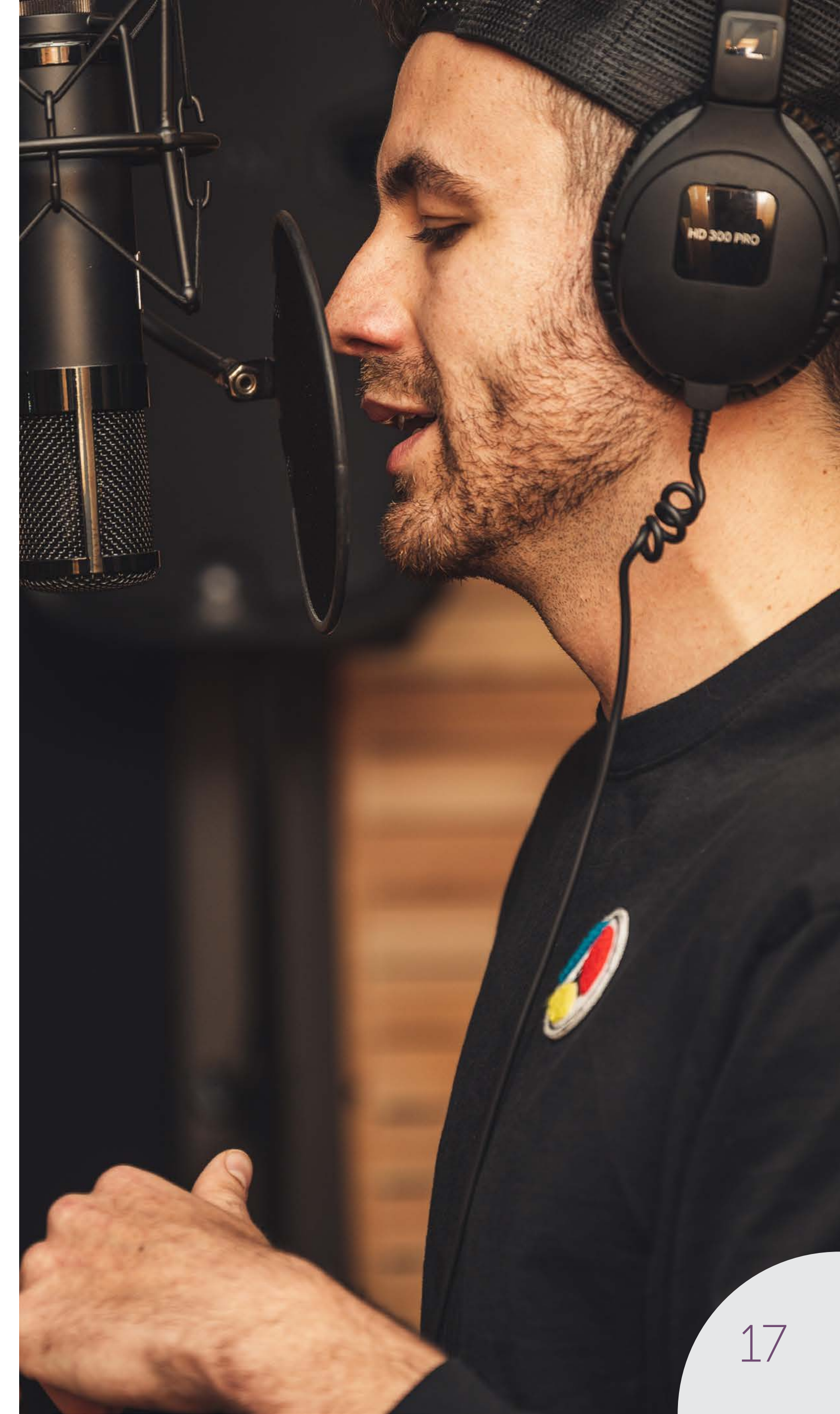
Determine who is a good fit? Consider which businesses would be a good fit for the type of show you create. Oftentimes, a sponsor will offer your show some sort of unique promo code or other means of incentiviation, which allows them to track exactly how much engagement was driven by your show or episode specifically. The success or failure of that initiative will dictate the likelihood of the sponsor buying more “air time” in the future. For that reason, it is very important to consider the kinds of products or services that your listenership would be apt to try.

- [How to Get Podcast Sponsors](#)
- [How to Get Podcast Advertisers and Sponsors in 2020?](#)
- [Three Ways To Get Podcast Sponsors](#)

Live Shows and Tickets Stream: A great way to build an audience and a good way to bring in some revenue is to do some local live tapings of your podcast. Staging a live show is not without its financial investment and logistical considerations, but if done in the right way, it can bring in some significant revenue. Similarly, [a ticketed live stream](#) is a very cost-effective and convenient way to host a live taping of your show behind a ticketed paywall.

Merchandise: Merchandise can be a fantastic way to generate some income for the show and help to raise awareness of your podcast.

Leveraging the Show: Many podcast creators are considered trusted leaders in their field, and as such, are often invited to participate in virtual summits, live appearances, coaching opportunities, panels etc. These are all great ways to bring in extra revenue and to help build your audience. For example, if a podcaster hosts a successful show about video games, they are as likely to get invited to participate in a video game summit as they are to be invited to participate in a podcast summit.





Arts Funding

Depending on the type of podcast project you are working on, you may be eligible to apply for arts funding through your provincial arts body, or through the Canada Council for the Arts. If the project is primarily arts focused (non commercial) or if it is an art project in and of itself, it may be worth inquiring about what granting options are available to you.

In the Atlantic provinces, depending on where you are located, you could look into:

- [Arts Nova Scotia](#)
- [Arts NB](#)
- [ArtsNL](#)
- [PEI](#)

We highly suggest that you get in touch with the Program Officer in charge of your province's arts grants program to discuss the eligibility of your project.

[The Canada Council for the Arts](#) may also have a few funding options for you. It is best, once again, to check in with a program officer to ensure your eligibility as an artist, or arts organization and the eligibility of your proposed podcast project.



Fees to Artists

If you are working and or engaging with artists as part of your podcast project, you may also want to be thinking about the payment of artist fees to your participants. Depending also on the nature of the podcast (i.e. is it journalistic in style? Is it an extension of your organization's programming? Is it functioning as an art project?) this may or may not be relevant.

Because many of us in the arts are still adapting to the online world, there are few set rules or guidelines, more loose suggestions at this point. Across Canada, you can use the [CARFAC Artist Fee Schedule](#) as a way to determine what the minimum basic fees should be for paying artists. Although they do not have set fees listed for "participation in a podcast" you may be able to find fees for activities that are comparable.



[See the CARFAC Artist Fee Schedule](#)

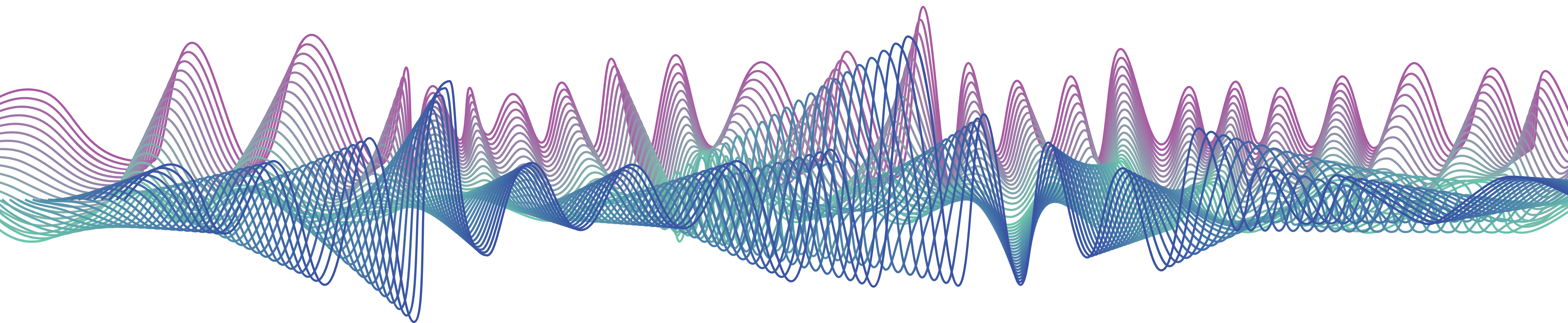


OTHER HELPFUL LINKS AND RESOURCES FOR ARTS PODCASTING

- **Podcast Atlantic** Atlantic Canada's largest podcast directory and podcast production company
- **Music Creative** Pro quality podcast production support. Offers: Audio Presets, podcast packages, podcast production. Royalty free music, video production
- **Podcasters Paradise** Online Community and Educational resource for podcasting
- **Transom** (Amazing resource for all things artful and audio)
- **Radiotopia** (network of listener supported, artist-owned podcasts)
- **AIR** (Global Community of Independent Audio Producers)
- **Canadian Podcast Listener** Data and Information about Canadian Podcast listeners
- **Hot Docs Podcast Festival**
- **Vancouver Podcast Festival**
- **Podcast Movement** (Community and Conference)
- **Constellations** (Sound Art and Experimental Narrative Collective)
- **Audiocraft** (Podcast Festival Based in Australia)
- **Werkit** (Women's Podcast Festival)



HEAR TELL

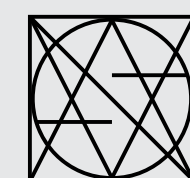


PODCAST TRAINING INITIATIVE FOR ARTISTS



Canada Council
for the Arts

Conseil des arts
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VANS
VISUAL ARTS
NOVA SCOTIA