

FINDING YOUR VOICE

PODCASTING 101

WHY A PODCAST

- CONCEPT
 - Why are you starting a podcast?
- NAME YOUR PODCAST
- FORMAT – IMPROV/SCRIPTED
- TOPICS
 - Business, hobby, interviews, etc...
- SCHEDULE
 - What frequency to podcast
 - How to market
 - Who is the customer?

WHY?

WHAT?

WHEN?

WHY PODCAST?



WHAT TO PODCAST?



TREATMENT

How often to podcast?

Once a week/month/quarter?

THINGS TO THINK ABOUT

To figure out timing

- Who is the audience
- How do you reach them
- What type of information
- Improv or scripted
- Interviewing guests
- Length of podcast
- Topics for next 10 + shows
- Durability

GET A MICROPHONE – you may already have one

SIMPLE



OTHER OPTIONS





DOWNLOADABLE APPS
& SOFTWARE

Start recording



SOFTWARE

APPS

SOFTWARE

FREE

PURCHASABLE

- ZOOM – free
- GARAGEBAND – free for Mac
- AUDACITY – free for PC
- SQUADCAST - \$20 a month
- SPREAKER – free & monthly fee
- BUZZSPROUT – free & monthly fee
- ANCHOR – free & monthly fee

HOSTING OUR PODCAST – LOTS OF OPTIONS

Best Overall



Buzzsprout

With Buzzsprout podcast hosting is made easy with powerful tools, free learning materials, and remarkable customer support.

[Go to site](#)

[Read Review →](#)

Best for Monetization



Spreaker

Growing a podcast business made easy. Spreaker is the one-stop-shop for podcast hosting, creation, distribution, and monetization.

[Go to site](#)

[Read Review →](#)

Best for Growing



RSS.com

The #1 way to start and grow a podcast with unlimited storage, real-time analytics, a free podcasting website, and more!

[Go to site](#)

[Read Review →](#)

Best for Analytics



Transistor

Get detailed stats for your podcast such as total listens per episode, average downloads, most popular listening apps, and more.

[Go to site](#)

[Read Review →](#)

Best for Easy Hosting



Podbean

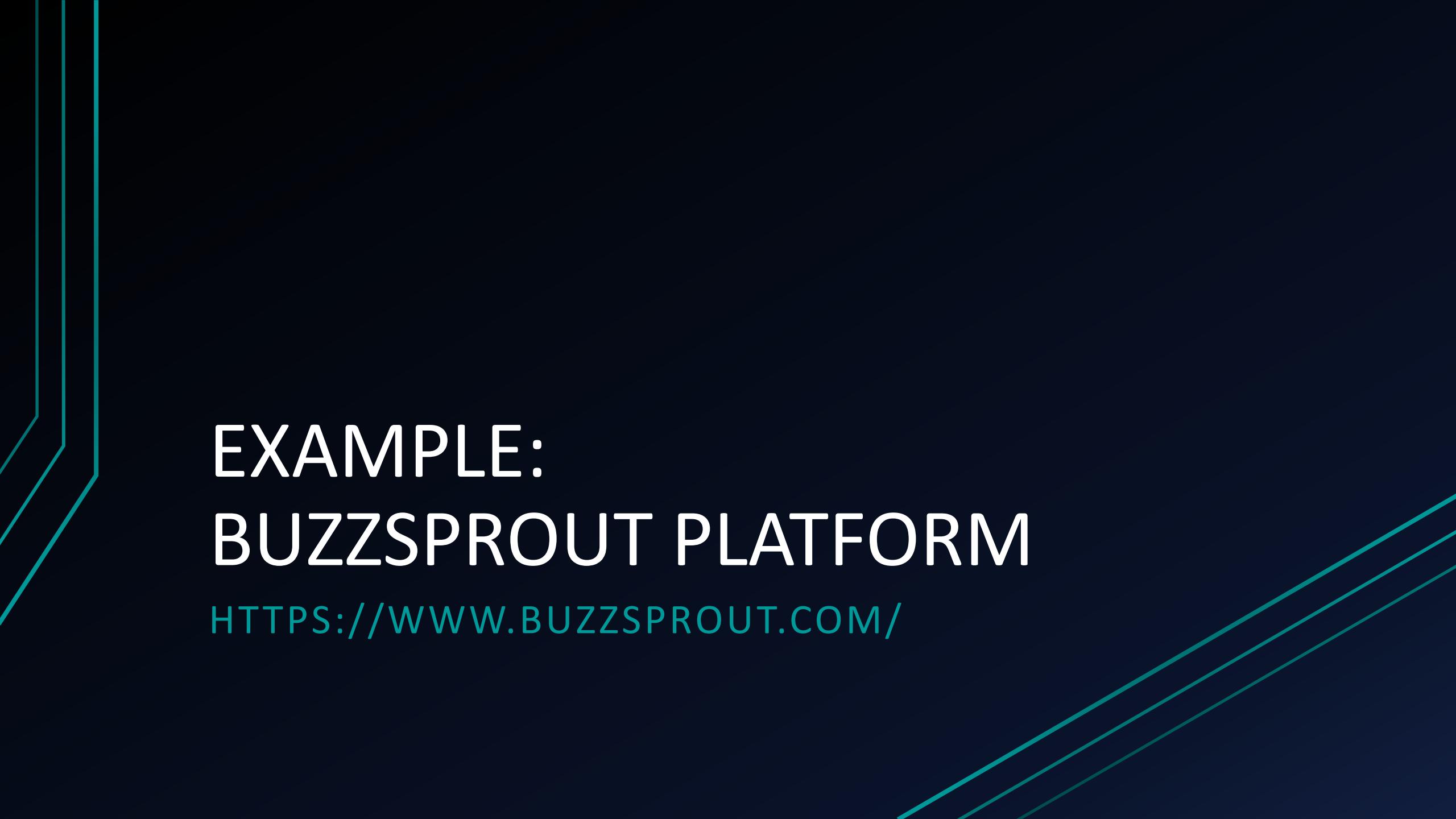
An easy and powerful way to create, promote and monetize your podcast. It has everything you need for easily starting a podcast.

[Go to site](#)

[Read Review →](#)

STARTING A PODCAST - STEPS

- Equipment
 - Microphone
- App or Software - record
 - GarageBand – Mac
 - Audacity – PC
 - Spreaker
- Host your podcast
 - Anchor, Lybson



EXAMPLE:
BUZZSPROUT PLATFORM

[HTTPS://WWW.BUZZSPROUT.COM/](https://www.buzzsprout.com/)

QR CODE - BUZZSPROUT

How to start a podcast – in detail
with links and videos.





CITY CENTRAL

Donated to the City of Ponca City in 2016.
PCDA took over management in 2017.
Opened in May, 2019.

PCDA offices on second floor

Business on the Balcony second Tuesday
starting April 12 – October 11, 2022



CITY CENTRAL PODCAST AND PHOTOGRAPHY



LARGER BACKGROUND/ HEADSHOTS



PONCA CITY PITCH -OFF

Shark Tank for local small businesses.

Retail/service or industry, all are
welcome to participate.

Next pitch-off is March 11 with
another scheduled for June, 2022.



**PITCH
OFF**

PONCA CITY
DEVELOPMENT
AUTHORITY

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PonCaCity

DEVELOPMENT AUTHORITY

@CITY CENTRAL