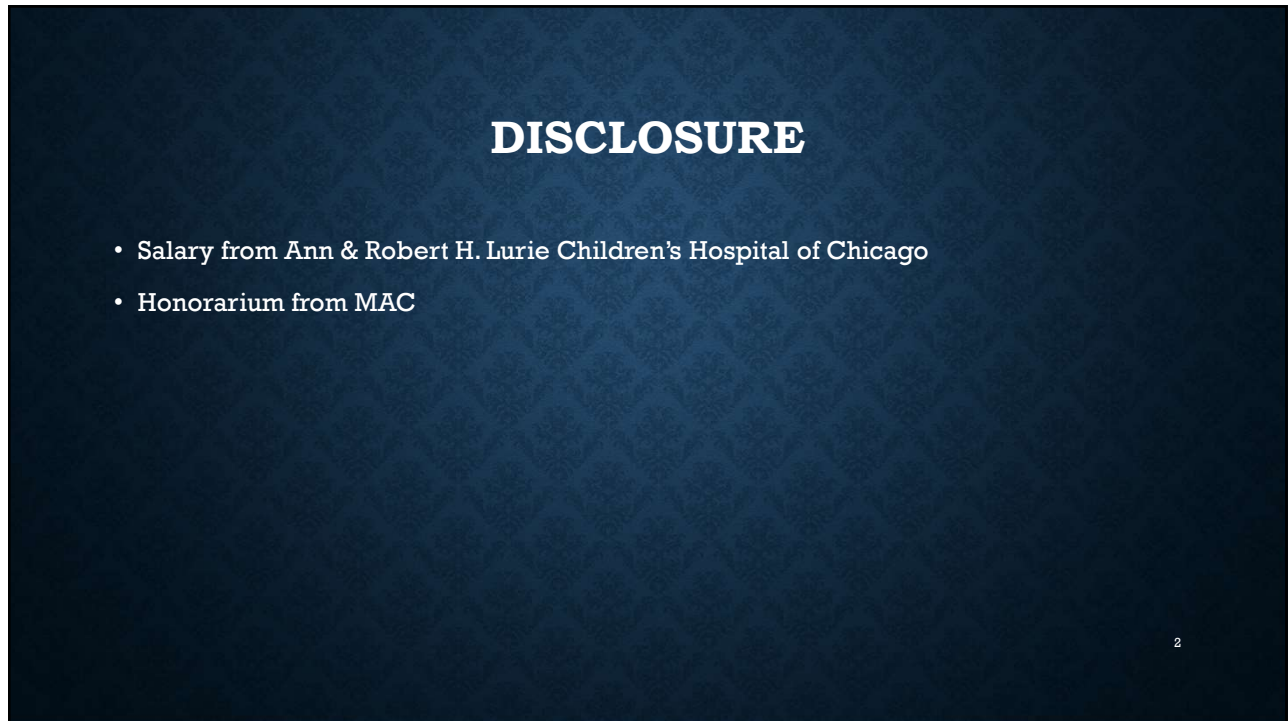


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- Salary from Ann & Robert H. Lurie Children's Hospital of Chicago
- Honorarium from MAC

2

2

ANN & ROBERT H. LURIE CHILDREN'S HOSPITAL OF CHICAGO

- 7 Audiology clinics
- Inpatient and outpatient care



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LEARNING OBJECTIVES

- Recognize how to create an action plan for developing a podcast
- Identify how to utilize the resources in your environment for producing a podcast
- Demonstrate how to maintain your primary target audience's best interest while planning a podcast

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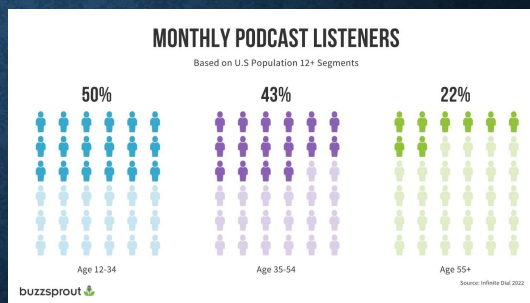
THERE ARE SO MANY PODCASTS OUT THERE ALREADY. WHY WOULD I MAKE ONE?

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PODCASTS ARE POPULAR

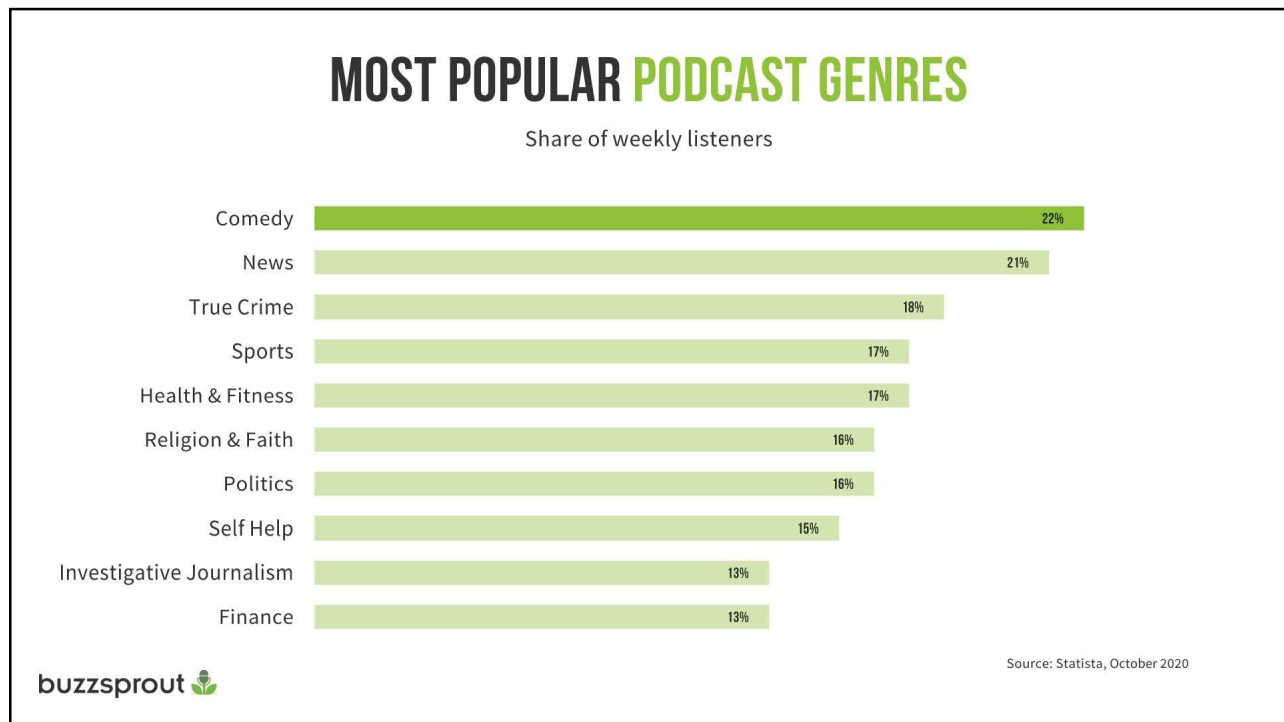
- 62% of the 12+ US population has listened to a podcast
- 38% of 12+ US population report listening to podcasts monthly
- 26% of 12+ US population report listening to podcasts weekly
- Each week, more Americans listen to podcasts than have Netflix accounts



Source: <https://www.buzzsprout.com/blog/podcast-statistics##who-listens-podcasts>

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AUDIOLOGISTS ARE NATURAL PODCASTERS

- We are great with microphones
- We are natural interviewers from taking case histories
- We are skilled at explaining concepts in layman's terms
- We understand the speech spectrum – useful during editing
- We have access to acoustically treated rooms
- We have a niche

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EVERYTHING BEGINS WITH AN IDEA.
-Zora Nightengale

IDEAS ARE WORTHLESS UNTIL YOU GET THEM OUT OF YOUR HEAD TO SEE WHAT THEY CAN DO.

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HOW DID I GO FROM AN IDEA TO THIS

amplified
PRESENTED BY LURIE CHILDREN'S

Ann & Robert H. Lurie
Children's Hospital of Chicago

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A LONG TIME AGO...



Katie Radasevich Farnsworth (Left) = Freshman
Katie Masterson Colella (Right) = Senior

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CHECKLIST FOR CREATING A PODCAST

- Start with an idea
- Fine tuning your idea
- Mining your resources
- Creating an action plan (how will you make it unique?)
- Recruiting interviewees
- Purchasing equipment
- Executing recording day
- Editing
- Finding music
- Selecting artwork
- Disseminating your masterpiece
- Engaging the listeners



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START WITH AN IDEA



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Rethink PTA = Primary Target Audience

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FINE TUNING YOUR IDEA

- Who is your primary target audience (PTA)?
 - Secondary target audiences
- How would you describe your idea in 1-3 sentences? Think about describing it to your PTA.
- Is it feasible?



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Does your employer have a podcast protocol in place?

↓

Is there a podcast production company already contracted?

↓

Can your employer provide:


Equipment to borrow	Website support	Artwork support	Access to music	Marketing support	Reimbursement for interviews
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MINING YOUR RESOURCES

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CREATING AN ACTION PLAN

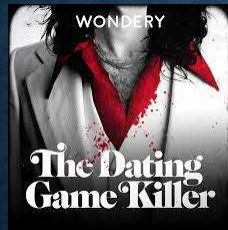


- Summary of your plan and resources
- Use to justify expenses
- Keep you organized
- Remember: Is it feasible?
- *How will you make your project unique?*

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HOW TO MAKE A UNIQUE PODCAST?



- Look for similar projects
 - What makes it good?
 - What could be better?
- Think about podcasts you like – why do you like them?
- Beware of celebrity podcasts
- Make sure no one else is using the name you want to use

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WAYS TO BE UNIQUE

- Amount of episodes
- Length of episodes
- Themes you focus on
- Format/segments
- Hosts/guests
- How often will episodes be dropped?
- Remember
 - Who is your PTA?
 - Does it still align with your description of the show?
 - IS IT FEASIBLE?

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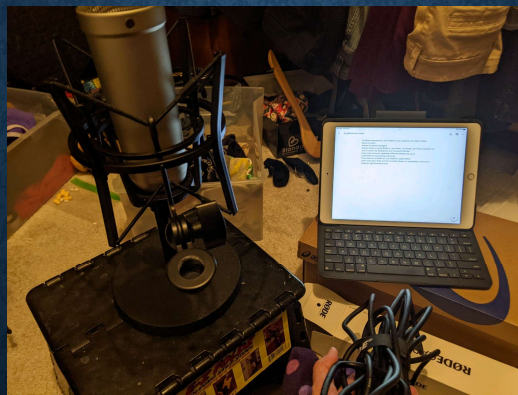
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RECRUITING INTERVIEWEES

- Professionals
 - Be respectful and grateful of your colleague's time
 - Confirm how they want their credentials and title to be listed and stated
- Patients and Families
 - Confirm what type of release they need to sign in order to participate
 - Tap into volunteer groups
 - Be patient
- Pre-interview
 - Consider
 - Talk about what the interviewee is and is not comfortable discussing
 - Set expectations about recording today
 - Will provide you more details to include in your proposal

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PURCHASING EQUIPMENT



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PURCHASING EQUIPMENT

The better the equipment, the less you must worry about the room

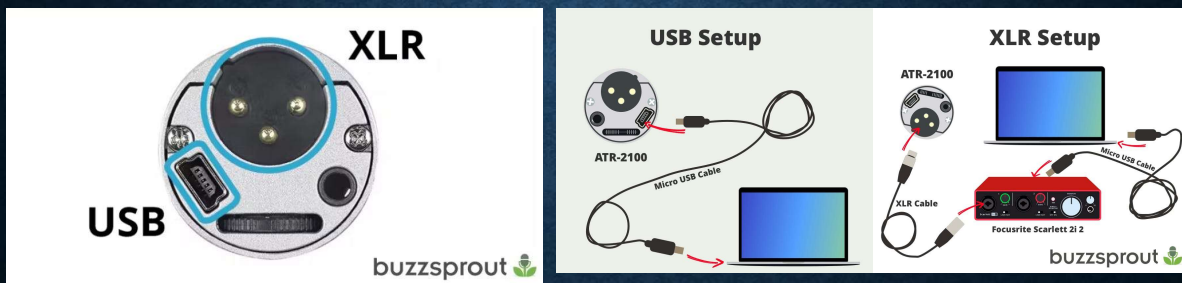
- Wide price range
- Try it after you buy it
- Laptop
- USB vs XLR microphones
 - USBs are more affordable & easier to use
 - Perfect for solo recordings or remote interviewing (easier to instruct your guest to set-up)
 - XLRs are considered industry standard
 - Dynamic instead of condenser
 - Cardioid polar pattern
- Mic screen
- Recorder (XLR)
- Headphones
- Assistive Listening Devices



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MICROPHONES



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EQUIPMENT RESOURCES

- [Best Podcast Equipment for Any Budget | Beginners & Pros | Castos](https://castos.com/podcast-equipment/)
 - <https://castos.com/podcast-equipment/>
- [Best Podcast Equipment & Setup for Beginners & Pros Alike \(thepodcasthost.com\)](https://www.thepodcasthost.com/equipment/podcast-equipment-guide/)
 - <https://www.thepodcasthost.com/equipment/podcast-equipment-guide/>

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EXECUTING RECORDING DAY

- Practice setting-up equipment, calibrating and sound checks
- Interview prep, reassurance and practice
- Coaching on how to talk on the microphone
- Send topics/questions ahead of time if needed
- Reimbursement
 - Snacks and water
 - Company t-shirt
 - Gas card
- Turn off phones and computers
- Triple check your room's acoustics and availability
 - We all have access acoustically treated rooms
 - Befriend your building engineers



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EDITING

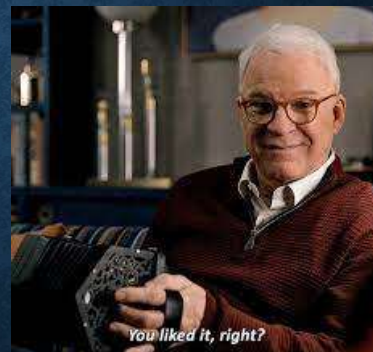
- Best free options: Audacity and GarageBand
- YouTube Resources
 - Audacity:  [How to use Audacity to Record & Edit Audio | Beginners Tutorial – YouTube](#)
 - <https://www.youtube.com/watch?v=yzJ2VyYkmaA>
 - GarageBand: [How to Edit a Podcast in GarageBand – YouTube](#)
 - <https://www.youtube.com/watch?v=mATGO5ayrzC>
- 3-5 minutes of editing time per recorded minute
- Back-up multiple places in multiple ways

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FINDING MUSIC

- Minimum of intro & outro music
- Type of music licensing
 - Creative Commons: requires you to credit the artist
 - Read the fine print
 - Royalty-Free Music: Make a one-time payment and you can use that music without having to pay royalties to the artist every time
 - Sometimes “payment” is giving the artist on your podcast
 - Copyright-Free: Rare to find
 - Public Domain: Copyright lapsed, and you can use for any purpose
- Fair Use Law is tricky. (e.g. News outlet playing part of Harry Styles song because they are telling a story about him being live in concert)



9/3/20XX

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<https://riverside.fm/blog/free-music-for-podcasts?>

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FINDING MUSIC

Free

- Free Music Archive
- Silverman Sound Studios
- Freebeats.io
- Incompetech
- Pixabay Music

Paid

- Audiojungle
- Audio Blocks
- Epidemic Sound
- PremiumBeat
- Pond5
- Depositphotos

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SELECTING ARTWORK

- Pay attention to the requirements of the aggregators you want to use
 - Image size of 3000x3000 pixels
 - Resolution of 72 dpi
 - JPEG or PNG file type
- Leave space at the edges so it can be saved in several formats
- Make sure it's recognizable as thumbnail
- Free and affordable options:
 - <https://www.canva.com/>
 - <https://www.adobe.com/express/>
 - <https://www.tailorbrands.com/?>
- Royalty-free stock images
 - Unsplash
 - Pixabay
 - Pexels
 - Freepik
- Professional artwork design starts ~\$250
- Licensing of artwork and title

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DISSEMINATING YOUR MASTERPIECE

- BuzzSprout
- RedCircle
- RSS.com
- PodBean
- Spreaker
- Transistor
- Simplecast
- Captivate
- Castos
- Podcastics



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DISSEMINATING YOUR MASTERPIECE

- Export as a .WAV file
- Consider transcripts
- Delay in submitting to aggregators to actual publication
- Bulk release
- Gaps between each episode
- Create a website/landing page: [Amplified's Homepage](#)
 - <https://www.shopify.com/blog/landing-page-design>
 - Can be included in your hosting site

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ENGAGING THE LISTENERS

Social media

- Create your own account versus joining another established account
- Need 2-3 posts per week to keep engagement
- Share over multiple sites: Facebook, Instagram, LinkedIn, Twitter
- Reach out to relevant accounts to share your information

Create flyers and QR codes for the clinic and local events

Create an email for the podcast; include a link in your email signature

Downloads & website listens

Followers

Ask for feedback from your PTA

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HOW DO I SUPPORT MY PODCASTING COLLEAGUES?



Download



Rate



Share on social media

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SEASON 2 DROPPING SPRING 2023

- Katie Farnsworth is now co-hosting
- Family with two sons with hearing loss
 - Different modes of communication
 - Trilingual
- Email:
 - Amplified@luriechildrens.org
 - Kcolella@luriechildrens.org
- Instagram account launched last week: [@amplifiedthestory](https://www.instagram.com/amplifiedthestory)
- Website with transcripts: www.luriechildrens.org/amplified

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