**Podcast Planning Notes**

Beyond your grade, what is your motivation to do a podcast?

1. Developing Your Podcast
2. Formatting and Structuring Your Podcast
3. Using Music Legally in Your Podcast
4. Incorporate Other Elements into Your Podcast

**Developing Your Podcast**

* make it
* make it

Who are you and why should we subscribe?

* listeners want to
* be honest about
* choose a topic that

and it will do the same to others

* respect
* listeners =
* listeners have

every show should match

Narrowcasting –

Determining Your Podcast’s Length and Frequency

Length

* has a major effect on your podcast’s
* optimal length for audio –
* optimal length for audio –
* base length on

Frequency

* “always leave them ”

**Formatting and Structuring Your Podcast**

* there are no
* create a
  + beginning, middle, end
* audiences love
* remember that it’s a

Start Strong, Finish Big

Start

* your audience could
* lead with your
* have an opening that reflects the
* try to have a
  + theme, sound effect or catch phrase

Finish

* “save the ”
* could cover other weaknesses in the show and make them eager to return
* generally, your final segment will be

Working “Clean”

* profanity, offensive subject matter and questionable comments will not be tolerated
* keep in mind getting your show sponsored later

Defamation and Slander

* slander – someone that injure that person’s reputation, business, etc.
  + if it’s true it can’t be slander
  + if it’s an opinion, it’s not slander (in general)
  + if it’s against a public figure, it’s generally considered fair comment in the public interest
  + it will cost you thousands to defend yourself

**Using Music in Podcasts**

* music
  + it costs money to record, produce, and distribute
* don’t assume even indie artists will let you use their music for free (right to copy)
* if you use music in podcasts without permission of those that own it,

Composer’s Rights

* ASCAP, BMI, SESAC

Performer’s Rights

* SoundExchange (internet)
* Record labels

Mashups and Remixes

* not podsafe

**Using Music Legally**

Fair Use

* I’m only using 10 seconds – is that ok?

Public Domain

* When , music is considered public domain
* very difficult to determine

Creative Commons

* restricting some

while allowing others

* most podcasts – free to copy, distribute, display, and perform the work as long as purposes, and it is not built upon.
* Sampling License – could work for
* Creativecommons.org
* Archive.org
* Search.yahoo.com/cc

Indie Artists and Easily Licensed Music

* musicpodcasting.org
* indiefeed.com

Podsafe Music/Royalty-Free Music – Google search

* musicalley.com
* royaltyfreemusic.com
* soundbible.com
* freemusicarchive.org

Make it or Buy it

* make it
* hire

**Incorporating Other Elements into Your Podcast**

* important to