

Planning

1. Brainstorm
 - a. Purpose
 - b. Seasons vs ongoing
 - c. Board participation
2. Identify the audience
3. Create a podcast team
 - a. Identify roles based on skill set
 - b. Create timelines and project tasks
 - c. Title the podcast
 - d. Create a logo for the podcast
4. Identify guests
 - a. Who
 - i. Bonus points - large following (depending on goals)
 - ii. Identify criteria (ATD Capability Model)
 - b. How to find them
 - c. Headshots (if part of the graphics) and bio

Process

1. Secure guest
2. Create questions + episode description
3. Provide links to guest (guest preparation process)
4. Record episode
5. Edit episode
6. Post episode on main platform & social media (+ opportunity for giveaways)
7. Create communications templates for follow-up/thank you's

Technology

1. Select platforms (recording platform, hosting platform, booking platform)
2. Create a website page
3. Team equipment
 - a. A microphone and headphones
4. Audio editing



Marketing

1. Create promotional materials
2. Graphics
3. Website
4. Social media strategies

Best Practices

1. Have an experienced podcast mentor
2. Ensure team availability, commitment, and communication
3. Plan ahead!
4. Establish a way to manage inquiries
5. Ethical best practices
6. Communication channel between podcast team members (slack)
7. Consider an additional volunteer or two to support the team for distribution of workload effort

Christina Eanes: Christina@ChristinaEanes.com

Laëtitia Gnago: lgnago@alignedcorporateexperiences.com

Stephanie Hubka: Stephanie@ProtosLearning.com

Halyna Hodges: podcast_admin@dcatsd.org

Julie Waters (Series Announcer): julie@juliewatersvo.com

Resources:

Beltway Broadcast: <https://BeltwayBroadcast.PodBean.com>

Meeting scheduling tool: <https://doodle.com/en/>

Booking platform: <https://calendly.com>

Recording platform: <https://riverside.fm>

Hosting platform: <https://www.podbean.com>

Graphic Designer: <https://Undullify.com>

Graphic Designing Software: <https://canva.com>

Audio Editing Software/Adobe Audition: <https://www.adobe.com/au/products/audition.html>

Video Editing Software: <https://camtasia.com>

Free Audio Editing Software: <https://audacity.com>

Voiceover Actor: <https://JulieWatersvo.com>

Additional Voiceover options: <https://fiverr.com>

