

Starting a Podcast: *A Quick Guide*

Podcasts are very popular, as people can listen to educational or entertainment content on demand while doing other activities. Like any other medium (newsletters, blogs, etc.), they require planning to be successful.

Before jumping into the audio booth to do your first show, plan out a series to get you started so you can work ahead. Maybe your podcast has no end date, but maybe you want to do a multi-part series on a particular topic. Either can be successful, but think it through first.

What makes a good podcast?

- **Know your audience:** you want your listeners to enjoy, share and come back for more.
- **Focus your content on a central idea.** People who like cooking look for more cooking content. Same for fishing, gardening, book reviews, etc. Keep it focused.
- **Keep a regular schedule.** When people subscribe and you don't deliver, they will unsubscribe and likely not return.
- **Be consistent in your structure of each show.** For example:
 - » maybe a recap of last show
 - » introduce/interview guests (be sure they sign a [release](#))
 - » share a special tip related to the show topic
 - » then close with answering listener-provided questions
 Whatever the structure, keep it consistent.
- **Keep segments short and sweet.** There is no need to drag on about a topic as you will risk losing your audience.
- **Use an authentic voice**—be yourself and make it entertaining.
- **Be sure the UF/IFAS brand is visible and audible!** You want your listeners to know where this great science-based information is coming from.

How will people find my podcast?

These can be linked on a website but you should use a podcast hosting service to ensure your show is published to platforms that people who already listen to podcasts visit regularly, such as Apple Podcasts, Spotify or others.

Examples include:

- Buzzsprout
- Podbean
- Sound Cloud
- Spotify for Podcasters
- Omny Studio

NOTE: please ensure the app you are using has gone through risk assessment at UF for Fast Path solutions. At the time of this writing, Buzzsprout is on Fast Path.

1. Create show elements that will become recognizable for listeners

- Intro/Outro (Intro music, Podcast name, Episode number, Episode title, Host's names, Teaser for upcoming content)

- **Branding:** You want a unique and catchy name, and a look that goes with it. Contact UF/IFAS Communications for help creating your design so you'll be ready to publish and promote your podcast.

2. Record and Edit

You could easily record your podcast via Zoom or your smartphone (using your podcast app!), but great audio really allows your podcast to shine. You can invest in some equipment and find a quiet place to do your recording, but there are other options too.

On campus resources (as of July 2025):

- CALS Faculty Instructional Resources and Support Team (FIRST)
- You can check out a podcasting kit at Marston Library: guides.uflib.ufl.edu/podcast
- WUFT studios (contact is Matt Abramson)
- The On-Demand studio at the Hub as a small podcast booth. citt.ufl.edu/about/academic-media-productions/on-demand-studio Faculty can schedule time using the calendar link on the page.

Recording on your own? Equipment recommendations

You can produce a podcast using things you already own (like a cellphone) or have access to (like Zoom), but for better audio quality, some fairly simple equipment can get you started. For best results, use a quiet room and don't speak too fast.

For each person:

- Headphone Amplifier
- Headphones
- Mic stands
- Male/female cable
- Pop filter
- Microphones
- For multiple speakers, a mixer and adapter for each microphone input and to connect to the computer to record would be needed.

Make sure your content is solid

Send your guests an outline of the show, questions and topics you want to discuss ahead of time so they can prepare. (A few reminder emails won't hurt either.)

Once recorded, edit out parts you don't need or want, and add your intro/outro to the audio file. Cut out dead air, side comments, paper shuffling, whatever distracts from the actual content. Some editing software is even free! Some excellent options:

- [Audacity \(PC\)](#)
- [Garage Band \(Mac, iOS\)](#)
- [Adobe Podcast](#)
- [Riverside](#)

3. Transcribe Your Audio

It's best practice to have your podcast transcribed to provide an optimal and accessible experience for your audience. Some recording and editing software has this option built in!

4. Publish and Promote!

Your podcast episode has been recorded and the audio has been transcribed – it's now time to get your work in front of your intended audiences. Here are some helpful ways to get started:

- Social Media – use your channels to share your podcast. Encourage them to subscribe to your podcast on their preferred listening channel.
- Share the podcast with your network. Email your colleagues and ask them to listen, subscribe, and share the episode. Departmental and organizational newsletters are another great outlet to spread your reach.
- If you have interviewed a guest, collaborate with them to share their story with their network. Ask your guest to tag your department or unit or to share your social media posts directly.
- Do you have a marketing budget? It doesn't take much to successfully promote/boost your podcast on your owned channels.
- Let UF/IFAS know you have started a podcast so they can add it to their pages, too.

5. Start back at Step 1 for your next episode!

Consider Video

Adding a video element to your podcast enhances your content and lets you publish podcast episodes on YouTube. You can then use clips from your full episode to create short-form videos to promote your podcast on your unit's social media. This does add a layer of complexity to podcast production and post-production, but may be the best option for building an audience.

Watching "video podcasts" on Spotify and YouTube have grown in popularity.

Have a Succession Plan

Podcasting is a long game. Starting a podcast that will be abandoned if one or both hosts change positions is an inefficient use of time or resources. If you start a podcast specific to your county, and you leave, who becomes the new host? If you start a podcast relevant to a region or all of Florida and take a new position in Extension, can you continue hosting? Keep these factors in mind when deciding if a podcast is right for you or your unit.

Plan, Plan, Plan

Create a tracking document to keep your podcast planning in line. Here is a basic table to get you started.

Episode	Topic	Guest(s) and contact info	Record date	Release date	Notes, sources, etc.