So You Want to Make a Podcast…

**Podcasting is a Lot of Work!**

Recording is just one part of the process. Podcasting requires that you schedule and manage guests, write copy, research discussion topics, edit audio recordings, and promote the show. Usually, this work is distributed among different people.

**Plan Way Ahead**

We recommend that you have several completed episodes ready before even announcing your show to the public and publishing the first episode. It can take weeks to coordinate schedules and complete the audio production component, so you always want to be working in the future. Also, life events, holidays, technical problems and other obstacles will make you glad that you have episodes in the can!

**Audio Quality is Important**

Take the time to make sure that your recordings are as good as they can be, given the constraints. People are well-known to abandon podcasts if the audio quality is poor.

**Invest in the Extras**

Good podcast artwork, thoughtful show notes for each episode, a quality theme song, audio bumpers, etc. keep people engaged and contribute to the authority of the library brand.

**Consistency Consistency**

People should know what to expect from you and your podcast. Choose your host(s) carefully and stick with them. Don’t substantially alter the format of the show from week to week. Decide on a publication schedule and adhere to it.

**Sound Good?**

If you are ready to take the plunge, please make sure that your supervisor is supportive and can provide the time necessary to work on a podcast. Schedule a meeting with Dave LaCrone to discuss specifics, after which you will be guided through the onboarding process.