How did we create our podcast? What were the big takeaways from our first season? In this final episode, we do a retrospective of all that we learned about creating the Understanding Autism Podcast.
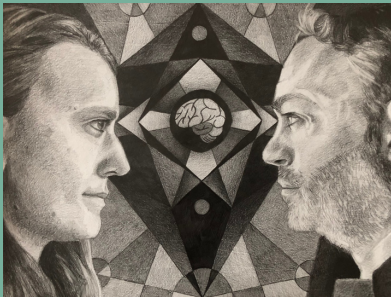
UNDERSTANDING AUTISM PODCAST

SHOW NOTES
SEASON 1 EPISODE 22
HOW DID WE CREATE OUR SHOW?

Meeting of the Minds
artwork by Nicole Kubilus

Recommendations

Apple MacBook Pro

Yeti Blue Microphone

HyperX Microphone

ZIHNIC Noise Cancelling Headphone

SEASON 1 EPISODE 22: PART 1

IT ALL STARTS WITH AN IDEA (3:00–32:30)

- Working as a team requires a common vision
- What value are you offering to your listeners?
- What time commitment can you agree to?
- Dividing responsibilities from research, interviewing, recording, editing, and production
- How often will the podcast be published?
- Not going "live" has its advantages
- Organizing your content into "themes" and seasons

BOOK RECOMMENDATIONS (32:30–37:08)

- *Why 75% of Podcasts Fail and How You Can Avoid It* by Daniel Larson
- *Podcasting Made Simple* by Daniel Larson
- *Podcast Marketing* by Daniel Larson
- *Garage Band for Dummies* by Bob LeVitus
- *Podcasting for Dummies* by Tee Morris and Chuck Tomasi

SHOW STRUCTURE (37:08–53:43)

- Considering beginning, middle, and end
- What is the point or goal of the episode?
- Should you have a script?
- How long should an episode be?
- Consistent intro/ exit audio
- Thinking about the flow of the show

BASIC TECHNICAL EQUIPMENT (53:43–59:11)

- Computers-MacBook Pro
- Yeti and Hyper X microphones
- Headphones - allows you to hear audio quality

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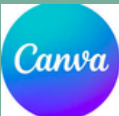
UNDERSTANDING AUTISM PODCAST

**SHOW NOTES
SEASON 1 EPISODE 22
HOW DID WE CREATE OUR
SHOW?**

Recommendations

WordPress

Canva.com

Vistaprint.com

Hostgator.com

Garage Band

Podbean.com

SETTING UP YOUR WEBSITE AND EMAIL (59:11–1:13:54)

- Learning WordPress and WordPress Themes
- To blog or not to blog?
- What makes your podcast and website different? In our case it's Nicole's artwork and poetry
- Pair the publication of your podcast and website updates at the same time = helps with Google analytics
- SEO optimization
- Connecting your website to Gmail
- How Show Notes help your audience (Canva = free)

THE IMPORTANCE OF CREATING A LOGO (1:13:54–1:24:00)

- For networking, marketing, and identifying your podcast on iTunes, Google Play, Spotify, etc.
- Creating your brand
- Look at other podcast logos for ideas – keep it simple and easy to read
- Creating and using your logo for business cards (Vista Print)
- The importance of color

YOUR WEBSITE DOMAIN NAME (1:24:00–1:27:53)

- Need to research what is already out on the web
- Consider the cost of claiming a domain name (eg Host Gator)
- Becomes part of your brand
- Podcast budgeting and overall costs

SEASON 1 EPISODE 22: PART 2

RECORDING AND EDITING PLATFORMS (01:16–23:19)

- Audacity and Garage Band
- Converting your recording into an MP3 file
- Podbean.com as a one stop publishing platform
- Publishing on YouTube

How did we create our podcast? What were the big takeaways from our first season? In this final episode, we do a retrospective of all that we learned about creating the Understanding Autism Podcast.

UNDERSTANDING AUTISM PODCAST

**SHOW NOTES
SEASON 1 EPISODE 22
HOW DID WE CREATE OUR SHOW?**

Recommendations

Discord.com

Craig.chat

Pond5.com

- Discord vs. Zoom for interviewing and recording draft audio
- CraigBot to record on Discord into an audio file that can be edited
- Editing can take 2-3x as long as the original podcast episode
- Intro/exit music - goes to your brand and sets the stage for your listeners. What kind of music best reflects your content?

MAKING YOUR PODCAST UNIQUE: NICOLE'S POETRY AND ARTWORK (23:19–42:32)

- For networking, marketing, and identifying your podcast on iTunes, Google Play, Spotify, etc.
- Creating your brand
- Look at other podcast logos for ideas - keep it simple and easy to read
- Creating and using your logo for business cards (Vista Print)
- The importance of color

USING SOCIAL MEDIA (42:32–56:30)

- Which are most effective for your podcast and your goals?
- Starting a new Facebook group vs. joining existing groups
- Pros and cons of Instagram

NETWORKING WITH OTHER PODCAST CREATORS (56:30–1:03:39)

WHAT IS GOING WELL FOR US AND WHAT DO WE STRUGGLE WITH? (1:03:39–1:18:44)

ADVICE WE WOULD GIVE TO OTHERS WHO WANT TO START A PODCAST & MONETIZATION (1:18:44–1:24:12)

SEASON 2 GOALS AND TEASER (1:24:12–1:31:00)