



5 Steps to a Successful Podcast



Software

- Zoom or Audacity- I prefer Audacity to record and edit in. I currently use zoom to record because I cannot do in person interviews. You could also use Camtasia; I use it to transfer the file type from zoom (Mp4) to Audacity (Mp3).
- I use the free version of Canva to create all my graphics, downloaded as a jpeg
- You will need to get permission on dotCMS to post an audio object, but you will also need to get training on how to use dotCMS.
- Set-up social media and understand how to best utilize that technology both for posting and reporting. Check out @MSUEFieldCrops on Facebook and twitter
- Buzzsprout- price depends on hours needed. There is a free version, only 2 hours a month. Creates your RSS feed that gets posted to a suite of sites like iTunes and Spotify. Includes insights that can be used for reporting.



Equipment

- In-person recording
 - Microphones (3-4) with covers and containers
 - Headphones (3-4)
 - Tascam with 4 plug-ins
- Online
 - Headphones with Mic (Logitech) or microphone



Invitation Example

Hello _____,

My name is _____ and I work for MSU Extension as _____. We are looking for guests for our [MSUE Field Crops team podcast](#) "In the weeds". We would like to have a conversation about your research on _____ and believe you would be an exceptional guest. Last season, we typically run this program during the winter, we averaged around 80 listeners and had several that reached 120. We are targeting row crop farmers in Michigan as our listeners. If you would like to listen to some here is the [webpage](#) and we are also on Spotify and iTunes.

We are currently looking to record the podcasts over Zoom in _____ month _____, although they will not be released until _____. It typically takes an hour to record and we will send you a list of 10 proposed questions just so you have an idea of what we would like to cover. After things are recorded and edited, I'll send you a link to listen to it before it will be published. Please let me know if you have any questions. If you are interested, we will send you along those questions and start to schedule a time that works best for all of us!



Questions Example

(5 questions=30 minutes of content)

1. How would your parents describe what you do for a living?
2. Tell me a little about your background? What got you into agricultural research?
3. In the Lake Erie Basin, and now in the Saginaw Bay, we in Michigan are becoming more aware of the impact on our water resources by harmful algal blooms. Can you explain the role of phosphorus in this crisis?
4. In your estimation, what is something people seem to misunderstand about phosphorus export and tillage?
5. In the Western Lake Erie Basin and in the Saginaw Bay there is a lot of subsurface drainage(tile). What should farmers understand about the transport of phosphorus through these drains?
6. Climate change forecasts predict more flooding and longer dry periods in the Great Lakes. How will that influence phosphorus transport?
7. How do you think nutrient recommendations and application should change in the Great Lakes?
8. What makes you keep working on this problem?
9. If you had a billion dollars to spend on solving the dissolved phosphorus problem, how would you spend it?