

how to start a podcast

from:



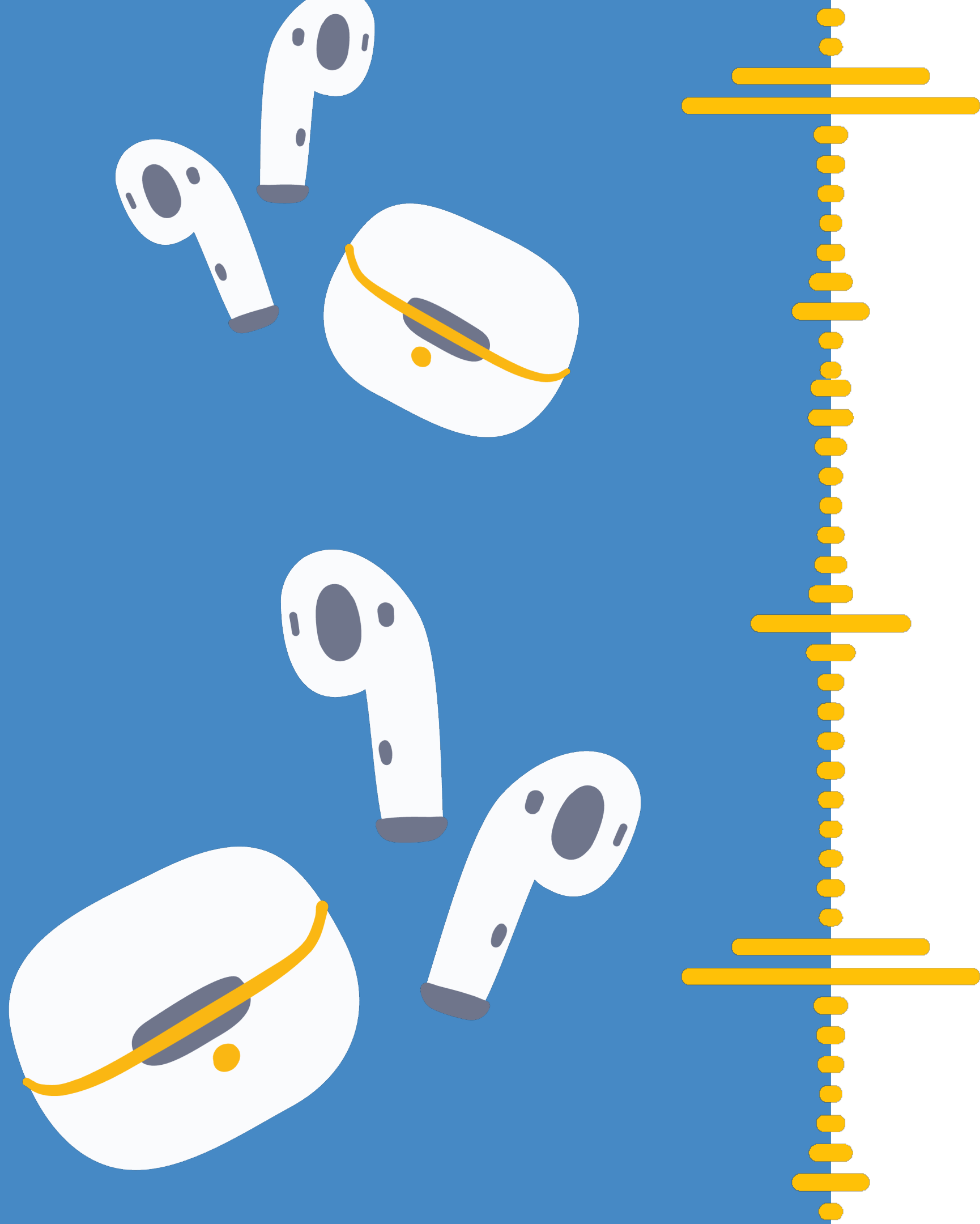
meet the *team*

- Kendra Brown
- Cassie Weightman
- Barb Knapke



today's agenda

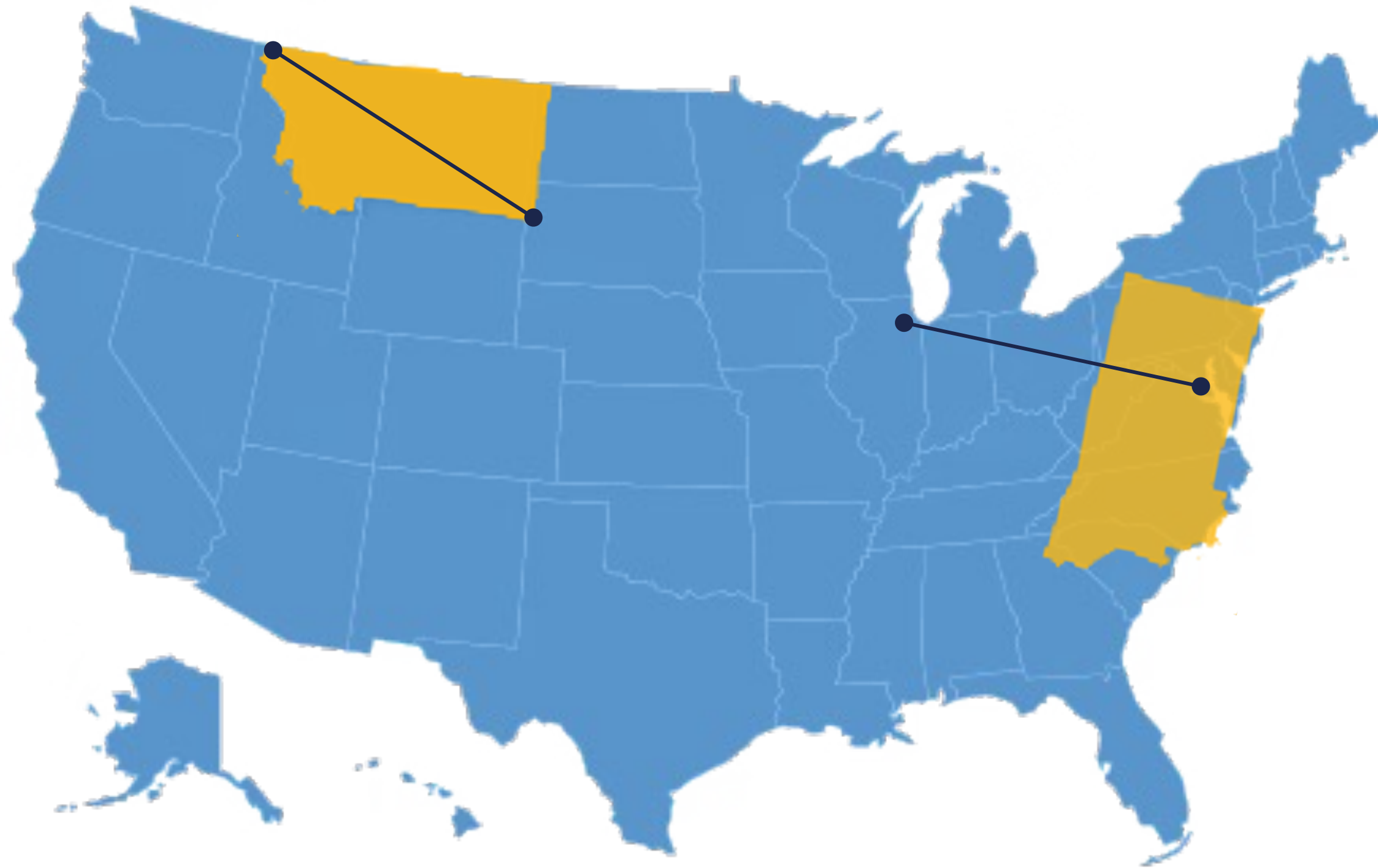
- 1. why start a podcast?**
- 2. what equipment is needed?**
- 3. how to create the concept?**
- 4. what are we doing at ability mt?**



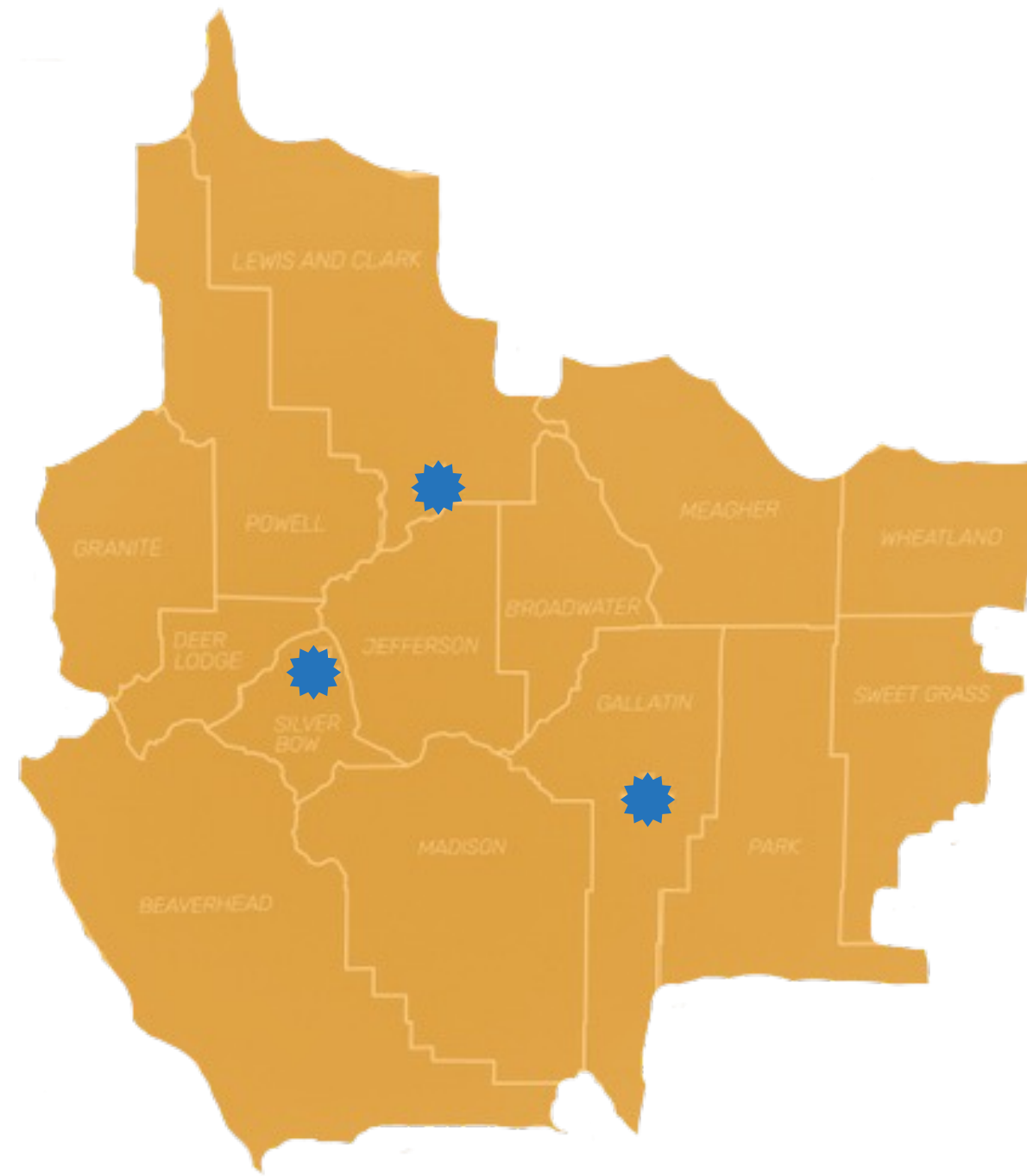
why start a *podcast?*

- **serving rural communities**
- **cost effective outreach**
- **accessible and inclusive**
- **fostering community**

overcoming geographic barriers



overcoming geographic barriers



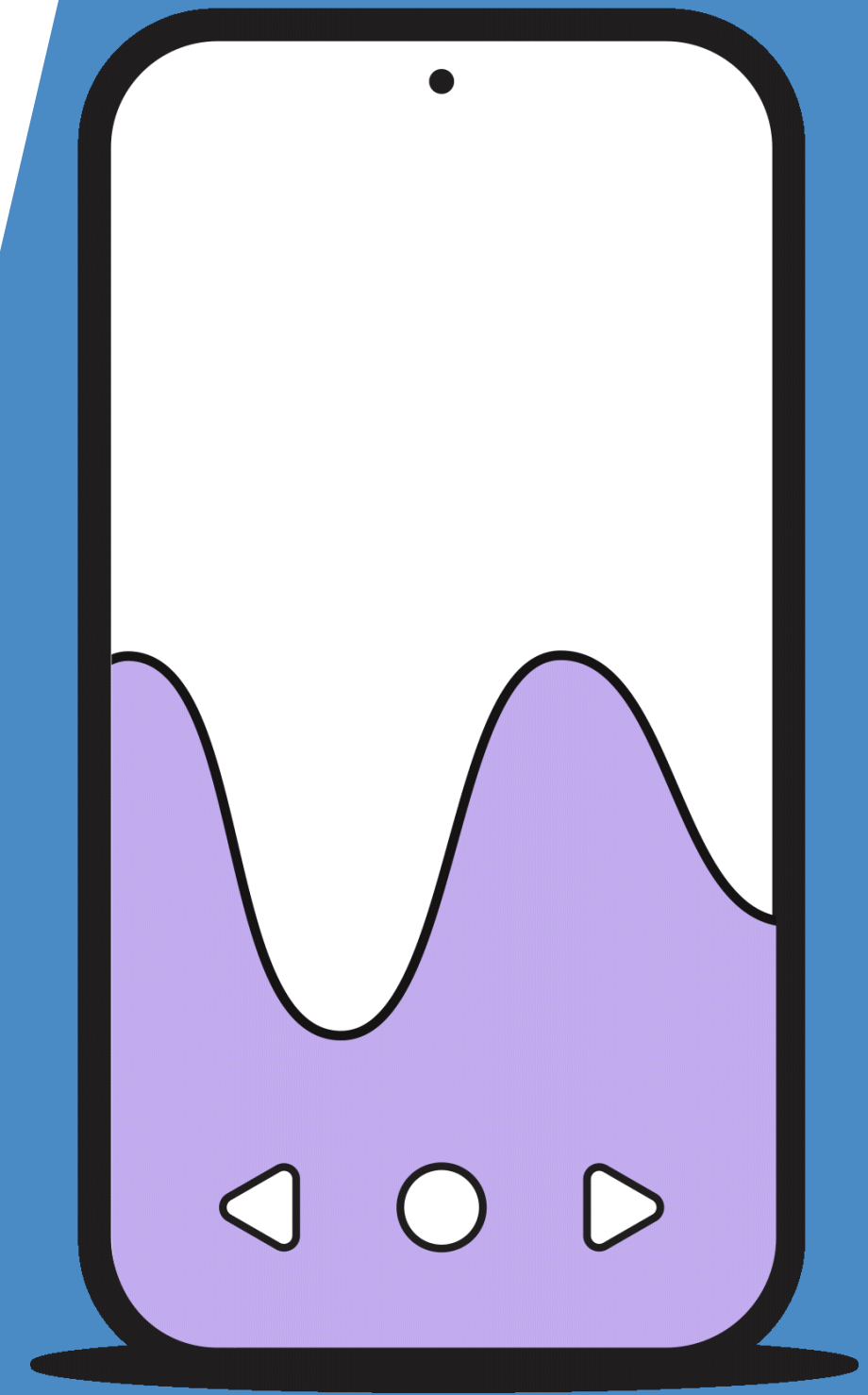


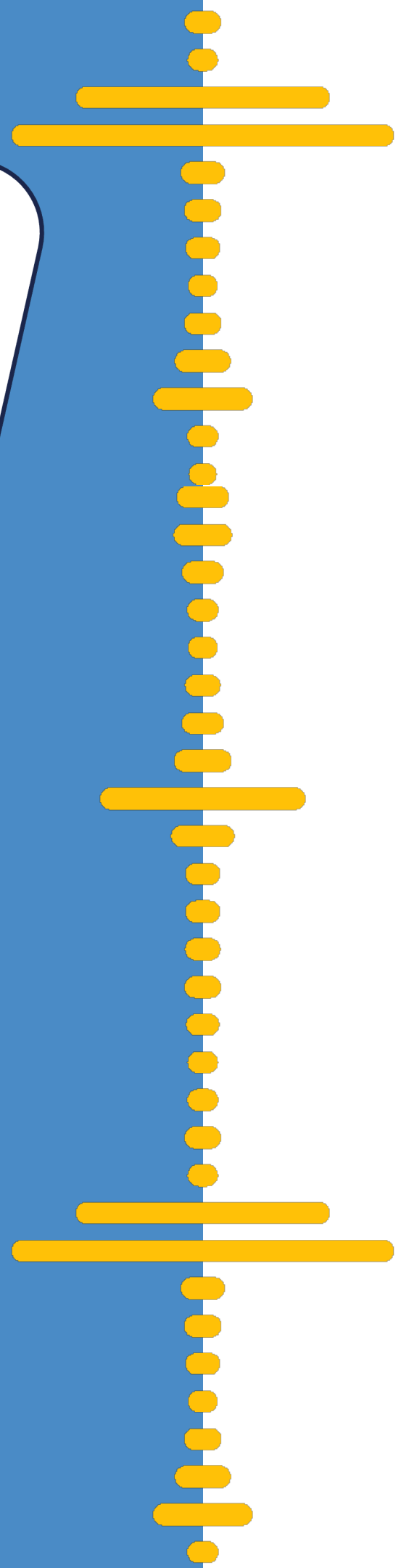
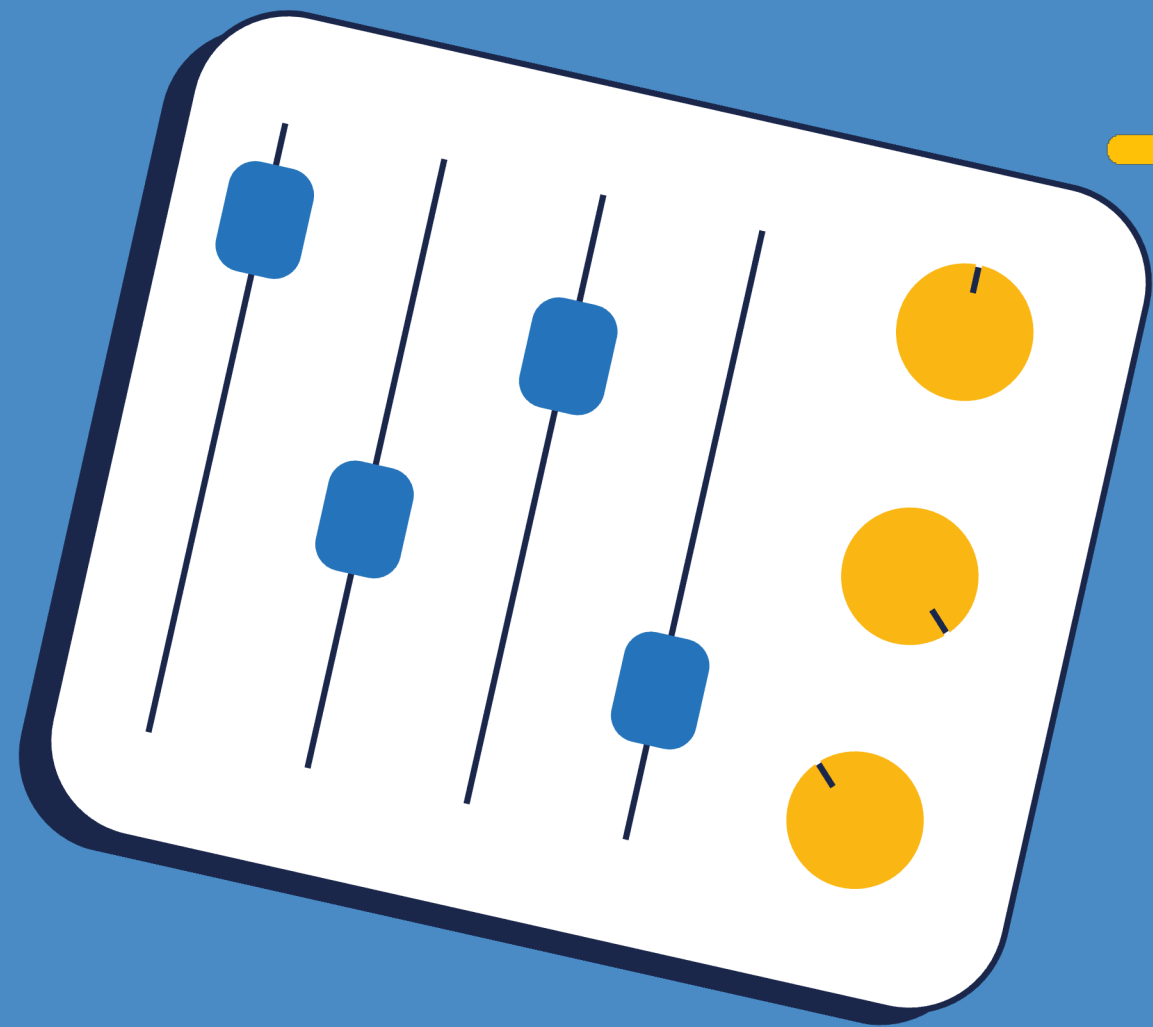
cost effective outreach

- **relatively low upfront cost**
- **free publishing**
- **free for listeners**
- **high return on investment**

accessible & inclusive

- **ability to offer audio, video, written information from one recording**
- **allows consumers to engage and listen when it works best for them**
- **builds community**





what *equipment* is needed?

- recording equipment
- editing software
- publishing software

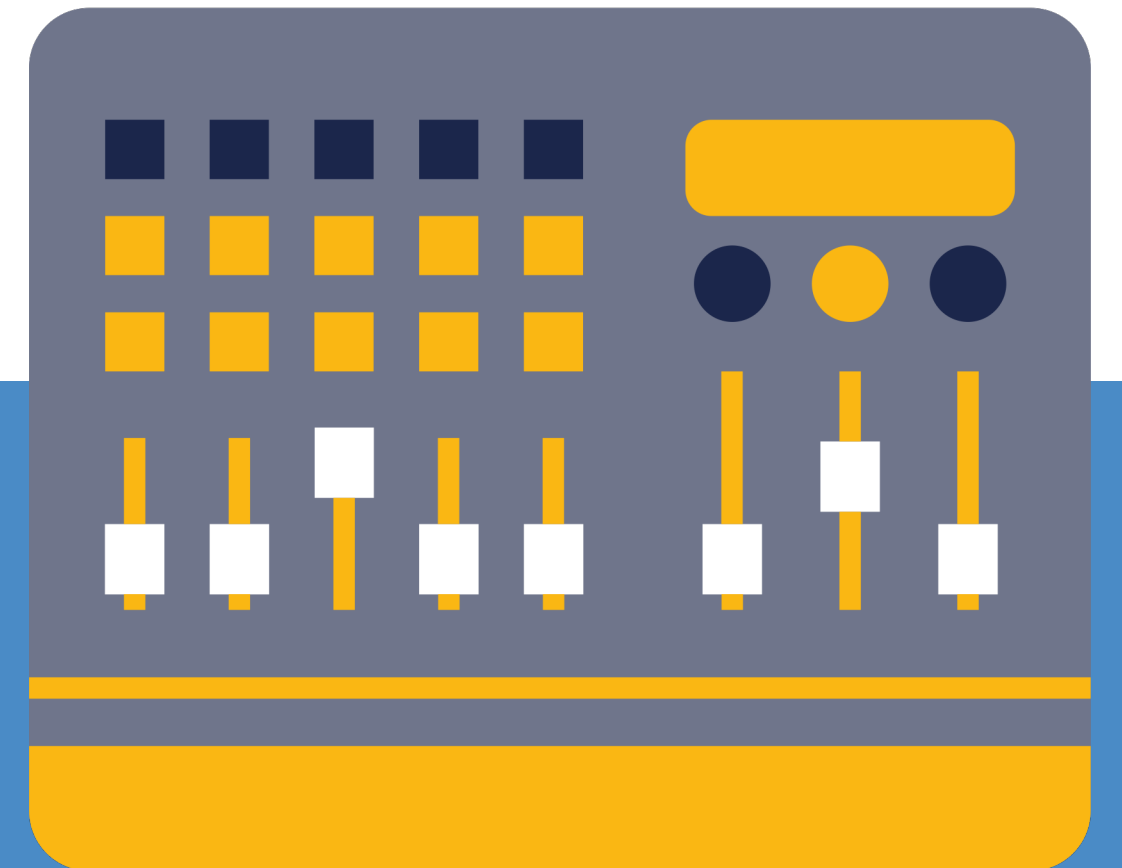
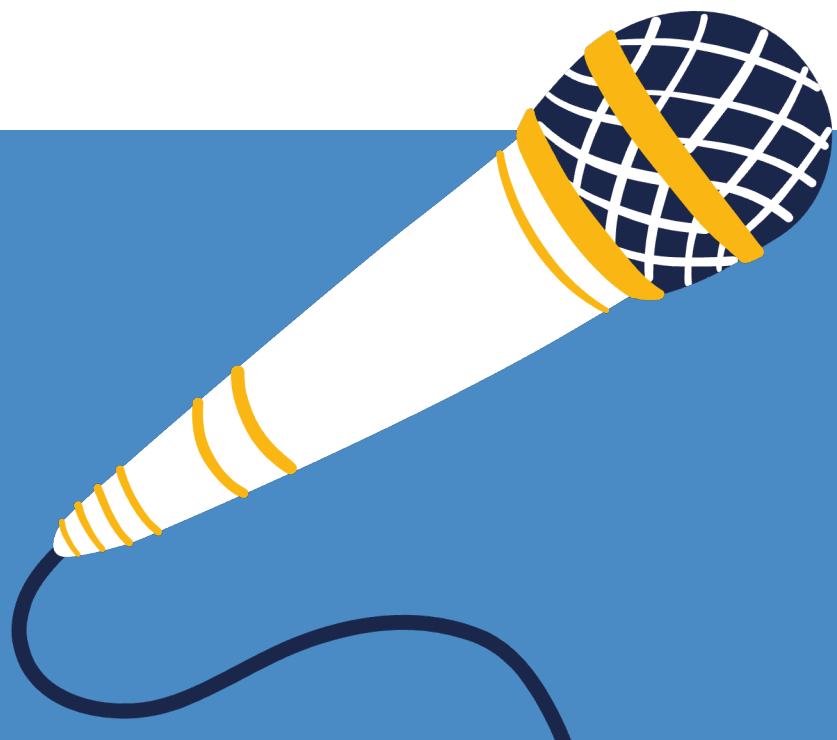
recording equipment

1. recording device

- computer
- mixer

2. microphones

3. camera (if wanted)



recording equipment: Zoom PodTrak bundle



[Zoom PodTrack Bundle
Link](#)

editing software

adobe
audition



adobe
premiere pro



adobe
creative cloud



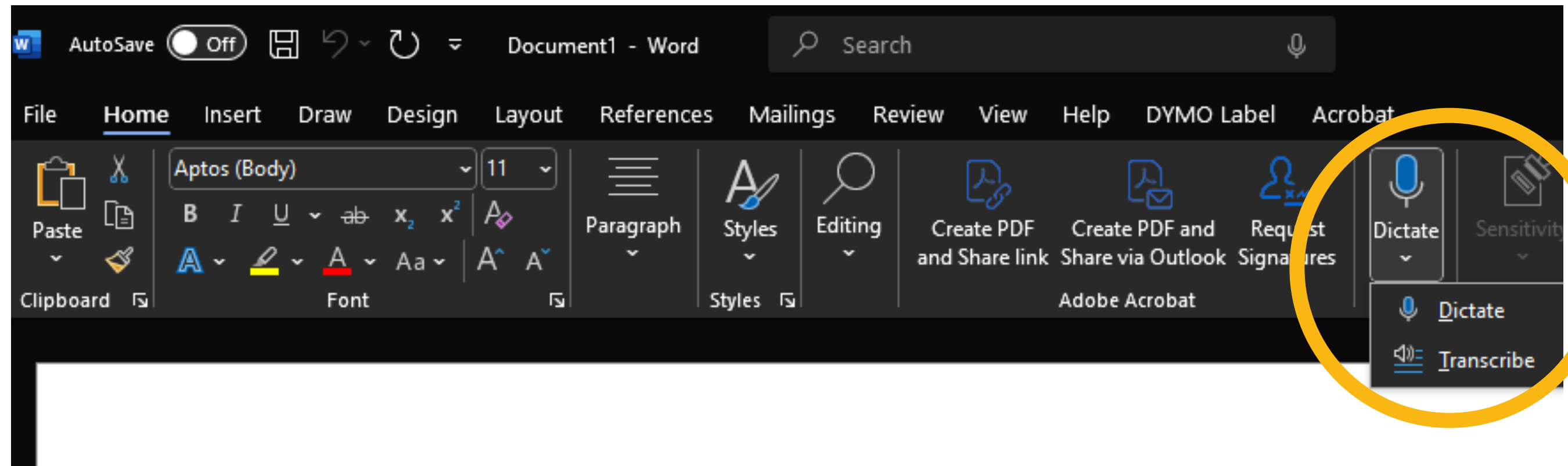
\$30/month

editing software: creating a transcript

microsoft
word



free!!!



publishing software

Spotify for Podcasters

free!!!

- **automatically posts to Spotify**
- **can add any other streaming platform of your choosing**
- **riverside integrated**



publishing software

YouTube



- **post video content free**
- **automatically creates subtitles**





how to create the *concept*?

- choosing a theme
- creating structure
- publishing & promoting

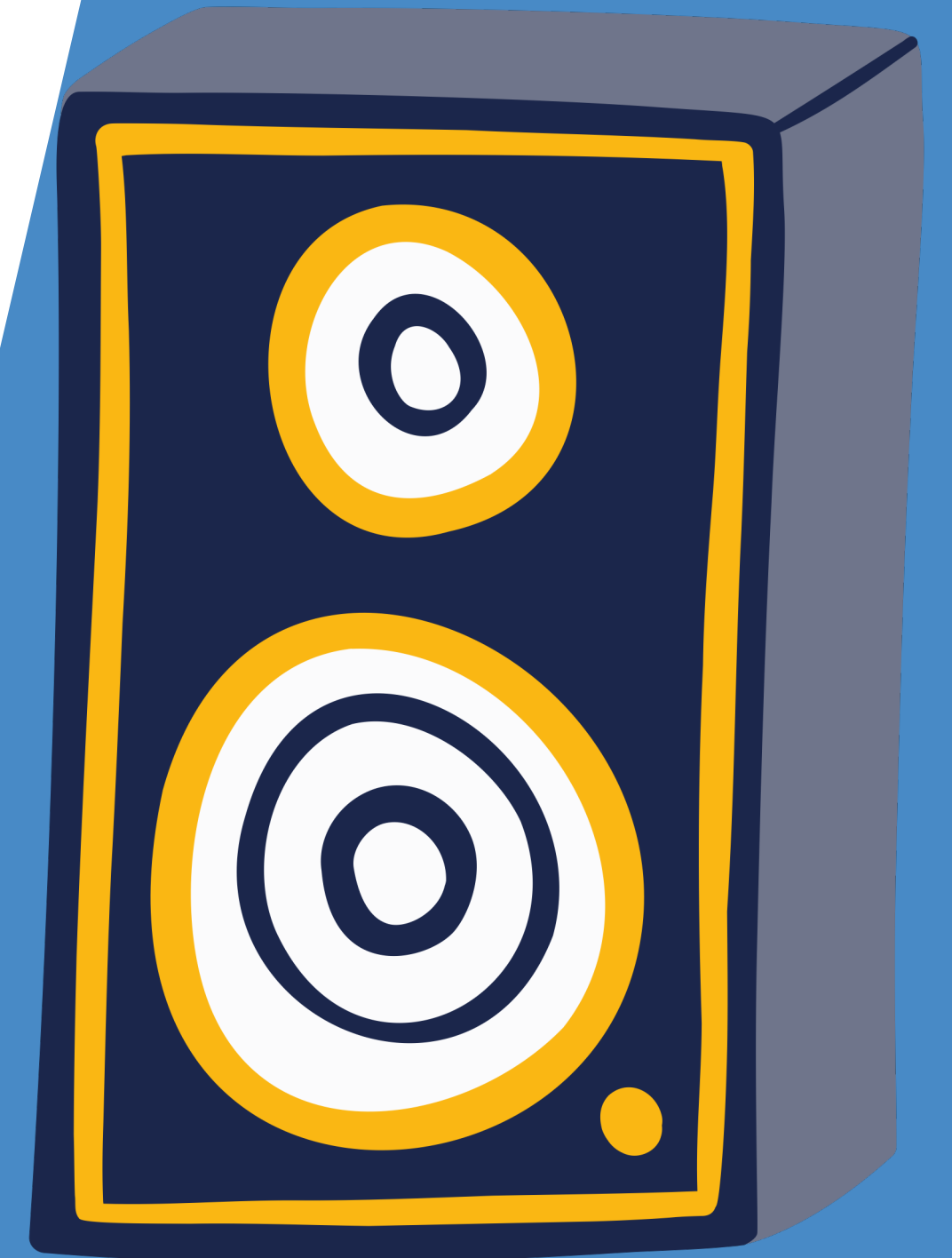


choose a theme

- **balance audience needs with goals of your CIL**
- **break down themes into different “series” if needed**
- **balance education with engagement**

structuring the podcast

- **podcast name**
- **design logo**
- **theme music and sounds**
 - **consider royalties**



structuring the episodes

- **episode length**
- **develop format:**
 - **Intro (2–3 minutes)**
 - **Main Content (10–20 minutes)**
 - **Closing (2–5 minutes)**



publishing & promotion

- **consistency is key**
- **be realistic**
- **utilize free social media**
- **create clips & highlights**
- **engage with listeners**



what are we doing at *ability* **MIT?**

- current series
- our structure
- future plans



disability
VOICES

— a podcast from ability montana —

get connected

hosted by Cassie and Kendra

- **interviews with service providers across the state**
- **clear eligibility information**
- **steps to access services**

GET CONNECTED | 01 | Ability Montana

let's talk disability

hosted by Barb and Natalie

- **interviews by people with disabilities with people with disabilities**
- **conversationally & informal**

LETS TALK DISABILITY | 01 | Katie



disability voices intro



disability voices intro

voices.



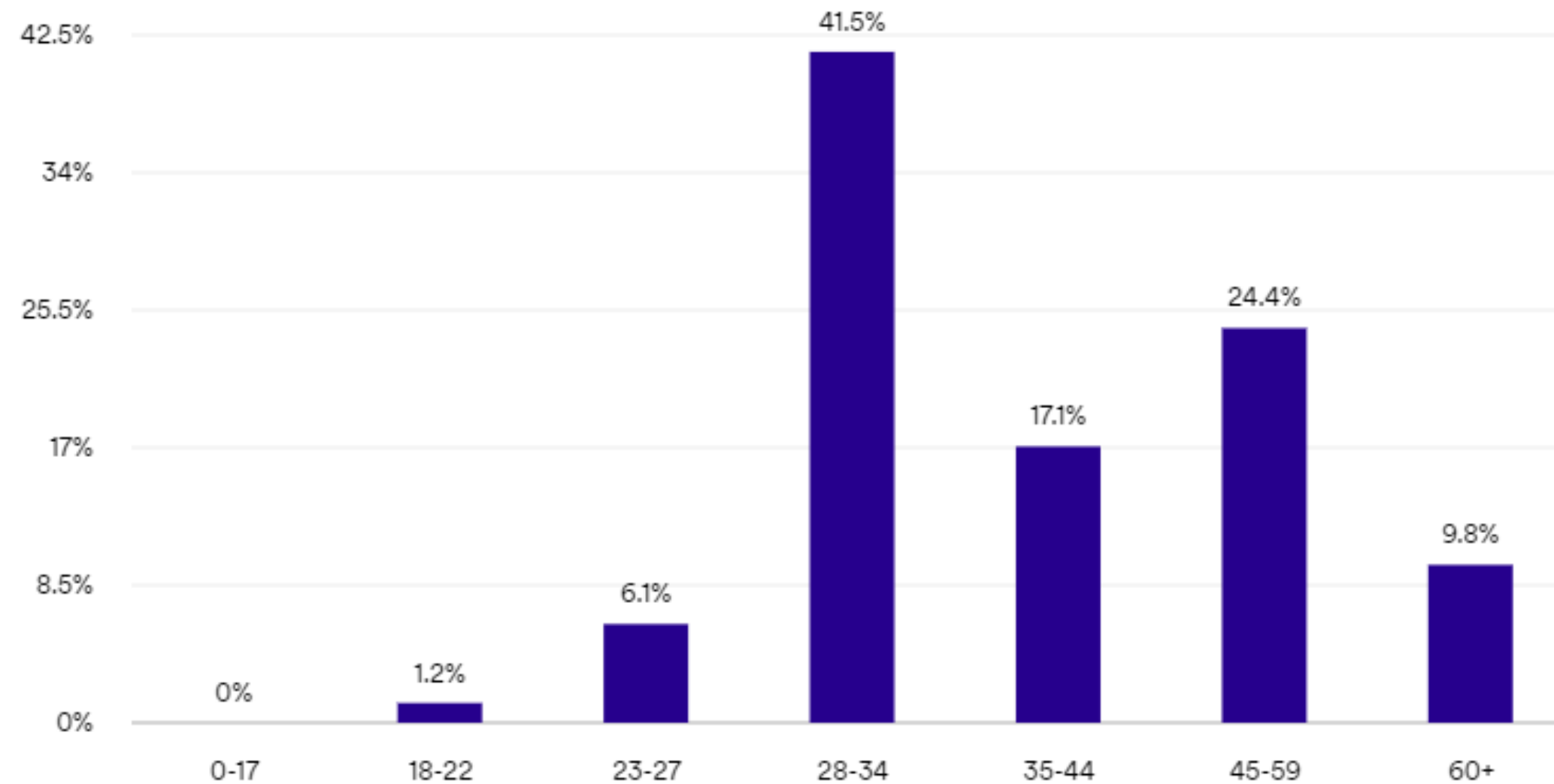
disability voices outro

in to **Disability**

statistics

- 449 full episode listens
- 1,817 highlight views

Age



statistics

states

Montana	Nevada
Colorado	Vermont
Wyoming	District of
California	Columbia
Virginia	Pennsylvania
New Jersey	Utah
New York	Texas
Missouri	Ohio

montana cities

Butte	Whitefish
Bozeman	Big Sky
Helena	Stevensville
Ennis	Hamilton
Billings	Browning
Missoula	Fairfield
Anaconda	Victor

future plans

- **legislative advocacy**
- **parent education**
- **video and YouTube**
- **ads and sponsorship!**



questions?

contact us!



www.abilitymt.org

disabilityvoices@abilitymt.org



@disabilityvoices