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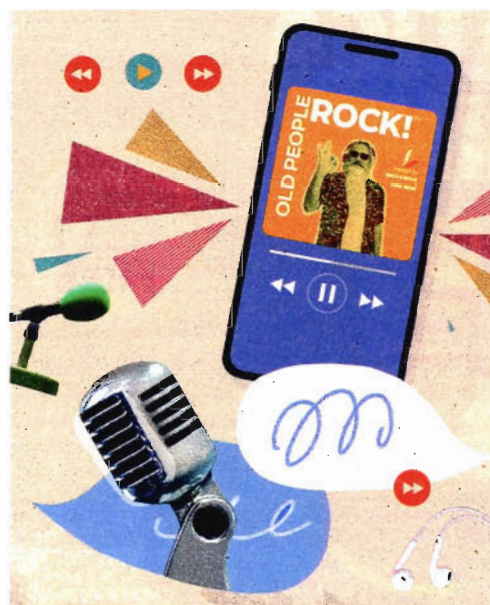
The Magazine

THIS IS 70

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www.oldpeoplerock.com



So You Want to Be a Podcaster?

DICK GROVE, 81, the former CEO of a Kansas City public relations firm, was looking for a new challenge in retirement. He had come across people over 70 doing amazing things: an 82-year-old former rock 'n' roller who got back onstage, a 76-year-old who wrote a book about his scuba diving adventures. That gave Grove an idea: "I thought a podcast about people in their 70s and 80s doing incredibly cool

things would be fun. I had never done a podcast, but I thought, *Why not?*" Thus, *Old People Rock* was born.

A recent study by statista.com found that there are more than 3.5 million podcasts. But there is always room for one more—like yours.

Rob Walch, 59, host of a podcast called *PodCast411*, advises newcomers to listen to what already exists in your topic area and decide what could work. "It is highly recommended you check out a few other podcasts to get yourself inspired before starting your own show," he says. He offers these steps to get started:

1. Determine the format. Solo shows are the most work, but you get full control. Interview formats are fun—you get to meet new people. But you have to book interviews and record them. You can use services like Riverside, StreamYard or even Zoom for that recording.

2. Pick a title. Be precise about what the show will cover. Make it sound like something you'd want to listen to yourself. *Old People Rock* is a good example. Some others: *The Aging Well Podcast*; *Women Over 70: Aging Reimagined*.

3. Get the basic gear. You need a microphone. Many microphones can connect directly to your computer, tablet or smartphone. They range in price from \$75 to \$150. New podcasters

often use the Samson Q2U, Blue Yeti or Rode NT-USB Mini microphone, which typically cost around \$100. You also need a program to record into and edit your files. GarageBand on Macs and Audacity on PCs or Macs are among the most common apps for this.

4. Create artwork for your show.

For inspiration, search in podcast apps—Apple Podcasts has the most downloads. Clear images and big print, causing the eye to linger, are key.

5. Create a trailer episode. Before you submit your podcast, you must have at least one file that is live. This is required by Apple, Spotify and all services that list a podcast. Start with a simple two- or three-minute trailer of what the show is about.

6. Pick a podcast hosting company.

You need a place to upload your files, such as Captivate, Blubrry, Buzzsprout, Podbean or Spotify for Podcasters. Prices range from free to \$50 per month. (You likely won't get any customer support with free options.)

7. Distribute your RSS feed. An RSS feed is the list of episodes. It lets all the apps know where episodes are located and is used by Apple Podcasts, Spotify, Overcast and other places people listen to podcasts. When you publish a new episode, that RSS feed updates everywhere at the same time. —Judy Mandell