

PODCAST PROJECT CHECKLIST

This checklist corresponds to the topics and action items we've covered throughout the guidebook. Use the checklist as a reference point as you work through each stage of your podcast project. We encourage you to expand and modify each section to fit your specific project needs. Happy Podcasting!

PRE-PRODUCTION

Step 1: Choose Your Podcasting Style

- Topic/focus of podcast
- Genre and format
- Frequency of episode release (limited run vs. ongoing series)
- Intended audience
- Podcast title
- Podcast tagline
- Short show description

Step 2: Budget and Schedule

- Create a financial budget
 - Funds listed, e.g. crowdfunding? grant money? DIY?
 - Costs listed, e.g. equipment, workers, honoraria
- Create a podcast schedule
 - Schedule production for each episode
 - Schedule episode release

- Schedule podcast-related events and social media
- Schedule regular reviews of project, including budget and timelines

Step 3: Equipment and Personnel

- Host, producer, additional team members secured, as needed
- Audio equipment, acquired and familiar
- Editing software, acquired and familiar

Step 4: Research and Development per Episode

- Episode topic chosen
- Episode topic research complete
- Interviewees secured, as needed
- Episode structure and narrative outline
- Use Episode Worksheet

PRODUCTION

Step 5: Developing Your Podcast Sound

- Choose/acquire theme music for podcast
- Choose/acquire transition music for podcast (optional)
- Record an intro for your podcast (optional)
- Produce a podcast trailer

Step 6: Audio Recording per Episode

- Procure or record audio: Interviews, narration/voiceover, ambience, sound effects, music
- Use the [Episode Worksheet](#) to plan what you'll need for each episode.
- Review tape to ensure completeness
- Prep tape; make selections and script episode as needed
- Record additional narration or sound as needed

Step 7: Podcast Visuals

- Design your podcast artwork
- Design social media templates for Instagram and Twitter

POST-PRODUCTION

Step 8: Audio Editing per Episode

- Import, organize and edit tape
- Add podcast intro, music beds, ambience as needed
- Review your edits
- Listen again for story/narrative and revise accordingly
- Polish your mix
- Listen again for necessary adjustments to processing, volume, effects
- Export episode audio as .mp3 to publish

Step 9: Episode Text and Materials

- Transcribe episode audio
- Choose episode title
- Write episode description and show notes
- Create works cited or references as needed
- Prepare episode photos or graphics as desired for social media or website

PUBLISH YOUR PODCAST

Step 10: Setup and Activate RSS feed

- Sign up for hosting service
- Add podcast title, show artwork, keywords, description to account
- Schedule podcast trailer on first episode release in hosting platform
- Distribute show to main podcast platforms via hosting service

Step 11: Your Website and Social

- Set up website and social media accounts
- Add artwork, title, tagline, show description to website and social

Step 12: Per Episode Publication and Promotion

- Upload audio and show notes to hosting platform
- Schedule episode release on hosting platform

- Add episode show notes and additional materials to website
- Embed audio player and/or download hyperlink from hosting platform
- Share to social media and other outlets as desired

PRESERVE YOUR PODCAST

Step 13: Back Up your Audio Files

- Export your final episode as a .wav file (archival standard)
- Name all final episodes with a consistent naming convention
- Store final episodes on a back-up drive or cloud storage

Step 14: Ensure Long-Term Discoverability

- Submit your podcast episode to an institutional or scholarly repository
- Include all pertinent documents, including transcripts and show notes