



**FED**<sup>TM</sup>  
**SPEAKS**  
A PRODUCTION OF THE FEDERATION  
OF DEFENSE & CORPORATE COUNSEL

# PODCASTING WITH THE FDCC

## A “HOW TO” GUIDE

Federation of Defense & Corporate Counsel

610 Freedom Business Center | Suite 110 | King of Prussia, PA 19406

610.992.0001 | [www.thefederation.org](http://www.thefederation.org)



Welcome to “FedSpeaks” – a series of podcasts for FDCC members on matters of importance and relevance in today’s legal defense industry, and to each of us as individuals. We appreciate your interest in our podcast and in working with us to record episodes that we can then release to the membership. Our goal is to provide our members with thoughtful discussions on interesting topics, ranging from personal to legal. For the most part these podcasts will be made available for downloading by anyone by distributing them through the Apple podcast or Spotify apps. Those podcasts specifically designed for an exclusive FDCC audience will be posted only on the member login side of the FDCC website and will not be distributed more broadly. If you are planning to record a podcast please make clear in advance whether you are planning on broad public distribution or exclusive FDCC member distribution.

Our standards for podcasts are naturally high. We only want to distribute well recorded content. So there are some basics associated with making a recording—a quality microphone and a quiet place on each end of the conversation. We can help you with this so reach out to Bernie in advance.

The following information will walk you through each of the steps and platforms we use to produce the episodes (ZanCast, Next Day Podcast, and Libsyn), and which are integral to recording, editing and distributing your podcast, and in making it successful. We are providing this full information to you even though you won’t need to worry about how to get the podcast produced or distributed—that will be handled by Bernie and his team.

There are really four steps in the process. You will be involved in the first two steps:

1. If you have decided that you would like to contribute content to the FDCC’s podcast channel then please start by reaching out to Frank Ramos or Kile Turner, the co-chairs of the Member Communications Committee. Run your idea by them. They are keeping track of this project and their input and guidance will be useful. Next, it is worth watching a couple of YouTube clips on how to conduct an effective interview designed for this particular medium. Here is a [link](#) to one example that really explains the importance of having structure to your podcast. If you want to get in the weeds a bit on microphones and other podcast basics, click this [link](#). After all, you didn’t write your first brief without studying some writing samples or give your first opening statement without watching others. The same is true here.

2. Once you have decided the topic of your podcast, run it by our co-chairs, put together a basic structure, and made sure you and your interviewee have a good recording setup, we can connect you with Zencaster, you are ready to create the content for a great podcast. One key decision point here is whether you plan to have your podcast distributed broadly or narrowly as outlined above. Either way, the service we have selected for recording the interview online is Zencastr. Bernie is the gatekeeper here. He will get you connected to the FDCC subscription so that you and your guest can each have a link to access for your recording.

Once you have recorded the content on Zencastr, we will take it from there. Our next step will be to review the recording, provide you with any necessary feedback for improving the recording, and then move forward with getting the final recording “produced” into a completed podcast by adding our pre-recorded “intro” and “extro” along with lead in and lead out music that we have selected. This is done through the FDCC’s subscription with a company named Next Day Podcasts. As mentioned, there is a cost for this. We all want this end product to be outstanding, so there is some editing at this stage before final production.

Once your podcast comes back from production by Next Day Podcasts, we will review it with you so that we are all on the same page before the distribution process. If the podcast is for members only, we will put it up on the FDCC website behind the member login. If the podcast is for broad distribution, we will upload it to Libsyn where the FDCC also has a subscription. Using this website we can get the podcast uploaded to the FDCC channel on the Apple podcast app and on Spotify, the two most widely accessed sources for podcasts.

So there you go. Now you know the basic process. For more information on each of the three subscription serves the FDCC has selected, read below. Much of this content is copied from the websites of the three companies and will give you a good idea of how each functions. But again, don’t get lost in the weeds. If you want to help us make this channel a smashing success, focus on the two steps outlined above, coordinate your great ideas with our Member Communications Committee chairs (Frank and Kile), and coordinate with Bernie. Thanks for your help!

## What is Zencastr?



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Zencastr is a web-based software that allows you and a guest (or guests) to get on a voice or video call through your browsers. When you record on Zencastr, you get separate tracks (ie. separate audio and video files) for each participant. The host can then download either the individual tracks to splice together, or the software can do it for you, automatically. There are also post-processing effects available such as volume leveling and noise reduction.

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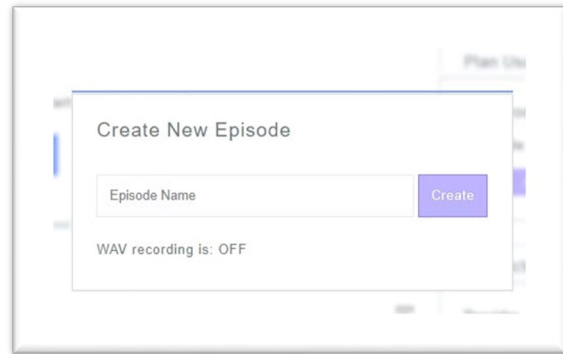
**Try it:** Visit [www.zencastr.com](http://www.zencastr.com) to get started.

## Getting Started with Zencastr

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### *Creating an Episode*

1. Access Zencastr from a laptop or desktop computer by visiting [www.zencastr.com](http://www.zencastr.com)
2. Create/sign into your Zencastr account
3. From the *Dashboard*, click **Create Episode**
4. Type a name for your episode
5. Select the language your episode will be recorded in
6. Confirm the recording mode or select a different mode
7. Click **Create**, which will take you to the *Recording Page*



### **Tips:**

- When opening Zencastr, make sure you are not in incognito or private mode
- Check your internet speed to make sure your download and upload speeds are at least 5Mbps, preferably 10 Mbps+
- Use headphones while recording to prevent echo on the call

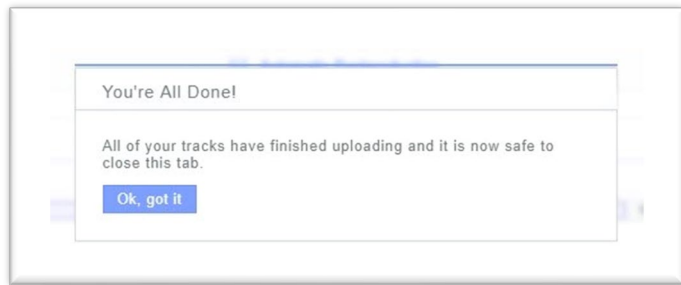
### *Inviting Guests*

1. From the *Recording Page*, click **Invite**
2. Type the name and email address of each person (guest) you want to invite to the recording
3. Click **Send Invites** and an email will be sent to each guest with the link to the recording page and instructions OR copy the invite link and send it to your guests in your own email

### *Joining the Call*

1. Sign into Zencastr and go to the episode's *Recording Page* (you may be asked to enable your audio in your web browser)
2. Guests click the link they were sent and are taken to a green room to confirm their name and audio/visual settings
3. As guests enter the *Recording Page*, their names appear in individual user tracks below the video preview tiles

### **Checking the settings:**



- Once everyone has joined, check that everyone can hear and see each other
- Ensure that you and your guests have your preferred headphones, microphones, and cameras selected
- To change any audio/video settings, in the *Recording Page*:
  - You click **Settings**
  - Guests each click **Settings**

### *Starting the Recording*

1. Click **Start Recording** – a 3 second countdown appears and then the recording starts  
**Note:** Once the recording is started, you can click the **Pause button** if you need to give instructions to guests, if someone needs to step away for a moments, etc. When everyone is ready to start recording again, click **Start Recording**

### *Ending the Recording*

1. Click **Stop** to stop the recording
2. You and each guest keep the *Recording Page* open until you each see a popup confirming that the files have uploaded
3. After the confirmation popup displays for each guest, they can individually close the *Recording Page* on their computers or you click **Hang Up Call** to end the call for all guests

**Note:** If anyone closes the Zencast tab, their browser, and/or their computer before seeing the confirmation popup, it risks interrupting their files uploading and your ability to download their files.

### *Downloading Audio and Video Files*

1. On the *Recording Page*, in each user track, you see an MP3 button and a MOV button (and also a WAV button if you are a pro user)
2. Click a button and a popup displays the file(s) of that type
3. Click the file you want in the popup and it downloads to your computer
4. Repeat for each user's files OR download your files from your connected Dropbox or Google Drive account

*After Recording, upload to Next Day Podcast for post-production and editing services.*

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## What is Next Day Podcast?



Next Day Podcast is an online service that allows you to upload your audio and receive a polished, broadcast-quality podcast episode, ready to publish, in return. The FDCC has a subscription to Next Day Podcasts. There is a unit cost of about \$100 for each produced podcast. Because we have a defined budget for this project, this is another reason to check with Bernie in advance.

**Note:** While Next Day Podcast does guarantee a turnaround of under 24 hours, it is not immediate, so make sure you leave enough time for this process.

**Try It:** Visit [www.nextdaypodcast.com](http://www.nextdaypodcast.com) to get started.

## Getting Started with Next Day Podcast

Next Day Podcast offers a quick and easy process that is as simple as record, upload, production and editing, and finally content delivery. To start:

1. Record your podcast via Zencastr and prepare any files that you will need to upload
2. Pick the package that suits you and upload your raw audio with instructions
3. Next Day Podcast's professional audio producers will edit your audio
4. Within 24 hours, receive your podcast

*Once you've received your edited podcast, you're ready to upload to Libsyn.*

## What is Libsyn?



Libsyn is an online software that provides you the tools needed to publish, distribute, and track the success of your podcast show or episode, and provides support to keep your show going. The following tutorial will walk you through posting a brand new show, hosted at Libsyn. The FDCC has a subscription with Libsyn as well. Any podcast posted on this site will naturally be one that we plan to distribute through the Apple podcast and Spotify apps. For those podcasts designed for a pure FDCC-member audience, we will not be using this distribution service.

**Try it:** Visit [www.libsyn.com](http://www.libsyn.com) to get started

## Getting Started with Libsyn

The podcasting workflow can be broken down into three steps: creation, upload & publishing, and distribution.

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*Step 1: Creating content for your podcast* – episode creation occurs prior to working with your podcast host. You should have already completed this step via Zencastr and Next Day Podcast

*Step 2: Upload & Publishing* – this is where your podcast host, Libsyn, comes into play.

*Creating your account:*

1. Sign up for your Podcast Hosting account at Libsyn by visiting:  
<https://signup.libsyn.com>
2. When asked to enter your *show slug*, choose a unique identifier for your show in the Libsyn system

### **Why do I need a show slug?**

If you contact support and they can't find your account by your e-mail address, they will ask you for your *show slug*.

It is also what is used to generate the URLs, such as your RSS feed, for your show. For example, if you title your show "My Awesome Show", your *show slug* might be "myawesomeshow", which means your URL would be <https://myawesomeshow.libsyn.com/rss>

Most importantly, as your *slug* is what generates the URLs for your show, **your *show slug* should not be changed**. Changing the *slug* changes the URLs for your show, which, if you have submitted to podcast directories and gained subscribers, will cause you to lose most subscribers and you will have to update those submissions.

Your *show slug* needs to be: alphanumeric (letters and numbers, starting with a letter), one word with no spaces, and can include hyphens.

3. Once you've signed up, you can log into Libsyn to begin uploading and configuring your show

*Uploading & Configuring your show:* Once you have logged into your Libsyn account, click the second tab, titled "**Content**"

1. Under **Content**, click **Add Media File** from your main menu
2. Upload the audio or video file you created and then hit **Details**
3. Fill in the required information (the only required element on this page is the title but additional information about descriptions are outlined below)

**Show Title:** Your show title will appear on your feed, in Apple Podcasts, on your Libsyn blog page, in your media player, etc. This can be changed at any time. **Do not** enter additional keywords into this field. Only provide a proper show title.

**Show Description:** The show description is essentially an elevator pitch to your potential audience as to why they should subscribe to your show. This field is plain text and should only be a few sentences long.

**Website:** The website address field will default to your Libsyn blog page when our show is created. You can modify this to your own website URL if you have one hosted elsewhere.

**Show Type:** This particular field is primarily for Apple Podcasts, most other directories don't bother with this field. However, it can help the display of your show in the Apple Podcasts App so we do recommend configuring it properly.

Your show type is either *episodic* or *serial*.

**Episodic:** Episodes are released chronologically and the order the listener listens doesn't matter. The majority of shows currently are episodic.

**Serial:** Episodes are released in a specific order, and should be listened to in that order. This would apply to episodes that follow a storyline such as an audiobook.

**Category (1, 2, & 3):** Apple and most other podcast directories are broken up by topic category. Listeners can filter podcast shows based on the topic they are interested in. You can select multiple categories, hence, why you are provided with three category selections. Apple Podcasts will always default to the topmost category as your "home base", but you can be listed in all three categories if you choose to include them.

**Contact Details:** The Public Contact email, as well as the Owner Name and Owner Email, should all be entered. Keep in mind these will be in your RSS feed so they will be public, but podcast directories do use them to contact you so make sure what you enter here is reachable.

**Author:** This field should include your name, the name of the company producing the podcast, or another appropriate name of the author of the show. If this field is left empty, Apple Podcasts will display 'unknown' instead. This field is also often referred to as the 'provider' or the 'artist'.

**Content Rating:** Most directories require your show to be labeled as clean or explicit. If the feed is left as not set, the show will be marked as clean automatically.

**Language Code:** Language defaults to 'en' for English. However, if the majority of your show is spoken in a different language, use this setting to specify the language used.

**Copyright:** This copyright notice will populate your feed and will appear in any directory that displays the notice.

**Show Artwork:** Your show artwork is the image that will be used in various podcast directories (such as Apple Podcasts, Stitcher, or Spotify). To upload your show artwork, hit **Upload New**, and then browse your computer for your image file. Your image should be somewhere between 1400x1400px and 3000x3000px in size, *as long as it is square*. That means your image could be 2000x2000px, but it cannot be 2000x20001px in size.

4. Next, move to tab “**4. Scheduling**” at the top of the page and click on the tab titled “**Basic Release/ Expiration.**” Click on “**Set new release date**” and select the date and time you want your podcast to publish.



5. Now the podcast is complete and ready to be published! Click the “**Publish**” button at the bottom of the page and you are finished.

**Note:** You can check on when the show will be ready by clicking the “Schedule for Release/Awaiting OC Approval” tab on the left of the page.

*Distributing Content:* Some podcast directories pull your show in on submission almost immediately. Others take a few days to a week to approve your show and make your show visible in their directory. For this reason, Libsyn recommends beginning the submission a full month prior to your launch date. If you wish your show to be available for you to market by a specific date (hard launch), you should be submitting weeks to a month ahead of time (soft launch) so you have your URLs to your show in those directories that you can market your show to your potential audience with.

Keep in mind also that giving this period of time will allow some wiggle room should your show be rejected for any reason. It will give you time to find out why, and get your show properly resubmitted without the concern of missing your target launch date.

Once you have submitted your show to directories and been approved and listed, all you have to do going forward is publish content! Your updated or new content will automatically be pulled by those podcast directories automatically.

## Questions?

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Let’s work on the answers together. Give us a call: Bernie Heinze – Executive Director: 610.992.0001 – or by email: [bernie@thefederation.org](mailto:bernie@thefederation.org).

## You’re All Done!

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You’ve created your content, edited your audio, configured your show, published the episode, and set up your show to distribute to some of the most popular directories around!

Congratulations!