

PODCASTING 101

LAUNCH YOUR VOICE, GROW YOUR BRAND



Presented by Sal DiVincenzo
February 2026



“HANDOUTS”



Who is this guy anyway?



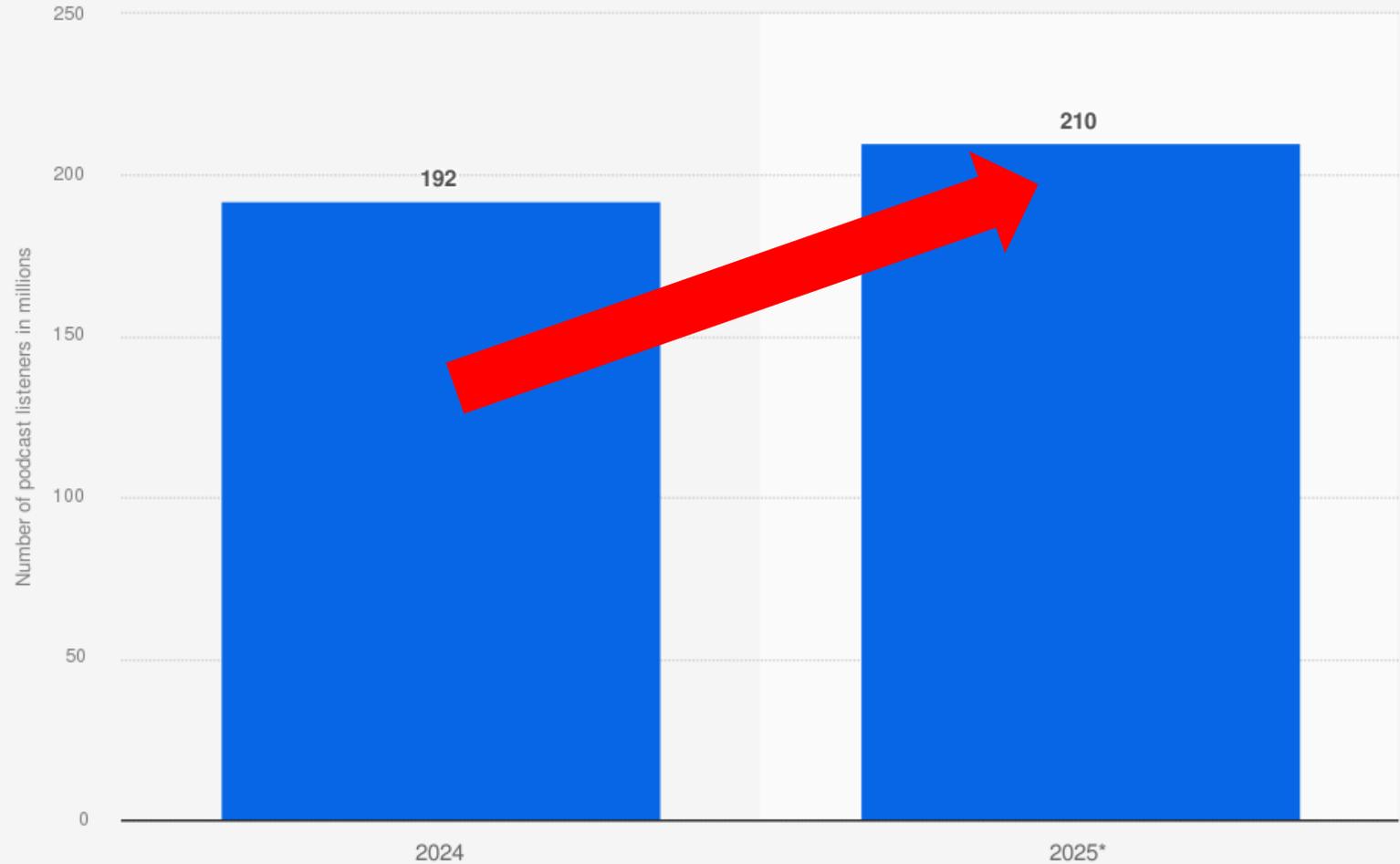
**Coordinator of Digital Services
@ Middle Country Public Library**

Miller Business Team Member

**Producer & Co-host of the
MCPL Podcast**

STATISTICS

Number of podcast consumers in the United States from 2024 to 2025 (in millions)

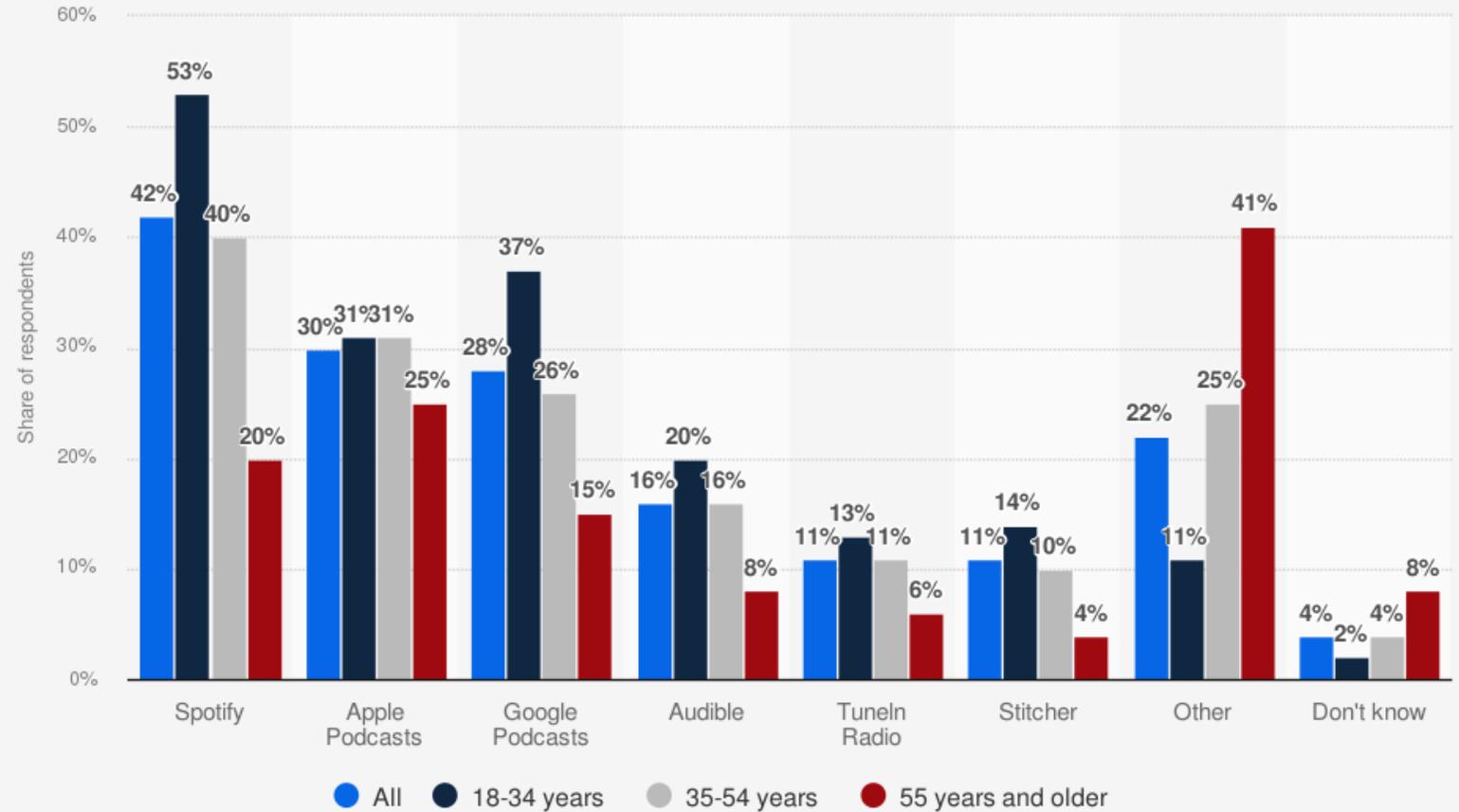


Sources
Edison Research; Radio World
© Statista 2025

Additional Information:
United States; Edison Research; 2024 to 2025; 2025: 5,020; 12 years and older; Telephone interviews and online survey

STATISTICS

Preferred streaming platforms for podcast consumption in the United States in 2023, by age group

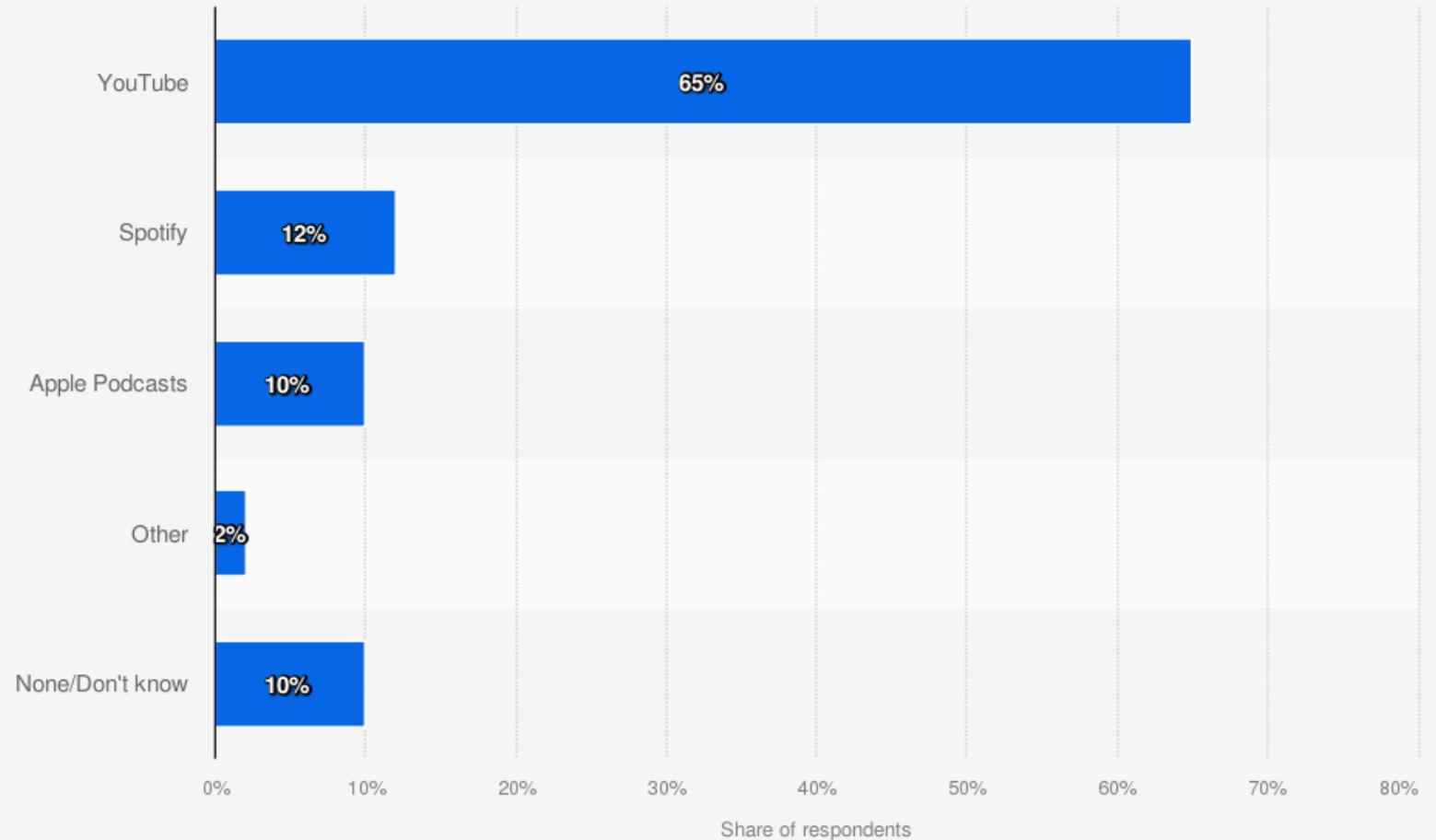


Source
YouGov
© Statista 2025

Additional Information:
United States; YouGov; April 2023; 18 years and older; among adults who listen to podcasts at least once a week

STATISTICS

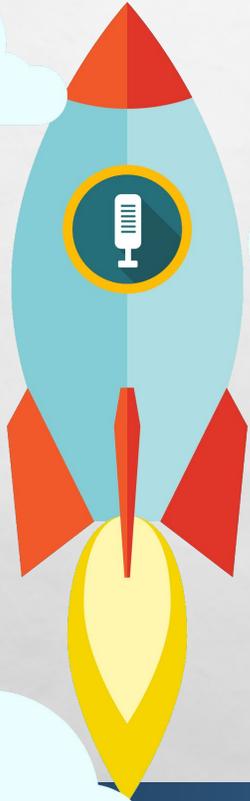
Leading platforms associated with watching and listening to podcasts among weekly podcast consumers in the United States as of October 2024



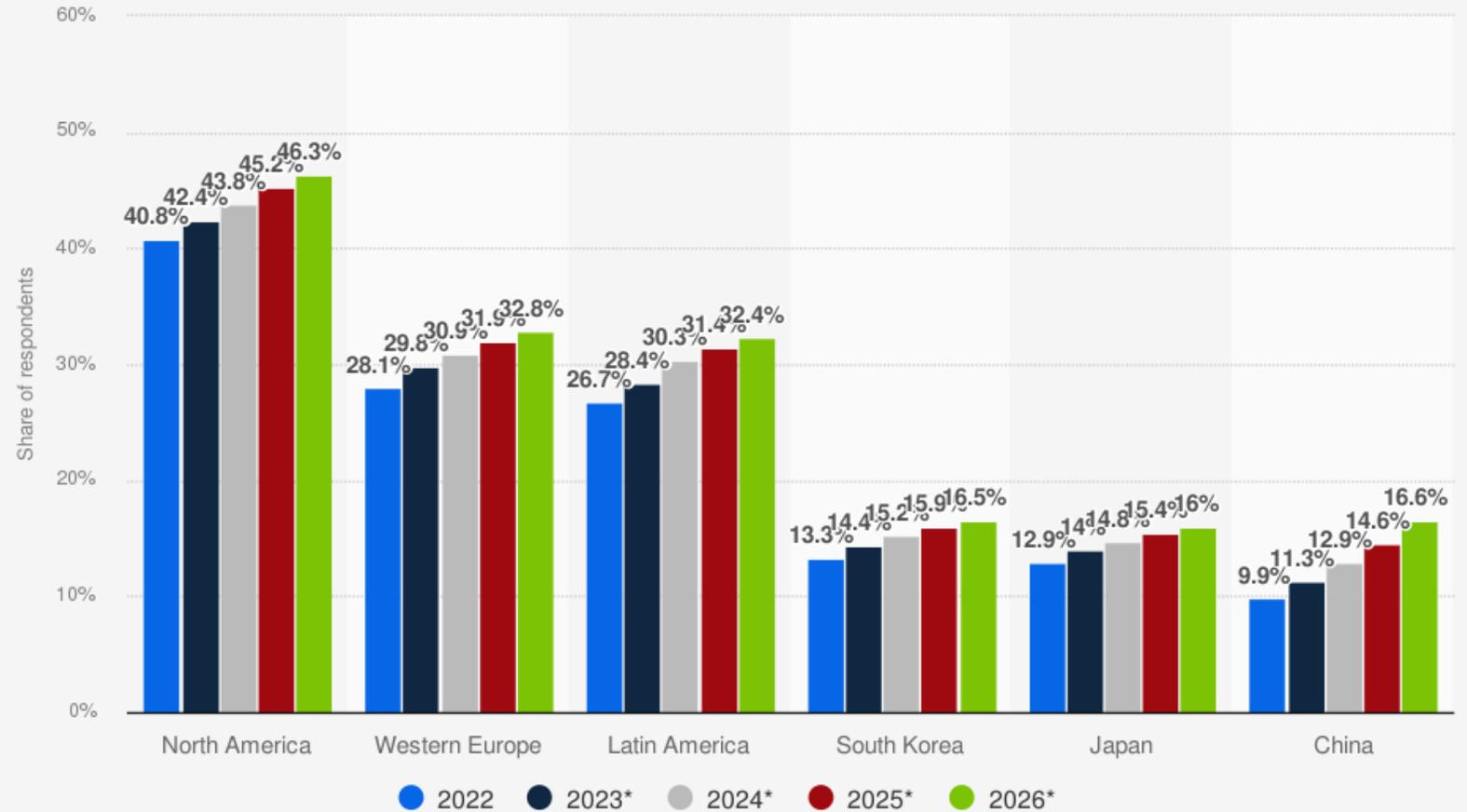
Sources
Cumulus Media; Westwood One; Signal Hill Insights
© Statista 2025

Additional Information:
North America; United States; Signal Hill Insights; Cumulus Media; October 2024

STATISTICS



Share of podcast listeners among internet users in selected countries and regions worldwide 2022-2026



Source
Insider Intelligence
© Statista 2025

Additional Information:
Worldwide; August 2022; among internet users of any age who listen to a podcast via digital stream or direct download on any device at least once per month

HOW MANY PODCASTS ARE THERE?

**THERE ARE AT LEAST 3,715,249 PODCASTS
AND 191,318,198 EPISODES IN THE
WORLD.***

***listennotes.com**

SO...YOU HAVE AN IDEA FOR A PODCAST

- **WHAT WILL YOUR SHOW BE ABOUT?**
 - **DEFINE THE SUBJECT AND SCOPE – START SIMPLE**
- **FORMAT, LENGTH, TONE**
 - **INTERVIEW, CONVERSATIONAL, SOLO, STORY-TELLING**
 - **WEEKLY, BI-WEEKLY, MONTHLY**
 - **EDUCATIONAL? ENTERTAINMENT? INSTRUCTIONAL?**
 - **SHORT SUBJECT OR LONG FORM?**
 - **WHAT'S THE AVERAGE COMMUTE TIME ON LONG ISLAND?**
- **AUDIENCE**
 - **WHO IS YOUR AUDIENCE AND WHAT IS YOUR GOAL?**
- **MARKETING**
 - **HOW WILL YOU MARKET YOUR PODCAST?**

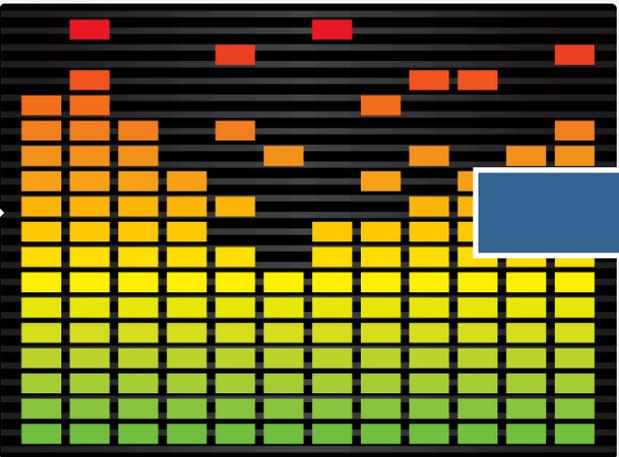
**NO MATTER WHAT,
START.**

**EVEN IF YOU HAVE TO
START UGLY.**



LET'S LEARN THE LINGO...

I'm so fabulous



LET'S LEARN THE LINGO...

RECORDING EQUIPMENT

Microphone
Mixing Board
All-in-one
Smart Phone
Webcam
DSLR



Capture your content

DAW

“Digital Audio Workstation”



Edit & Produce your show

Hosting & Feed Management



Publishing & Distribution

RECORDING EQUIPMENT



SOFTWARE

Garageband

Audacity

Hindenburg

Audition

TwistedWave

Logic Pro

**DIGITAL AUDIO WORKSTATION
(DAW)**



REMOTE RECORDING



zoom

 **riverside.fm**



 **waveroom**



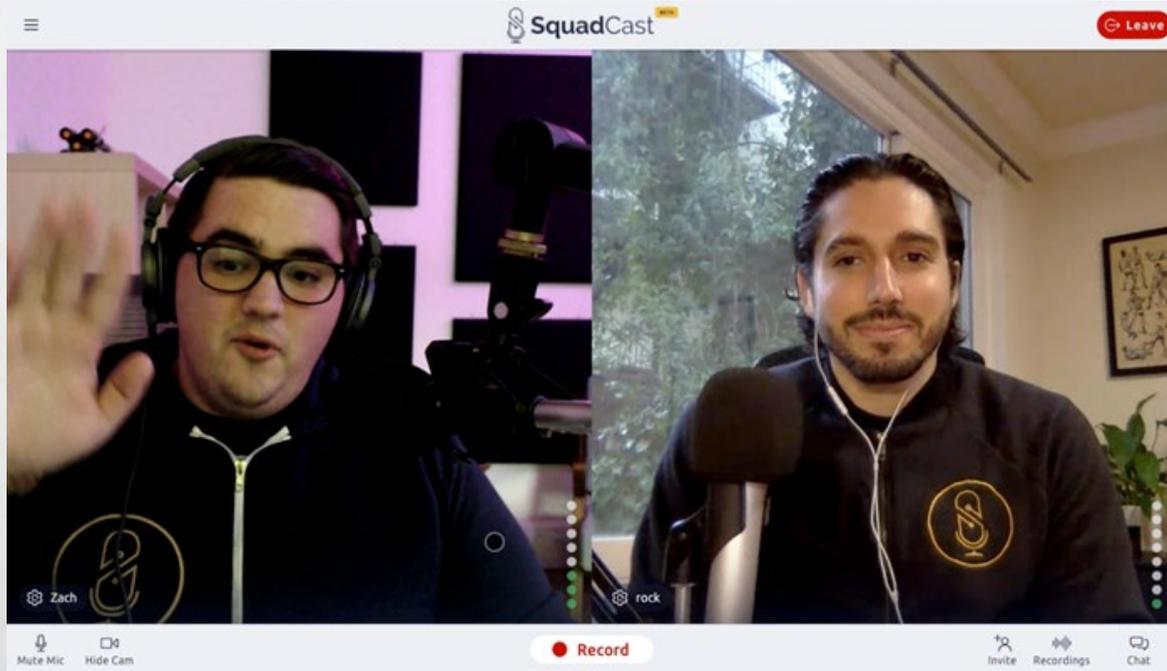
StreamYard

SquadCast
by **descript**

Zencastr
HIGH FIDELITY PODCASTING



REMOTE RECORDING

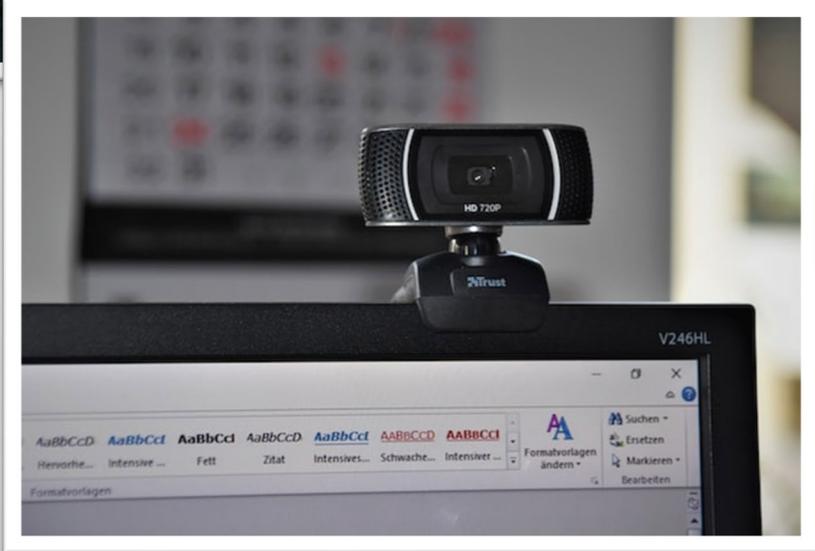


High quality audio & video with individual tracks



Record audio straight from your meeting

VIDEO PODCAST



HOW DO I PUBLISH?

- **MOST PODCAST DISTRIBUTORS DO NOT HOST YOUR AUDIO FILES**
- **VIDEO PODCASTS ARE HOSTED – I.E. YOUTUBE**
- **APPLE, SPOTIFY, IHEART RADIO, AMAZON, ETC. ARE SIMPLY DIRECTORIES (AUDIO)**
- **YOU WILL NEED TO HOST YOUR AUDIO WITH A HOSTING PROVIDER, OR USE A WEB HOSTING PROVIDER**
- **BENEFIT OF YOUTUBE – WILL HOST BOTH AUDIO AND VIDEO; PREMIUM USERS HAVE BETTER FEATURES**
- **PODCASTS ARE DISTRIBUTED VIA RSS (REALLY SIMPLE SYNDICATION)**
- **USING A PODCAST HOSTING COMPANY MAY INCUR A COST, BUT IN MANY CASES WILL BE A TURNKEY SITUATION : LOG IN, UPLOAD, POST.**
- **RESEARCH FREE OPTIONS – LESS FEATURES BUT A GOOD START**

PODCAST HOSTING



...and more!

“SELF-HOSTED”

PODCAST HOSTING

**Average Hosting Cost
(per month)**

\$29*

*** as low as \$19**

BUT WAIT, THERE'S MORE!

- **YOUR COMMITMENT (TIME/MONEY)**
- **LOGO/BRANDING**
- **MUSIC LICENSING**
- **FAIR USE**
- **LEGAL CONSIDERATIONS**

YOUR FIRST GO...

- **WRITE YOUR EPISODE OUTLINE**
- **WRITE ANY COPY THAT IS IMPORTANT TO YOU AND YOUR AUDIENCE**
- **SCHEDULE YOUR TIME APPROPRIATELY: RECORDING, EDITING**
- **IF YOU HAVE GUESTS:**
 - **BE UPFRONT WITH WHAT WILL BE DISCUSSED**
 - **MAKE THEM COMFORTABLE**
 - **EXPLAIN THE PROCESS AHEAD OF TIME**
 - **IF REMOTE, MAKE SURE THEIR EQUIPMENT IS UP-TO-DATE, WORKING, COMPATIBLE, ETC.**
 - **THEY ARE YOUR FIRST ADVERTISERS! MAKE SURE THEY LET PEOPLE KNOW THEY ARE ON YOUR SHOW!**

BEST PRACTICES

- **KNOW YOUR EQUIPMENT**
 - **SPEAKING INTO MICROPHONE**
 - **CONSIDER USING A BOOM STAND/HEADSET**
- **RECORDING LOCATION! LOCATION! LOCATION!**
 - **FIND A QUIET SPOT WITH LITTLE/NO AMBIENT SOUND**
 - **AVOID ITEMS THAT COULD CAUSE SOUND ISSUES:**
 - **RUSTLING PAPERS, BANGING TABLE, SQUEAKY CHAIRS, ETC.**
- **SHOW PREP IS IMPORTANT...**
 - **THE MORE PREPARED THE LESS “UMMMS...”**
 - **(ALTHOUGH I’M A VERY GOOD REMOVER OF UMMMS”)**



FOR EXAMPLE...

The Middle Country Public Library Podcast



A weekly podcast meant to educate and entertain listeners with all the wonderful things we have to offer here at the Middle Country Public Library

The Middle Country Public Library Podcast

Co-hosted, conversational, segments

Average show length: 25 minutes

New episodes every Thursday

**Started out simple and worked our way
up to more sophisticated equipment**

HOW IT STARTED...

Middle
Country
Public
Library
Podcast



HOW IT'S GOING...



Middle
Country
Public
Library
Podcast



417 EPISODES!

MCPL PODCAST



Middle Country Public Library Podcast

<https://www.mcplpodcast.com/feed.xml>



18.4K Downloads 402 Episodes

Share RSS

Join the librarians of Middle Country as they chat about upcoming programs and events, hear entertaining discussions on what to read, what to watch, and what to do at Middle

Spooktober! - Horror Flicks & The Barnum Effect | Ep. 402



As we approach the end of spooky season, Sara shares picks for horror movies available at the library: the 2021 Candyman remake, The Collector, Wes Craven's The Serpent and the Rainbow, Sinister, and the Silent Hill films. Then, dive into horoscopes with Nicole—what makes them appealing, the psychology behind them like the Barnum effect, and tips for using them as prompts for journaling or meditation. As always, check out library resources for more on folklore and astrology!

5 days ago

Spooktober! - Scary Books & Even Scierer A.I.! | Ep. 401



Thursday OCT 16, 2023

Listen Score

LS 28

Global Rank

TOP 10%

Middle Country Public Library Podcast



Congratulations

on **20,000** downloads!
Here's to the next **20,000!**



Starting your own podcast has never been easier.



Home About Us Follow Us

March 2023 February 2023

Adults Books Childrens MCPL news Movie Chat Movies Video Games

ADULTS - BOOKS - CHILDRENS - FOOD
Mushroom Mania and NovelList K-8 for Children
Sara Fado March 2, 2023
Nothing can sway my love for mushrooms and Pedro Pascal, even the combo-like fungi people! I

ADULTS - MOVIE CHAT - MOVIES
Movie Chat: Three Thousand Years of Longing
Sara Fado February 23, 2023
Dennis, Sal and I watched the 2022 film Three Thousand Years of Longing. Rated R. I

ADULTS - CHILDRENS - MCPL NEWS
Museum Passes and Discounted Tickets
Sara Fado February 17, 2023
We also carry discounted tickets to area attractions like the

MOVIES - VIDEO GAMES
Video Games to Movies
Sara Fado February 15, 2023
With the popularity of the now show The Last of Us, we

Episode 264 - Wonderful World of Mushrooms
Middle Country Public Library Podcast

Sara LOVES mushrooms. The kind you eat. Listen to her extol the fungus with

From left, Sara Fado, Sal DiVincenzo and Nicole Rambo produce the "Middle Country Library Podcast," which they have recently resumed recording together in person.

If you've thought about launching a podcast, there are tips at podcastsinsights.com. In the meantime, listen up to these three Long Island-based podcasts.

"THE LONG ISLAND HISTORY PROJECT," longislandhistoryproject.org

Interviews with "any person with a passion for the history of this riotous island" is the name of the game for this twice-monthly podcast cofounded, produced and co-hosted by Chris Kretz, a Stony Brook University librarian. That history includes scandals, court martials, boundary-pushing artists and kicky local festivals.

"Before the pandemic, my co-host Connie Currie and I had a home base at the Sayville Public library," says Kretz, who now records from the laundry room in his home. "It has good acoustics."

Upcoming: Discussions on archaeology and the Montauk Indian Tribe.

"MIDDLE COUNTRY LIBRARY PODCAST," mcplibrary.org/podcasts

Like other Long Island libraries with podcasts, Middle Country uses its weekly production to promote in-house programs and "to educate and entertain," says

librarian and co-host Sal DiVincenzo. "Even though we focus on our local community, we try to make it as accessible as possible."

After recording remotely for a few months because of COVID-19, DiVincenzo and fellow librarians Sara Fado and Nicole Rambo are back together in their studio ("It used to be a closet," says DiVincenzo), where they are following social-distancing protocols.

Upcoming: Their annual Thanksgiving episode in which hosts talk turkey and discuss dining, spending, Black Friday and more timely topics.

"IMPERFECT STRANGERS," anchor.fm/imperfectstrangers

Long Island mom of three and former "The Real World: New Orleans" cast member Melissa Beck chats with her friend Amanda Strong in Ohio.

"Podcasting makes me feel like I'm still out in the world," says Beck. "It's a great creative outlet. I used to be on a reality show. Now people are getting to know me in new and different ways."

Her husband, Justin Beck, a business owner and guitarist for the band Glassjaw, has come in handy for recording tips.

Upcoming: How to make socially distant holidays work.

— JOE DZIEMIANOWICZ



MCPLPODCAST.COM

Evolving into more community-based and pop culture subjects...not just about the library, but about popular music, books, technology, cultural issues, plus the people and places in our community.

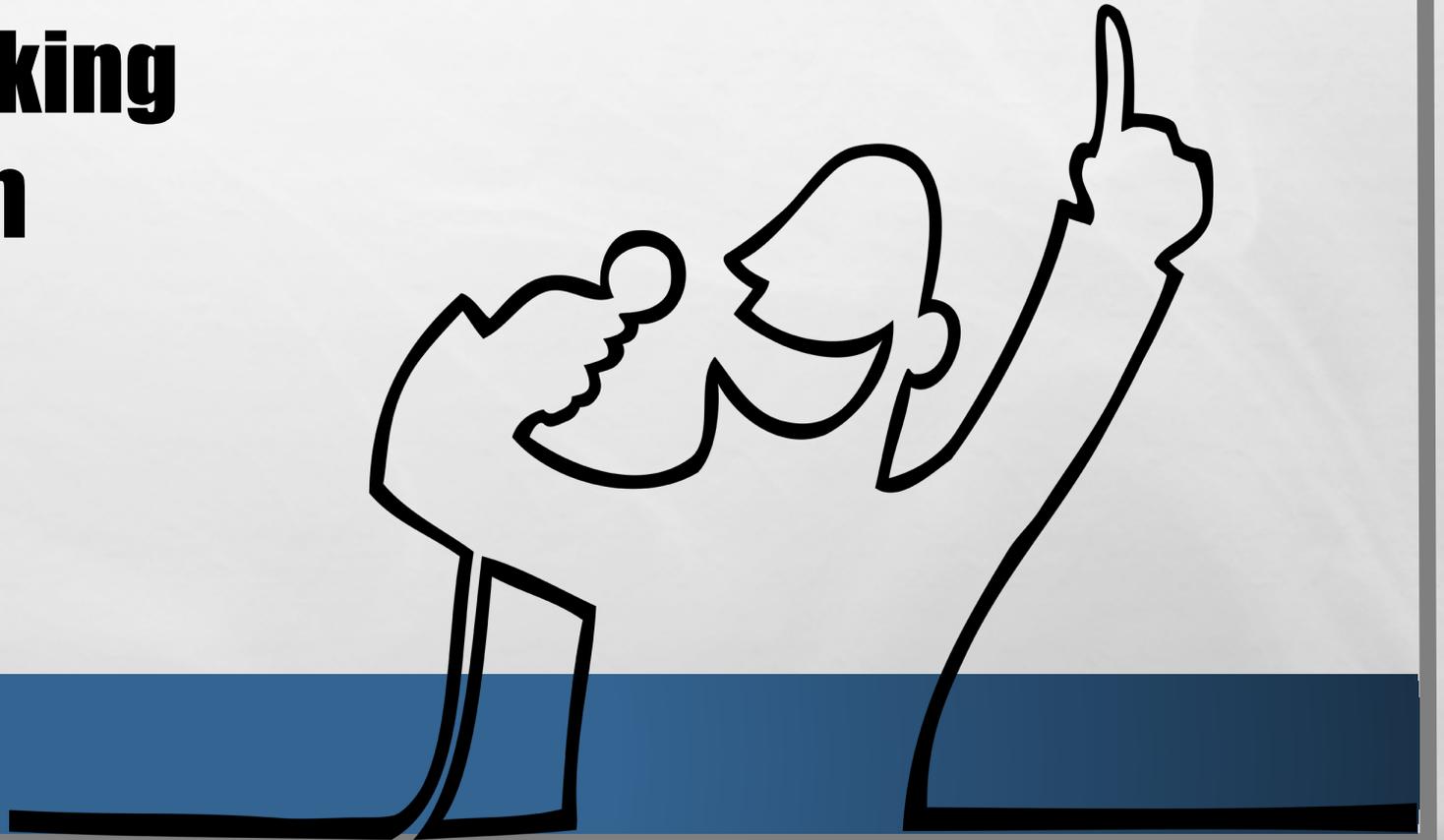
It all leads back to the library.

We are still learning after 7 years...

MARKETING YOUR PODCAST

BUILD your audience via:

- **Social Networking**
- **Word of mouth**
- **Interviewing**
- **Networking**
- **Website**



MARKETING YOUR PODCAST

CONNECT with your audience:

- **Ask for feedback**
- **Solicit reviews**
- **Interact**
- **Putting yourself “out there”**

MARKETING YOUR PODCAST

THIS ISN'T ABOUT THE QUANTITY OF VIEWERS/LISTENERS. IT'S ABOUT THE QUALITY AND RELEVANCE.

MARKETING YOUR PODCAST

LISTEN UP!

Middle
Country
Public
Library
Podcast



Subscribe to the library's entertaining weekly podcast and find out about the wonderful things we have to offer here at Middle Country!

Join the librarians of Middle Country as they chat about upcoming programs and events, hear entertaining discussions on what to read, what to watch, and what to do at your library!



www.mcplibrary.org/podcasts



FANTASTIC absolutely.
FUN FACT
Middle Country Public Library Podcast
Fabulous put it in the show notes

FOCUS

Wonderful!

DVD LIST TIME...

Da-duh-duh-da!

GREAT

WOW Housekeeping...

email us at podcast@mcplibrary.org

we'll see you on the next show

Educate & Entertain

LISTEN UP!

Subscribe to the library's weekly podcast to find out about all the wonderful things we have to offer here at MCPL!

Middle
Country
Public
Library
Podcast



Join the librarians of Middle Country Public Library as they chat about upcoming programs and events and hear entertaining discussions on what to read, what to watch, and what to do at your library!

Like what you hear? Rate us!



Also available on:
TuneIn - Podchaser - PlayerFM - Blubrry
www.mcplibrary.org/podcasts



Middle Country Public Library
PODCAST

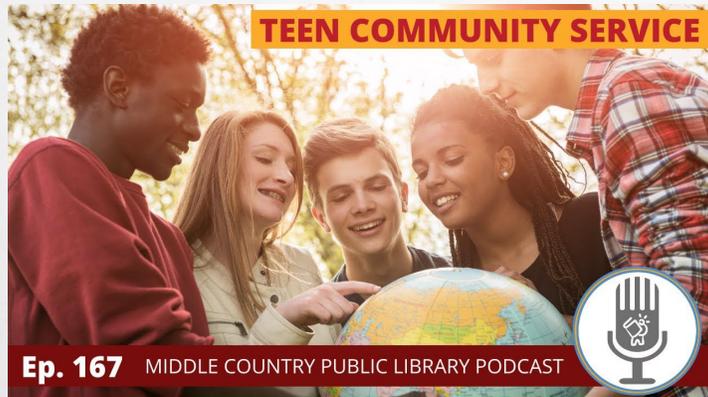


Sal DiVincenzo
Sara Fade
Nicole Rambo

podcast@mcplibrary.org
www.mcplibrary.org/podcasts



MARKETING YOUR PODCAST



TEEN COMMUNITY SERVICE

Ep. 167 MIDDLE COUNTRY PUBLIC LIBRARY PODCAST



Ep. 169

MIDDLE COUNTRY PUBLIC LIBRARY PODCAST

Happy Mother's Day

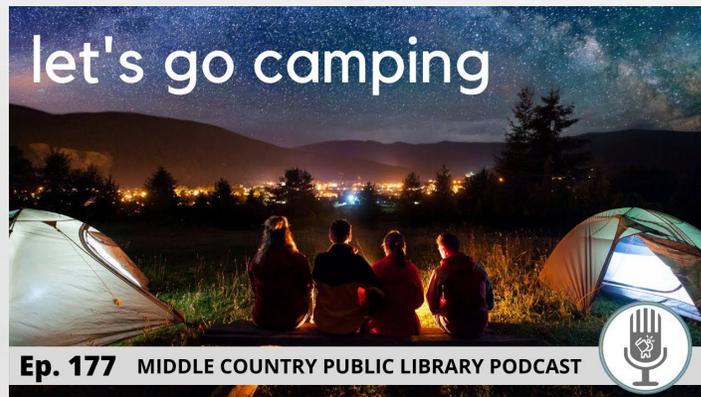
Movie Picks



TRIVIA!

ASIAN AMERICAN & PACIFIC ISLAND HERITAGE MONTH

Ep. 327 MIDDLE COUNTRY PUBLIC LIBRARY PODCAST



let's go camping

Ep. 177 MIDDLE COUNTRY PUBLIC LIBRARY PODCAST



JOHN WICK

Movie Chat

Ep. 188 MIDDLE COUNTRY PUBLIC LIBRARY PODCAST



A.I. & PODCASTING

- **Rapid Ideation & Scripting:** AI tools generate episode outlines, story arcs, and full scripts from simple prompts, saving hours of brainstorming.
- **Voice Synthesis & Narration:** Convert text to natural-sounding speech with customizable voices, accents, and emotions—no recording booth required.
- **Audio Editing & Enhancement:** Automate noise reduction, music integration, and pacing adjustments for polished episodes in minutes.
- **Accessibility Boost:** Add auto-generated transcripts, translations, and captions to reach global audiences effortlessly.

A.I. & PODCASTING

- **Plan Your Content: Use AI to research trends and suggest hooks for engaging intros.**
- **Generate & Refine: Input prompts into AI for drafts, then iterate based on feedback to ensure authenticity and flow.**
- **Use AI clip generators for re-purposing content**

A.I. & PODCASTING

- **Always secure explicit permission from individuals before replicating their voice, image, or likeness—unauthorized use violates privacy rights.**
- **AI-generated content can spread misinformation, enable fraud, or harm reputations; label synthetic media clearly to avoid deception.**
- **Navigate copyright, defamation, and right-of-publicity laws—consult experts to prevent lawsuits or platform bans.**

A.I. & PODCASTING

- **Over-reliance on mimicry may undermine audience authenticity; disclose AI involvement transparently to build credibility.**
- **Outputs can include glitches, accents, or unintended biases—rigorous testing is essential to avoid errors or offensive results.**
- **Reflect on long-term effects like eroding media trust; prioritize responsible use over novelty.**

A.I. & PODCASTING

- **You retain rights to your own likeness, but AI platforms may claim usage data for training—review terms to safeguard future control and prevent unauthorized derivatives.**
- **Ensure outputs align with your true tone, nuances, and expressions; test rigorously to avoid distortions that misrepresent your personal brand or intent.**
- **Sharing your voice/image data for cloning invites risks like breaches or leaks—use secure, self-hosted tools and limit data exposure.**

A.I. & PODCASTING

Consider if replication enhances or erodes your unique human touch—balance innovation with preserving genuine connection with audiences.

**ADDING LEGITIMACY TO YOUR BUSINESS
THROUGH A PODCAST...**

ENTERTAIN AND... *MARKET!*

Listen to the Unbundled Attorney Mastermind Podcast



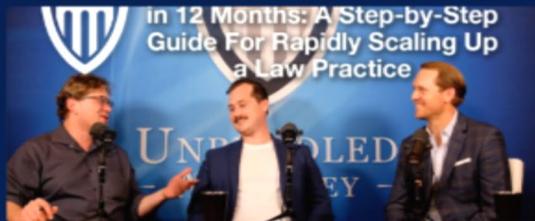
Click Play to Hear More About Our Podcast

We interview Unbundled Attorneys and leading experts in the legal industry so you can learn the best practices for converting leads into paying clients, and how to ethically and profitably deliver unbundled legal services.

Listen via your favorite podcast app



Watch the Most Recent Podcast Episodes



Brandon Potter and Robert Foster, Nashville, TN, (Family & Criminal)

June 3rd, 2022



Aaron Harshman and Rachelle Ponist, Indianapolis, IN, (Criminal & Family Law)

February 2nd, 2022



Bobby Buchanan, Chicago, IL, (Family)

April 19th, 2021

EXAMPLE



Apple Podcasts Preview



52 min

PLAY ▶

8 habits of happy couples & hanging out with a Rude Ranger

Long Island Tea

Leisure

[Listen on Apple Podcasts](#)

Today on Long Island Tea, special cohost Rudy J. Bredy of Rude Rangers Entertainment joins the pod. Rude Rangers is a global multimedia company with several video and podcast programs streaming on Roku, Amazon Fire, Apple TV, YouTube, and other streaming platforms, plus the host of the show Rudy's Room, a fast-paced show focused on celebrity news, pop culture, relationship advice, and guests from all walks of life. The three talk recap their Valentine's day and the Super Bowl, RomComs on TV, and a Huffington Post article about the 8 habits of happy couples. Today's Wine of the Week is Woffler Estate Summer in a Bottle, a dry and elegant rosé.

#LongIslandLife

Someone steals the big duck sign, Hofstra's "When We All Stand" exhibit, Mardi Gras events at the Vineyards, and The Long Island Music and Entertainment Hall of Fame Billy Joel exhibit. Plus National Margarita Day. How do you like your margs and where you getting them?

Black History Month:

As we are closing out February, Discover Long Island's Black Owned Business Grant is still open. On today's episode we talked about Whispering Spirit Cultural Tours: Providing you with an experience of learning about the history of indigenous and African American people that helped build the fabric of various communities throughout the Long Island region. <https://whisperingspiritculturaltours.com> To learn more about the Black owned business grant program and apply, visit discoverlongisland.com/diversity/blackownedgrants

IN THIS EPISODE:

Follow Rudy and the Rude Rangers
<https://ruderangers.com>

Instagram & Youtube: @ruderangersunit

Huffington Post Article: "8 Things Happy Couples (Almost) Never Do" By

Kelsey Boreman

<https://www.huffpost.com/entry/things-happy-couples-almost-never-do-l.62f6dd48e4b0e8b494a9d5>

EXAMPLE

MONETIZATION

IF YOUR PODCAST **IS** YOUR BUSINESS...

MONETIZATION

**We'd all love to make money on our podcasts,
but the real question is...**

**Are you ready to
make money?**

MONETIZATION

Host-read

Programmatic

YouTube

Advertising

- **Works well when you have high download rate**
- **YouTube advertising requires at least 1k subs**
- **Make “meaningful money” with over 10k views**
- **The more listeners, the better chance for higher ad revenue**

MONETIZATION

Sponsorship

Referrals

Sponsorships

- **Don't need minimum number of downloads**
- **URL sharing / Offer codes**
- **Sponsor acknowledged as sponsor by host**
- **Cross promotion to social media**
- **Brand should be complementary**

MONETIZATION

Patreon

Subscriptions

Supporting Cast

Membership

- **Should have at least 500 downloads/ep**
- **Must have more content to offer in addition to your “main” show**
- **Community engagement can be beneficial (members-only forum for example)**

MONETIZATION

Merch & Events

Merchandise

Apparel

Meet & Greet

- **Works best with an engaged audience**
- **Must weigh cost to profit on items**
- **Speaking opportunities**

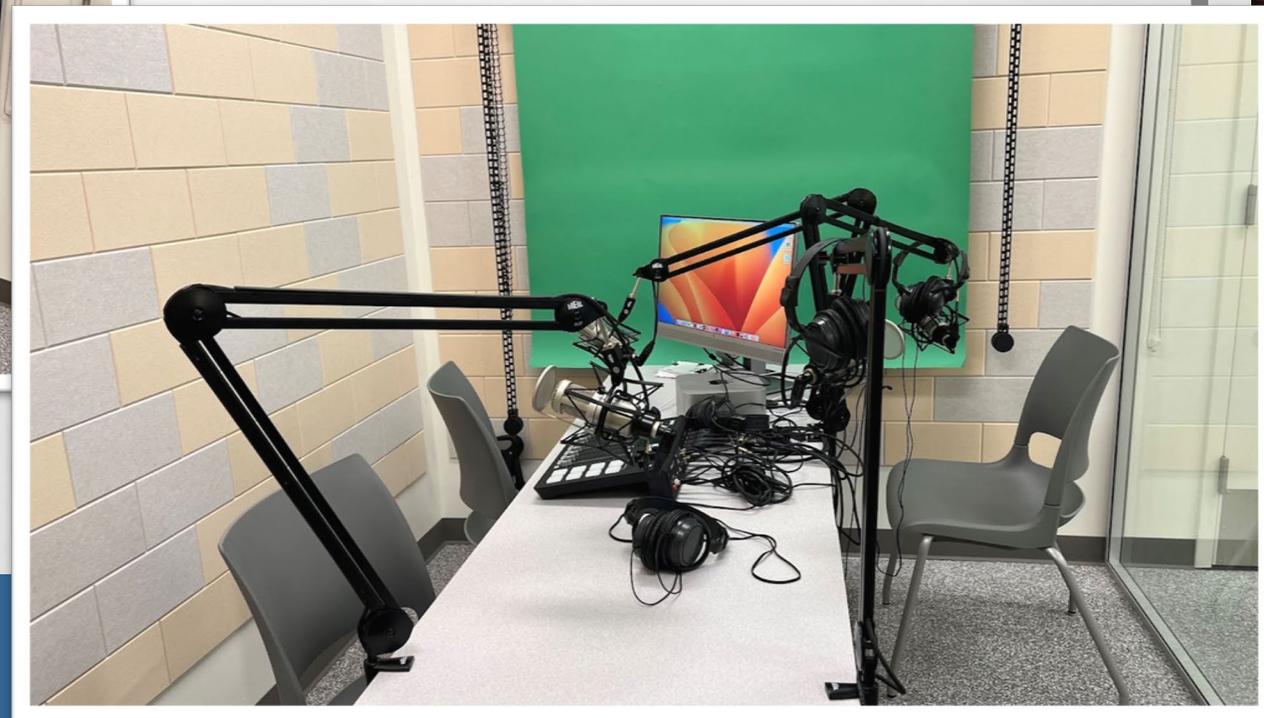
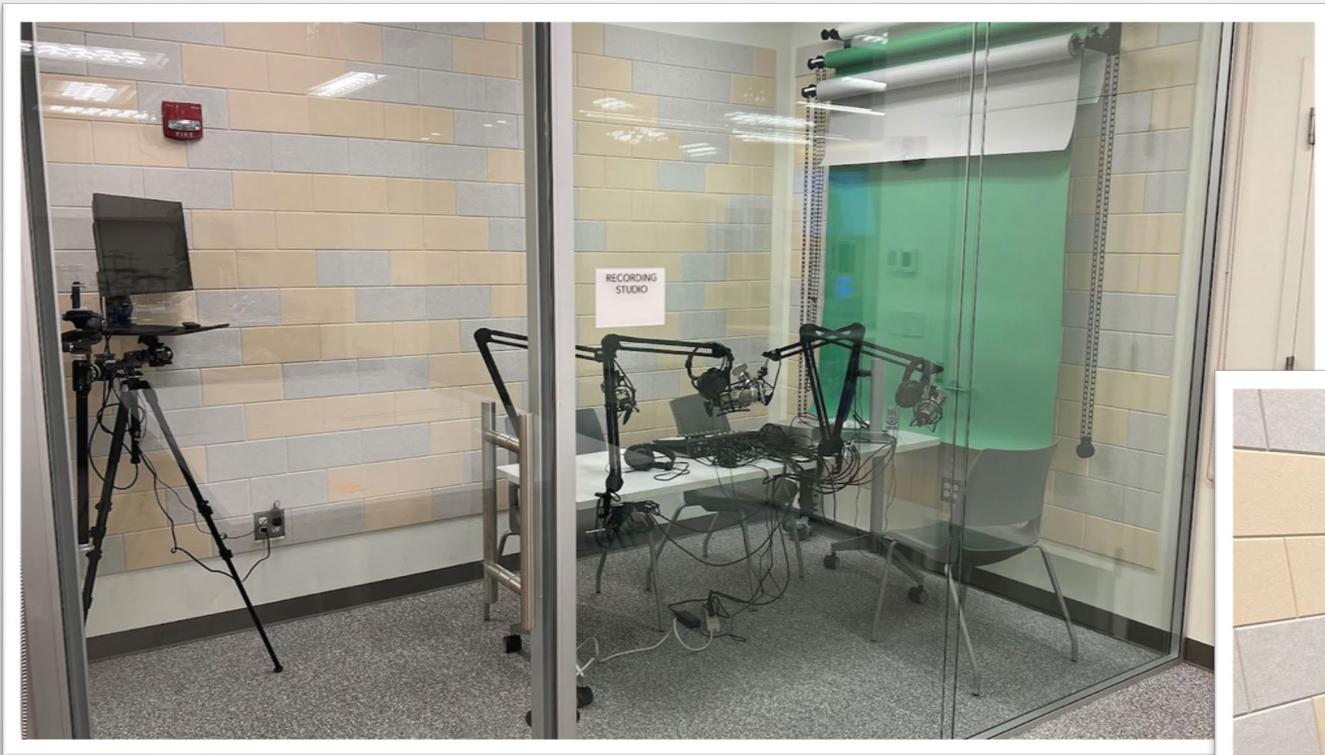
PODCASTING CONFERENCES



PODCASTING CONFERENCES



INNOVATION SPACE @ MCPL



INNOVATION SPACE @ MCPL

- **Two 3 hour sessions available per calendar month**
- **Appointments required**
- **Online Orientation or in-person session**
- **Professional equipment, soundproofed, Mac Studio + Software**
- **Free and open to all**

INNOVATION SPACE @ MCPL

**TAKE THE MEDIA STUDIO
ORIENTATION HERE:**



QUESTIONS?

CI

CI

CI

CI

CI

CONNECT & DOWNLOAD

SAL DIVINCENZO – COORDINATOR OF DIGITAL SERVICES

MILLER BUSINESS CENTER @

MIDDLE COUNTRY PUBLIC LIBRARY

101 EASTWOOD BLVD., CENTEREACH, NY 11720

631-585-9393 X 216

DIVINCENZO@MCPLIBRARY.ORG