

# Podcasting Toolkit



# Radio Landscape in 2024

**PodPoll 2023 highlights that podcasts are now more popular in terms of monthly consumption than printed newspapers, magazines, and audiobooks.<sup>i</sup> Some of today's most iconic and popular podcasts started their lives at a radio station.**

Radio offers a unique ability to deliver live, local content and foster a sense of community, while also providing flexibility and broad accessibility unmatched by other mediums. The intimacy of the human voice and personality-driven shows sustain radio's power to entertain and engage audiences across platforms.<sup>ii</sup>

Listening to your live broadcast remains the main way your audience engages with your station. However, radio listeners are now connecting with your community radio station across multiple devices and platforms - from mobile audio apps, smart speakers, your website and hybrid in-car entertainment systems to social media and podcasts.

## What's in this toolkit?

1. Latest Data
2. Repackaging Content
3. Editing Resources
4. Training Resources
5. FAQs

i. PodPoll Australia's insights survey by Deadset Studios Pty Ltd & Insightfully Pty Ltd 2023.

ii. Never Lose a listener – [a how to guide by Valerie Geller by RadiolInfo 11 March 2012.](#)



# What does the latest data tell us?

- [Watch our PodPoll 2023 Webinar presented by Kellie Riordan](#)
- [Check out PodPoll's annual podcasts insights survey](#)
- [Check out The Infinite Dial reports](#)
- [Download the exclusive PodPoll 2023 Insights survey pdf](#)
- [Download the Infinite Dial 2024 Australia](#)



Maddie for 'Leading Ladies' at Donnybrook Balingup Community Radio, 2023

# Super serve your audience by repackaging your on-air content

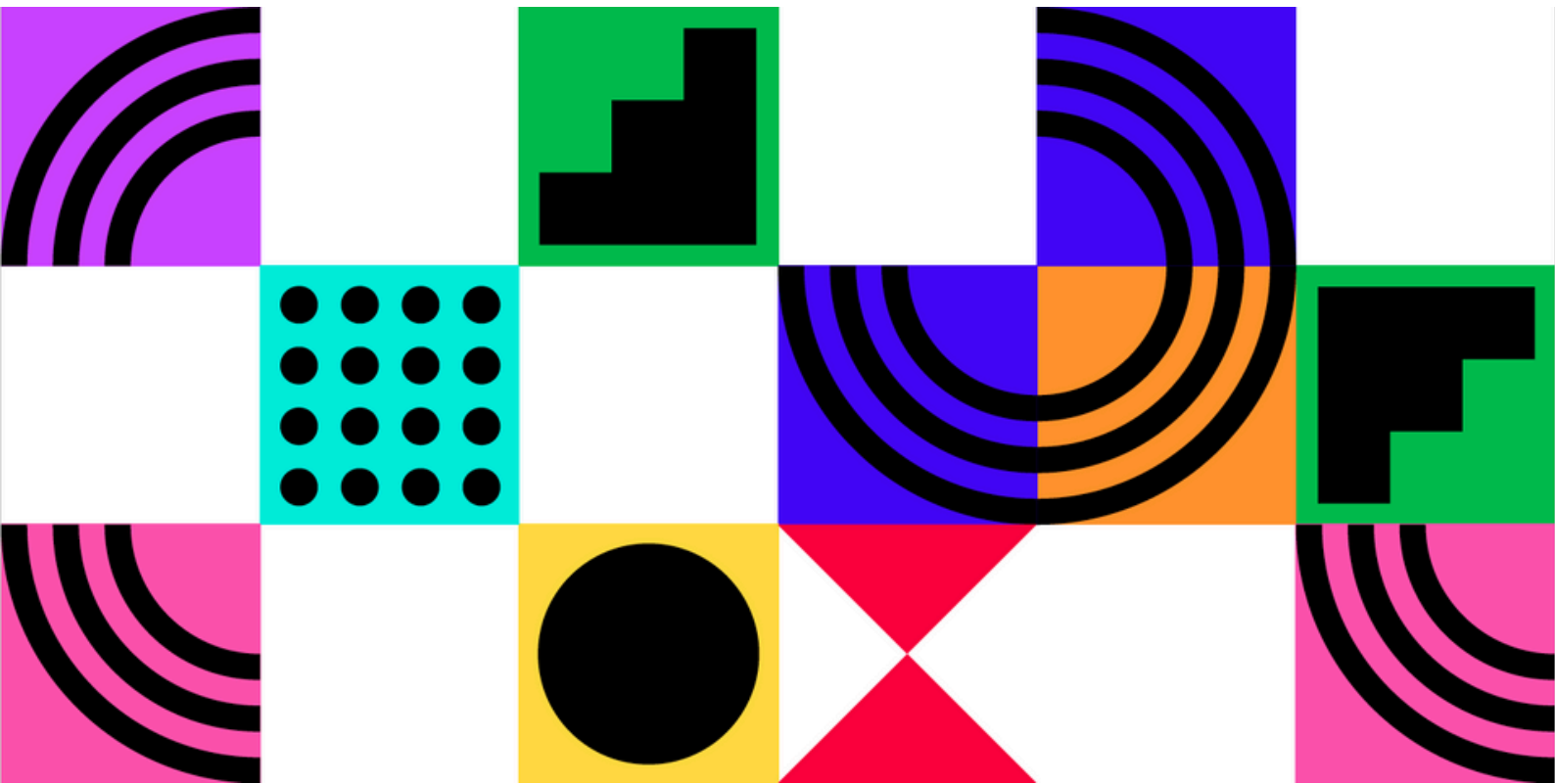
Your listeners are also engaging with your content in different ways. Time pressures and the wide variety of entertainment choices available to your listeners make it important to super-serve your audience. Video and audio streaming services, gaming, podcasts and social media are all taking away from time spent on live radio

Some listeners will always tune into your linear or live broadcast, so providing alternative ways to consume your content will increase your possible audience reach.

## This may include:

- Making shows available on-demand on your website for listeners at their convenience.
- Repackaging shows as podcasts and removing the 'radio elements' such as sponsorship, mic breaks, back announcing or day and time specific references.
- Creating shorts or snack-sized bites for social media.

Being available when and how your listeners wish to engage with your content is vital.



# Editing Resources

## Audio:

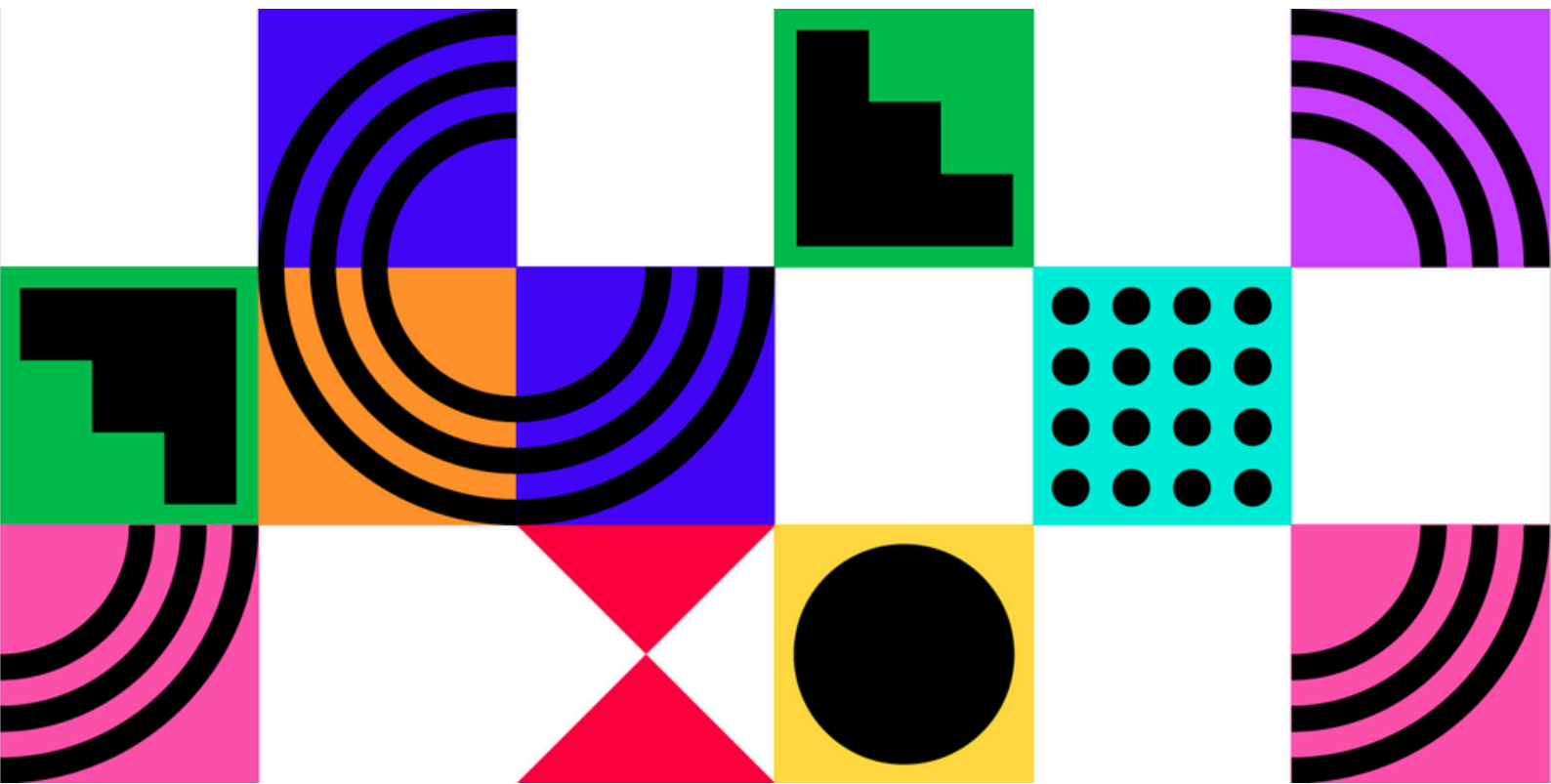
- [Audacity](#) – free audio editing
- [Riverside](#) – studio quality recording
- [Levelator](#) – free and easy level your audio (Apple Mac)
- [Squadcast](#) – high-quality audio and video recording

## Images & Video:

- [Kapwing](#) – images and simple video
- [Capcut](#) – simple video editing
- [Headliner](#) – free and easy video generator for your audio
- [Vidyo.ai](#) – ai trimming of video for different ratios
- [Getimg.ai](#) – AI image generator
- [GIMP](#) - Photo editing
- [Canva](#) – graphic design and simple video

## Text & Script:

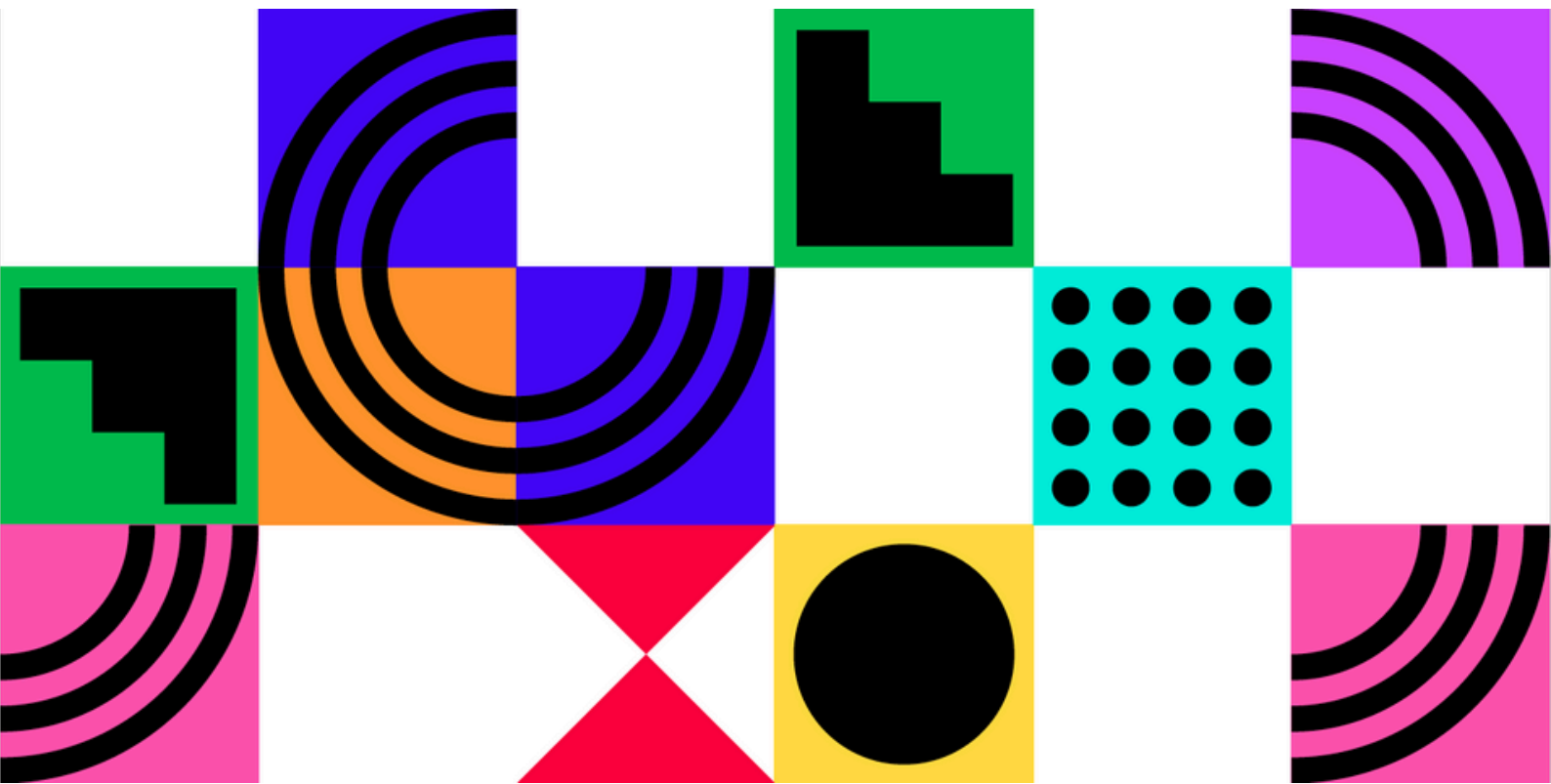
- [Descript](#) – edit audio and video by editing text, transcribe audio
- [Otter.ai](#) – AI powered
- [Captions app](#) – socials captions, auto-trim filler words, teleprompter
- [Capsho](#) – generate podshow notes
- [CuePrompter](#) – Free and easy teleprompter





# Further Training

- [Gimlet Academy](#) – Podcasting training
- [Podschoool](#) – Rachel Corbett’s podcast
- [Podcast Bestie](#) – Podcast and Weekly newsletter
- [AFTRS](#) – Podcasting courses
- [CMTO](#) – Podcasting 1-day course
- [Podnews](#) – Daily briefing for podcasting and on-demand
- [PodPoll](#) – 2023 Insights for Community Radio
- [CBAA Learning](#) – General webinars and courses



# FAQs

## What are the rules around music licensing in podcasts?

Unless you have specifically obtained copyright permission and release forms for a piece of commercial music, you cannot use it in a podcast without paying licensing fees.

- The blanket licensing agreements that allow music to be played on traditional radio broadcasts do NOT apply to internet-distributed podcasts.
- You need to use licensed production/stock music libraries instead, where you pay a blanket fee to use their music.
- If you want to use a commercially released track in a podcast, you have to directly contact the record labels and music publishers and obtain permissions, which typically involves paying substantial licensing fees.

In short - extremely restrictive rules around music licensing apply to podcasts. Stick to production music libraries if you want background music, or expect to pay a lot for commercial songs.

## Does my PPCA licence cover the use of music in my podcasts?

No. The Phonographic Performance Co Of Aust (PPCA) currently only offers a broadcast licence (for music on-air) and a simulcast licence (for online streaming).

## Is there an On Demand PPCA licence in the works?

Yes. There is currently a draft licence, but the CBAA is working with the PPCA to finalise an agreement that would allow podcasting and on-demand use of copyright material, and we will let you know when a new licence becomes available to do this.



# FAQs

## How can I legally use music in my podcast?

- Obtaining a license direct from the owners
- Producing an original piece of music
- Use royalty-free music that you can purchase with a one-time fee
- [Creative Commons](#) and [ccMixter](#)
- [Free Music Archive](#) - discount for NFPs
- [APRA AMCOS music production library](#) - free for community radio stations

## Can my podcast be uploaded as on demand content?

Stations are not currently licenced to use any copyrighted music or spoken word content in a podcast, whether it's a program introduction, promotion, sponsorship announcement, station ID, theme or sample or even in the background.

Stations need to edit out copyright music from the broadcast program before it is made available as a podcast. This means that, for the time being, only original spoken-word content or non-copyright audio content can be included in a podcast which is downloaded or available on podcast directories such as Apple Podcasts, Spotify and YouTube Music

## Can my podcast be uploaded to other platforms?

Where your podcast goes is also important. PPCA and APRA AMCOS licences only cover use in Australia (and sometimes New Zealand). If stations upload podcasts to platforms like Spotify or Soundcloud, it's possible for an overseas-based rightsholder to ask for removal of content in their region or seek compensation. The international aspects of this are unlikely to be solved soon, so we strongly recommend that stations geo-block their websites.





# FAQs

## Where can I go for funding?

- [Apply for a Community Broadcasting Foundation \(CBF\) content grant](#)
- Look at council or state-based grants, especially if your podcast content has a local focus.

## How do I know how much to quote for in a grant?

- [Podcast Workers Australia – Roles and Descriptions Rate Card](#)

## What is the most impactful position to place an advertisement within a podcast episode to achieve the highest engagement or response rate from listeners?\*

The most impactful positions for placing ads in a podcast are pre-roll and mid-roll.

Post-roll ads after the content ends tend not to work as many listeners will stop listening once the main program finishes.

For pre-roll ads, don't place them right at the very start. Instead, open with an intro that draws listeners into the upcoming content, then place the ad. Having a "sexy, juicy" audio grab before the ad can help keep attention.

Mid-roll ads work well when placed appropriately in relation to program length and audience engagement patterns. Avoid too many ads or clustering that overwhelms listeners.

The key is drawing listeners in with compelling upfront content before hitting them with the pre-roll ad and finding the right mid-roll spots to place additional ads where people are still engaged. Testing various configurations yields the best results.

\*Answered by Kellie Riordan.



# FAQs

## How do we get more people listening to the podcast that we currently do, and should we be making it more often?\*

Focus on what you have the resources and capacity to accomplish well. For example, if you can't produce a weekly year-round show, consider a limited-run series on a specialized topic that would attract niche interest.

- Look for short-form content opportunities that fit the podcast format. You may not be able to sustain an hour-long weekly podcast but shorter segments on local news, arts etc.
- Think about targeting brief moments in people's days when they have small amounts of time to fill, like standing in a coffee queue. Short podcasts can slip into earbuds and fill those gaps productively.

Overall, be strategic in matching podcast content style and length to your available resources and audience needs. Identify focused topics and formats where you can deliver value on a sustainable basis.

## Do you have any thoughts or insights on the future evolution of podcasting?\*

The key points on the future evolution of podcasting are:

- Putting podcasts on YouTube as well has become more viable over time. Initially, it didn't seem fitting given the visual medium, but now people often play YouTube videos in the background while doing other tasks.
- YouTube has grown as a discovery platform - people search for topics there similar to the way they use Google and can find associated podcasts. This exposes content to new audiences.
- Listener behaviour has shifted towards using YouTube like a streaming radio station, playing audio podcasts and content in the background while multitasking.

So while podcasts maintain their core audio-focused format, distributing and allowing playback via YouTube as well exposes them to new listeners who increasingly use YouTube in an audio-centric mode.

\*Answered by Kellie Riordan.



# FAQs

## How do we repackage our radio content and our specialist one-hour radio shows and put them out as podcast content?\*

Rather than taking radio content and editing out aspects to make a podcast, it is better to flip your thinking:

- Make content purpose-built and optimized for podcasts first. Craft it without radio "crutches" for a tailored podcast experience.
- Then the same content can be repackaged for radio by adding standard radio segments as needed - top-of-hour timing, headlines, etc.
- Focus on high-quality storytelling, interviews, and production value from a podcast-first perspective.
- If the core content itself is engaging and well-executed, it will appeal to both podcast and radio audiences.

So create great content with podcasts as the main focus, then supplement with radio formatting. Making radio-first content that you then edit into a podcast tends to be less effective.

## What qualities do I look for in interviews that will make a great podcast?\*

- Ask, what is the purpose of this content? What are you trying to do with this interview? Does this person have something to say? Are they an expert in some way?
- Always pre-interview the guest. Whether you're on a daily radio show or you're making a podcast, pre-interview can be three minutes long - just explaining the process, how long you want them to talk, and the questions and angles you'll go for. Most people have never been on the radio before. So explain all that, and they'll feel more comfortable.

People tend to connect to story and narrative much more than just facts and figures. The elements of great interviews are story and plot, stakes, character and scene. Draw all that out from your guest. Podcasting is a beautiful niche form where you can dominate your community beat with that targeted content.

\*Answered by Kellie Riordan.



# FAQs

## Am I doomed if I interview with a Zoom recorder?\*

No, using Zoom interviews for podcasts does not automatically "doom" you if:

- The guest has high audio quality microphones, not just laptop built-in mics, to avoid tinny sound
- You use an audio-focused platform like [Riverside](#), [ZenCaster](#), or [Squadcast](#) that records local audio tracks separately. This gives better quality and avoids internet latency issues.
- You have a strong, reliable internet connection on both ends.

So while Zoom is not ideal, you can take steps to mitigate the downsides. Specialised podcast platforms that split the audio are better options. But even Zoom may be workable with care around audio input quality and internet reliability. Testing options to get the best guest sound is advised rather than assuming you are "doomed" if restricted to Zoom.

## Does the CBAA have any products for podcasting?

CBAA has partnered with Omny Studios. Included in the product are: deep insights & analytics, easy content distribution across all platforms, monetisation opportunities, user-friendly management, 24/7 worldwide support, automated publishing, easy editing tools, customisable web player and role-based access control.

### Contact CBAA about Omny Studios

## Need more information?

For advice specific to your station, please feel free to call the  
CBAA Member Services team on  
02 9310 2999 or email us at [support@cbaa.org.au](mailto:support@cbaa.org.au).

\*Answered by Kellie Riordan.

