



Podcast Kit Guide

Last updated: October 2021

Before we start

If you read this guide and decide to start a podcast I would love to hear from you at: hello@interpretingwine.com

If you're a wine region or producer looking for more effective ways to reach the wine trade register for an upcoming Wine Marketing Roundtable at:

www.interpretingwine.com/roundtable

This short guide will show you

- the podcasting set-up that took me from episode 1 to 399
- tips for getting best results
- approximate prices for purchasing on Amazon in the UK

This guide will not show you

- if podcasting is the right medium for you or your business.
- how to stay motivated when you start, as competition for podcast listening is intense
- how to love the sound of your own voice. Clue: you probably never will

1. Zoom video calling software

Current price: **FREE**

In order to manage the recording in two locations I would recommend having both you and your guest connect over Zoom, skype or your preferred video calling software or app.

As a bonus you can also video record the call between you and make this available as an extra piece of content.

2. Zoom h1n microphone

Price on Amazon (UK): £89

Pro-tip: For in-person recordings just pass the mic between you and edit out any delay or noise in post production

COVID-19 update. For the best quality when recording remotely record your side of the conversation with the Zoom H1 and ask your guests to record their side with their phone. You can then edit the two parts together in post-production.

3. Zoom h1n accessory kit

Price on Amazon (UK): £29 (Save £9 if you buy in a bundle with the recorder)

Pro-tip: You will need this to for the handle and also a nice case to carry your recorder in. Get a clear case so you can quickly check if you have everything you need before an interview.

4. Furry wind muff

Price on Amazon (UK): £9.69

Pro-tip: Use this indoors and outdoors. It will cut down the ambient noise and make your life a lot easier in post-production.

5. SanDisk Ultra 32 GB microSDHC Memory Card

Price on Amazon (UK): £6.45

Pro-tip: Do not buy more than a 32 GB card as these are not guaranteed to work with the Zoom h1. A 32 GB will record more than 24 hours on high quality WAV so it is more than enough.

6. AAA batteries (24 pack)

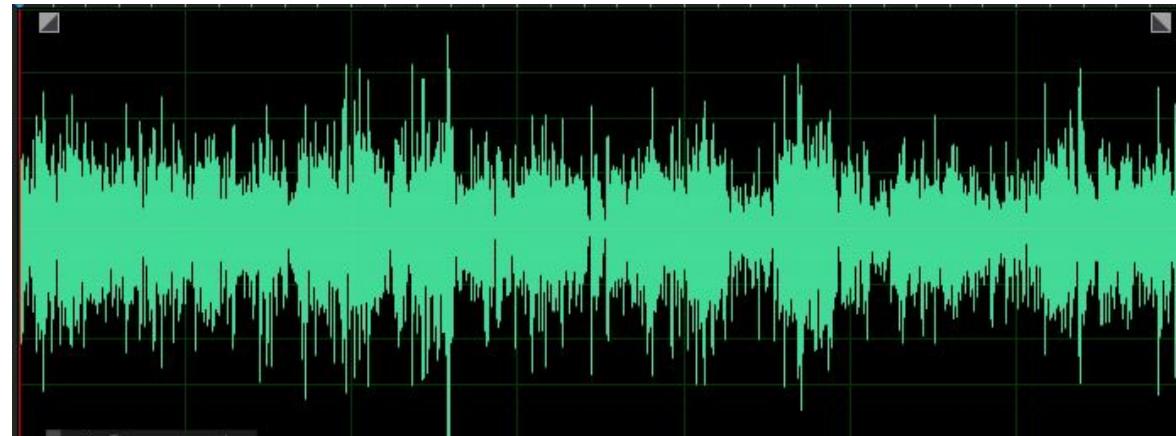
Price on Amazon (UK): £7.99

Pro-tip: Always take extra batteries. If in doubt change them before each interview. You can also run the Zoom h1 from a USB port if you ever run out of batteries.

7. Adobe Audition software

Price: Approx £15 per month

Pro-tip: Free audio editing software such as Audacity is available at <https://www.audacityteam.org/download/>



8. Libsyn podcast hosting

Price: **From USD7 per month**

Pro-tip: While there may be free or cheaper options available I like Libsyn for its integration with all popular audio streaming services and amazing customer service. Also some of the free hosting options will insert ads in your episodes.

My package: Libsyn Advanced 400 at **USD20 per month**

Final Pricing

Upfront: £134 Total (Zoom h1n mic with accessory pack, furry wind muff, 32 GB memory card and 24x AAA batteries)

Monthly: £20 (Audition editing software and Libsyn hosting). You can get this the monthly cost down if you use free software.

Learn more about my services

This is only a fraction of what I have learned while growing Interpreting Wine from scratch since 2017. Read these guides and let me know if you think I can help.

Winery marketing: www.interpretingwine.com/brochure

Podcast case study: www.interpretingwine.com/casestudy

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Thanks for reading!

Lawrence Francis, Programme Director