Turn Up the Volume: A Down and Dirty Guide to Podcasting

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Product Description

Turn Up the Volume equips journalism students, professionals, and others interested in producing audio content with the know-how necessary to launch a podcast for the first time. It addresses the unique challenges beginner podcasters face in producing professional level audio for online distribution. Beginners can learn how to handle the technical and conceptual challenges of launching, editing, and posting a podcast. This book exposes readers to various techniques and formats available in podcasting. It includes the voices of industry experts as they recount their experiences producing their own podcasts and podcast content. It also examines how data analytics can help grow an audience and provide strategies for marketing and monetization. Written accessibly, Turn Up the Volume gives you a clear and detailed path to launching your first podcast.