

How to guide: Create your own conservation podcast

Written by Jack Baker, Conservation Podcaster

Designing a podcast can be a daunting task - there's a lot you have to think about. So, I've produced the Conservation Changemakers' Podcast Series to help you on your way.

This companion guide will also walk you through all of the things you need to know about creating a podcast. We'll go through everything from coming up with a name to publishing your episodes and getting them heard.

I know that you probably want to jump right onto a microphone and start recording, but one of the best things to do is make a plan. By thinking about what you want your show to be, you are able to create something that is more powerful and targeted at the right audience.

Try working through the following questions to produce the very best plan.



Plan a podcast

What are you passionate about? Do you love a particular species, project, or ecosystem? What do you want to discuss?

Why do you want to communicate this story? Why should it be done online? Think about why you want to communicate this particular story online. If you can't think of a good answer for this question, why not explore other options. The Conservation Changemakers' Toolkit is filled with great ideas and suggestions.

What would you name your show? Your title should be eye-catching, but also communicate exactly what the listener should expect. Write some ideas down and see which ones you like best.

What would be the concept? What makes it unique? Think about your favourite podcasts, what makes them special? Do they interview people, play fun games, have a particular tone? Try and apply some of their ideas to your own.

What segments would you like to have? How are you going to break down your show. Will it just be thirty mins of you talking, or will you have quizzes, interviews or round table discussions?

How would you advertise your show? What social media platforms, mailing lists or community groups will you use to advertise your show?

What would the cover art look like? Take some time to look online for some ideas. You could even sketch some concepts yourself.

Podcasting setup and equipment resources

This section lists all of the equipment you will need to start a podcast, separated into paid and free/budget friendly options. Don't worry about spending lots of money right away, some of the best podcasts are made for free. As long as your content is interesting, people will listen.

Microphones

Paid options: Rode NT-USB, Blue Yeti
Free/Budget friendly: Use your phone or laptop

Recording software

Paid options: Riverside.fm, Zencastr, Squadcast
Free/Budget friendly: Teams or Zoom

Distribution software

Paid options: Buzzsprout
Free/Budget friendly: Spotify for podcasters

Audio Editing Software

Paid Option: Adobe Audition
Free/Budget Friendly: Audacity

Marketing/Branding

Canva (for creating visuals/content marketing)
Linktree (an easy way to share all of your information at once)

Practice interview questions

The best way to learn how to interview is by practicing. Why not find a friend and try interviewing one another. Or, try recording your answers and listening to them back, this way you can hear how you will sound on your podcast.

Imagine you're representing a conservation organisation/project. Try answering these questions in different ways. For example, you could try and answer as a short sound bite, a longer answer or in a way which encourages discussion.

Set questions

Could you introduce yourself?

Could you tell us a little bit about your project?

Why is your project important?

What inspired you to work in conservation?

Surprise questions

Ask a friend, a question that isn't listed above. You can choose one of these examples or come up with your own.

There are a lot of projects out there, why should people support yours?

What would you say to someone who doesn't care about wildlife to make them care about your work?

What would you say to local politicians to get their support for your project?

Jack Baker is an environmental educator, conservationist and host of Pangolin: The Conservation Podcast.

He has worked with organisations including The Royal Zoological Society of Scotland and Royal Botanic Garden Edinburgh on their education programmes, whilst independently producing workshops which empower young people to raise their voices and equip them with skills in podcasting, presenting and communications.

He has been recognised with awards from BIAZA and the North American Association for Environmental Education for this work. He was named the Blooloop as one of the Fifty Most Influential People in the World of Zoos and Aquariums.

