TAKE CONTROL OF
PODCASTING

Create Your Own Podcast on Mac • iPhone • iPad

by ANDY AFFLECK
$14.99

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Welcome to *Take Control of Podcasting*, version 1.0, published in September 2020 by alt concepts inc. This book was written by Andy J. Williams Affleck and edited by Geoff Duncan.

This book gives you all the information you need to begin your first podcast quickly and without spending much (if any) money by suggesting which software and hardware to buy for better results and teaching you how to use it. It covers macOS, iOS, and iPadOS.

If you want to share this ebook with a friend, we ask that you do so as you would with a physical book: “lend” it for a quick look, but ask your friend to buy a copy for careful reading or reference. Discounted classroom and user group copies are available.

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Updates and More

You can access extras related to this ebook on the web (use the link in Ebook Extras, near the end; it’s available only to purchasers). On the ebook’s Take Control Extras page, you can:

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If you bought this ebook from the Take Control website, it has been added to your account, where you can download it in other formats and access any future updates.
What’s New in This Title

The three major editions of *Take Control of Podcasting on the Mac* covered the Mac with a few side trips to discuss using the iPhone as a portable digital recorder. Because this edition adds the iPad and iPhone as full podcasting tools, this book has a new title. But if you have read the earlier versions, much of this will be familiar to you. Here is a quick rundown of what’s new:

- Updated the content to bring this book into the current era.
- Added additional coverage of using iPads and/or iPhones including advice on how to Pick a Platform for Podcasting, how to Record with Ferrite Recording Studio for iOS/iPadOS and how to Edit with Ferrite Recording Studio for iOS/iPadOS.
- Updated descriptions of My Home Studio Gear and My Mobile Podcasting Gear.
- Added a section on how to Choose Headphones.
- Added a section on Monetize Your Podcast.
- Added a section on why you should Establish a Production Schedule.
- Added instructions on how to Set Up a WordPress.com Blog for Podcasting.

Learn More and Discuss Podcasting

I’ve set up a new site called [takecontrolofpodcasting.com](http://takecontrolofpodcasting.com), which I intend to be an online community of practice for Mac, iPad, and/or iPhone podcasters to learn, share, and improve. Visit the site to go beyond what you learn in this book, share your experiences, and get further advice.

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Introduction

When I was 11, I was a DJ on WZKU out of Bronxville, New York. That is to say, I had a tape recorder and I created tape after tape of radio shows, skits, copies of music I recorded off the radio, and more. My next door neighbor, David, helped me out, too. It was a lot of fun creating those tapes, and I dearly wish they were still around today. Later, in college, I studied and composed electro-acoustic music in Dartmouth College’s Bregman Music & Audio Research Studio through multiple classes taught by the wonderful Jon Appleton. My interest in sound equipment, music composition, and having fun with audio tools has waxed and waned over the years, but never left me completely.

And then 2004 arrived. In August 2004, Adam Curry, a former MTV VJ, began producing a daily show from his home in the Netherlands in which he talked about topics that interested him and he played music he felt like sharing.

Others had produced “audio blogs” before, most notably Dave Winer, who created subscription and update standards first for text and later for attachments—including audio—without which podcasting couldn’t exist. But it wasn’t until Curry wrote some primitive software and Winer popularized it that something gelled, making podcasting a fad, then a trend, and now a part of tens of thousands of websites.

Today, as I write this, the world is largely in lockdown due to the pandemic and podcasting is undergoing a renaissance thanks to people being home needing hobbies and wanting to communicate with the outside world.

In its simplest form, a podcast is a downloadable audio file. It could be as simple as a song that a podcaster wanted to share, or it might be a full-blown audio show edited together in the style of a radio program. Most podcasts are free to listeners.

Subscription and automatic downloading capabilities make the podcast listening experience distinct from the experience of listening to
audio files linked from websites. Listeners typically retrieve individual podcast files, also known as episodes, using tools such as Apple’s Podcast App, Spotify, or any number of podcast apps on iOS, iPadOS, Android, and other platforms. A podcast file is usually in MP3 or AAC format, though some podcasts use other audio formats. The publishing side of podcasting is syndication; the retrieval side is subscription. Most podcasts can also be downloaded manually.

Podcasting combines elements of several disparate technologies—audio recording and editing, content syndication, and internet file transfers—into a single process that retrieves audio from a website onto listeners’ computers or mobile devices. One click or tap can often initiate the whole process.

**Note:** You can read about the history of podcasting in a TidBITS article I wrote called Podcasting: The People’s Radio.

Creating your own podcasts can be highly rewarding. Podcasts don’t need the professional veneer of a commercial radio broadcast. Just start recording. If your content is worthwhile, you’ll find an audience. You can always improve your format and production as you discover what works and what doesn’t.

**What’s in a Name?**
The name “podcast” came about only because Apple’s iPod was the most popular digital audio player on the market at the time. iPods still exist (in the form of the iPod touch) but you can use virtually any device on any platform to listen to podcasts.

Apple’s GarageBand app is a major player in this book. To keep pace with Apple, I’ve provided directions on creating podcasts using GarageBand 10.3.5 for Mac and GarageBand 2.3.8 for iOS/iPadOS. These versions of GarageBand run on macOS 10.13.6 High Sierra and up and iOS 13 and iPadOS 13 and up respectively. I also cover a variety of other tools useful for recording and producing podcasts on macOS, iOS, and iPadOS. See Choose Your Audio Software for the full list.
This book shows you how to plan, record, edit, encode, and publish a podcast. You can learn about these steps in any order, but I encourage beginners to read the material in sequence.

**Plan your podcast:**
- Understand the process; see the *Introduction* for an overview of what podcasting is, and then *Plan Your Podcast, Establish a Production Schedule*, and consider *Monetize Your Podcast*.
- Brush up on your vocabulary in *Learn Podcasting Terminology*.

**Record your podcast:**
- Make sure you have the hardware and software that fits your needs and budget; see *Set Up Your Studio*.
- Consult *Use Good Microphone Techniques* in order to avoid common mistakes.
- Find advice and procedures for how to *Record Your Podcast* on your Mac or on an iOS device.

**Edit and encode your podcast:**
- Learn basic audio editing techniques in *Edit Your Podcast*.
- Decide which encoding settings you want to use and encode your podcast for uploading; read *Encode and Tag Your Show*.

**Publish and promote your podcast:**
- *Understand Bandwidth Costs* so you don’t go broke if you become popular.
- *Set Up a WordPress.com Blog for Podcasting* to share your show with the world.
- Upload and host your show; see *Upload and Publish an Episode*.
- Syndicate your show; consult *Understand Syndication Formats and Promote Your Podcast*.

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Plan Your Podcast

Proper planning produces podcast prosperity.

Listen to Podcasts

They say that to become a writer, you need to read a lot. The same is true for being a podcaster. You need to listen a lot. Listen to as many podcasts as you can. Find podcasts about news, comedy, drama, politics, science, art, technology, and anything else you are interested in and given them all a good listen. Take notes if it would help. Find out what it is that you really like, and notice what doesn’t work for you. This is important: if you don’t like a certain style of podcasting or topic, then making your show in that style or on that topic, will not be enjoyable for you and your audience will know it. Love what you want to podcast about and the audience will pick up on your enthusiasm.

Decide What You Want to Say

Do you want to talk politics? Music? Cooking? Make an audio version of your blog? There’s no restriction for what a podcast should and should not be. Of course, you may find it harder to find an audience if you cover all these topics at once than if you focus on a narrower range and cover it well.

Finding listeners is simpler if your podcast can be summarized in a sentence. More people will sample your show if it fits in a category in a podcast directory—like that found in the iTunes Store—than if it ends up lumped in a catch-all list. Listeners aren’t likely to tune into your random thoughts unless the podcast is recommended, or those random thoughts happen to fall very neatly into the listeners’ areas of interest.

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You also need to decide if you want to do a show where you record everything carefully (re-recording when you mess something up) and then editing everything together, or if you want to do a live recording, possibly even a live-streamed recording where you have an online audience listening in.

**Should You Use Video?**

A picture may be worth a thousand words, but before you start building a film set in your basement, there are some things you should consider.

First, most video production is much more time- and resource-intensive than audio production. I have edited 4-minute-long videos for my community theater that took days, whereas I have edited hour-long podcasts in just hours. Similarly, today even modest devices have more than enough power to produce audio podcasts, but producing video often requires an order of magnitude more horsepower and storage.

Second, depending on your show, you may need a set (and lighting!), or at least a green screen. These can be expensive and take time to set up.

Third, you need to ask yourself if your show warrants video at all. Most conversations work just fine as audio. But showing how to use an app or how to make a macrame umbrella stand (sure, why not?) would require video. Just be sure video is worth the extra cost and time and there are real, tangible benefits to doing so.

---

**Monetize Your Podcast**

Aside from publishing this book, I have never made a cent off of podcasting. But I have seen a few ways other people have earned money from their podcasts. Here is a survey of some of the more-common ways to generate income from on podcasting:

- **Run Advertisements:** Many of the larger podcast networks ([Maximumfun.org](http://Maximumfun.org), Libsyn, Blubrry, or Spotify to name a few) have services that, if you meet certain requirements (usually how many
Set Up Your Studio

The format for your podcast determines the technical setup of your studio. Some people want to record while mobile. Most people podcast in front of a single computer with a single microphone and mix in sounds from other applications, such as Apple’s Music, Skype, and Zoom.

Pick a Platform for Podcasting

If you only have a Mac or an iPad or an iPhone, then your decision is pretty much made for you. But if you have more than one, then you have some choices to make.

But let’s get this out of the way up front: while it is possible to do an end-to-end production process (recording to publishing) on an iPad or iPhone, it is markedly easier on the Mac—especially for mixing and publishing. Even iPad advocates (myself included) have found that production on the iPad is still limited at times. While the Ferrite editor is wonderful to work with (especially if you have an Apple Pencil), the recording process is remains clunky. Jason Snell of Six Colors podcasts a great deal and recently posted about the limitations of the iPad in Toward an Easier iPad Podcast Workflow. It is well worth a read.

I find that I use my iPhone or iPad (depending on what is handy and where I am) for recording—much the same way journalists do with their own phones. Both devices are capable portable recording devices, and the audio quality of their built-in mics is surprisingly good. Both iPhones and iPads support separate USB microphones for even better audio quality.

I personally wait on editing until I return home to my Mac. I find it’s easier because it has all the tools I need, and I have the muscle memory for common actions. You may find you do just fine working fully end to end on an iPad or iPhone.
An issue I encounter on the iPad and iPhone is that you cannot always have a different input and output device like you can on the Mac. If you connect a USB microphone, by default iPhones and iPads use that microphone for both audio input and output; fortunately, GarageBand provides a way to split your inputs and outputs on either device. Further, on the iPad, you can monitor your recording by connecting wired headphones via the audio jack, but you can’t do the same on the iPhone as there is no audio jack. You can monitor iPhone recording with AirPods, but you’ll hear your voice with a disconcerting quarter-second (or longer!) delay. If you use an app like Voice Record Pro, you can use the onscreen volume meters to ensure your sound levels are good without having to worry about live monitoring your recording, but issues like these can be frustrating when working with the iPad and iPhone.

Tools evolve constantly: what’s important is that you find a workflow that works for you. If you can do your complete show on a portable iDevice, that’s great! I hope you’ll let me know what you did!

For myself, I plan to use my iPhone for on-the-fly recording when I am out and about and the Ferrite editor when I do not have my Mac handy. Otherwise, I will continue to do the majority of my work on my Mac for the foreseeable future.

Choose a Mic and Supporting Hardware

The only essential tools for podcasting are a computing device and a microphone. An audio interface might be a helpful addition: they’re designed to provide external inputs that aren’t built into your Mac or iOS device, like connectors used in analog audio. Some podcasters use an external mixer to control multiple sound inputs. Let’s start with the mic, and then Decide on an Audio Interface or Mixer.
Record Your Podcast

Ultimately, recording a podcast is about capturing audio. You may record your voice, include a song, interview somebody over Zoom or Skype, or play sound effects. No matter the source of the sound, it has to be captured and recorded by software on your computer.

In this chapter, I start with good microphone techniques and using audio plug-ins and effects, then walk you through several apps I recommend for audio capture: GarageBand for Mac and iOS, Audacity for Mac, Ferrite Recording Studio for iOS/iPadOS, Voice Record Pro for iOS/iPadOS, Audio Hijack for Mac, and Ecamm Call Recorder for Skype on the Mac.

Use Good Microphone Techniques

Before recording, let’s talk about a little physical reality: setting up and speaking into a microphone. There’s an art to using a mic, but these quick tips cover most of what you need to know:

• **Keep the mic away from your mouth:** Position the mic a few inches away and somewhat above or below your mouth so you do not breathe directly into it. This helps prevent plosives and sibilants (see Learn Podcasting Terminology).

• **Angle the mic:** If possible, point the microphone down toward your mouth from above to reduce plosives, nasal tones, and lip-smacking sounds.

• **Set the appropriate input levels:** Almost all recording apps offer input level monitoring directly in their interface so you can raise or lower the input signal to avoid clipping (see Learn Podcasting Terminology). Test your levels by starting a recording, then speaking normally. You want to fill most your app’s input indicator, but never all of it. Indicators in many apps will turn red if you’re too loud.
Interview People Successfully

Many podcasts include interviews. Regardless of your topic, you can almost always find people who can add value to your show by sharing their unique perspectives with your listeners. Good interviewing is an art. Consider the following tips:

• **Research:** There is nothing more painful than an interview where the host isn’t familiar with the guest or even with the subject matter. Take the time to research your guest and the topic that you will be discussing in as much detail as possible.

• **Prepare:** Carefully think about what you want to ask your guest, and write down questions beforehand. Check off the questions as you go through the interview.

• **Ask your guest for topics:** Before you begin an interview, ask if there are specific points or topics your guest wants to cover. Add these to your list of questions if they aren’t represented already. Also ask if your guest would prefer to avoid any subjects. If so, respect his or her wishes.

• **Consider getting a release:** You may want your guest sign a release so you are covered legally if something goes wrong down the road. This usually applies only to interviewing famous or controversial people, and you should consult a lawyer if you feel there’s any risk of a guest alleging libel, invasion of privacy, or even copyright infringement. Some podcasters obtain a simple, verbal form of release where they say something like, “I am now recording, but we have not yet started. When I say ‘we are live’ we will begin the interview. Is this okay?” and wait for their guest to say “yes.” Remember, a guest may not be famous (or infamous!) when you conduct your interview, but that could all change tomorrow.

• **Let your guest know if you plan to edit:** If you plan to edit your interview (and, generally, you will, for reasons I describe in this book), let your guest know before you begin. Tell your guest not to worry about stumbles or messed-up answers: it’s fine to just stop
Edit Your Podcast

Once you’ve recorded all the pieces of your podcast and moved them to your computer—if they weren’t there to begin with—you may want to edit them, either to sequence pieces together or to remove anything accidental, like stumbles in your (or your guests’) speech and other mistakes. You could decide not to edit, too, but editing is a great way to tighten and polish your podcast episodes with professional effects like fades, ducking, stingers/bumpers, sound effects, and more.

Edit with GarageBand

GarageBand provides great flexibility for mixing and modifying different tracks, including adding filters, equalizers, echo, and reverb. GarageBand mixes and processes effects on the fly as it plays back the audio, without altering the original, underlying audio data. You can also make permanent edits to remove gaps, speech stumbles, and other unwanted content, as well as cut, copy, and paste audio bits into other locations.

Add Audio

To include additional audio in a GarageBand project, simply drag in any audio file in MP3, AIFF, WAV, Apple Lossless, or AAC format. You can also drag in music, sound effects, and more from within GarageBand. GarageBand includes a large collection of fun (and cloying) sounds you can use to spice up a podcast. You can drag sound effects or audio files into existing compatible audio tracks, or have GarageBand make a new, unique track for your additional audio as you drag it in.

Drag each audio file from the Finder or GarageBand’s Media Browser into the GarageBand timeline. Unless you drop the file into a compatible audio track, GarageBand puts each dragged-in sound in a separate track at the point in the timeline where you dropped it. As you drag in...
a file, a vertical line appears showing the audio’s start position. You can move the audio left or right as you drag it to get it close to where you want it.

In Figure 51, I have an episode of the podcast I did for Swamp Meadow Community Theatre in Foster, Rhode Island.

![Figure 51](image-url)

**Figure 51:** Example podcast tracks in GarageBand. The numbers in the image correspond to the items in the list below.

The podcast is spread over 5 audio tracks in 12 basic chunks. The tracks are listed vertically, and time is expressed horizontally. The numbers correspond to Figure 51, above:

1. Intro music recorded by some members of the theater community.
2. My introduction, recorded in my home studio in another app and imported into GarageBand.
3. A stinger sound effect of a phone being rapidly dialed to segue into the interview. This sound effect comes with GarageBand.
4. My audio track from the interview I did with Tyler, one of our directors and actors. The different blocks indicate where I cut out something I felt wasn’t needed. I recorded this track using Audio Hijack while on a Zoom call.
Encode and Tag Your Show

Now that your podcast show is recorded, editing, and mixed, you need to encode it and add identification tags before releasing it onto the open internet. *Encoding* means selecting an audio format and compressing your show so it downloads faster and consumes less of your listeners’ storage space. Adding tags (like titles, episode numbers and guest lists) helps listeners manage your podcast in their audio software and on their devices.

**Encode Your Podcast**

Before you start encoding, determine what file format to use for your podcast and what settings are most appropriate for your show.

**Pick an Audio Encoding Format**

Always record directly to AIFF (even when recording outside of GarageBand) and edit using those AIFF files. Then, encode to either MP3 or AAC (also called M4A). Here’s why:

- Encoding to a compressed format requires a lot of processing power. Making your computer encode on the fly while you try to manage audio from multiple sources (and apply effects like compression or reverb) may overpower it. Some of your audio could be lost or corrupted if your computer can’t keep up.

- You can encode, but you can’t decode. Once your audio is in a compressed format, you can’t un-do that encoding to return to your original master recording. I prefer to have full-range, uncompressed masters of my shows, and to experiment with encoding options using only the uncompressed master. It can be hard to know what will work best *before* you record and edit your show. If one episode is mostly talk, I might encode it in a manner that preserves clear speech but saves space so that the episode downloads faster. If an episode has a lot of music, I might encode it differently to preserve...
stereo mixes and sound quality at the expense of it taking more space and having a longer download time.

Once upon a time, MP3 was the dominant format for online audio files. Years ago, Apple introduced support for AAC in iTunes, and the iTunes Store uses the format exclusively. (AAC is a subset of the MPEG4 standard, not, as is sometimes assumed, something Apple invented.) Since then, AAC support has become nearly ubiquitous. However, there are still a few holdouts (notably Spotify) and older media players may not support AAC. My advice is to stick to MP3 unless you are certain that AAC won’t be an issue for your intended audience or you don’t care whether your podcast is available through Spotify.

Adding Chapters
Some apps (listed below) allow you to add chapters to MP3 or AAC format files. When played on devices that support it, these chapters provide a way to skip around inside a podcast to get straight to the content you want.

Apple called this Enhanced Podcasts. Enhanced Podcasts could have chapters, embedded graphics, and embedded links. iTunes and iPods supported them, but few others apps or devices did. Some people still produce Enhanced Podcasts, and they’re especially nice for long podcasts because users can skip around chapter by chapter.

You don’t see much support for this these days and I do not see much point in adding chapters any longer. However, if you feel your podcast would benefit from it, a few tools are available to you:

- **Fission**: Rogue Amoeba’s Fission ($32) is a simple audio editor for macOS that supports enhanced podcast creation.
- **Auphonic**: The free Auphonic website provides sound editing and mixing as well as the capability to add chapters to your podcast.
- **Ferrite Recording Studio**: Wooji Juice’s Ferrite for iOS/iPadOS (Free, $29 in-app purchase for pro features) provides recording, sound editing, mixing, as well as the capability to add chapters to your podcast.
- **Forecast**: Forecast is a free, simple macOS tool for adding chapters to an MP3 file. Forecast is still in beta, but a number of podcasters have been making regular use of it for years.
Host Your Podcast

Podcasters generally host their shows on their own websites or blogs. Episodes might be a part of a larger blog where some entries are articles and others are recordings, or they may be on a blog all about the podcast that only contains recordings. There are many options for hosting your podcast’s blog, but let’s lay some groundwork first.

Understand Bandwidth Costs

Moving bits costs money. The site or service that hosts your podcasts pays money per megabyte, gigabyte, or terabyte per month (or by their peak bits per second) for pushing data out from their network. Most hosting companies pass that cost along to their customers—meaning you—in some way. Before you upload your show and get it out there, be aware of your hosting company’s policies toward bandwidth.

If your show were to become popular—with lots of listeners downloading episodes—you could find yourself on the losing end of one of the great contradictions of the internet: the more popular you are, the more money it costs you.

For example, when I wrote an article for TidBITS about podcasting way back in 2005, Podcasting: The People’s Radio, I hosted a podcast to go with it featuring an interview with Dave Winer (creator of the RSS standard that enables automatic subscriptions to online content like podcasts). Before that article, each episode of my podcast racked up a modest 300 downloads. At about 10 MB per episode, those downloads totaled around 3 GB of traffic from my website. My provider included 30 GB per month of bandwidth allowance as part of my recurring service fee, so I never needed to pay more than my recurring fee, though if I did, I would be paying $5 per gigabyte.

When the TidBITS article was published, I moved over 25 GB in just a few days. If the article had been any more popular, it could have cost...
me a great deal of money. Instead of my usual $30 per month, I could have been paying double, triple, or even more for that one month.

These days, most providers have much higher allowances, or charge only by how much data you host with them—and the rates are modest. (Some even offer unlimited bandwidth, although some have curious definitions of “unlimited.”) However, if your provider’s policies are restrictive, you should shop around. There’s no reason you can’t keep your site with your current provider, but put the audio files somewhere else.

## Choose a Hosting Service

There are many options for hosting a blog for podcasting. Here are just a few of the more common ones:

- **Wordpress.com**: [Disclaimer: I work for Automattic, the company that owns WordPress.com. But I don’t love WordPress because I work there. I work there because I love WordPress.] You can create a site and host your show’s website for free. The audio files would need to be hosted elsewhere in the free plan, but a $48 per year paid plan can handle them and has no bandwidth limits, and lets you register a new domain (free for the first year). WordPress.com handles virtually every aspect of managing a blog and a podcast, including an RSS feed.

- **Squarespace.com**: Squarespace is a website hosting service similar to WordPress.com. There is a limit of 160MB per audio file uploaded (that would be a very long podcast so most people will not have a problem). Pricing starts at $12 per month ($9 per month if billed annually, or $108 per year).

- **LibSyn** and **Blubrry**: These services are designed for podcast hosting and provide a basic blog and create the proper RSS feeds. Most people appear to prefer hosting their blog elsewhere using Libsyn as the audio delivery service. These services are not free. LibSyn starts at $5 per month and BluBrry at $12. Pay special attention to the terms you agree to when hosting with these services. The may be
Publish and Promote Your Podcast

Now that your show is ready for the public, you can make it available and let people know about it.

Upload and Publish an Episode

If you are using WordPress.com, you can use the instructions on creating a new podcast post in Set Up a WordPress.com Blog for Podcasting, earlier. If not, then the general instructions for uploading and posting an episode of your show is:

1. Upload the file to the site where you plan to host the media (which may be different than the one hosting your blog or website) using the web interface provided by that service. (Some hosting plans also let you upload via secure FTP.)

2. Create a new blog entry or web page with your show notes and anything else you want to say. Link to the podcast file in the entry. Show notes provide an episode synopsis, and they should include the size of the file and the duration of the podcast. For example:

   "Number 7: Interview with Jim Van Verth of The Vintage Gamer (http://thevintagegamer.net/) about microphones, mixers, portable rigs, and more! Details: AAC, 28:23, 19.7 MB"

3. When you post the entry to a blog, the system should create an RSS entry. If the platform supports podcasts, it adds the required enclosure tag to your feed so subscribers can get the audio file. If you are using FeedBurner, it creates the enclosure tag for your podcast’s audio file in its own feed.

After this, it’s up to you to tell the world about your episode!

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Add Your Podcast to the iTunes Store

When you first establish your podcast, you should get it listed in the major podcast directories. First and foremost, you want to list it in Apple’s iTunes Store. The iTunes Store has an excellent podcast directory, which you access through the Podcasts app in macOS, iOS, and iPadOS.

Follow these steps to get your podcast listed:

1. Visit iTunes Connect and sign in using your Apple ID.

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![Figure 106: My iTunes Connect Dashboard shows my Swamp Meadow Community Theatre Podcast.](image-url)
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Andy J. Williams Affleck (the Affleck part was stolen from his wife) has been using Macs since 1984 and has always been obsessed with any new medium that improves communication. At first it was mainframe-based chat systems (Dartmouth College’s XYZ for anyone who would remember that), then email, instant messaging, and newsletters, then finally the web. He built Dartmouth College’s first website in 1993, put together the original website for the sitcom *Friends*, and started a virtual community that celebrated its 25th birthday in early 2020.

He has a master’s degree from the Harvard Graduate School of Education in Technology in Education, specifically online networks for teaching and learning. When he’s not figuring out new ways for people to communicate online, he works at Automattic, Inc. (the company behind WordPress.com). He blogs about random stuff at [AndyAffleck.com](http://AndyAffleck.com) and is restarting his old [Podcrumbs](http://Podcrumbs) podcast. He’s also the Executive Director of [Swamp Meadow Community Theatre](http://SwampMeadowCommunityTheatre) as well as an actor, director, and sound-guy. He lives in Rhode Island with his wife, daughter, two cats, one dog, and a lot of LEGOs.
Acknowledgements

Thanks, as always, to my wife and daughter for understanding why I had to vanish for long hours to write and demand quiet in the house while I tested audio equipment and recorded podcasts.

Special thanks to Chuck Joiner, Kirk McElhearn, Louis Trapani, and Jason Snell, for agreeing to be profiled in this ebook.

Shameless Plug

If you are ever in driving distance of Foster, Rhode Island, check out Swamp Meadow Community Theatre. They’re a seriously talented group!

About the Publisher

alt concepts inc., publisher of Take Control Books, is operated by Joe Kissell and Morgen Jahnke, who acquired the ebook series from TidBITS Publishing Inc.’s owners, Adam and Tonya Engst, in 2017. Joe brings his decades of experience as author of more than 60 books on tech topics (including many popular Take Control titles) to his role as Publisher. Morgen’s professional background is in development work for nonprofit organizations, and she employs those skills as Director of Marketing and Publicity. Joe and Morgen live in San Diego with their two children and their cat.

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