



Podcast Master: Your Short Guide to Broadcasting Online

Ben Green

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The essential guide to podcasting from an industry-leading broadcaster.

A senior multimedia producer at the Guardian, Ben Green has been podcasting for over a decade. He has been responsible for several top podcasts, including Football Weekly, the UK's number one sports podcast.

In *Podcast Master*, he provides a one-stop insider's guide to everything you need to know about hosting, editing and producing online shows. It is packed with recommendations to help you get the right software and gear, advice on sponsorship and advertising, and tips on everything from platform selection to promotional artwork design.

Podcasting is now well-established as part of the cultural conversation, and Green's enthusiasm for the medium's breadth and depth is infectious. With wit and verve, he takes us through the history of podcasting, shares his recommendations for the podcasts you should be listening to, and reveals proven techniques for reaching and building your audience.

Whether you're a student broadcasting from your bedroom, or a brand looking to maximise your profile, this authoritative, easy to follow and cutting-edge guide will give you the tools you need to start up a podcast from scratch, or make your current one more successful.

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