

## How To...

# Create a Podcast for BESS



1. Download Audacity (free audio software) onto a suitable laptop. Try this link - <https://sourceforge.net/projects/audacity/>
2. Get yourself a USB microphone with a stand from Amazon, if you don't already have one (or borrow one from another construction business – in the spirit of the collaboration we're all striving to achieve)
3. Identify the person/people you think are best suited. They should be opinionated and confident, but not blunt or domineering
4. Pitch the topic to them - all our podcasts are under the broad heading of "Opportunities for Innovation", but underneath that you can discuss any area of construction, or your discipline, or technology tools, that you think is ripe for innovation
5. Make sure they come to the recording prepared (with notes etc)
6. Record somewhere reasonable free of background noise as we can't edit that out when they're talking
7. If they need to cough/fidget/open a window etc, just make sure they're not talking at the same time, then we can edit it out
8. Get them talking! 30 minutes maximum, but can easily be shorter
9. Contact us when you've got the recording and we'll send a file transfer link, as they're usually MASSIVE files!
10. We'll trim it, and top and tail with the same BESS info that's on them all, edit out any major background noise but nothing else, and upload to iTunes
11. Fame and fortune beckons! Or possibly not... but certainly comments and questions from students



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