

CANADIAN PODCASTER ONLINE MAGAZINE

CANADIANPODCASTER.COM

AUGUST 2025



THE ONLINE MAGAZINE FOR
CANADA'S INDIE PODCASTERS

M I C D R O P M O M E N T S

**Do what you
can,
with what
you've got,
where you are**

SQUIRE BILL WIDENER OF
WIDENER'S VALLEY, VIRGINIA





Stop worrying about complicated technology and start telling your story

Focus on
what you do
best while
we take care
of the rest.



POPUPPODCASTING.CA



**Bravely going where others already are
and, have been, for some time!**

**Substack, there I said it - Substack. Are
you there yet? I would love to know! I
have been dragging my feet in that
direction (slowly) and I am now on
Substack and I am trying to find my way.
Why would a podcaster find their way to
Substack - primarily a writer's first platform
when I am an audio first creator?**

Opportunity and Community



Dave



Why start a community on Substack?

Capture the Conversation via email!

Building community and connection with your podcast listener and viewership is pretty important as a podcaster. Having somewhere to send people that fall in love with your content is great when they are longing for more!

For a simple way to collect emails from listeners I propose getting on Substack - yes, even if you are not a writer (currently) - curating a robust email list is a wise decision for my fellow podcasters.

Start now, start small and grab those email connections, store those connections for now, you will need them later



You Own Your Audience

Substack allows you to connect with your listener via their email addresses.

This means you can contact them directly every time you have a new episode, instead of hoping they see your updates on social media.

Think of ways that you can provide value added content that goes deeper or enhances what you do on your podcast, your thoughts or reflections on a guest interview, take aways and practical next steps and more behind the scenes content that the listener only interaction does not include



Easy Ways to Make Money

Substack has built-in tools for paid subscriptions or donations.

Fans can easily support your podcast or get bonus content, all in one place.

You don't need a huge listener audience to make money with your show if that is your goal! Talking directly to your email subscribers cuts out irrelevant commercial sponsors, you can share valuable tools, resources, and bonus information to your diehard supporters behind a paywall

This is your audience, not your sponsor's target



Helps New Listeners Find You

Substack is one more place where you can be recommended and found!

Substack has its own network where people can discover your podcast, read your posts, or listen to your episodes.

Your content gets seen by more people than just those already subscribed.

If you provide value on Substack you will grow - avoid "new episode out - listen here!" posts and provide a conversation with your audience. Don't post and ghost on Substack - stick around and interact with your community for better results.



All Your Content in One Spot

Substack is vibrant and robust!

Everything is easy to organize, and you don't need to mess with a bunch of different websites or tools.

You can share podcasts, blog posts, videos, and extras on Substack.

Even though Substack isn't primarily an email newsletter first tool, Substack is worth a look as a podcaster and content creator.

If you have nothing in place currently to engage with your audience post-release of your podcast, look at Substack





Substack helps you keep in touch with your audience, make money, get discovered, and share all your content easily.

Have I convinced you yet? Please connect with me on my Substack, I have a few people that I would love to introduce you to on Substack, hope to see you there!

SUBSCRIBE



 substack



Keep podcasting, eh!

Dave

CAN YOUR LISTENERS SUPPORT YOU?

MAKE IT EASY FOR
YOUR LISTENERS TO
GIVE BACK TO YOUR
SHOW!

A BUY ME A COFFEE
ACCOUNT ALLOWS
LISTENERS TO
ENGAGE AND
SUPPORT YOUR
SHOW



Buy me a coffee



SUBSCRIBE, FOLLOW AND SHARE
CANADIAN PODCASTER SPOTLIGHT



IMPARIAMO L'ITALIANO

PIANO PIANO

UN IMPEGNO QUOTIDIANO 🇮🇹

LISTEN



WE LEARN ITALIAN STEP BY STEP

Impariamo l'italiano piano piano is a story-based podcast designed for B1 to B2 Italian language learners who want to immerse themselves in engaging narratives while strengthening their grammar and vocabulary

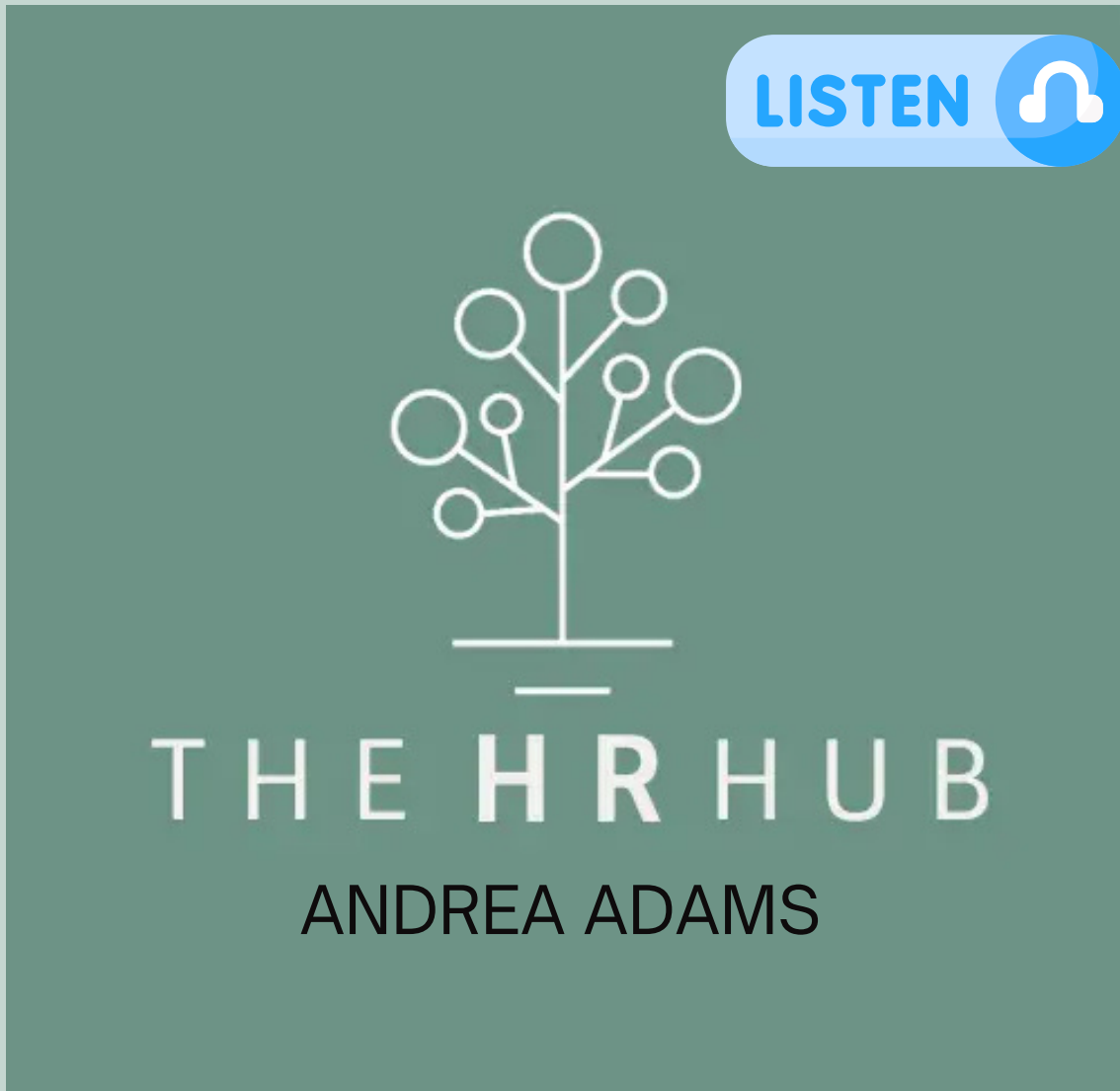


CANADIAN PODCASTER

[CANADIANPODCASTER.COM](https://canadianpodcaster.com)

SUBSCRIBE, FOLLOW AND SHARE

CANADIAN PODCASTER SPOTLIGHT



THE HR HUB

With the help of my expert HR guests, I aim to help you learn about all facets of Human Resource Management so when ‘that’ situation arises you have some knowledge and even skill to draw on.



CANADIAN PODCASTER

CANADIANPODCASTER.COM

SUBSCRIBE, FOLLOW AND SHARE

CANADIAN PODCASTER SPOTLIGHT



THREE KITCHENS PODCAST

Tired of cooking the same old things? Same! So, let's get inspired for our next cooking adventure. Whether you enjoy cooking or just like good food, join us every Tuesday as we share recipes and ideas for making food in our own home kitchens.



SUBSCRIBE, FOLLOW AND SHARE

CANADIAN PODCASTER SPOTLIGHT



SHOW, DON'T TELL WRITING

In this weekly show, I'll bring you writing techniques, best practices, motivation, inspirational stories from real live authors out there making it in the world, and actionable advice that can help you turn that book you're writing into the bestseller you know deep down that it can be.



CANADIAN PODCASTER

CANADIANPODCASTER.COM

SUBSCRIBE, FOLLOW AND SHARE

CANADIAN PODCASTER SPOTLIGHT



AUDIO BRANDING

Keeping a consistent sound in how you present your company really is the “hidden gem” of marketing. But audio or sonic branding influences us in many different ways and in many different places within our lives.

Education is key!



BOOKMARKED

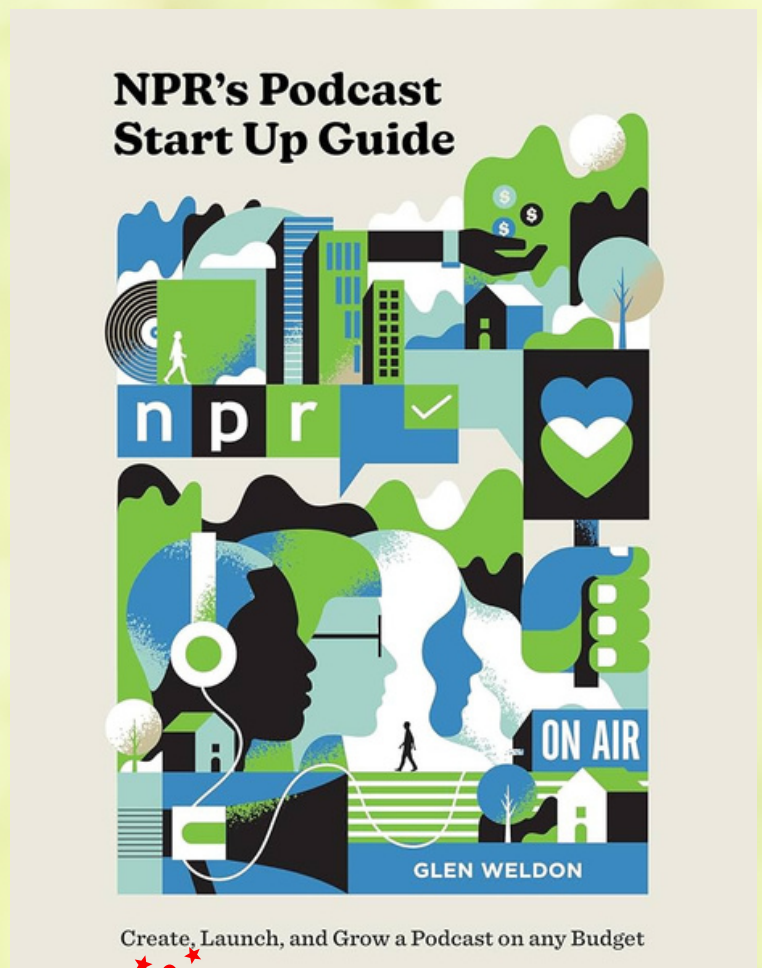
PODCASTER LIBRARY

NPR's Podcast Start Up Guide: Create, Launch, and Grow a Podcast on Any Budget

**“A great book for beginners and pros those ones who want to express themselves in an audio format.
Excellent for beginners and pros. Great sense of humour.”**



Glen Weldon





SpeakPipe.com

**Hear from your
listeners - set up
a feedback
funnel with
SpeakPipe!**



Speak now



Recording: 00:16

Max recording duration: 5 minutes

Stop

Reset



PODSUMMIT 2025



“building this
community,
one story at a
time, and
invite you to
be a part of it.”

Calgary

CANADA'S PODCAST EVENT

where together we are building and amplifying the Canadian podcast community by uniting creators, storytellers, and experts shaping podcasting.

This is the intersection of the art of podcasting and the spirit of innovation - where voices unite to push boundaries and ignite ideas. Step into a space built for discovery and collaboration, where each conversation and connection becomes part of the story.

**SEPTEMBER 19TH - 20TH, 2025
CALGARY, ALBERTA, CANADA**

CANADIANPODCASTER.COM

PODSUMMIT.COM



THE HOW TO PODCAST SERIES



JOIN THE
CONVERSATION
AND THE
COMMUNITY
OF PODCASTERS

**DON'T
PODCAST
ALONE**

How**To**Podcast.ca



Meetup.com/How-To-Podcast-Community

AUGUST 18-21, 2025

Dallas, TX

PODCAST MOVEMENT

DALLAS, TX 2025



PODCAST MOVEMENT SITE

The Future Of Podcasting, Today.

Podcast Movement is the world's premier platform for podcast creators, industry leaders, and media innovators.

From the industry's most important events, to the best education and resources, this is where you stay ahead of trends, forge valuable connections, and unlock new podcast possibilities.

Join the movement that's shaping the present, and the future, of podcasting.

TAKE US WITH YOU!



**CANADIAN
PODCASTER**

Magazine

**CLICK
HERE**

OUR COMPANION PODCAST

**HAVE A
STORY IDEA
FOR
SEPTEMBER?**

**SUBMIT
YOUR TOPIC,
STORY IDEA
OR ARTICLE
TODAY**



CANADIANPODCASTER.COM