



## Best Podcasting Tool Recommendations for 2022

### Microphone

Sound quality is the backbone of podcasting, says Charley, even more important than video. Here are his picks for best podcasting mics:

Best for audio on the high end:  
RØDECaster Pro - James has this, too  
RØDE PodMic

Best USB microphone: Shure MV7

### Camera

Video podcasting is becoming the way to go. To get quality image, Charley recommends the following:

Best USB option:  
Elgato Facecam

Best camera overall:  
Sony a6400 - Both Charley and James use this

Recommended lens: Sigma f1.4

### Lighting

To get the most pleasing and flattering lighting, says Charley, you definitely want to use a light with a softbox. He uses these brands:

Godox (SL-60 or ML60)  
Aputure

### Sound insulation

Microphone selection or type makes a big difference here. If you're using a condenser mic, Charley says, your space may need a lot of treatment, sound panels and the like. The Yeti, for instance, will sound like an echo box without the right environment. A dynamic microphone allows you to get away with a lot more.

Charley, personally, uses cloth-covered fiberglass panels. In a pinch, though, he says a clothes horse draped with towels can outperform many other options. A lot of the cheap panels you can get off eBay or Amazon don't actually work.



## Recording platform

Both James and Charley use Zoom for their podcast recordings. While not the most high-quality solution, it's reliable.

A contender is Riverside.fm, which, quality-wise, is four times that of Zoom. On bad days, however, there's lag and upload issues. Charley has actually lost recordings using the platform. So until their reliability improves, he sticks with Zoom.

## Hosting solution

James uses Amazon S3, and has for years. It's very affordable, and rarely if ever goes down.

Charley has two favorites:

Omni (stellar support)  
Libsyn (super reliable)

He does propose a third option, YouTube. A great many people use YouTube as their podcast player, so it's about time to take it seriously as well as a podcast host.

## Research

Charley is a big fan of two platforms, which really help him understand what content is doing well in a niche:

Topic Mojo  
TubeBuddy

## Editing

This is a polarizing question, with different camps backing different solutions. Charley's team are big fans of Adobe.

There's another tool out, Frame.io, that allows leaving comments and notes in review, very useful for working with an editor on changes and such.

## Some underrated tools

You may not have heard of these, but Charley uses and highly recommends them:

Dynamic podcast ads - This lets you record an ad and have it appear on your entire back catalog, without having to burn it into each episode.

10XPRO - Charley's team is using this to collect emails and opt-ins from their show. It goes well with dynamic ads, getting people onto your list and potentially buying.

Want your podcast production handled by pros? Look up Charley and his team at <https://valhermedia.com>