



# WEBINAR: HOW TO START A PODCAST 101

NOVEMBER 18, 2021

6:00-7:30 pm ET

## REGISTRATION FEE

- Students \$15
- Members \$20
- Non-members \$30

## CONTINUING EDUCATION

American Translators Association

1.5 CE points

# HOW TO START A PODCAST 101

PRESENTED BY AARON CALAFATO

The rising popularity of podcasts isn't surprising. Anyone with a phone, computer or tablet can listen to one. They've become a perfect fit in an everchanging technological landscape and are now becoming even more of an effective communication tool as we adjust to the "new normal" of remote work.

In this session, Aaron Calafato will explain everything you need to know about the world of podcasting and how to build, launch and sustain your own podcast. You will also learn how podcasting can be an effective form of content marketing & brand awareness and how it can differentiate you from your competition, whether you are a freelancer, a business owner, or a marketing manager.

[Language neutral]



## AARON CALAFATO

Aaron Calafato is a storyteller, story strategist, and podcast producer. Calafato's storytelling style has been compared to that of monologist Spalding Gray and radio legend Jean Shepard. Aaron has received national attention for his storytelling work and is a recipient of a 2012 Emerging Artist Grant from The Puffin Foundation. He studied Acting at HB studio and the Michael Howard Studio in NYC and has performed on radio, stage, screen and television in New York and throughout the United States. He is the host of the Top 1% Ranked Podcast [7 Minute Stories](#), which was featured nationally on the NPR hit show Snap Judgement in 2019. In May of 2021, Aaron was invited to be a collaborative podcast producer at Lemonpie. In June of 2021, he started his own consulting firm.



# REGISTER HERE!

(Registration deadline: November 17, 2021)

Questions? Contact us at [notatranslators@gmail.com](mailto:notatranslators@gmail.com)

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