

Media Services
Introduction to

Podcasting



Introduction to Podcasting

This booklet is intended as an introduction to podcasting with a basic overview and a guided example of creating a podcast using free online software.

What is a podcast?

A podcast is a digital audio available online for downloading. Podcasts are on demand, have multiple podcast distribution points (iTunes, SoundCloud, Podbean) and listeners can subscribe.

Benefits of podcasts in learning

Podcasts are another tool to enhance learning. Having the digital audio file allows you to listen when it's not possible to read, take notes and also breaks down a dense topic or subject into more manageable pieces.

Other benefits of podcasting include sharpening your writing and presenting skills, developing technical skills and knowledge of digital literacy.



Some things to consider when creating a podcast include:

- The theme – what is the overall theme of your podcast?
- Episode length – How long do you want each podcast to be?
- The format – Will it be one person talking? Co-presenters?
- Script – will you stick to a script or be more flexible?
- Schedule – what time will you be releasing podcasts? Weekly? Monthly?

Recording & Equipment

An important aspect for creating your podcast is the equipment and software you will be using. Top of the range equipment is not necessary, but using good good quality equipment will improve the quality of your overall work. An essential part of this will be the microphone.

A USB microphone will connect directly into your computer and interface with your recording software, which will offer superior sound and greater flexibility than a computer's built-in microphone.

If you cannot use a computer or laptop where you are - for example, recording an interview - a digital voice recorder will work well. This can be saved to your computer which can be edited later.

A good pair of headphones will also be of use while editing or recording and allows you to hear yourself or the person you are recording without other interfering sound.

Recording Software

Here are a couple of recommended software for editing podcasts.

Audacity - www.audacityteam.org/download

An open-source editing and recording program that's compatible with most operating systems and works well for beginners. You will



Types of USB Microphones

1. Go Mic Portable USB Condenser Microphone is a compact USB microphone that clips directly to your laptop.
2. C01U Pro USB Studio Condenser Microphone builds off the legacy of its revolutionary predecessor, the C01U. Now with a headphone output for zero-latency monitoring and an improved signal-to-noise ratio.
3. Meteor Mic USB Studio Condenser Microphone is the universal solution for recording at home or on the road. Perfect for your desktop studio, Meteor Mic gives you the classic sound quality of a large diaphragm studio condenser mic in a small portable design.
4. Q2U XLR/USB Dynamic Microphone offers the convenience of digital and analogue audio capture in one dynamic microphone.
5. G-Track Pro USB Studio Microphone with Audio Interface is a complete recording solution that features a multi-pattern USB condenser microphone, audio interface and mixer all in one.

be able to record live audio directly into the application, or import a variety of different audio files, including MP3 and WAV.

Acoustica Basic Edition - acondigital.com/products/acoustica-audio-editor

Another free option, one that provides audio recording and editing within a well-designed interface. However, you will have to pay extra for multi-track editing and other advanced items.

Recording

Preparation is the key as there is a lot to consider both technically and from creative standpoints. Some things you will need to consider include ambient noise levels, if the place you are recording echoes, time and place of recording, interruptions or mistakes. As a beginner you don't need to worry too much about creating the perfect show.

Editing

Post-production editing is essential to nearly every podcast. Masterful editing takes time to learn, but for basics you will want to ensure your vocal levels are roughly the same for each speaker and work on tightening dead space between phrases. If you have other audio components, such as miscellaneous sound effects and background music, make sure those levels are low enough that you can still hear the speakers.

Work to trim your file to a specified length, or adjust the bit rate and other audio facets for your desired medium.

Uploading

Host your audio file somewhere online, prior to linking to the file from elsewhere.

There are numerous ways to go about hosting your podcast, though some are better than others. Websites like WordPress and Blogger provide a free and simple means for hosting audio files, but they're limited in terms of flexibility and exhibit a general lack of control.

HostGator, though more complicated, offers more advanced features and a domain at a relatively low price point. However, if you do go with WordPress, the site will automatically add the RSS2 enclosure

when you add a link to your audio file, which makes it possible to use as a podcast. Uploading your audio file will make the necessary RSS2 enclosure tag and can generate your XML feed.

Below are some recommended podcast platforms that range in price from free.

- SoundCloud <https://soundcloud.com>
- Podomatic <https://www.podomatic.com>
- Whooshkaa <https://www.whooshkaa.com>
- Podcasts.com <http://www.podcasts.com>
- Podbean <https://www.podbean.com>