



# Tech Talk: Podcasts

Ann Stovall, 2/25/2016



# What is a Podcast?

- **An audio file on the Internet**
- **Accessed on a personal computer or portable media player**
- **Subscribe to a feed of a producer's audio content and receive automatic downloads of new content as it is made available online. Subscribe by using a Podcaster.**
  - **Listeners can sync content to their player and take it with them to listen whenever they want to**
- **Produced in a series**

# Listening to Podcasts

- **Podcast Apps: Podcasts for iPad/iPhone**



- **& Podcast Addict for Android**



- **Online- <http://www.npr.org/podcasts/>**

- **Over 300,000 Podcasts as of 2015**

- **<http://podcastone.com/podcastcharts> - 200 of the most popular podcasts, Has an App**

# So You Want to Podcast?

- **Equipment: USB Microphone, Computer, Pop filter** ( A device placed between the microphone and the speaker to prevent the amplification and recording of unintended phonetic sounds)
- **Software for Editing: GarageBand-MAC; Audacity-Windows PC-** ( When using Audacity, download and install the LAME .mp3 Encoder. The LAME Encoder is a simple plug-in software that converts Audacity project files (.aup) into the .mp3 format generally used for podcasting. )
- **Podcast Host- Publish Your Podcast** ( <http://www.podcastmotor.com/podcast-hosting-2015/>-2015 Reviews)
- **Create a Subscription Feed-RSS** ( Allows people to subscribe to your podcast)
- **Make Your Goal**
- **Promote**

# Equipment at the Library

- **USB Yeti Mic**
- **Pop Filter**
- **Macbook with Garageband**
- **Laptop with Audacity**
- **Headphones**



# Production Tips

- Podcast telephone Interviews are a way of making podcasts dynamic. Using Skype to place the call over the internet and using Skype Recorder for Windows or Call Recorder for Mac OS to capture the audio conversation.
- Copyrighted music should be cleared by the rights holder prior to inclusion in the podcast.
- A script is not necessarily required, but an outline can make a much smoother, efficient recording session.
- Volume levels should be kept as consistent as possible. If the final volume levels are set too high, it could be painful to listen to, and if they are set too low, it will be hard to hear the content.
- If more than one person is speaking through the course of the podcast, make sure the placement of the microphone is such that it will pick up all voices equally.
- Doing a short test recording before each session can help to ensure proper recording levels.
- The “bit rate” for the final recording is a measurement of how much data is processed for each second of playback. The higher the bit rate is, the bigger the file will be. For recordings that heavily feature music, the generally accepted minimum bit rate is 192 kb/s, and for spoken word recordings with minimal music, bit rates of 32 kb/s or 64 kb/s are acceptable.

# RSS Feeds & Promotion

## Subscription Feed:

- An RSS feed is a formatted webpage that allows news-readers and podcast applications to subscribe for syndicated content.
- Any time you publish a new episode, the feed is updated and subscribers receive the new content through their podcatchers.
- Learn how to create a subscription feed:
  - <https://feedity.com/how-to-create-podcast-rss-feed.aspx>
  - <http://theaudacitytopodcast.com/what-is-rss-and-why-you-must-own-yours-tap167/>

## Promoting Your Podcast:

- Create business cards and posters promoting your podcast.
- Create a social media presence. Facebook has a podcasting application that can be installed on your profile and used to showcase podcasts.
- Submit the subscription feed to podcast directories and networks such as iTunes, Odeo, and Podcast Pickle. HOT TIP: your podcast is more likely to be accepted on some of these networks if it has about five episodes under its belt.

# RESOURCES

**Lynda.com (IPPL Cardholders) - Learn the software & producing professional podcasts. Includes exercise files.**

**Books: How to Get Your Message Out Fast & Free Using Podcasts; A Quick Start Guide to Podcasting; Podcasting: The Do-It Yourself Guide**

## Websites

- <http://www.podcasting-tools.com/> - Comprehensive Podcasting Resource
- <http://podcastgen.sourceforge.net/> - Podcast Generator
- <http://theaudacitytopodcast.com/> - A Podcast to Learn About Podcasting

