



PODCASTING ESSENTIALS: AUDIO PRODUCTION FOR SOCIAL CHANGE

DAY 1

Let's break the ice.



AGENDA DAY 1



1/2 hour lunch break

Podcast recording

Podcast editing

ASSIGNMENT

**What is a
podcast?**

What podcasts do
you listen to?

What do you find
appealing about
them?

What makes podcasts different from other media?

- The appeal of **digital immediacy** + the **slowed down depth** of an analogue age
- You can listen to them whenever (as opposed to scheduled radio shows) and in more places (as opposed to books or movies).
- Great way to scale intimacy and garner an engaged audience: they can be niche, idiosyncratic, weird, and highly personal.

“Podcasts aren’t a bubble, they’re a **boom** – and that boom is only getting louder.”

Miranda Katz, Wired

Debunking podcasting myths

You need to have an established audience.

You must have the perfect 'radio voice'.



You need expensive equipment and studio space.

Your podcast must appeal to everyone.

PODCASTING 101



THE KEY QUESTIONS

WHY are you starting a podcast?



WHO is your audience?



WHAT is your podcast about?



WHY?

- Do you have a unique perspective on something?
- Are you passionate about a certain issue or topic?
- Do you have access to valuable resources or knowledge?
- What are the stakes of your project?
- Why does your podcast matter?



WHO?

- Who is this show for? Who are the listeners?
- What do they get out of hearing the show? Why would they want to listen?
- What do you want listeners to think and feel after each episode?

Untargeted, impersonal content, made for everyone = uninspiring, unengaging content for anyone.



WHAT?

- What themes will you cover? Who will you interview? What will you talk about?
- Are you excited about the topic? Are you ready to research and discuss about it regularly?
- What is the show's overall tone?



Description



- Home
- All templates
- Business
- Social Media
- Video
- Marketing
- Custom Prints
- Cards & Invitations
- Education

Home > Templates > Podcast Cover

Podcast cover templates

Tease your listeners with an intriguing preview of your podcast with cover art that captures your style. Get inspired and pick from Canva's free templates for different genres.

589 templates



Dark Blue Minimalis... Podcast by Opening Gat...



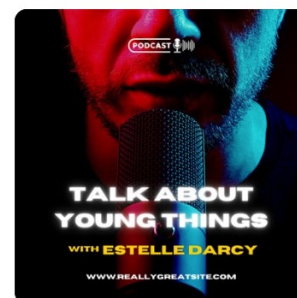
Black Minimalist Po... Podcast by Opening Gat...



Podcast Cover Podcast by Tjut Mario



White Brown Illustra... Podcast by Shaduballa ...



Red and Blue Minim... Podcast by Opening Gat...

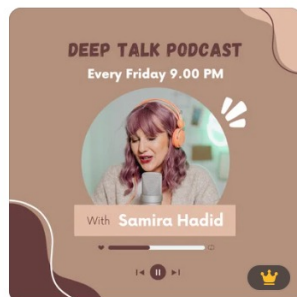


Black White Yellow ... Podcast by Shaduballa ...

Filters

Style

- Minimalist (230)
- Modern (290)
- Simple (94)
- Elegant (19)



Why Who What? Answer these questions for the following descriptions:

Description

Code Switch

What's CODE SWITCH? It's the fearless conversations about race that you've been waiting for! Hosted by journalists of color, our podcast tackles the subject of race head-on. We explore how it impacts every part of society — from politics and pop culture to history, sports and everything in between. This podcast makes ALL OF US part of the conversation — because we're all part of the story.

Doing It! with Hannah Witton

Join Hannah Witton and some very special guests as they discuss all things sex, relationships, dating and bodies in her new podcast, Doing It! In a series of frank, open & honest conversations guests talk about their personal experiences from periods and pregnancy to sex, disability and everything in between. Expect laughs, tears and some serious sex education.

In Their Own Words - Amnesty International

Exclusive remarkable real-life stories from around the world. From Chelsea Manning in high-security military prison, to the longest-serving solitary prisoner in the US, these are the voices you need to hear.

Death, Sex & Money

Death, Sex & Money is a podcast about the big questions and hard choices that are often left out of polite conversation. Host Anna Sale talks to celebrities you've heard of—and to regular people you haven't—about the Big Stuff: relationships, money, family, work and making it all count while we're here.

Length

There is no optimal length for a podcast episode. Your podcast should be *as long as it needs to be*. When in doubt, go for short and great rather than long and boring.

Benefits of shorter podcasts

- When searching for a particular subject, people often choose the shortest podcast
- Shorter podcasts mean extra time to produce more episodes, which means you can publish at a higher frequency
- Your audience is more likely to listen to the end
- Shorter podcasts often fit in with daily walks, runs or work commutes

Benefits of longer podcasts

- You are able to discuss a topic in more detail, with more depth
- You can interview guests for longer and ask more questions
- You can cover multiple topics or segments per episode
- Helps your audience trust you as someone who knows what they're talking about
- Entertain and educate people when on long car journeys or doing chores

Frequency

- The best schedule is **the one that you can stick to**, aka. the most frequently you can produce on a regular basis.
- Be realistic with your schedule – consider your time but also your guests' availability.
- Podcasts can come out: daily, weekly, fortnightly, monthly, quarterly.
- Drawing inspiration from television, it has become a common practice to podcast in seasons.



ASSIGNMENT: discuss your podcast plan – 10 min.

Answer the following:

- What is your podcast about?
- Who is this show for? Who are the listeners?
- Why would they want to listen?
- What do you want listeners to think and feel after each episode?
- Why does this show matter?



PRESENTATION of your podcast plan – 5 min. per group

Answer the following:

- What is your podcast about?
- Who is this show for? Who are the listeners?
- Why would they want to listen?
- What do you want listeners to think and feel after each episode?
- Why does this show matter?

OUR APPROACH TO PODCAST PRODUCTION



Podcast recording



Recording Setups



Recording Studio














Portable Recorder



Mobile Phone

	Studio recording	Telephone recording	On the spot recording	Existing files (e.g. archive)
voice over	X	X	X	
interview	X	X	X	X
sounds			X	X
Sfx			X	X
music				X
archive				X

When there is no studio available:

Microphones	iPhone	Samsung	Tascam	Zoom Q3
				
	 Ali Express  Røde			
Internal microphone				
				

Is it legal to record phone calls?

Answer: Depends on your country's privacy laws.

- One-Party Consent:** At a minimum, one active party in the conversation must be informed of the recording. You can be that party.
- Two-Party Consent:** Both parties on the call must be made aware that the conversation is being recorded.
- All-Party (or Multi-Party):** Everyone active in the conversation must be notified of the call being recorded.

https://en.wikipedia.org/wiki/Telephone_call_recording_laws



Recording Basics



Recording Basics

- Avoid unwanted noises. Make sure your microphone is plugged in tightly and that the cords are not bouncing around.
- Wear headphones. Try to wear your headphones as much as possible, you need to hear what's going on with your recording.
- Listen. Listen through your headphones for fans, hums, radios, buzzes and jackhammers in the background. Whenever possible, avoid these situations – change location, close a window, turn off the radio/tv, etc. Noises like this make it extremely difficult to edit. You'll thank yourself later.



Source: WNYC, H

Recording Basics

Using background sounds



- Record sounds to help tell your story! Good sound — and lots of it — makes the difference between a *blah* story and a **great** story.
Are you talking to someone while they're cooking? Record the bacon sizzling in the pan. Are you interviewing someone about his job as a mechanic? We want to hear wrenches twisting screws. Are you recording yourself on a journey? Get a clean recording of the bus pulling away. You will need these sounds for transitions and emphasis to help tell your story!
- Get background sound. Make sure your record at least two minutes of “silence” in every location that you record. You will need this ambient sound to edit.
- Keep an eye on your recording device. Keep an eye on your levels make sure your recording isn't too high or too low. And... every so often, double check to make sure that you're still recording!

Source: WNYC, Radio Rookies



PRACTICE RECORDING – 10 min.

Alone or in groups, please record the following:

- Your voice(s)
- Two people having a conversation
- Two 10-second sounds from around the room

Listen back to the recordings. How did it go? Did you find anything surprising? Did you face any obstacles?

Interviewing for a podcast



What makes an interview great?

What type of
interviews do you
like listening to?

What techniques
do the best
interviewers use?

Do's and Don'ts of Podcast Interviewing



Do prepare questions in advance but **don't** close yourself off to new possibilities.



Do ask follow-up questions and ask your guest to repeat themselves if something is unclear.



Don't ask yes/no questions, open-ended questions lead to stronger answers.



Do your research! A good interviewer is a bit of a detective, so learn about your story and your guest.



Don't be afraid of silence and **don't** speak over your guest. Allow for reflection and space.

BONUS TIPS!

- At the end, you can always ask your guest “**Is there anything I haven’t asked you that you’d like to say?**” or “Do you know anyone else you think I should talk to?”.
- **Leave the recorder on until you’ve completely walked away.** Amazing things sometimes happen as soon as the “official” interview is over. You don’t want to miss them
- **Create a signature question** and pose it to all your guests : this can help your podcast stand out and brand itself within its niche.
- **Ask your guests to share the podcast** when it’s ready – this can help your podcast grow and reach new audiences.

RECORDING CHECKLIST

- ⦿ What is the focus of my story? Am I making that clear?
- ⦿ What does it feel like to be this person I'm interviewing?
- ⦿ How can I capture the essence of this person or place? What does this place look like? Smell like? Sound like?
- ⦿ How do I feel right now? Am I nervous? Uncomfortable? Daring?
- ⦿ What obstacles am I encountering? How do I get around them?
- ⦿ Is there any sound that I should record close-up?
- ⦿ Do I have enough ambience?

Podcast editing





DAW Audio Software

- **AUDACITY**
- **HINDENBURG**
- **REAPER**
- **ADOBE AUDITION**
- **PRO TOOLS**
- **GARAGEBAND**

AUDACITY WORKSPACE

The screenshot shows the Audacity workspace with several components labeled with black boxes and red arrows:

- basic tools**: Points to the toolbar at the top of the workspace.
- output gain**: Points to the output gain sliders in the mixer section.
- output audio levels**: Points to the output level meters in the mixer section.
- input audio levels**: Points to the input level meters in the mixer section.
- output device**: Points to the output device selection dropdown in the mixer section.
- input device**: Points to the input device selection dropdown in the mixer section.
- cut, copy, paste, undo**: Points to the editing toolbar in the mixer section.

At the bottom of the workspace, the following information is visible:

Project Rate (Hz): 44100
Selection Start: 00 h 00 m 00.000 s
End: 00 h 00 m 00.000 s
Length: 00 h 00 m 00.000 s
Audio Position: 00 h 00 m 00.000 s
Disk space remains for recording 50 hours and 52 minutes.



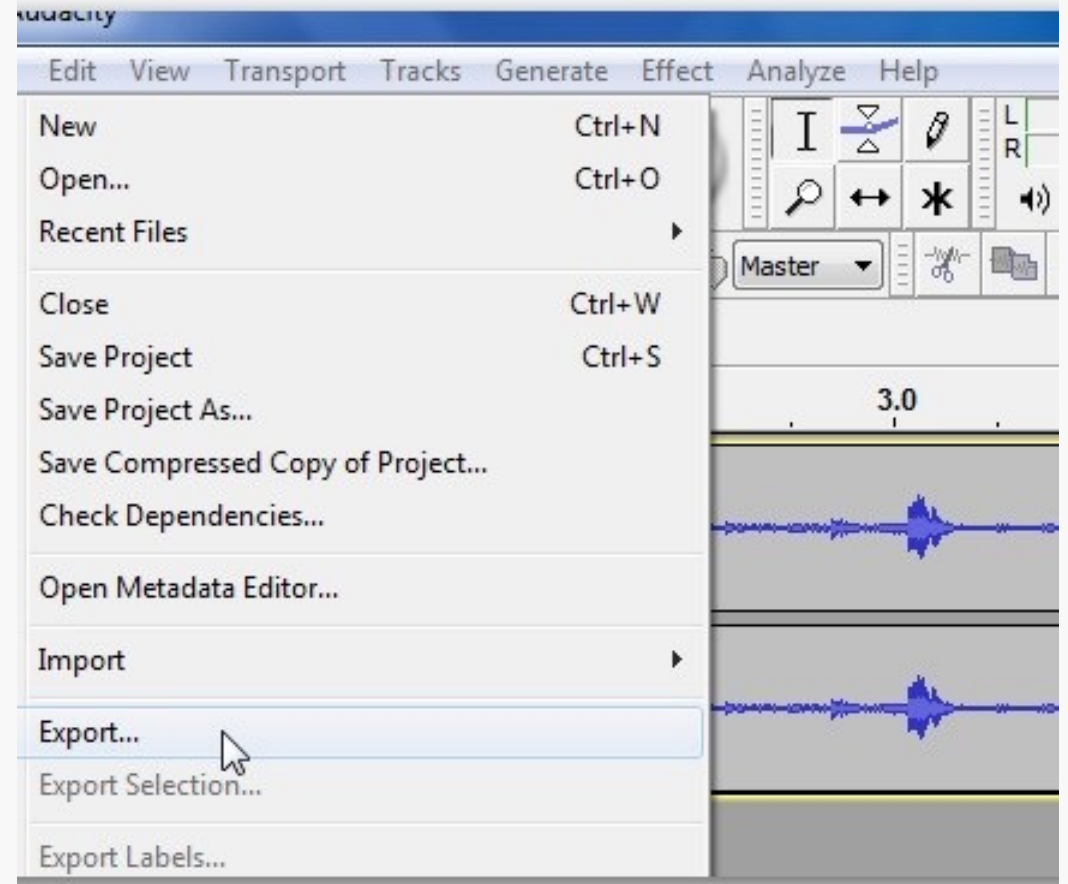
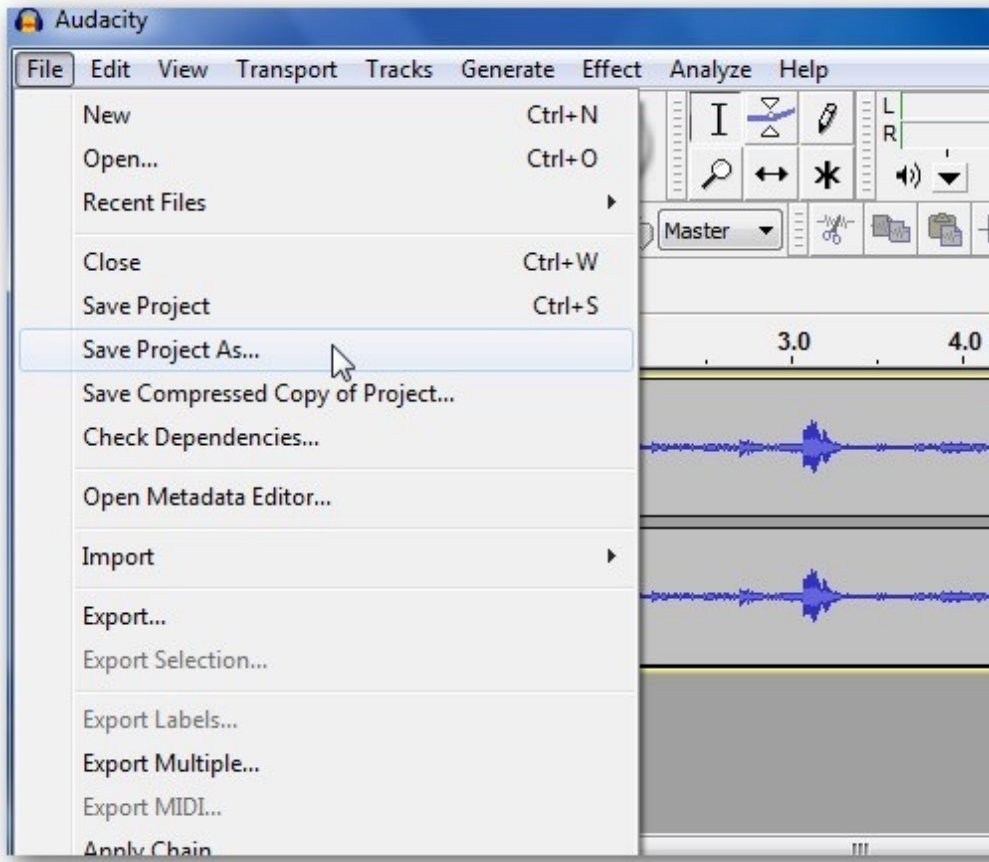
AUDIO TRACK



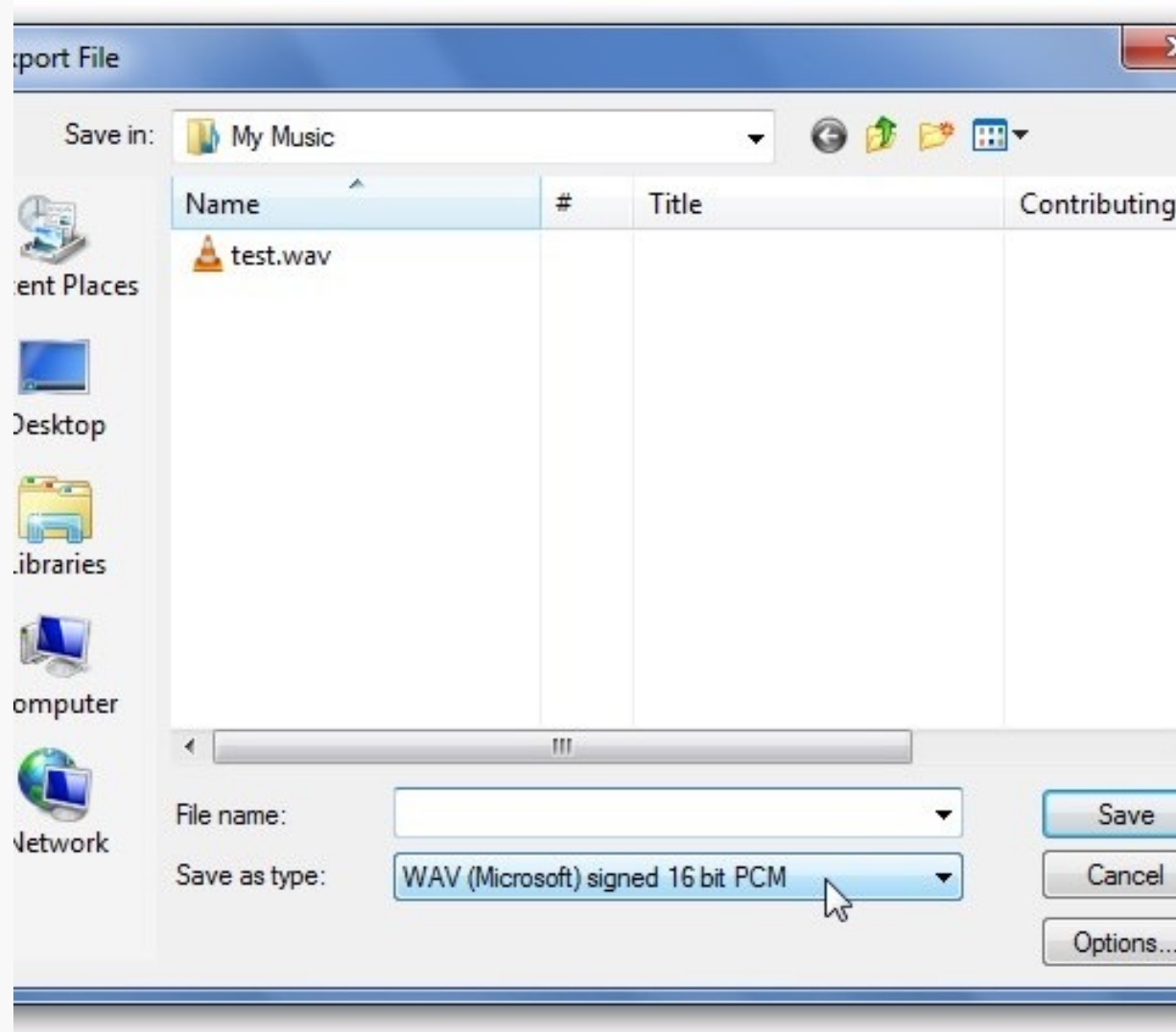
- Time ruler
- Playout volume slider and balance slider
- Marker
- Left channel
- Right channel



SAVING & EXPORTING



PICK YOUR FILE FORMAT





Free Creative Commons Sounds & Music

- YouTube Audio Library
- SoundCloud
- Free Music Archive
- Freesound.org
- Bandcamp
- Pixabay
- Musopen
- Jamendo
- and more!

Double check the license before
you use it in your podcast!

Let's edit together!



A simple line-art icon of a lit lightbulb, with short lines radiating from the top half to represent light or an idea.

REFLECTION

**What is your key
takeaway from this
session?**



THANK YOU!