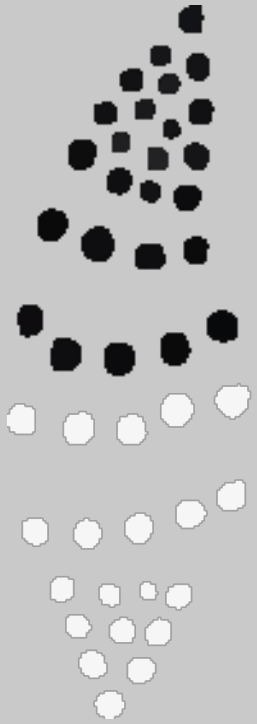
101 - Intro to Podcasting

Stephanie Dower, November 2022



Acknowledgement of Country

We acknowledge Aboriginal and Torres Strait Islander peoples and their continuing connection to land and as custodians of stories for millennia. We respectfully acknowledge the land on which we all meet today, and pay our respects to elders past, present and emerging.

WHAT WE'LL DISCUSS

01 Brainstorming and Scripting
02 Recording and Editing a Podcast
03 Finding an Audience

WHAT IS A PODCAST?

WHAT IS A PODCAST?

“A digital audio file made available on the internet for downloading to a computer or mobile device, typically available as a series, new installments of which can be received by subscribers automatically.”

WHAT DO I NEED?

- A recording device e.g. Computer, smartphone, audio recorder
- Editing platform e.g. Audacity, ProTools
- A great idea people want to listen to!

01

BRAINSTORMING AND SCRIPTING

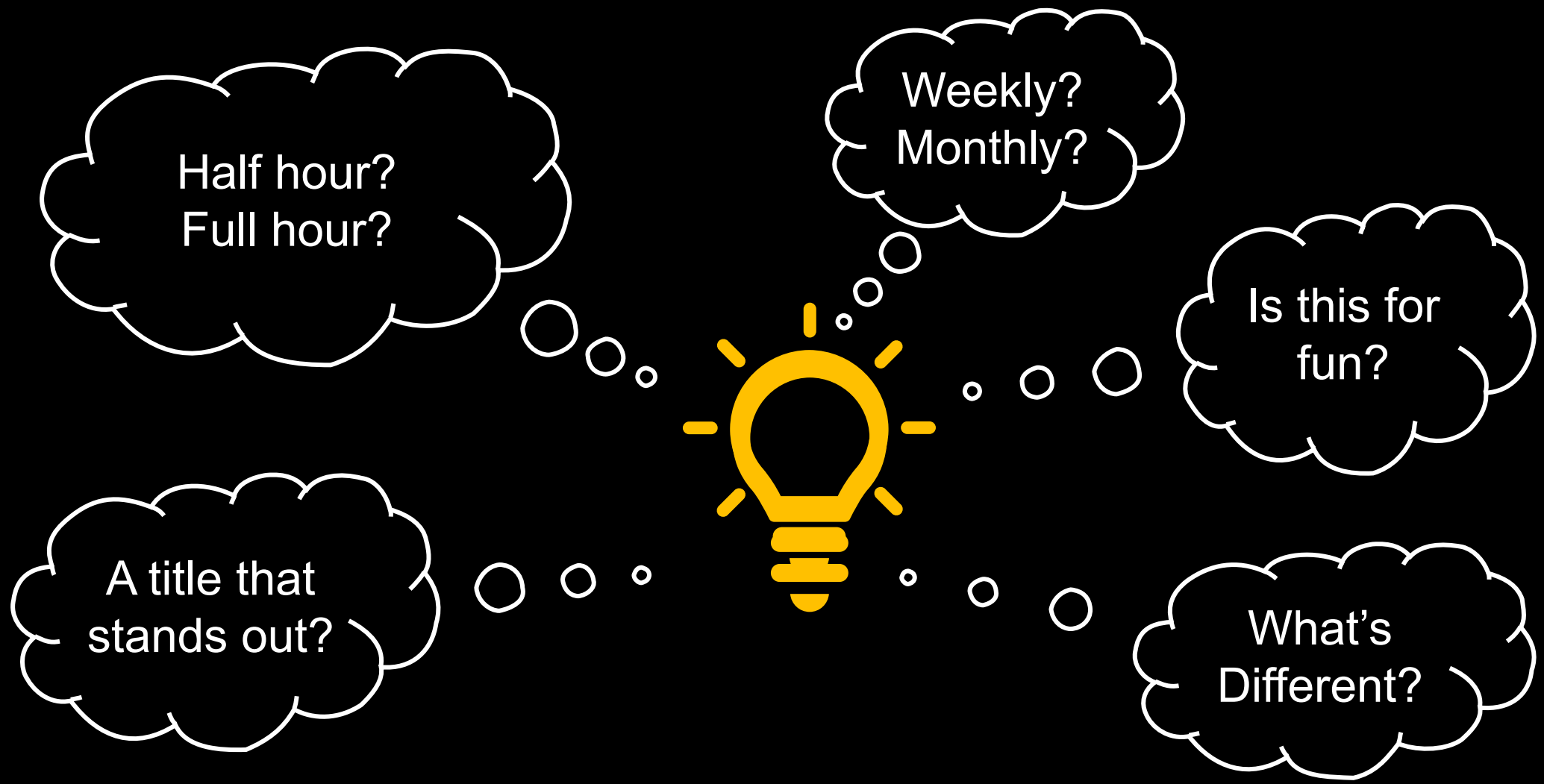
Styles of Podcasts:

- Storytelling (Factual)
- Audio Drama (Fiction)
- Solo
- Interview
- Panel

WHAT ARE YOU CURRENTLY LISTENING TO?

01

BRAINSTORMING AND SCRIPTING



01

ACTIVITY:

WHAT WILL YOUR PODCAST SAY?

- What style of podcast do you want to create?
- How long will episodes be?
- How often will episodes be released?
- Who is your target audience?
- What will the tone be?

Record Well.
Minimise Post Production.

02

RECORDING AND EDITING

WHAT WILL YOUR PODCAST SOUND LIKE?

02

RECORDING AND EDITING

- ✓ Check if your microphone has an in-built pop filter
- ✓ Take note of noises in your surroundings
- ✓ If recording remotely, do a test if possible
- ✓ Record in .WAV or other non-compressed formats

WHAT MAKES A WELL PRODUCED PODCAST?

MICROPHONES

Dynamic

- More focused on voice
- Not as likely to pick up room noise
- Not as crisp sounding

Condenser

- More sensitive to all atmospheric sounds
- Crisper sound quality
- Not good in hot or humid conditions

02

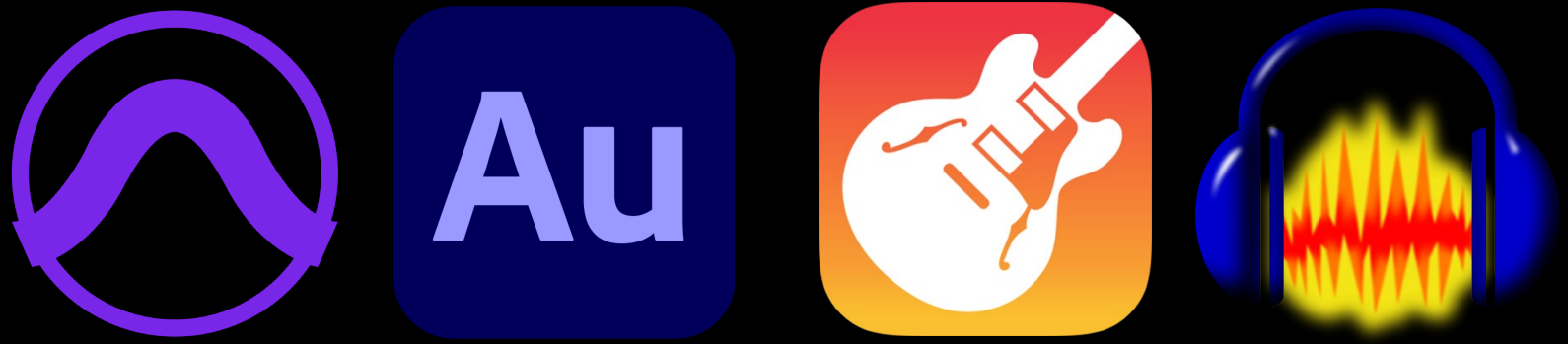
RECORDING AND EDITING

Recording Studio @ The Edge

Sign up to SLQ eNews for upcoming Induction dates!

02

RECORDING AND EDITING

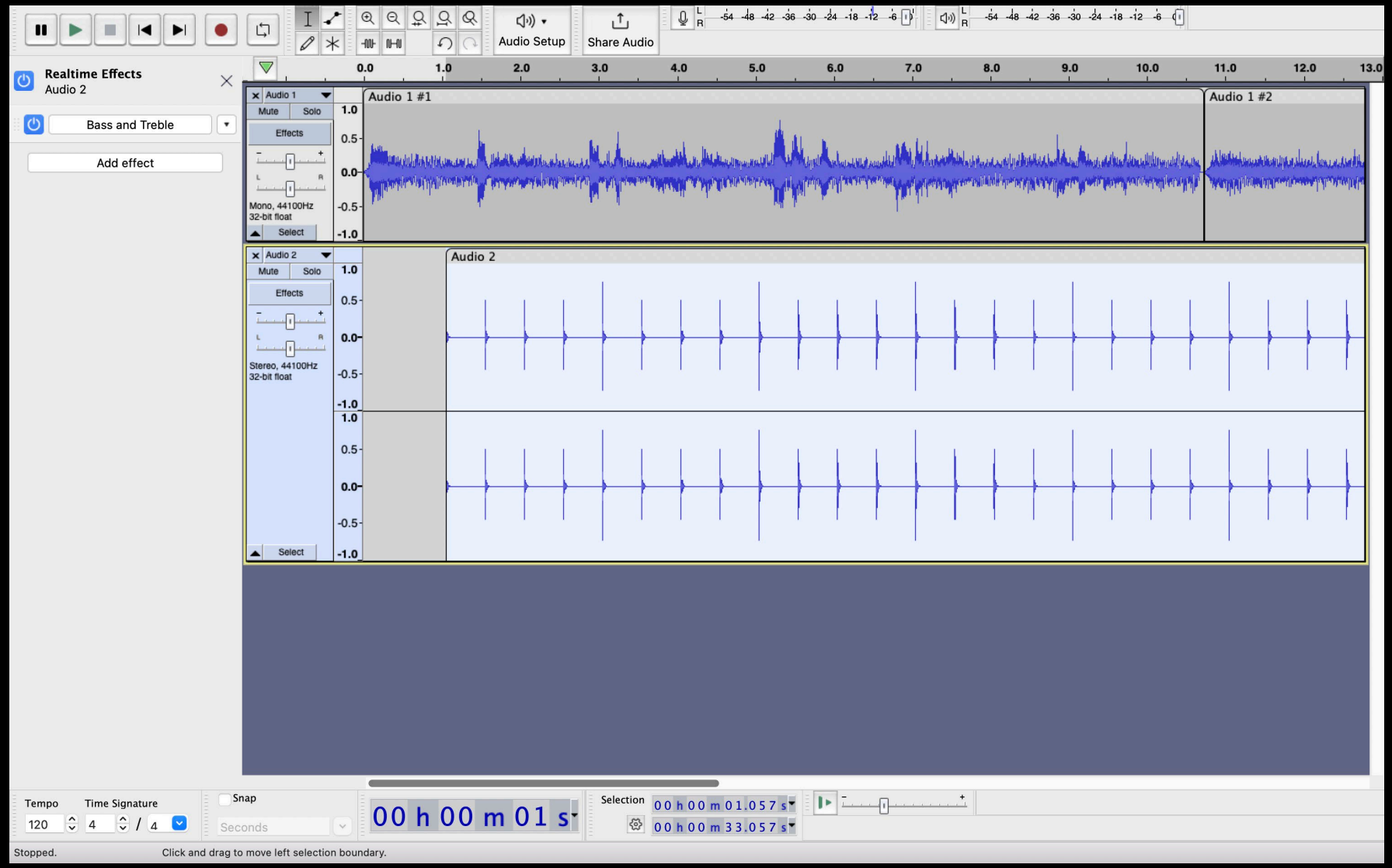


WHICH EDITING PROGRAM IS RIGHT FOR YOU?

02

ACTIVITY

Let’s record and edit a podcast



03

FINDING AN AUDIENCE

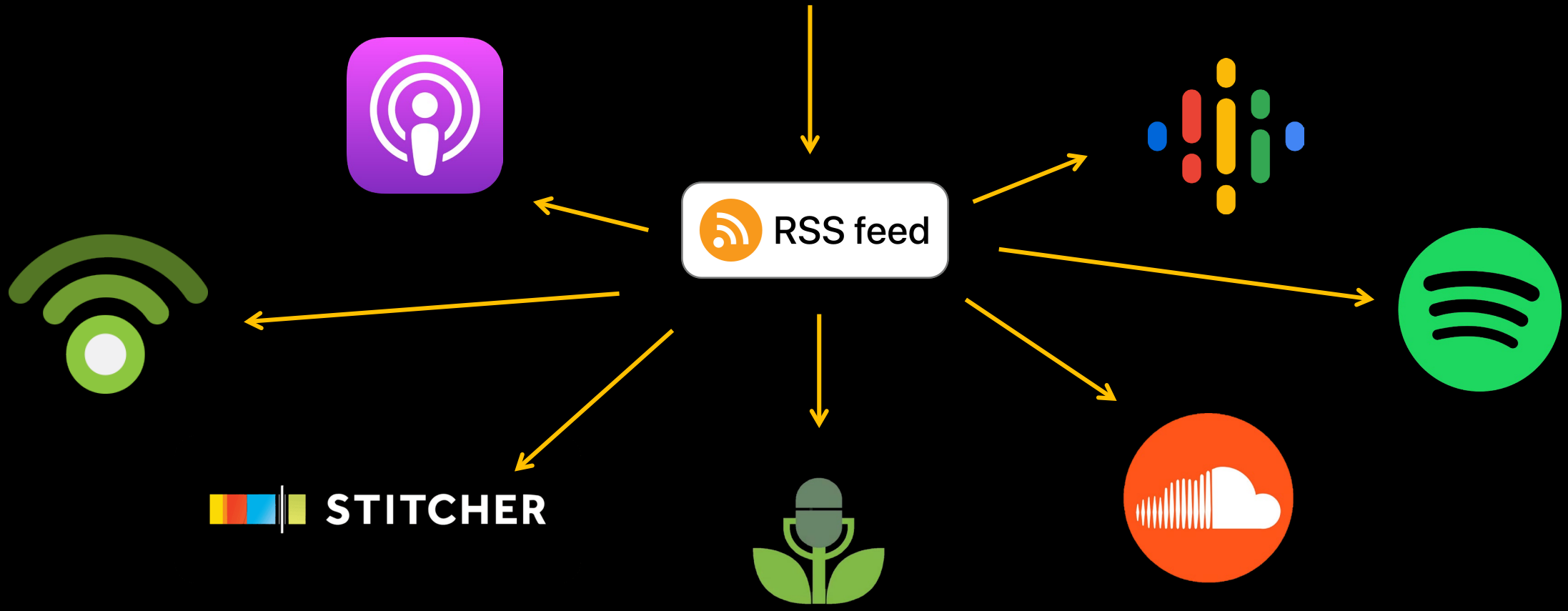
Host Platform

RSS Feed

03

FINDING AN AUDIENCE

Upload to Host Platform
(e.g. Podbean, Rss.com, Soundcloud, Buzzsprout, etc)



03

FINDING AN AUDIENCE

02

ACTIVITY
Who is your audience?

What is their **age?**
What's their **occupation?**
What **hobbies** do they have?
What **social media** platforms do they use?
How do they get their **information** i.e. news?
Who are the most important **people** in their life?

03

PODCASTING 101

Think about including ’Content Warnings’ if your podcast discusses any sensitive topics

Podcasts aren’t subject to regulations like other broadcast programs, BUT is still subject to laws such as copyright, defamation, etc

Record some silent room atmosphere to help fill audio gaps during editing and make the whole episode sound even

Include a ‘Call to Action’ at the end of each episode to help measure engagement with your audience

QUESTIONS & ANSWERS

THANKS FOR ATTENDING

Please complete our survey that will be sent out via Eventbrite.

Contact us on
appliedcreativity@slq.qld.gov.au