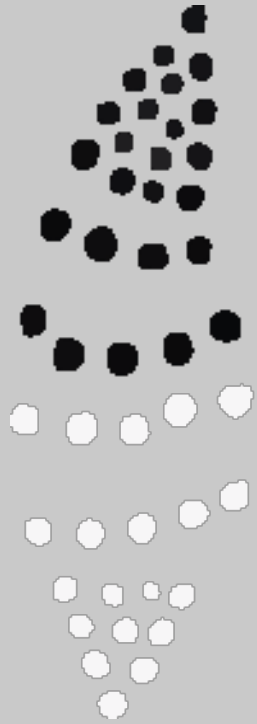




101 - Intro to Podcasting

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:

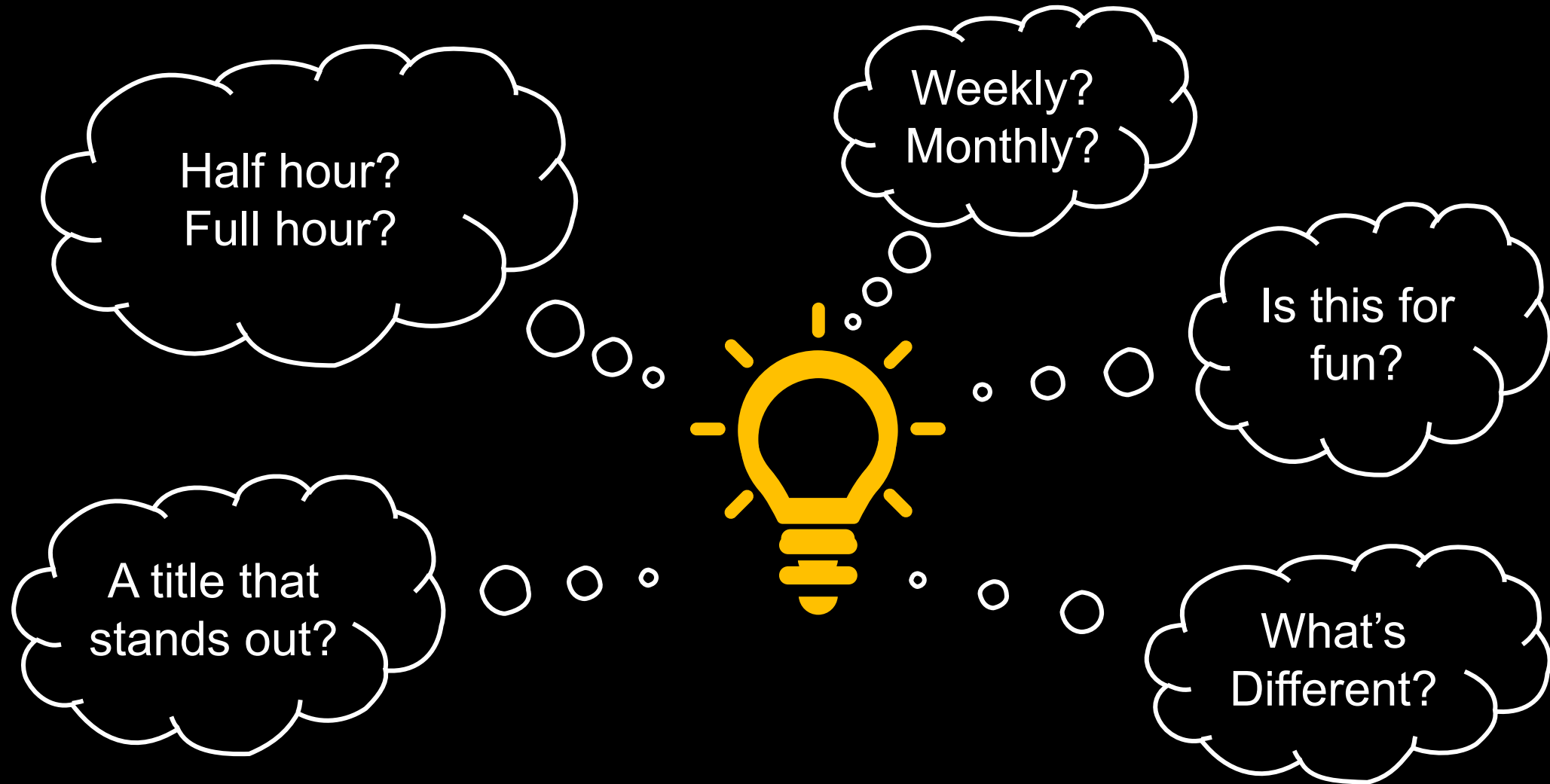
- Storytelling (Factual)
- Audio Drama (Fiction)
- Solo
- Interview
- Panel



WHAT ARE YOU CURRENTLY
LISTENING TO?



BRAINSTORMING AND SCRIPTING



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

The screenshot displays the 'Realtime Effects' window for 'Audio 2' in an audio editing application. The interface includes a top toolbar with playback controls (stop, play, solo, mute, record, undo, redo) and volume meters. Below the toolbar is a timeline with a time scale from 0.0 to 13.0 seconds. The main area is divided into two tracks: 'Audio 1 #1' and 'Audio 1 #2' (top) and 'Audio 2' (bottom). The 'Audio 1' tracks show a complex waveform, while the 'Audio 2' track shows a regular, periodic waveform. The 'Realtime Effects' panel on the left is currently set to 'Bass and Treble' and includes a 'Mute' button, a 'Solo' button, and a 'Select' button. The bottom of the interface shows the 'Tempo' set to 120, 'Time Signature' set to 4/4, and a 'Selection' range from 00 h 00 m 01.057 s to 00 h 00 m 33.057 s. A 'Stopped' status indicator and a 'Click and drag to move left selection boundary.' instruction are visible at the bottom.

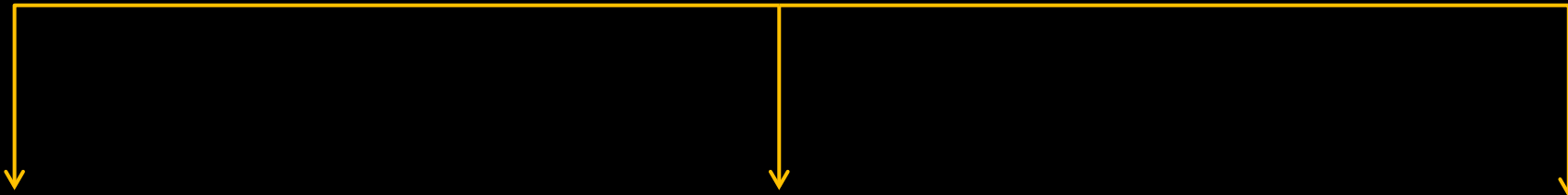
03

FINDING AN AUDIENCE

Host Platform



RSS Feed



Listen on
Apple
Podcasts



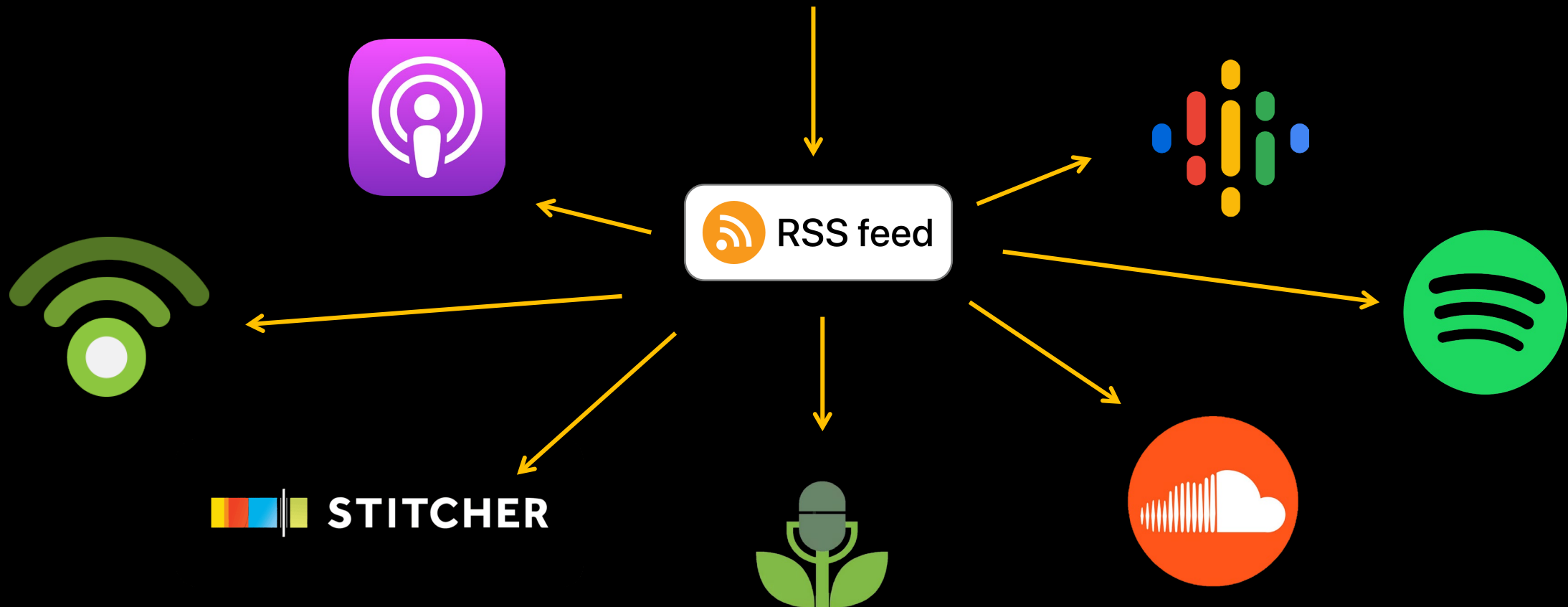
Spotify[®]



STITCHER

FINDING AN AUDIENCE

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



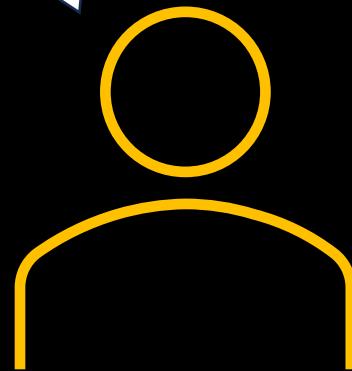
03

FINDING AN AUDIENCE

I spend my day
scrolling social
media ;)



I drive an hour to
work each day...



I love a good
mystery!



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

