

Tools for Podcasting



TOOLS FOR PODCASTING

Jill Olmsted

SCHOOL OF COMMUNICATION AMERICAN UNIVERSITY

Tools for Podcasting

Jill Olmsted

*American University
Washington, D.C.*

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Preface

Welcome! If you're interested in learning about the growing universe of podcasting, how it works and finding tools and inspiration to create your own podcast, this online resource is for you. My focus is on audio podcasting and this practical guide will help you navigate the technology and best practices in an easy-to-understand handbook.

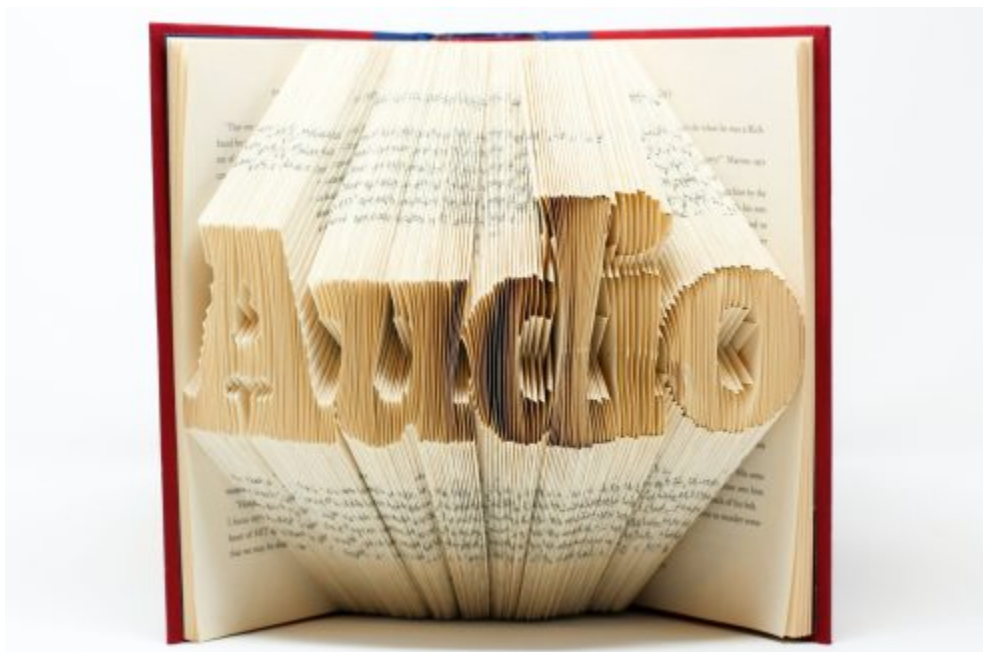


Photo from Unsplash.com

You will find **audio and video clips** that provide examples and **video tutorials** that lead you through editing software, vocal delivery, publishing, interviewing, promotion and avoiding legal trouble. All videos have closed captioning and there is an extensive section on the importance of transcription of podcasts to enable [web accessibility](#) for the deaf, hearing impaired and listeners who are learning English. There is also an emphasis on diversity and inclusion with resources listing mentorships and employment opportunities. For More information, click on the extensive **links** throughout this e-book.

Each chapter has **learning objectives** and there are **practice exercises** in Appendix C along with additional resources about podcasting — from newsletters and conferences to how-to-create tools and podcast recommendations.

Podcasting is a dynamic way to use your smarts and creativity to tell stories about compelling subjects. This handbook provides instruction and tools to produce your own podcast — whether you are a professional in journalism, the arts, sciences, business or law, an activist or just someone who has a story to tell. The tools discussed are focused on keeping costs low for entry-level podcasters and designed to help anyone who wants to record, edit, and distribute podcasts.

[Here](#) is a companion website for the e-book.

If you have suggestions for this e-book, which is being updated several times a year, please get in contact with me by clicking on [this link](#).



Photo by DoubleRProductions.com

[Continue to Acknowledgments](#)

Acknowledgements



Photo from Amy Eisman

This book is dedicated to my family, the friends who have become family, and the students I've taught over the past 30 years - may you be inspired to go for your goals and live your lives fully.

Thanks to my employer, [American University](#), for being part of a nationwide effort to create free, openly licensed educational materials: or, more simply, free online textbooks. [The College Board](#) notes that many students don't buy textbooks because they simply can't afford them. In academia, this resource is called an open educational resource (OER). While I can't control tuition costs in higher education, I can contribute by creating this free digital resource.

Former [School of Communication](#) Dean Jeffrey Rutenbeck supported this project from day one, authorizing my semester leave to produce this text and to provide some financial help for the project. Copy editor Rose Ann Robertson, a retired senior associate dean at AU and former Associated Press editor, provided edits and words of support. Instructional designer Kim Pulford Westemeier of the American University Center for Teaching, Research and Learning, took words and images and translated them into a beautiful online resource, assisted by MA Film & Media graduate student Bria Granville. Teaching assistant Ethan Smith wrote and edited examples of audio practice exercises and has been a thoughtful sounding-board on content. My wonderful School of Communication faculty and staff colleagues, and in particular, Terry Bryant who reviewed content, Rob Roberts who advised on technical issues and Jeremiah Patterson who designed a brochure about the e-book to help get the word out. Thanks for the encouragement and support of my colleagues, Journalism Director Amy Eisman and former director Dr. John Watson, who also advised on legal content. Special thanks to Rosemary Reed, president of [Double R Productions](#) in Washington, D.C., for providing production space and staff to shoot the demonstration of vocal exercises.

On a personal level, it's a joy to use the talents of some young professionals for this free online resource. Chicago-based graphic designer David Olmsted designed the book cover and Boston-based actress Annie Olmsted demonstrated vocal warm-ups and exercises in a video in Chapter 7. In full disclosure, I'm proud to welcome these contributions by my nephew and niece.

[Here](#) is a link to the companion website.

If you have some helpful suggestions for this e-book please get in contact with me by clicking on [this link](#).

[Continue to **About The Author**](#)

About the Author



Jill Olmsted, American University

[Jill Olmsted](#) is a full-time associate professor of Journalism at the American University [School of Communication](#) in Washington, D.C. She has taught communication courses for 30 years, specializing in audio and video storytelling and public affairs reporting. She writes and comments about media issues, does freelance voice-over work and has done media training for law enforcement and government agencies. She has worked as an on-air television and radio news anchor, reporter and editorialist as well as a producer, editor, photographer and news manager. As a former Washington, D.C., correspondent for nationally syndicated programs, she covered federal agencies and the White House. She's been a member of professional organizations that include the [Online News Association](#) (ONA), [Radio-Television Digital News Association](#) (RTDNA), [National Association of Hispanic Journalists](#) (NAHJ) and [The Association of Educators in Journalism and Mass Communication](#) (AEJMC).

[Here](#) is a link to the companion website.

To get in touch with Jill Olmsted, complete this [contact form](#).

[Continue to **Chapter 1**](#)

Chapter 1: Podcasting Growth, Trends, Landscape

Learning Objectives

- Understand the **growth** and **trends** in podcasting **{graphs}**
- How to **listen** to a podcast
- **Where** to find podcasts **{examples}**
- **Who** is podcasting?



Photo by Matt Collamer on [Unsplash.com](https://unsplash.com)

Continue to **Content**

The Podcast Juggernaut



Photo by Canva.com

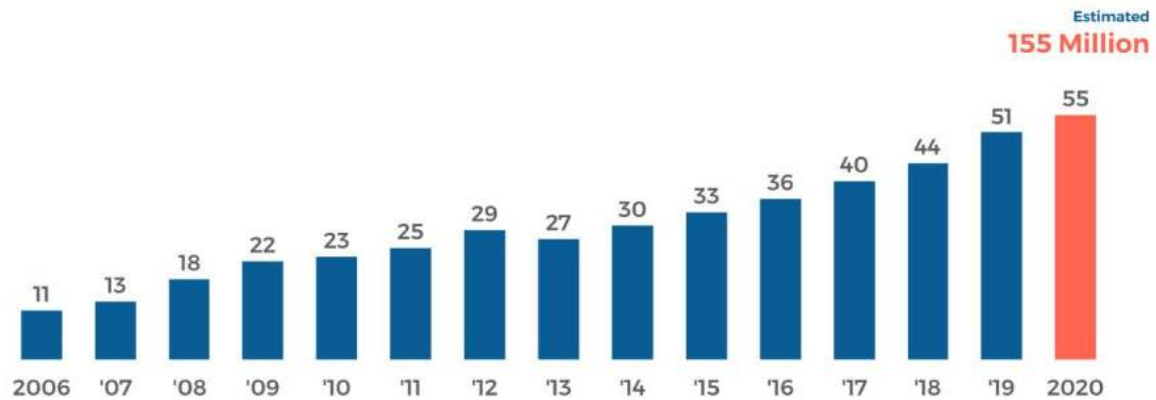
Podcasters tell stories. So do numbers. In 2020, before the nation and world were rocked by the COVID-19 pandemic, the number of podcast listeners increased by 10 million over the previous year - to 55% of the American public or 155 million people. Active listeners are double the number of five years ago and triple from 10 years ago.

In the early days of the pandemic, podcast listening took a dive as commuters stayed home. Listeners have since returned although they are tuning in later in the day.

Podcasting Listening

TOTAL U.S. POPULATION 12+
% EVER LISTENED TO A PODCAST

THE INFINITE DIAL 2020



#InfiniteDial

THE INFINITE DIAL © 2020 EDISON RESEARCH AND TRITON DIGITAL

Apple Tops 1 Million Podcasts

The [Apple Podcasts](#) catalog topped the 1 million mark in April 2020 with shows in more than 100 languages and 175 countries. Daily podcasts have tripled since 2017 and monthly podcasting listening has gone up significantly. However, others have “pod faded” or ended production.

How Much of America Listens?

Another key milestone was reached in 2019 when more than half the American population said they had listened to a podcast at least once. That’s the biggest growth seen since [Edison Research began tracking](#) podcasts began in 2006.

[Infinite Dial](#) provides the longest-running survey of digital media consumer behavior in America. Edison Research and Triton Digital, an audio technology, and advertising company, conduct a nationwide telephone survey each January/February in both English and Spanish, calling both cell phones and landlines.

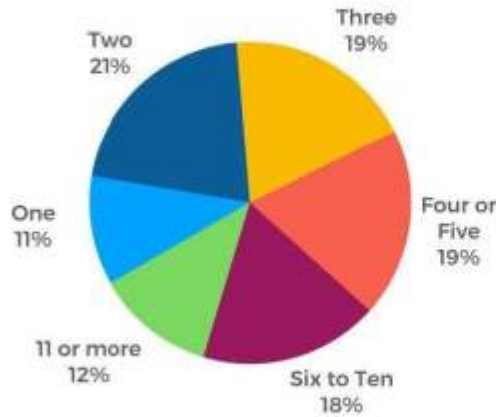
Listeners Average Six Podcasts a Week

Podcast listeners consumed an average of six podcasts a week, down slightly from the year before, suggesting there might be a limit on the number of podcasts that listeners can hear each week. The time spent listening each week has remained steady over the last three years, at about 6 1/2 hours per week.

Going forward, Edison suggests that podcast creators put more focus on increasing the reach of the medium to gain new listeners.

Number of Podcasts Listened to in Last Week

BASE: U.S. AGE 12+ AND LISTENED TO PODCAST IN LAST WEEK



U.S. weekly podcast listeners averaged
Six podcasts
in the last week



#InfiniteDial

THE INFINITE DIAL © 2020 EDISON RESEARCH AND TRITON DIGITAL

The marketing research firm [Nielsen](#) is, for the first time, giving podcasters information about their audience. The report shows the average age for those who listened to a podcast in the past month to be 39, with a combined income of \$96,500.

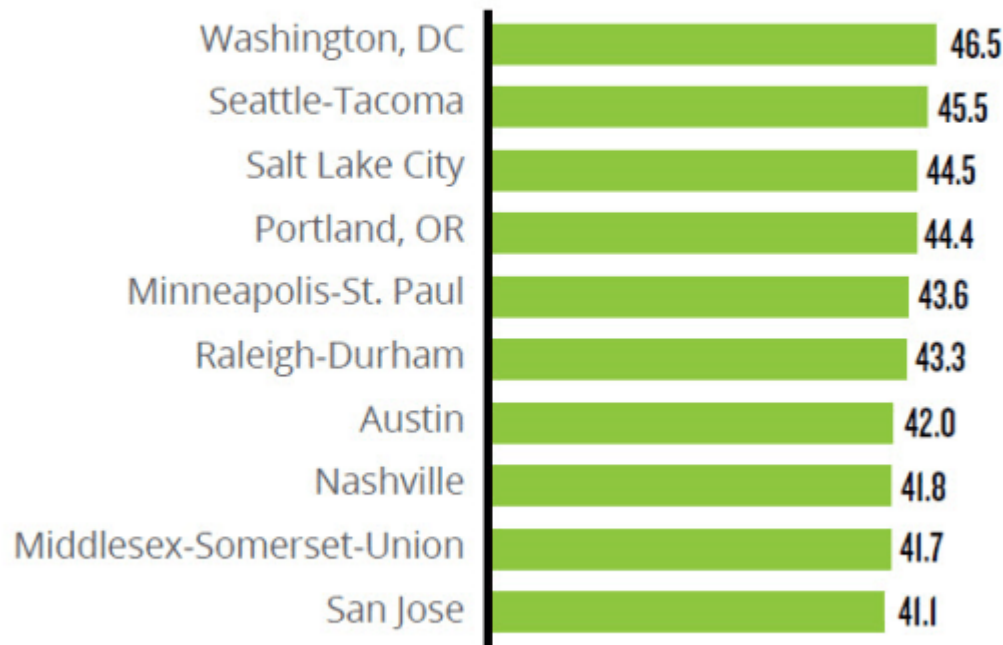
AMONG ADULTS 18+	PODCAST LISTENERS (PAST 30 DAYS)
Average Age	39
Average Household Size	3.1
Average Yearly Household Income	\$96,500
Work Full- or Part-Time	80%
Male	57%
Female	43%
White	67%
Hispanic	15%
Black (Non-Hispanic)	9%
Other (Asian, Non-Hispanic, etc.)	8%
Use Radio Weekly	90%
Use Satellite Radio Weekly	16%
Top Three Radio Formats (% Who Listen Weekly)	1. Pop CHR (28%) 2. AC (26%) 3. News/Talk combined (24%)

Source : Nielsen Scarborough USA+ Release 2 2018, Current 6 mos (Jul 2017 - May 2018)

[Nielsen Reports](#) has a breakdown of metro areas that have the largest number of residents who have listened to a podcast. More than a third of public radio fans listen to podcasts weekly, while 21% of commercial radio respondents do as well.

PODCAST USE BY MARKET (TOP 10)

% TOTAL NIELSEN PPM PANEL (6+) EVER LISTENED TO PODCAST



Source: Nielsen PPM Panel Characteristics Report, Q1 2019.

Is Podcasting the Future of Storytelling?

Breathtaking events from the global pandemic to protests over racial injustice and economic recession have sparked new podcasts as well as providing timely content for existing podcasts. Add to that the Trump impeachment, the U.K. leaving the European Union, the U.S. presidential and congressional elections, and you have a public hungering for information and entertainment.

Podcasts are one of the best platforms for storytelling — it's personal because you are directly talking to the listener. Combine that with great interviews, writing, music and sound production and the stories can be powerful and engaging. They can both reflect and lead the conversations, with people sharing their experiences.

Podcasting During a Pandemic

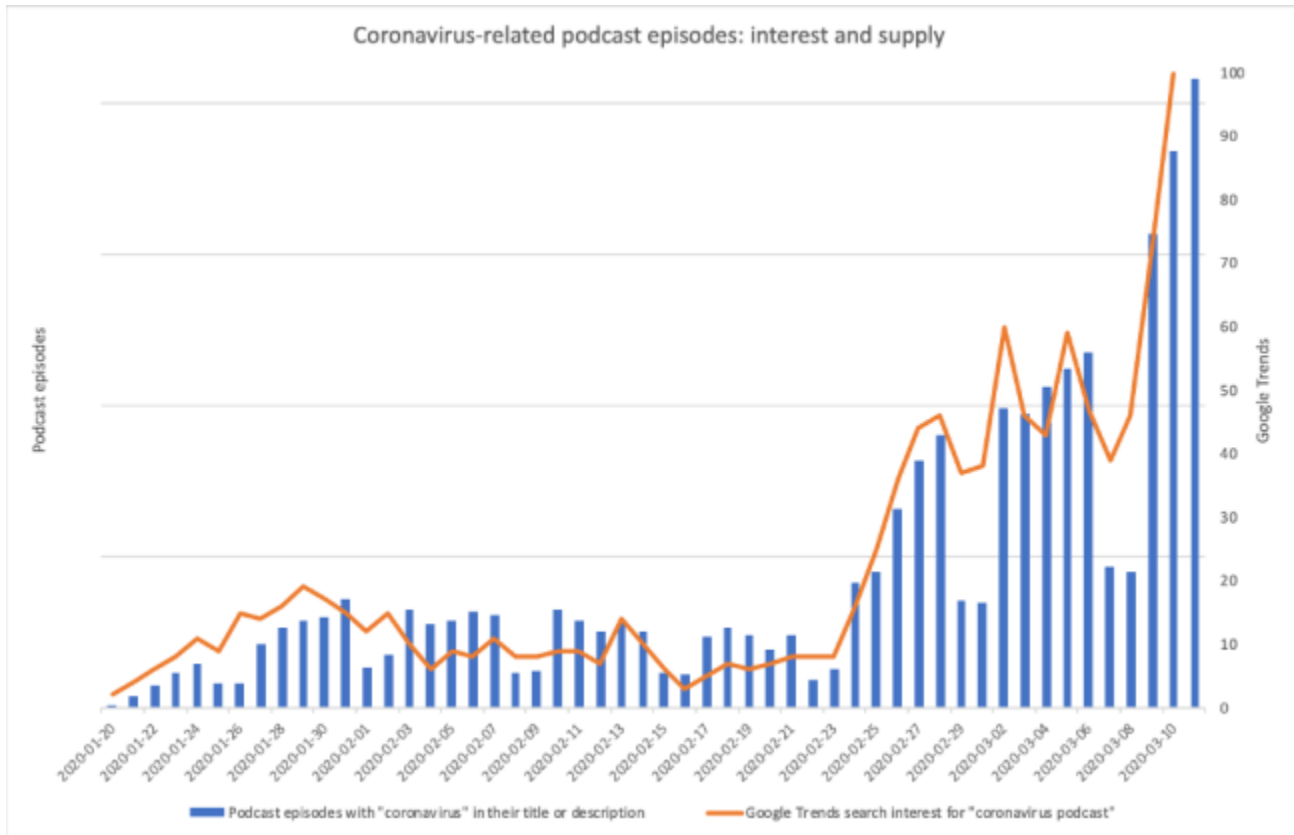
When the nation went into self-isolation because of the coronavirus, demand for news

surged for podcasts with information about [COVID-19](#). NPR reported podcast downloads were up nearly a quarter and for the first time, NPR expected to make more money from underwriting on podcasts than on its conventional radio shows.

While a record 57 million people now listen to NPR's content each week on the radio and on various digital platforms, listenership is down dramatically. CEO John Lansing says the drop is not linked to programming content. "It's almost entirely related to the disruption caused by the pandemic to commuting patterns both in the morning and the evenings," he said. "[Most] of us, including me, are working from home," he told reporter David Folkenflik.

During the early days of self-isolation in mid-March 2020, Dan Misener of Pacific Content had [counted](#) more than

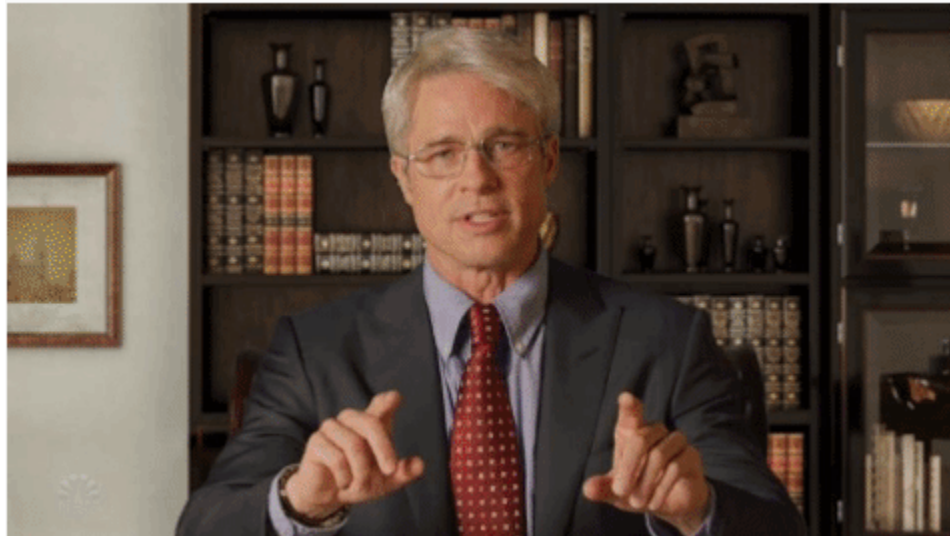
22,000 episodes with the word "coronavirus" in the title or description. Google Trends shows a large demand.



Pandemic Podcasts

News organizations large and small responded with daily podcasts about the coronavirus as well as several new podcasts to cover medical, economic, political, and social aspects of COVID-19. Podcast creators include network news [audio divisions](#), cable news with [Dr. Sanjay Gupta](#), radio broadcasters such as NPR’s 10-minute [Coronavirus Daily](#), and audio divisions of newspapers such as The Washington Post, which has a podcast called [All Told](#) that features first-hand stories of Americans living through the pandemic. The non-profit media company PRX kept its shows on with production changes [described](#) by chief content officer John Barth.

In addition, several new media stars have emerged — medical professionals such as [Dr. Deborah Brix](#) and [Dr. Anthony Fauci](#), who are both members of the White House Coronavirus Task Force. Comedy is being used as part of the coronavirus remedy, with Fauci portrayed in an [SNL skit](#) by actor Brad Pitt to debunk misinformation. Pitt’s performance earned him an [Emmy nomination](#).

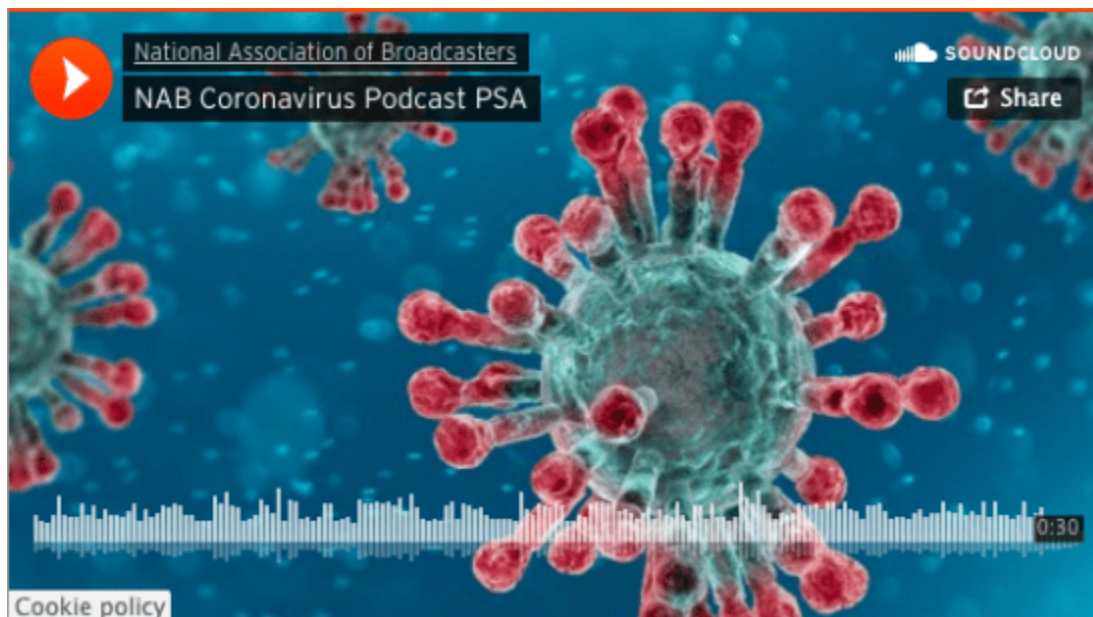


Screengrab by Jill Olmsted

Public Service and Coronavirus

The broadcasting industry, represented by the [National Association of Broadcasters](#), offered podcasters use of [PSA's](#), or public service announcements, with free 30-second messages on how to prevent the spread of COVID-19.

<http://toolsforpodcasting.openbooks.wpengine.com/wp-content/uploads/sites/30/2019/06/COVID19-30-copy.mp3>



Screengrab by Jill Olmsted

And some independent writers and podcasters created a [series](#) of short 20-to-50-second podcasts called "[Listen, Rinse, Repeat](#)" to help people practice hand-washing hygiene.

Financial Impact on Podcasts

Just like other media in the early days of self-isolation caused by the pandemic, the impact on podcasting was mixed. [Some podcasters](#) reported fewer [downloads](#) because of lost commuting time while others reported [more listeners](#), which certainly affects advertising income. In the spring, [Magellan](#) reported a jump in ad revenue for household products and alcohol but steep declines for ads on travel and live entertainment. And by summer, [Digiday](#) reported that podcast ad revenue was back and growing. [MediaRadar](#) said the number of ads actually rose by the later half of the year by 10%.

But the biggest change was in when consumers were actually listening. Before coronavirus, most downloads occurred between 7-9 a.m., but that [shifted](#) to later in the day because listeners were staying home instead of commuting. Surveys show that the “audio day” is beginning 75 minutes later than before COVID-19 disruptions, moving back to 8:30 a.m., according to [Tom Webster](#) of [Edison Research](#).

Podcasts raised funds for various charities and professions hard hit by the stay-at-home orders. Big-name comedians, including [Dave Chappelle](#), did a three-part podcast benefit for employees of the closed Los Angeles stand-up comedy venue, The Comedy Store, and raised more than \$100,000.



Screengrab by Jill Olmsted

Born Out of Adversity

While podcasting experienced disruptions in production from COVID-19 just like the rest of the world, the media format stands out with fresh content. [Sarah Van Mosel](#), the chief revenue officer at the podcast network [Stitcher](#), says “podcasting was born from adversity.”

She told [Hot Pod](#) newsletter that some of the bigger podcasts today, such as [WTF with Marc Maron](#) and [99% Invisible](#), were created just after the 2007-2009 economic recession. Van Mosel calls podcasts the “scrappy survivors” of the media industry.

Consolidation and Big Media Investment

Meanwhile, the media landscape of podcasting is seeing stunning investment and recognition. In the largest podcasting [deal](#) yet, satellite radio giant [SiriusXM](#) — home to the “[The Howard Stern Show](#)” — bought podcasting company [Stitcher](#) for \$325 million. [Stitcher](#) has the popular “[Conan O’Brien Needs a Friend](#)” podcast. [SiriusXM](#) also owns music-streaming service [Pandora](#) and is competing with rivals [iHeart Media](#) and [Spotify](#).

[Spotify](#) acquired [Gimlet Media](#), [Anchor](#) and [The Ringer](#) in a bid to be the world’s largest audio platform, bringing with it a huge base of young listeners from the world’s biggest streaming-music company. The Swedish company spent almost a half billion dollars on podcasting in the past year. Podcast heavyweight [Joe Rogan](#) signed a \$100 million deal to be exclusively on [Spotify](#) by the end of 2020.



The company expects another blockbuster from their exclusive deal with Barack and Michelle Obama’s production company, Higher Ground. The “The Michelle Obama Podcast” debuted July 29, focusing on relationships that shape us. “I hope this podcast will help listeners open up new conversations — and hard conversations — with the people who matter most to them. That’s how we can build more understanding and empathy for one another,” [Obama](#) said.

[The New York Times](#) bought the production company behind “Serial” for \$25 million. The award-winning podcast exceeded 20 million downloads in season one and is widely credited with kickstarting the mass appeal of podcasts. The purchase gets the Times further into [audio storytelling](#); its news podcast “[The Daily](#)” is consistently at the top of podcast charts.

Podcast Rankers

Beyond bragging rights, podcast rankings are of vital importance to advertisers. Analytic research companies such as Podtrac, Triton Digital, and Edison Research offer podcast rankings but there can be considerable differences among them because of methodology. It’s difficult to compare audience size when some rankers emphasize monthly downloads and others do weekly, and it depends on whether the podcast was downloaded, played or streamed.

PODCAST INDUSTRY RANKING			
TOP PODCASTS			
US UNIQUE MONTHLY AUDIENCE: JULY 2020			
RANK	PODCAST	CHANGE	PUBLISHER
1	The Daily	--	The New York Times
2	NPR News Now	--	NPR
3	Up First	--	NPR
4	Call Her Daddy	--	Barstool Sports
5	The Ben Shapiro Show	--	The Daily Wire
6	Stuff You Should Know	+1	iHeartMedia
7	This American Life	-1	This American Life/Serial
8	Dateline NBC	--	NBC News
9	Pardon My Take	--	Barstool Sports
10	Planet Money	--	NPR
11	Serial	+48	This American Life/Serial
12	Fresh Air	--	NPR
13	Wait Wait... Don't Tell Me!	--	NPR
14	TED Talks Daily	+1	TED
15	RadioLab	-4	WNYC Studios
16	CNN News Briefing	+3	CNN Podcasts
17	NPR Politics	-1	NPR
18	Hidden Brain	-4	NPR
19	TED Radio Hour	-1	NPR
20	The Dan Bongino Show	-3	Cumulus Media / Westwood One

Ranking is based on Podtrac measurement data for Unique US Monthly Audience.
Ranking data includes shows that participate in Podtrac measurement for the full month for which the ranking is being released.
Podtrac measurement is free to use by any podcast. Visit Podtrac.com for more information.

✔ Designates Podtrac Verified show. Publishers of these shows have undergone an extensive review of their implementation of the Podtrac Measurement System and by so doing have demonstrated their commitment to transparency in podcast measurement. Learn more at Podtrac.com.

In brief, Podtrac offers free monthly rankings of [Top 20 Podcasts](#) and [Top 20 Podcast Publishers](#) with paid-services for rankings on such things as audience categories. However, it only counts podcasts that chose to “opt-in” to the service; not all podcasts do that. Podtrac says the company measures the majority of top podcast publishers.

U.S. PODCAST REPORT

TOP 15 NETWORKS

Based on Average Weekly Downloads

Reporting Period: June 8 - July 5, 2020

RANK	PODCAST NETWORK	SALES REPRESENTATION	# OF ACTIVE PODCASTS	AVERAGE WEEKLY DOWNLOADS	AVERAGE WEEKLY USERS	RANK CHANGE
1	NPR	National Public Media	52	43,112,079	12,050,570	0
2	Stitcher	Midroll	277	23,295,672	7,340,785	↑1
3	Entercom/Cadence13/ Pineapple Street Studios	Cadence13	375	23,022,164	6,652,059	↓1
4	Wondery	Wondery Brand Partnerships	130	18,485,232	4,885,430	0
5	Cumulus Media/ Westwood One	Cumulus Media/Westwood One	241	14,002,228	3,197,388	0
6	Audoboom	Audoboom	246	8,685,505	2,664,905	0
7	NBC News	Wondery Brand Partnerships	25	7,562,337	2,019,402	0
8	WarnerMedia	WarnerMedia	92	3,900,308	1,352,507	0
9	FOX News Podcasts	FOX News Podcasts	37	2,446,685	787,770	0
10	CBC/Radio-Canada	Acast	215	1,003,261	341,702	0
11	Bonneville International	Bonneville International	229	577,009	170,764	0
12	Beasley Media Group	Beasley Media Group	159	491,274	116,202	0
13	Salem Communications	Salem Communications	585	460,740	103,127	↑1
14	WaitWhat	WaitWhat	3	348,667	131,994	↓1
15	Focus On the Family	Focus On the Family	16	325,161	96,391	0

[Triton Digital](#) offers measurement based on weekly downloads over a four-week period and has some different publishers (those who pay for show production) than what appears in the rankings for Podtrac.

[Edison Research](#) ranks the U.S. Top 10 Podcasts among weekly podcast consumers who keep an online diary of what they listened to the previous week, a common polling technique. Edison's ranker does not depend on publisher opt-outs.

[Apple](#) podcast charts are generally understood to be the "hotness" factor, based on recent subscriptions. That can be mistaken as a measure of how big or influential a podcast is at a moment in time.

And companies like [Spotify](#) and [Stitcher](#) also offer top podcast charts, with Spotify's [charts](#) updated daily featuring the 200 most popular shows localized by region. Podcast analyst Nick Quah told [The Verge](#) that "chart-topping doesn't mean what most people think it means.... It just says you had a lot of new interactions one given week."

Podcasting is No Fluke

The power and reach of the medium is so pervasive that the U.S. [Library of Congress](#) is adding podcasts to its archive "as part of its mission to collect and preserve sound recordings," and is contacting selected podcasters to seek permission to add their shows. The Library also offers its own extensive series of [podcasts](#).

LIBRARY OF CONGRESS ASK A LIBRARIAN DIGITAL COLLECTIONS LIBRARY CATALOGS Search

The Library of Congress > Podcasts

PODCASTS

Podcasts
Discover the treasures of the Library through its experts and special guests

- Podcasts Home
- Slave Narratives
- Music and the Brain
- Digital Preservation
- Q&A with LCM
- Alan Lomax and Soundscapes of the Upper Midwest
- La Biblioteca
- 2016 Book Festival
- 2014 Book Festival
- 2013 Book Festival
- 2012 Book Festival
- 2011 Book Festival
- 2010 Book Festival
- 2009 Book Festival
- 2008 Book Festival
- 2007 Book Festival
- Exquisite Corpse
- Help

More Audio, Video Resources at the Library

- Webcasts from the Library
- Motion Pictures in American Memory
- Motion Picture, Television Reading Room



LA BIBLIOTECA

..... ○○○

An exploration of the Library's collections that focus on the cultures of Spain, Portugal, Latin America, and the Hispanic community in the US.

[View Podcasts](#)



FEATURED SERIES NATIONAL BOOK FESTIVAL

..... ○○○

Listen to interviews with some of the award-winning authors from the 2016 National Book Festival. The [Library of Congress National Book Festival](#) will be held Saturday, September 24 at the Walter Washington Convention Center in Washington, D.C.

[View Podcasts](#)



FEATURED SERIES Q&A WITH THE LCM

..... ○○○

The Library of Congress Magazine features interviews with newsmakers, opinion leaders, expert curators, subject matter experts and members of our hardworking staff. We'll share extensive audio versions of these interviews in this podcast series.

[View Podcasts](#)



A CELEBRATION OF MEXICO

..... ○○○

In December 2013, the Library of Congress plays host to a two-day conference of speakers, film and exhibitions celebrating the rich heritage of Mexico.

[View Podcasts](#)

What is a Podcast?

Traditionally, a podcast has been defined as a digital audio file available on the internet that can be downloaded on a computer or digital device and is automatically received by subscribers.

But times are changing, with listeners discovering podcasts in multiple ways, including YouTube and Facebook Live rather than podcast apps. Radio giant iHeartRadio [podcasts](#) stand to gain millions of new listeners with the company launch of "Sunday Night Podcasts" on its 270 broadcast radio stations. "iHeartMedia reaches 91% of the U.S. population with just our broadcast radio stations alone, so we're uniquely able to provide the scale critical to introducing podcasts to the millions of Americans who aren't yet familiar with them," said Conal Byrne, president of the iHeartPodcast Network.

However, in his keynote speech at the conference, [Podcast Movement](#), Edison Research Senior VP [Tom Webster](#) said

that if it's not downloadable and not on a podcast device, it's not a podcast.

When Did Podcasts Start?



Photo by Casey Fiesler on Flickr

It was in 2005 that the Oxford Dictionary named “podcast” as its word of the year after journalist Ben Hammersley coined the term the year before. In the early days, podcasts mostly came from radio corporations such as NPR, looking for new ways to distribute programming. American University scholar [Dr. Pat Aufderheide](#) looks deep inside podcasting as public media in [this journal article](#).

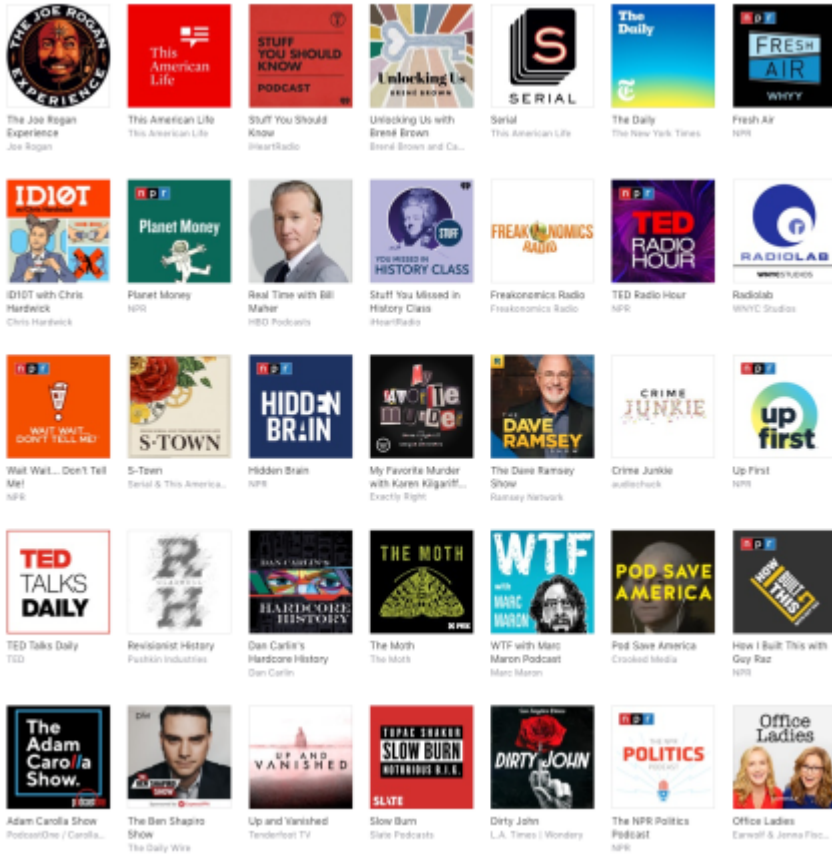
But the boom years for podcasting began in 2014 with the launch of “Serial,” spun off from public radio’s “This American Life.” Serial’s true-crime podcast focused on the 1999 murder of a 15-year-old girl from Baltimore. [CBS News](#) took a look at the series as it was about to end its first season, but you know you’ve made it big when [Saturday Night Live](#) does a parody.

Narrative podcasts got a boost from personalities who created shows like “The Joe Rogan Experience” and “WTF with Marc Maron,” and from new podcasts started by media companies and independent producers. Advertising money started to come in and for the podcast industry as a whole, advertising revenue is expected to top \$1 billion in 2020, down from previous estimates because of COVID-19’s impact, according to the [Interactive Advertising Bureau](#).

Who Podcasts?

People with passions and those who are passionate about storytelling are the new podcasting superstars. They include kids, tweens, Millennials, Gen X, Boomer, and seniors. The variety of topics discussed or explored is even wider.

Podcasts



Company Brands in Podcasting

Companies also create podcasts, providing information for consumers as well as an opportunity for marketing. Financial services giant [Charles Schwab](#) has four podcasts with advice and a look at the political landscape for investments.



Sporting goods company [REI](#) has multiple podcasts where outdoor enthusiasts share their stories on ultrarunning, hiking and bike building.

Education and Academic Research



A number of colleges and universities have created podcasts that explore academic research or revolve around academic stars. “[Deep Background with Noah Feldman](#)” of Harvard explores the news from a historical, scientific, legal and cultural context. Others feature students, such as the podcast I help advise for the Washington College of Law called “[A Hard Look](#)” by the Administrative Law Review. In 2018, producers of educational audio established a conference called [Sound Education](#) was based at the Harvard Divinity School.

So Who’s Listening?

There is an increase across all age groups but like 2019, the largest growth is in the 12-24 age category, with nearly half of this demographic listening to podcasts, according to [Infinite Dial](#) research. The increase in listening among teens and tweens also reflects the growth of more podcast content being created especially for them. There is also significant growth among the 55+ demographic.

Monthly Podcast Listening

U.S. POPULATION

% LISTENED TO A PODCAST IN LAST MONTH



#InfiniteDial

THE INFINITE DIAL © 2020 EDISON RESEARCH AND TRITON DIGITAL

THE INFINITE DIAL 2020

While listeners in the 55+ age bracket lag behind other age groups, numbers are growing and expected to surge as technology makes podcasts easier to access through mobile devices such as a phone or tablet. Producers of the [Democracy Works](#) podcast have done outreach to senior centers to find new listeners and host Jenna Spinelle [writes](#) they provide a different perspective.

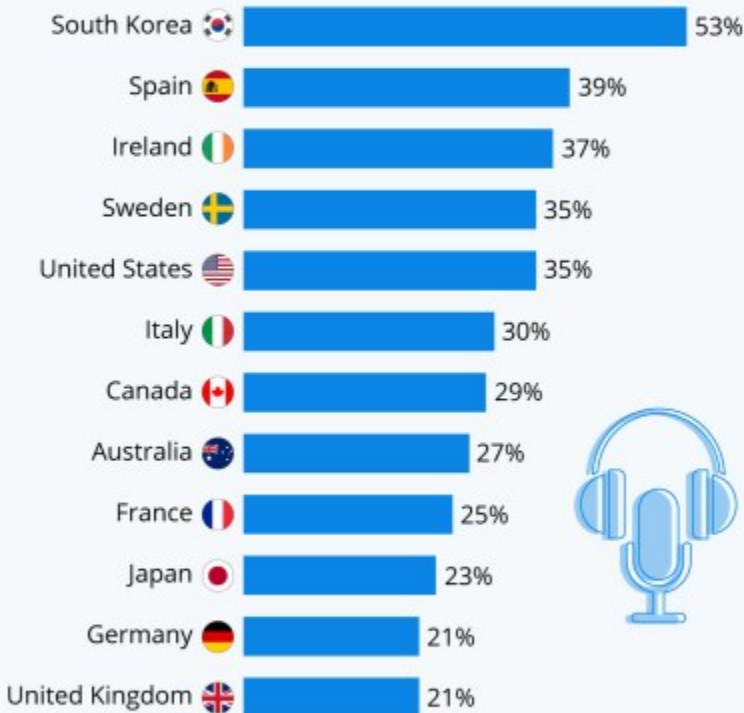
Also helping are new cars with built-in internet access as well as voice assistant products such as Siri, Alexa and Google, which help listeners find podcasts with a simple voice request.

Podcasts Worldwide Influence

Around the globe, podcast creation and listening is exploding, according to surveys done by the [Reuters Institute of Digital News Report 2019](#). In Ireland, data says one-in-three Irish adults listen to a podcast each month.

Podcast Popularity Across the Globe

% of respondents in selected countries who listened to any podcast in the past month



Based on a survey of roughly 2,000 people in each of the given countries conducted in Q1 2019. Results are representative of the population with access to the internet.

Source: Reuters Institute Digital News Report 2019

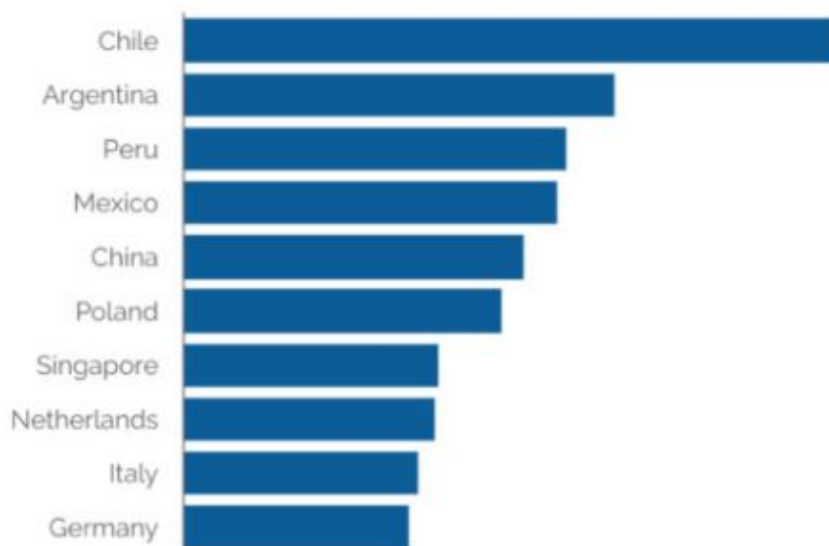


statista

Spanish language podcasts are booming, thanks to large numbers of Americans who speak Spanish at home and the growth of podcasts in Latin American countries. Two Spanish-language podcasts providing news and analysis for Spanish speakers were added by [The Washington Post](#) in September 2019. [Voxnest](#) reports the top four fastest-growing countries for podcasts are Chile, Argentina, Peru and Mexico. Consumption of podcasts is also very high in [Brazil](#), thanks to Spotify.

Top Growing Geographies

Countries that have shown the biggest month over month growth in listen



VOXNEST

PRX has taken [a look](#) at the growing podcast scene in France, which is run and hosted by large numbers of women, in contrast to the U.S. The co-founder of the French podcast studio Louie [Media](#), said podcasts began to emerge “as a new wave of feminism started to spread in France” after accusations of sexual assault by politician Dominique Strauss-Kahn. Podcasts are also growing in [India](#), driven in part by local languages and the growth in audio streaming.

U.S. radio giant iHeartMedia launched multiple hit podcasts in native languages across international markets, [translating](#) six podcasts into “Spanish, Hindi, Portuguese, French, and German.” And Spotify owns a podcast network called [Parcast](#), with podcasts in German, Spanish, French, Portuguese and Swedish.

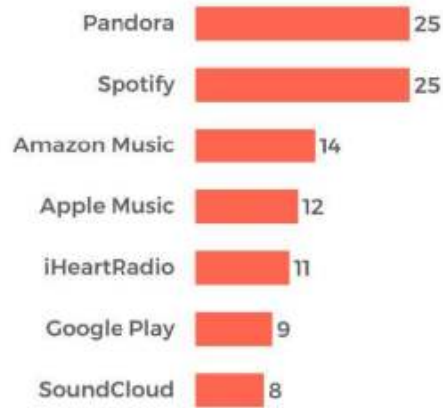
Most Used Audio Platforms

The battle among audio brands for top listening rights appears a bit murky because various surveys show different results. However, the major players continue to be Spotify, Apple Music, Pandora, and, in some studies, YouTube. Spotify is being helped by its podcast acquisitions; Amazon is helped by the use of more smart speakers and voice-assisted technology; and Pandora and YouTube are helped by being cross-platform — music, video and podcast apps that work in several operating systems.

Audio Brands Listened to in Last Month

TOTAL U.S. POPULATION 12+

% LISTENED TO AUDIO BRAND IN LAST MONTH



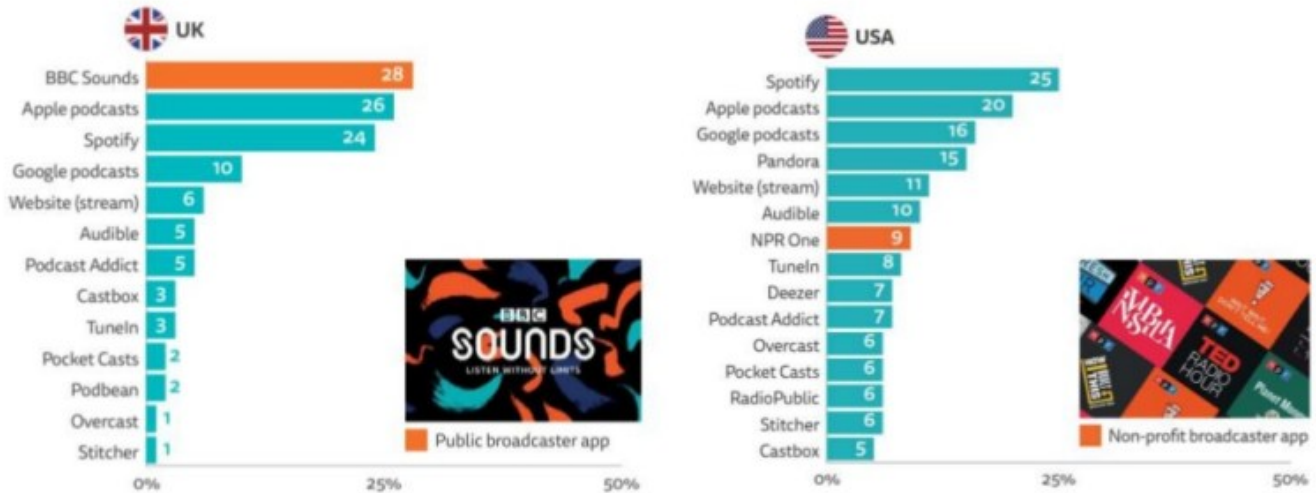
#InfiniteDial

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Other surveys done by the [Reuters Institute](#) clearly show Spotify way out in front of other platforms, and that's especially true for young people 12-24.

Proportion of podcast listeners that use each platform

Selected Countries



POD2. Which of the following apps or websites do you mainly use to find. Base: All that listened to podcasts in the last month; UK = 440; USA = 748

One outlier is the [study](#) by the University of Florida and Futuri Media that says YouTube is the No. 1 destination for podcast consumption. Critics, however, say the study allowed online users to include any on-demand content, including video, as podcasts.

On which platforms
are listeners
consuming podcasts?

YouTube is the #1 Destination for Podcast Consumption

Podcasting Accessing Platform	%
YouTube	70.2%
Spotify	33.0%
iTunes / Apple Podcast app	32.8%
Google Play Music app	22.8%
Audible / Amazon	17.3%
Station network / website / app	16.5%
SoundCloud	14.8%
Podcasts.com	14.1%
Personality website	13.8%
TuneIn Radio	6.1%

Source: Futuri Media / University of Florida / NAB Podcast Users National Survey Report 2019

Growing Podcast Content for Kids

Podcast content for kids is growing as creators find out more about how youngsters and their families are listening. A survey by [Kids Listen](#), which promotes audio content to kids, says that children listen to a podcast episode over and over again while adults tend to listen only once. Responses indicate that “75% of the kids start a discussion about what they listened to, 58% quote or reenact a portion of the episode and more than half request more information about what they learned.” Teachers can use a keyword search engine to find podcast topics called [Listen Notes](#), to share a playlist for topics covered in coursework or for summer reading.

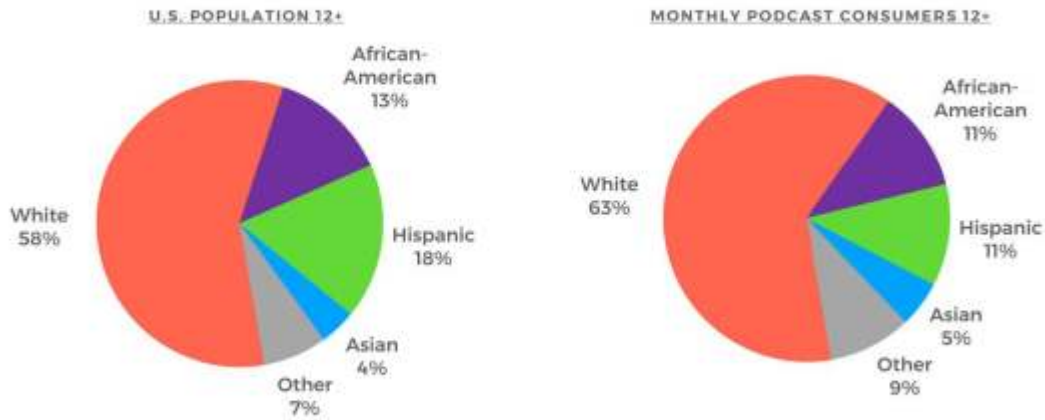
Diversity and Gender

Over the last 10 years, there has been increasing [diversity](#) in race/ethnicity among podcast listeners; while white American listeners still dominate, African American listeners are increasing. [Edison Research](#) also found a slight increase in 2020 over the previous year in podcast listeners of Asian descent.

Comparing the ethnic population of the U.S. to monthly podcast consumption, Edison found the widest gap in the Hispanic and Latino communities.

Ethnicity of Monthly Podcast Listeners

BASE: U.S. AGE 12+ AND LISTENED TO PODCAST IN LAST MONTH



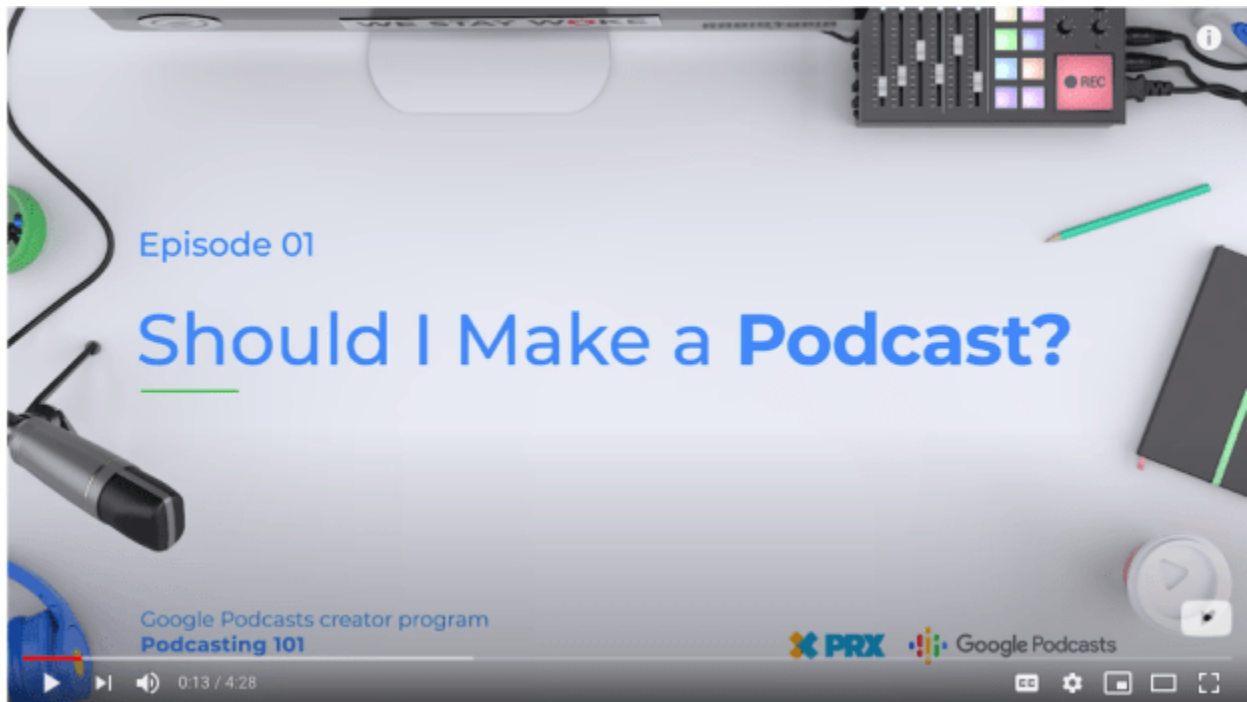
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Removing

Racial Barriers

A [report](#) by NBC News says there was increased visibility because of groups such as “[Podluck: An Asian American Podcast Collective](#).” Underrepresented voices in podcasting also get a boost from initiatives such as the [Google Podcast creator program](#) with PRX, which offers boot camp training. The podcast “[Long Distance](#),” a Filipino diaspora, was one of six shows selected to start the program. PRX and the Google Podcasts creator program also created a 10-part instruction series for early stage creators called “[Podcasting 101](#)” that covers recording, writing and publishing and distributing podcasts in short three-to-four-minute videos.



In addition, [NPR's](#) strong and growing portfolio of podcasts is helping build a younger and more diverse audience. An [appeal](#) to a digital-first audience has increased average monthly downloads by 24% year over year across all podcast titles.

Spotify is in its third year of [Sound Up](#), designed to develop and produce podcasts. It's open to people in the U.S., United Kingdom, Ireland, Germany, Brazil, Sweden and Australia.

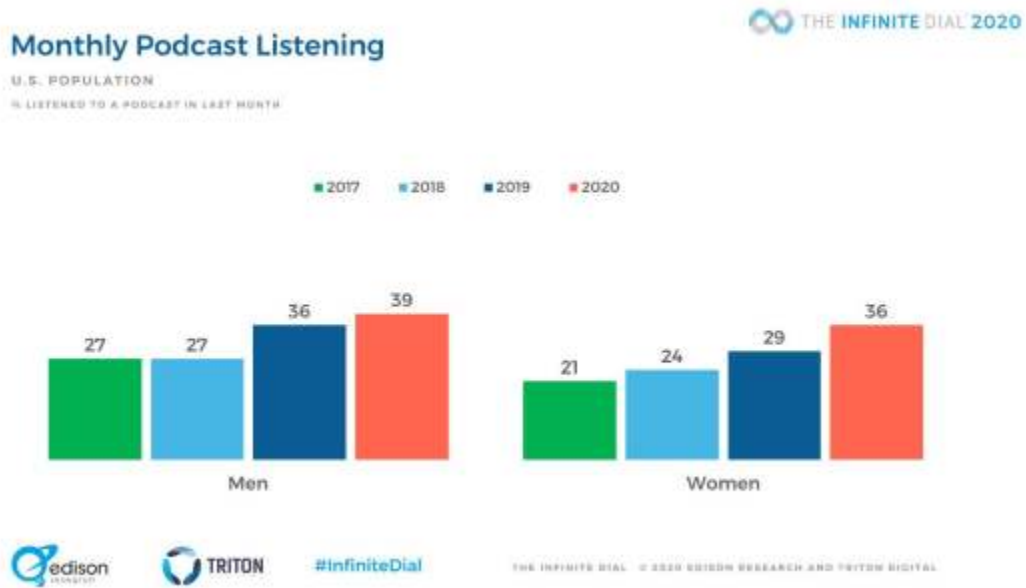


Photo by Mimi Thian on Unsplash.com

For those who work in the audio industry or aspire to do so, a directory is available that lists producers, hosts, editors, engineers and content strategists of color worldwide. [The POC Audio Directory](#) is a database inspired by Phoebe Wang as she accepted the Best New Artist Award at the [Third Coast Festival](#) in 2018. Wang made a [call to action](#) and rebelled against a statement by audio institutions that it's hard to find people of color to hire.

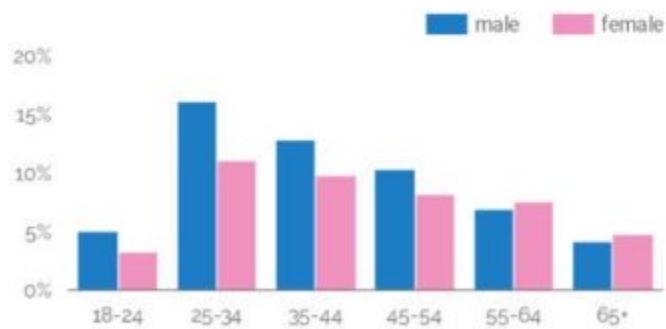
Gender Gap Narrows

While there is also still a [gender gap](#), women are approaching equality in podcast listening and showing significant growth over the last three years.



Even in 2019, [Voxnest](#) data showed the number of women surpassing men in the over 55 category.

Gender Split by Age - February 2019



VOXNEST

Equity Pay Gap

While podcasting is an inclusive industry that most anyone can join, there's still a race and gender inequity pay gap that mirrors the rest of society as many women make just 78-80% of what their male counterparts do in the same job.

Podcast host and syndication service Simplecast [quotes](#) a study that found a pay gap in early stage company equity grants.

"The most alarming imbalance exists in Venture Capital (VC) funding. In 2018, women of color [experienced the deepest gap](#), with Black women receiving 0.0006% of funding, and Latinx women receiving 0.32%. Companies founded by women raised [2.3% of total VC funding invested](#). Mixed-gender founding teams raised 10.3% — still dismally low compared with the funding received by white, non-Hispanic male founders."

Simplecast signed a pledge to take action on the issue.

Kickstarting Women Podcast Hosts



Women make up nearly [half](#) the podcast listening audience but only [22-30%](#) of the shows are hosted or co-hosted by women. In 2017, [Twila Dang](#) founded [Matriarch Digital Media](#) — a podcast network and online community. Another [female-founded](#) podcast network, [Earios](#), began operation in June 2019, sharing content by women. A [Kickstarter](#) campaign raised enough money to launch 12 shows. [Vulture](#) [interviewed](#) the co-founders about efforts to build their community.

In addition, [Werk It](#), the WNYC women’s festival for podcasting wants to raise the number of female podcast hosts by holding workshops and networking. And [Google Podcasts](#) has a creator program for underrepresented voices that includes 20-weeks of training, mentorship and seed funding. The audio streaming company Spotify has a five-day accelerator program.

The growing appetite for [podcast expansion](#) also is being spurred by [smartphones](#).

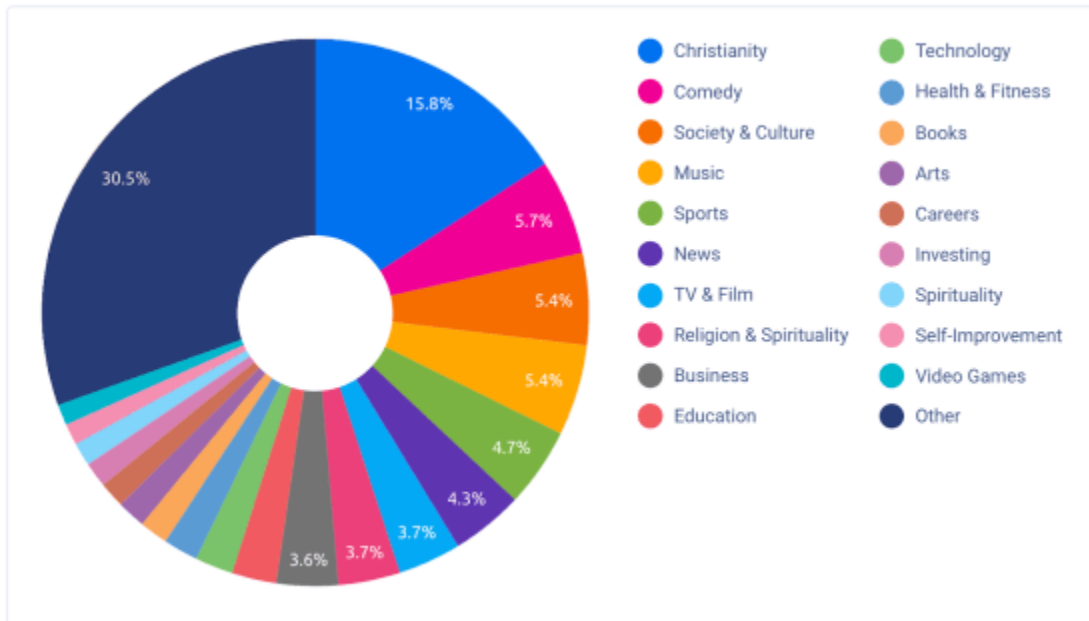


including [kids](#), [teens](#), [seniors](#), [fiction](#) is helping feed [communities](#). Growth [the internet](#) or on [access](#)

Religion, comedy, [social](#) [analytics firm](#).

[Pex](#), the independent

Podcast content category popularity



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twitter.com/pex pex.com

They show the largest growth for podcasts dealing with religious issues over the past four years. Other companies, such as [Podtrac](#), offer paid analytics.

Trends: True Crime, Investigations

[True crime](#) and [investigative](#) podcasts are among the more popular venues that are having a larger impact on society and local communities. Interest in true crime is driven by the basic human emotion of fear, according to [criminologists](#) - allowing people to experience fears without the consequences of actual trauma.

Both genres are expensive to produce and time-consuming to create because this kind of watchdog journalism can take weeks, months and even years to come to fruition.. [The Investigative Reporting Workshop \(IRW\)](#) at American University in Washington, D.C., has a [curated list](#) of investigative podcasts.

Top Podcast Honors

Professional journalists are now offering podcasts via radio stations, broadcast and cable networks, newspapers, magazines and online publications. Their impactful reporting is being recognized at the highest level of excellence. The best investigative podcasts focus on exposing injustices and righting wrongs.



In 2020, the [Pulitzer Prize Board](#) added a new category for Audio Reporting. The first Pulitzer was awarded to “[This American Life](#)” for its reporting on the personal impact of the Trump administration’s “Remain in Mexico” policy.

The [Peabody Awards](#), which have grown from excellence in broadcasting to cable, streaming, websites and podcasts have been awarded to [Serial](#), [S-Town](#) and [In the Dark](#) by [American Public Media](#). In season one, Peabody Award-winning journalist [Madeleine Baran](#) documented how police mishandled a [child abduction](#). The murder of a small-town Minnesota boy led to the creation of the national sex-offender database. The [New York Times](#) profiled this series, which producers call “investigative reporting on the criminal justice system.”



In [season two](#), the focus of the podcast turned to Curtis Flowers, a black Mississippi death row inmate who had been tried six times for the same crime. The series became the [first podcast](#) honored by the George Polk Award, which recognizes excellence by investigative reporters.



Other exceptional investigative podcasts come from [The Center for Investigative Reporting's](#) program [Reveal](#), which was a finalist for the 2020 Pulitzer Prize. [Reveal](#) also won two Peabody Awards in 2019 along with [PRX](#) for [Monumental Lies](#), a podcast exploring the contested history of monuments in the South and Southwest and for another on [redlining](#) in housing discrimination by banks.

The U.S. Supreme Court

The subject of one top-rated podcast prompted the [U.S. Supreme Court](#) in 2019 to review and throw out the murder conviction of a black Mississippi man tried for murder six times. The court heard evidence from [APM Reports](#) in the investigative podcast [In The Dark](#), which found a pattern of racist jury selection by the prosecutor and a new trial was ordered.

How Do You Listen to a Podcast?



A Photo by Jelle van Leest on Unsplash.com

Audiences can listen on a computer by going to a podcast's website. However, most people listen on their smartphones and subscribe to a show on a [podcasting app](#) — also called podcatchers — like the ones built into smartphones. New podcast episodes are automatically downloaded into the digital device and available for playback without the need for an internet connection. Research from [The Podcast Consumer 2019](#) showed that 65% of monthly listeners said they most often used their cell phone or other portable device to listen.

Only 1% of listeners use a smart speaker such as [Amazon Alexa](#) and [Google Assistant to listen to podcasts](#), according

to [information](#) from Amplifi Media. In your car, you can listen on a [Bluetooth](#) device and, for television, a streaming device such as [Roku](#) or [Apple TV](#) works with an app like Tune In, Spotify or iHeartRadio.

There also are streaming platforms like [Pandora](#) that allow you to listen to podcasts that have their own station, such as [This American Life](#). Technically, because the podcast is streamed rather than heard via an RSS feed, it's not a podcast. However, [Tom Webster](#) of Edison Research makes the point that "people don't care," how sites technically talk to each other."

How Do You Find Podcasts?



Photo by rawpixel on Unsplash

Just as best-selling lists reflect what people are reading, there are several podcast charts that can show what people are listening to. Podcasts about race have taken center stage as listeners deal with racial injustice. The New York Times' [1619](#) and NPR's [Code Switch](#) dealt with the aftermath of Black deaths at the hand of police. [The Bello Collection](#) highlights more than 20 other podcasts on racism, inequality, and injustice. Readers Digest has a list of a [dozen shows](#) and an Atlanta craft beer brewer has teamed up with The Atlanta Podcast for [a new series on race and inclusiveness](#).

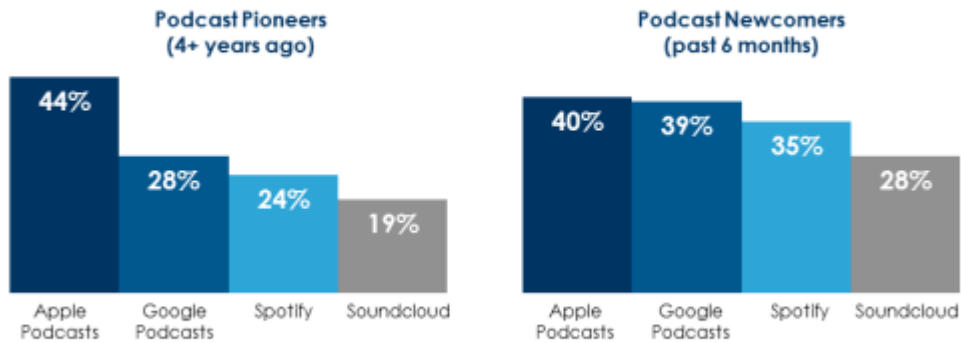
Personal Podcast Recommendations

Most people, however, look for podcasts by asking their friends, family and colleagues. According to a survey of podcast listeners by [Podcast Host](#), people have the most influence in discovering and promoting new podcasts via recommendations on social media and online communities. [People look](#) in a podcast directory to find new shows or they may use [Google Search](#) and Apple's use of machine-learning for podcasts. Using the database, a listener can find a podcast they might have heard about by typing in key words. The site searches for those words, allowing you to find a particular program. This is a valuable tool for journalists.

There are also [new categories](#) of podcasts to search thanks to Apple adding dozens of new categories (like Fiction and True Crime); renaming categories like News & Politics, to News; and removing some subcategories such as Education - which is now just Education. The podcasting platform Podiant [explains](#) more about the changes.

Platforms used: Podcast Pioneers use Apple the most, Podcast Newcomers use a more diverse group of platforms

Q: "Through which of the following places do you currently access the podcasts you listen to?"
(% of respondents)



How to read: 44% of Podcast Pioneers access podcasts through Apple Podcasts.

Source: Westwood One and Audience Insights Inc. "Podcast Download - Spring 2017 Report." MARU/HighTower National Study - March 2017. Data is weighted to represent Apple/Android mobile ownership among monthly podcast users.
Q: "Through which of the following places do you currently access the podcasts you listen to?" Apple Podcasts defined as iTunes/iPod; Google Podcasts defined as Google Play/Google Podcasts.



And according to a [study](#) by Westwood One and Audience Insight's Inc., Spotify and Google are attracting new podcast listeners - those who began listening to podcasts in the last six months, while Apple is the lead destination for those who have listened to podcasts for more than four years. The two audio giants continue to battle it out for listeners, with Spotify expanding worldwide and its partnership with Barack and Michelle Obama to produce podcasts. [Bloomberg](#) reported that Apple had plans to fund original podcasts

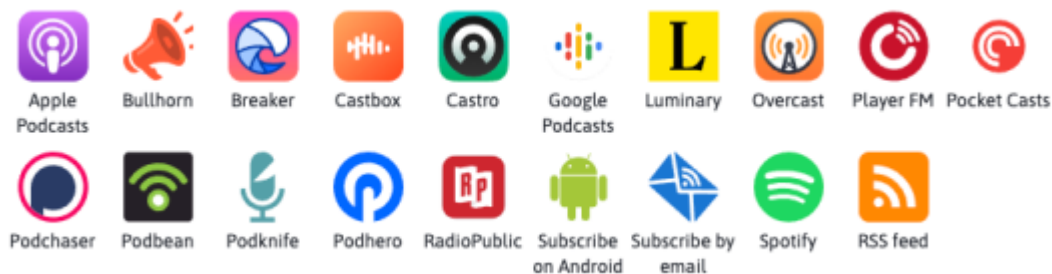
For a review of the best apps, [Paste Music](#) offers what it considers to be the 10 best and why. Below are other podcast apps.

Discovering Podcasts

Where to Find Podcasts

Discovering podcasts: Although Apple dominates, there are other [podcatchers](#) — applications used to download podcasts.

- [Apple](#) is the biggest and most important free place both to discover a podcast and to submit one, with 70% of podcast plays. The [top 100](#) U.S. podcasts can be found there. Here's [some advice](#) on avoiding typical mistakes.
- [Spotify](#) has about 10% of all podcast plays and is [No. 1](#) in South America and [beating](#) Apple in southern and eastern Europe, India and Indonesia.
- [Stitcher](#) is good for Android users and has about 2% of podcast plays, which can be downloaded for free with a premium subscription at [\\$4.99](#) a month
- [Google](#) has about 2% of the audience. It's advantage is Google search.
- Podnews has a [list](#) of host services as well as instruction about [how to add your podcast](#) to every podcast directory.



Other Podcatchers:

- [Himalaya](#) (free)
- [Pocket Casts](#) One-time \$4 fee)
- [Castbox](#) (free)
- [Castro](#) (free; \$18.99 annual subscription with additional features)
- [Overcast](#) (free; \$10 a year for ad-free)
- [Podcast Addict](#) (free)

Digital Trends [offers advice](#) about how to use these podcast apps and subscribe to podcasts. [NPR.org](#) has a free podcast directory with some of the best content and production in the world, covering [news](#), [politics](#), [money](#), [the arts](#), [comedy](#), and Latino [culture](#).

[Radiotopia](#) is a free, curated podcast network run by PRX (Public Radio Exchange) that asks for listener donations. Podcasts include [99% Invisible](#) and [West Wing Weekly](#) about the beloved Aaron Sorkin network television show [The West Wing](#) - the NBC political drama that ended in 2006.



Photo by Fausto García on Unsplash

Other:

- Facebook is the top social media platform for discovering podcasts, according to Bridge Ratings' [Podcasting Best Practices Study](#).
- Streaming apps such as [Pandora](#), [Spotify](#), [Luminary](#).
- There are numerous media [recommendations](#) on podcasts. Podcast critic Nick Quah of Vulture offers [his list of 100](#) great podcasts.
- Bello Collective chose [100 outstanding podcasts](#) from the past year. The Collective is comprised of writers and contributors who love audio and storytelling.
- Other selections are offered from [The Atlantic](#), [Esquire](#), [BBC](#) and Digital Trends and have a list of [2019 best](#) podcasts from crime to comedy.
- The annual [Webby Awards](#) recognize excellence on the internet. In the [podcast](#) category, "Best Host" was

won by [Pod Save the People](#) while “Best Podcast Series” was Slate magazine’s [Slow Burn Season 2](#).

Are Subscriptions Free?



Photo by Clay Banks on [Unsplash.com](#)

Listeners “subscribe” if they want a podcast to download new episodes automatically, but some consumers believe they must pay as they would for a Netflix subscription. “[The Podcast Consumer](#)” study confirms such confusion, with 38% of non-podcast listeners believing “subscribing” is the same thing as payment. However, most podcasts remain free.

[Continue to Chapter 2](#)

Chapter 2: Title, Description, Music, Cover Art

Learning Objectives

- **Production** plan and **format** for show **{resource list}**
- **Tips** on podcast names, descriptions, length, season
- Options for podcast **cover art**



Photo by Joao Silas on [Unsplash.com](https://unsplash.com)

Continue to **Content**

What Do You Need to Podcast?



Photo by Ismail Elazizi on [Unsplash.com](https://unsplash.com)

At a very basic level, doing a podcast requires a recording device (which may include your smartphone) and a computer that allows you to:

- Record an MP3 audio file
- Upload the audio file to a podcast host so it will generate an RSS feed — [RSS](#) stands for Really Simple Syndication or Rich Site Summary. The feed is an XML programming code that contains the directory of your podcast and where audio files are located on the internet.
- Copy and paste the RSS feed into specific podcast directories for listeners to discover; you will need a podcast title, description and artwork, among other requirements.

Of course, it's more than just three simple steps, but this chapter will help you break down the process. Good planning will build your confidence, save time and effort, and reduce stress.



Photo by Jeremy Brooks on [Flickr.com](#)

Podcast Ideas

One good way to come up with an idea is to consider why you want to podcast. Is it to share a passion with others? Do you want to be a thought leader in your profession? Are you looking to expand your business or to have fun?

The answer will help you figure out what your podcast will be about. Unless you're already an established podcaster, it's best to narrow your focus on a topic. For example, instead of talking about farming, focus on organic farming. Finding a niche helps build a truly interested audience.



Photo by Diego PH on [Unsplash.com](#)

Deciding Show Format

To a large extent, the decision about a show's [format](#) — whether interview, documentary, magazine-style, fictional drama or [other combination](#) — is determined by the subject matter, host and available resources. An interview show with one or two hosts takes far less infrastructure than the demands of a [fictional drama](#) series.

Common Types of Podcasts

Podcast Show Formats

Interview: The most common type of podcast is a talk format that features a host interviewing a guest or multiple guests. Interviews might be done in a studio, on location or over the phone. Interviews work well because even if you're an expert on a topic, other voices liven things up for robust debate. Examples include [The Tim Ferriss Show](#) and [WTF with Marc Maron](#).

Multiple hosts: There are usually co-hosts in this format, featuring hosts who can banter with each other and guests. The comedic sports podcast [Pardon My Take](#) features a roundtable discussion with dual hosts. Slate's [Political Gabfest](#) features a roundtable of irreverent Washington journalists.

Solo: A solo podcast needs an especially compelling or [famous](#) host and topic because it's just you and the listener. It can work well for a niche audience with an expert discussing [politics](#), [music](#), [comedy](#) or [mountain climbing](#). There are some solo commentary shows, including Slate's [The Gist](#) and [Dan Carlin's Hardcore History](#).

Scripted Nonfiction: These are story-driven shows pulling from interviews, sounds, and music, with many featuring a host who narrates. Examples include [Serial](#), [This American Life](#), [RadioLab](#) and [99% Invisible](#). These are true stories with an emotional appeal, according to an article in [The Atlantic](#).

Scripted Fiction: These audio dramas are highly produced with dialogue, actors, music and sound effects along with complex [story structure](#). They are much like the radio audio dramas of the 1930s. Gimlet's psychological thriller "[Homecoming](#)" was adapted to a TV series for Amazon starring Julia Roberts. Another fictional podcast called "[The Amelia Project](#)" is about an agency that helps people fake their own deaths so they can start their lives over. [We're Alive](#) focuses on survivors in a world about to collapse. Multitude has a [50-page PDF](#) about how to make fiction podcasts.

Hybrid or Mixed: This type of audio magazine format combines elements from the others and, like narrative storytelling, is highly produced. A solo host or multiple hosts combine interviews with a roundtable discussion or narrative story. There also could be news or regular features, such as a person-on-the-street interview. Slate's [The Gist](#) is an example.

Repurposed Content: There are long time radio shows that are being redistributed through podcasting. [Prairie Home Companion](#) was a live stage show, radio program, movie, and now, a podcast. Other shows include [Wait Wait...Don't Tell Me](#) and [The TED Radio Hour](#).



Photo by Alan Kotok on [Flickr.com](https://www.flickr.com/photos/alan_kotok/)

Podcast Name

Just as we judge a book by its cover, there's a lot riding on a podcast name for audience discovery, so one of the first and most crucial decisions is [what to name](#) your podcast. A short, clear and descriptive name that gives the audience an idea of what the podcast is about can attract listeners, while a poorly named podcast may prevent discovery. One [study](#) of podcast names found that half of all titles are between 14 and 29 characters, with the most popular title length at 16. Another data [review](#) came up with the 100 most popular podcast names with a good amount of duplicate names.

Think about words you would type into a search engine to find a podcast; that can help you create a search-friendly name. Be specific. While "Community Bulletin" is short it's also vague. Instead, if your podcast is about neighborhood news, "Tenleytown Community News" may be a stronger alternative. Get feedback from your neighbors and friends.



Name Generators

There are online podcast name generators such as [BNG](#) or [BizNameWiz](#) that may help spark an idea. Be sure to check out your proposed name to avoid duplication. If a name is too similar to an existing podcast, you might not be able to [trademark](#) the name, should you decide to do so.

Directories

Podcast News offers [this list](#) of directories along with how to add your podcast to each directory. Because Apple accounts for [most podcast downloads](#), make sure to review its [name rules](#). Apple will reject references to profanity, violence, racism, homophobia and illegal drugs. You also want the name to show up clearly in your podcast artwork.

Tips to help listeners find your podcast

- Because Apple accounts for [most podcast downloads](#), make sure to review its [name rules](#) because Apple will reject references to profanity, violence, racism, homophobia and illegal drugs.
- Do some research about what already exists in the marketplace by looking through [podcast directories](#).
- Avoid names already being used because Apple won't allow duplicate names.
- If a name is too similar to an existing podcast, you might not be able to [trademark](#) the name, should you decide to do so.
- Make the podcast name short and descriptive so it's [search engine friendly](#) because listeners use web searches to track down topics. One [study](#) of podcast names found that half of all titles are between 14 and 29 characters, with the most popular title length at 16. What keywords would most people type into a search box to find information about that topic?
- You also want the name to show up clearly in your podcast artwork.

Search-Friendly Descriptions

The podcast description is a pitch for why someone should listen to your show. Think about what your audience will get out of the podcast rather than about yourself. Make it a short paragraph of 200-300 words like what you would see on a YouTube channel description. It should be search-engine friendly and clearly explain what your podcast is about and who it's for. This is your first chance to capture the audience's attention. [Forbes](#) offers a great analogy: "[A] podcast is like a book jacket. It's what people read after the name of your show has drawn them in but before they decide to start listening."

The podcast network [Wondery](#), which began in 2016, has intriguing descriptions such as this one for [Business Wars](#): "Netflix vs. HBO. Nike vs. Adidas. Business is war. Sometimes the prize is your wallet or your attention. Sometimes, it's just the fun of beating the other guy. The outcome of these battles shapes what we buy and how we live. Business Wars gives you the unauthorized, real story of what drives these companies and their leaders, inventors, investors and executives to new heights — or to ruin."



Photo by Mohammad Metri on [Unsplash.com](https://unsplash.com)

Episode Description

While the podcast description may inspire the audience to subscribe, it's the individual episode description that can seal the deal for listening to a particular show. This is what appears in Apple Podcast and other apps. Keep it short and spicy, designed to draw in the audience.

In an episode called "[What's In A Karen?](#)" NPR's Code Switch podcast offers the following episode: 'Karen' has become cultural shorthand for a white woman who wields her race as a cudgel. And look, we all love to hate a good Karen. But where did this archetype come from? What will the next iteration of Karen be? And what are we missing by focusing on the Karens of the world?"

How Long Should a Podcast Be?

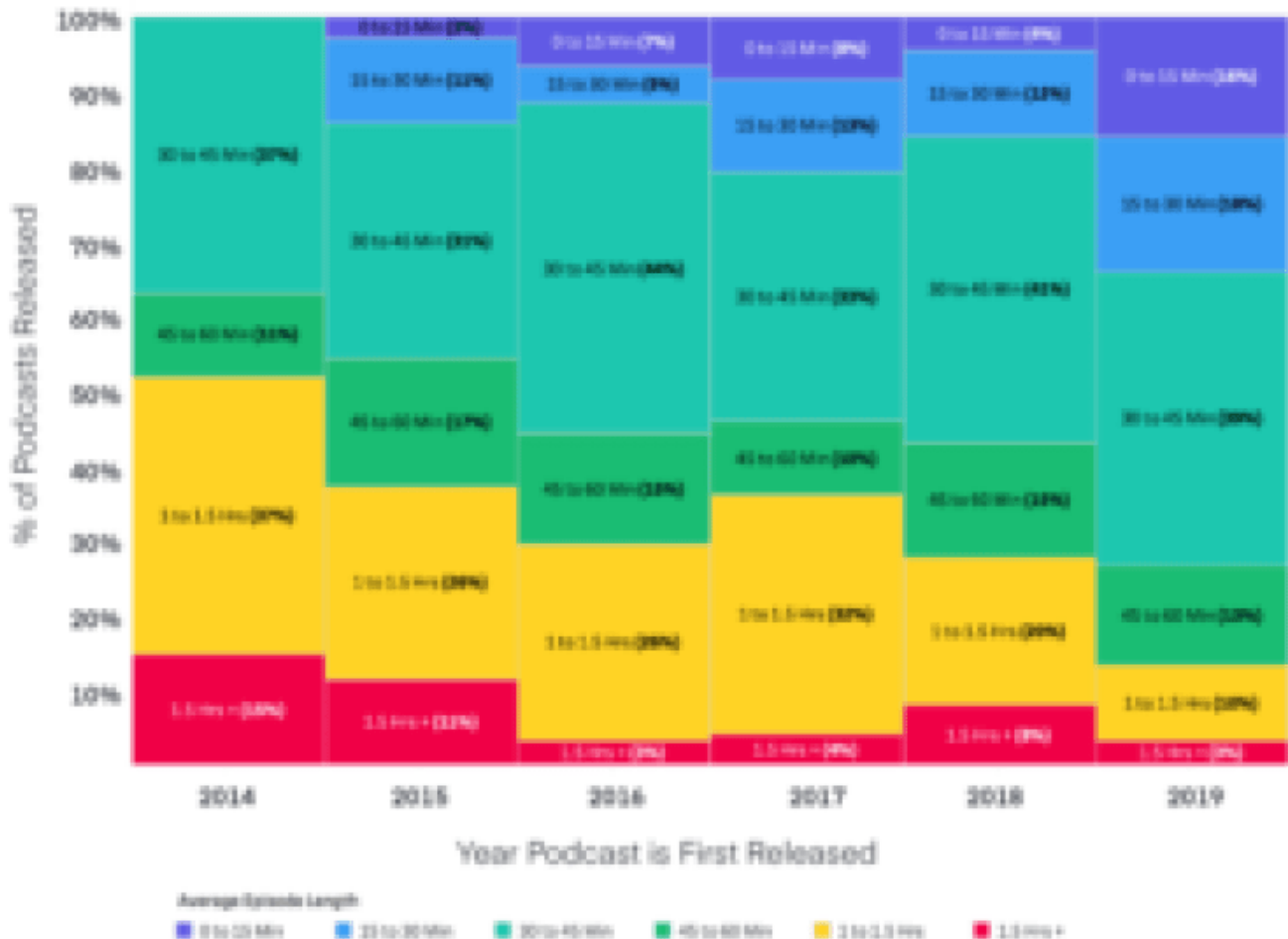
Consistency is important to podcast listeners. The audience wants to know whether to invest 10 minutes, 30 minutes or an hour. That makes it easier to listen regularly during a planned routine like a commute or exercise. It doesn't mean the show has to be precisely the same length each time as required in commercial or cable broadcast programming, but staying within a usual length benefits your audience as well as production flow.

Some podcasts are a mere [one](#) or [two](#) minutes while [Radio Headspace](#) offers quick zen moments averaging five minutes. The Bello Collective offers a [playlist](#) of podcasts from [one](#) to 10-15 minutes long.

On the other side, "[The Longest Podcast in the World](#)" ran for 36-hours, breaking a world record in 2016 and in the process put the spotlight on independent podcasts. Other shows go on for five-six hours. The average length of [Dan Carlin's Hardcore History](#) is three hours and 39 minutes and the popular [The Joe Rogan Experience](#) averages about three hours.

So what's the sweet spot? That's hard to say. [Research](#) indicates that 22 minutes is the average time spent listening to a podcast, while the average [commuting time](#) in the U.S. is 26 minutes. In general, a podcast of 20-45 minutes seems to work well. However, that doesn't mean you can't extend or shorten it for special circumstances.

Average Length of Podcasts by Release Year



Graphic by Megaphone

The podcast host [Megaphone](#) did a study that found that new podcasts have become shorter over the last five years. Another study by [Stitcher](#) found the average episode length in 2019 to be just under 50 minutes. Outliers in length got more extreme with very long shows.

Some of the more popular podcasts (with more than 100,000 downloads) run longer, at more than 50 minutes, according to the [hosting company](#) Libsyn. Keep in mind those are just downloads; it doesn't mean that people have listened. My suggestion is to keep it to 45 minutes or under. If you have a real niche audience and terrific content, they'll stay with you.

Seasons

You decide how often to offer your podcast; just be sure to let your audience know the schedule. It's better to start slowly rather than realizing too late that putting out two shows a week is too much. Once you understand all the moving parts — hosting, scripting, recording, editing, distribution and promotion — you'll have a more realistic view of how many shows you can do. You may also decide to do a limited-run series that does not add new episodes.

[Pacific Content](#) makes an excellent point that once you've built up your audience, you shouldn't forget about old shows that might have an evergreen life - meaning they are not dated and are still informational and entertaining. Many shows have a long shelf-life and can attract new audiences if you continue to market it.

In-The-Can Episodes

Before you tell the audience a release date for your podcast, be sure to have at least two to three shows “in the can.” That means you’ve done the podcast, it’s edited, loaded to a server and ready to be distributed on designated dates. That will save you the embarrassment of not meeting planned production schedules.



Photo from [Unsplash.com](https://unsplash.com)

Cover Art

While podcasts are about audio, they also have a visual identity and it’s a major factor in discoverability. The artwork is your podcast’s first storyline; it should explain at a glance what the podcast is about. If a podcast is about horses, the artwork should communicate that — just like a book cover. Make it [attractive](#), because this is the first thing new listeners may see. Also, be sure the title is inside the art and looks good small because that’s how it will appear in podcast apps. Peter Thomson from the business review platform [G2](#) offers some [advice](#) on avoiding “boring podcast cover art.”



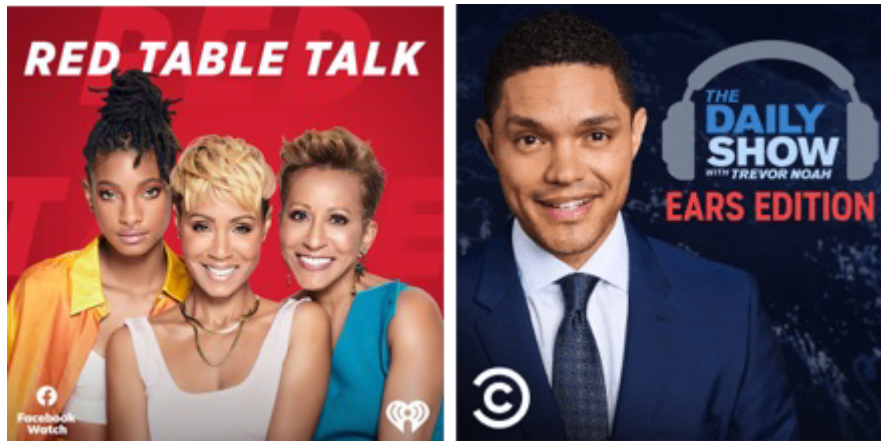
Color is a powerful driver of first impressions, influencing feelings and moods, according to researcher [Satyendra Singh](#). Pacific Content's Dan Misener took a look at the [trends](#) in podcast art by looking at the top 200 shows in Apple's podcast categories. He found that yellow pops while blue is very prominent.

Free Photo Art and Illustrations

There are free stock photo sites from which you can get an image, but it may be one that is used so frequently that it doesn't help your podcast stand out. Some royalty free photos are available from [Unsplash](#), [Burst](#) and [Pexels](#).

Finding free illustrations that work for your podcast is difficult, but look at [rawKit](#), [OUCH](#) and [Flaticon](#) for some free illustrations of [humans](#) as well as paid subscriptions.

Should Your Face be Cover Art?



Using your [own picture](#) on cover art can be effective if you have established a reputation as an expert in your field or have some celebrity status. It can be a platform for a public speaker, coach, teacher or someone trying to build a brand. Without such a “reputation,” naming the podcast after yourself could make it appear to be simply a vanity project.

Apple Podcast Design Requirements

Because Apple is the biggest online directory, be sure to follow its [requirements](#) for content, feed and images so your podcast isn't rejected. Apple does pay attention to the quality of the artwork in what it decides to feature.

Apple Connect Podcast Guidelines

Podcasts, and content linked from podcasts, **cannot contain** any of the following:

- Password protection
- Use of explicit language in the podcast when the <explicit> tag is not set to “yes”
- Explicit or self-censored explicit language in podcast titles, subtitles or descriptions
- References to illegal drugs, profanity or violence in the podcast title, description or artwork
- Content that could be construed as racist, misogynist or homophobic
- Content depicting graphic sex, violence, gore, illegal drugs or hate themes
- Third-party trademarks or content without authorization or usage rights
- The words “Apple Music,” “Podcasts app,” “iTunes Store,” “iTunes,” or “Apple Inc.”
- Content that is irrelevant or spam
- iTunes Store logo, Apple logo, Apple Podcasts logo or the term “Exclusive” without prior authorization from Apple

Podcasts with technical problems or without any episodes will be removed. If you do not update your podcast with new episodes, your podcast may disappear from some areas of Apple Podcasts, but will continue to be available via search on Apple Podcasts and in the Podcasts app.

Image Size: Maximum size of 3000 x 3000 pixels (72dpi)

Artwork Extensions: .JPG, .JPEG, .PNG and in the RGB colorspace

Visual Design Tools

For those who have a design background, there are several web tools and templates to create your own design.

Free tools include [Canva](#), an online graphics editor offering free and paid models. You can learn more about visual design from [Spreaker](#) and [The Podcast Host](#) and [Pixlr](#).



Using Canva, students enrolled in my podcast course have designed wonderfully creative artwork. “[Moonlight Tales](#)” with Thelma Ekeocha explores the oral tradition of African folktales, while “[Eco-Friendly Fashions](#)” with Ziyi Yuan is about how part of the fashion industry is focused on durable environmentally friendly fashion.



Silvia Hernandez Benito was an international student who used a combination of Canva and Photoshop with her brother Alex Seijo drawing the hand in the artwork. Her podcast, “[The Abroad Experience](#),” uncovers the highs and lows of study abroad, tips, tricks and practical advice.



There are also paid subscription software tools such as [Adobe Creative Cloud](#) where students and teachers can get monthly subscriptions at lower education prices. Austin Ramsey used his knowledge of Adobe Illustrator and Photoshop for the artwork for his unique podcast “[History Behind The Headstone](#)” about unearthing the mystery stories behind grave markers.

You can find some [podcast design tips](#) from the Bannerstack blog and [10 tips](#) for creating podcast logos from hosting company [Buzzsprout](#). Branding expert Robert Katai shows how to [design](#) your own artwork in six steps. Writer, director Matthew T. Price offers a step-by-step [guide](#) to creating a cover design that represents your podcast sound.

Paid Designers

If you don't have the background or desire to create the artwork yourself, you can hire a designer. Ask your friends and colleagues for recommendations, or, choose a paid services such as [Fiverr](#), [Upwork](#), [99 designs](#), [Dribbble](#) and [Behance](#). Because you don't know exactly how good an unknown designer may be, personal recommendations are best.

[Continue to Chapter 3](#)

Chapter 3: Microphones, Recorders, Filters

Learning Objectives

- Learning basic tech **needs**
- Understanding recording **options**
- Choosing the right **equipment** for your budget



Photo by C.C. Chapman on [Flickr.com](#)

Continue to **Content**

What Does It Take to Record?

Recording a podcast can be as simple as using your smartphone or as complex as recording in a professional studio. But with months of pandemic shutdown around the globe, recording at home has become routine. There are free and low-cost options to consider as well as professional level resources available to many schools, universities and businesses.



Photo by Jill Olmsted, American University podcast studio

Equipment Choices

Choices will be influenced by your pocketbook, experience and personal preferences. The most basic and important choices involve an external microphone and audio recording software. More elaborate setups can involve pop shields, shock mounts, recorders and mixers. This guide emphasizes low-cost equipment.

Online reviews can be helpful, but note that reviewers can be influenced if they receive a fee from the manufacturer. Resources such as [Transom.org](https://www.transom.org) can be relied upon for impartial reviews of tools and techniques because they are offered by the public media community. Lime Link blog is another resource on [podcast equipment](#), with additional technical advice and resources offered at the end of this chapter.

Smartphone Apps

At the most basic level, a smartphone app can be your microphone for recording. On the iPhone, [Voice Memo](#) can be launched from your home screen for interviews and narration, and the same is true for androids. The audio quality is so good that some professional [radio reporters](#) just use their iPhones for newsgathering instead of separate digital audio recorders. [Neal Augenstein](#) of [WTOP](#) radio in Washington, D.C., pioneered the use of the iPhone for professional radio reporting. Android phones also offer low-cost voice apps.



Photo by Sara Kurfess on Unsplash.com

A smartphone also can work well for voice-over narration. It doesn't work as well for recording both an interviewer and interviewee because you need the same audio quality on both sides. To deal with that, you may use [X/Y microphones](#) to help direct sound into a smartphone that uses a lightning connector. Costs will be around \$110, but should allow you to get decent quality audio in an interview setting. Be careful to check if it will work with your smartphone model.

Microphones

While it's possible to use the built-in microphone of a computer to record audio, it's not the preferred method because the sound can be distant and hollow. Vast improvement in audio quality can be achieved by using an external mic.

USB mics are popular to use because they plug directly into the computer. However, using two USB mics into one computer is neither easy nor recommended. The computer can have trouble recognizing a second USB, especially if they are the same type, like a Blue Yeti. The Podcast Host offers [some help](#) on how to do a workaround solution.

Other solutions for using two USB mics involve more complex and costly devices such as a USB audio interface such as the [Focusrite Scarlett](#), a digital recorder like a [Zoom H6](#), or a [mixer](#). These devices offer other inputs, such as XLR connections to



Photo by Pixabay from Pexels ([Canva.com](https://www.canva.com))

Mic Pickup Patterns

It's also important to realize that the type of [microphone](#) used affects sound quality. It's the [pickup pattern](#) inside a mic that determines how sound enters — it's not something you can see by just looking at a microphone.

[Cardioid](#) mics pick up sound mostly from the front of the mic; [bi-directional](#) mics from the front-and-back (making it ideal for interviews); and [omnidirectional](#) mics pick up sound from all sides, which is not ideal for podcasts. There are also three main styles of podcast microphones: stand, hand-held and lavalier.



Blue Yeti

Stand Microphones

Fortunately, good quality is achievable for low cost when combined with good recording practices. I use a [Blue Yeti](#) microphone because the USB connection plugs directly into my computer and I can assign the pickup pattern. I use

the cardioid pickup pattern when recording solo.

If I have an in-person interview, I can set it to bidirectional, which puts the sound in front for the interviewer and in back for the guest, rejecting sound from the sides. And because it's already a standing microphone, there's no need to buy an additional stand. The mic costs about \$100 new, but you can find some deals for \$60.



ATR2100 by Jill Olmsted



Handheld Microphones

Handheld microphones can be very good for recording in the field as well as in a home studio. Some good choices under \$100 include the [ATR2100](#) and [Samson QU2](#) microphones. Both have [USB](#) and [XLR](#) connections. USB connects directly to the computer while an XLR cable connector can be used for higher-end recording with audio board mixers.



Samson Q2U Mic and Podcasting Kit

You can also buy streaming or podcast equipment packages such as [this one](#) from Audio-Technica starting at \$130 with a mic with USB and XLR connections, headphones and adjustable boom arm. For a few dollars more, get a wind screen for the mic. A package from [Samson Q2U](#) package is around \$70, including a pop filter.

Sound quality improves with more expensive microphones. Other options include the \$150 [Shure Beta 58A](#) with a more directional sound that's good for vocal use and the \$229 [Rode Procaster](#); a separate microphone stand will be needed. There also are packages that include the mic, windscreen, tripod and earphones.

Lavalier Microphones

Lavalier microphones get direct sound because the mic attaches to a speaker's clothing and then to the audio recorder or a mobile phone with an input jack. Lav mics tend to have an omnidirectional pickup pattern that easily pick up sounds from all sounds, which can be distracting for a podcast.

However, such lav mics are more discreet. The [Rode SC6-L Mobile Interview Kit](#) includes two lav mics and an adapter for the phone for \$200. The Podcast Host [explains](#) how to use the gear.

Before ordering equipment, be sure to check compatibility with your smartphone. Exercise caution, because not all adapters work that well and you may not know that until you test it. Technology will evolve, so keep looking for solutions and checking for the latest news via publications listed at the end of this chapter.

Pop Filters



Photo by [Unsplash.com](#)

To [improve](#) recordings, microphones can have [pop filters](#) that go in front of or surround a microphone. These are also called pop shields, windscreens or [dead cats](#). They block out [plosives](#) — those popping and hissing sounds often heard on words with the letters p, b, t, d, k, and g. [Transom](#) has examples of how these filters can make a world of difference. Filters are low cost and worth the investment. [Here](#) are some options. In a pinch, you can make a [homemade filter](#) by taking a metal hanger and stringing some pantyhose over a loop!



[Others](#) are made with paper and tissue paper.



Photos by NPR.org

Shock Mounts

When it comes to handheld microphones, you'll need a sturdy mic stand, which is included in some [equipment packages](#). For additional stability and to minimize vibrations, add a [shock mount](#) around the mic. However, this isn't essential.



Photo by Dan Lefebvre on Unsplash.com

Smartphone or Audio Recorder?

For recording sound in the field, smartphones are used as digital recorders by news professionals as well as people new to audio recording. I've found very good quality when my students have used their phones, but they are also taught proper recording techniques (covered in the next chapter). Get an external hard drive to download the audio off the phone. Some smartphones work better than others.

Digital audio recorders are another great option with low-to-high end price tags. One budget option is the [Zoom H1n](#) at a cost of \$119. For \$200 and up Zoom offers [recorders](#) that have several USB mic inputs – the H4n, H6, H8, and the new [Zoom Podtrak P4](#), scheduled to come out in October 2020. It sounds promising with four mics, two echo-free remote call-ins and separate headphone feeds for all your guests. Zoom calls it the “first recorder designed specifically for podcasters.” [Here’s](#) a look at the features.



Other digital audio recorders come from [Tascam](#) for around the same price point and more expensive advanced models from [Sony](#) and [Marantz](#).

Headphones for Recording and Editing

Headphones should be used when recording interviews and when editing rather than relying on a computer’s speakers. While earbuds work okay, they are really better for gaming rather than podcasting. Invest in “can” or closed-back headphones that go over your ears for better quality. Costs range from \$49 for [Audio-Technica ATH-M20x](#) headphones to mid-range headphones from [Samson SR950](#) or [Shure SRH440](#) or [Sony MDR-7506](#) for \$80-\$100 and others that cost [hundreds](#) more.

Audio interfaces and Mixers



Scarlett Focusrite

Most beginning podcasters don’t use more sophisticated USB audio recording interfaces like the [Focusrite Scarlett](#) or

[Tascam](#) because they can be complicated and cost \$160 on up. The interface works as a bridge between the microphone and computer. The mic goes into the audio interface, which then plugs into your computer on a USB or thunderbolt cable. The recording is sent to your computer using audio software.



RODECaster Pro Production Studio

You can create a mini production studio with the [RODECaster Pro Production Studio](#) with four XLR mic channels, a USB connection to a computer and sound effects for a healthy \$599 price point. There are less expensive mixer options [reviewed](#) for price and function.

The best advice is not to overwhelm yourself by making expensive purchases but instead to learn good recording practices and techniques, which are covered in the next chapter.

Continue to [Chapter 4](#)

Chapter 4: Best Practices for Recording

Learning Objectives

- **Recording** Tips *{audio example}*
- **Do it yourself** at-home recording
- **Remote** Recording *{video tutorial}*
- **Sanitizing** & Protecting Equipment {video tutorials}



Photo by Denisse Leon on [Unsplash.com](https://unsplash.com)

Continue to **Content**

Best Practices for Recording

Good sound quality involves three main issues: [location](#), [microphone-angle](#) and distance and recording with [soundproofing](#). While a decent sounding microphone is important, you can compensate for a lot by paying attention to these factors.



Photo by Thomas Le on Unsplash.com

Studies show that audiences tune out uneven or muddy sound. Researchers at the [Mind & Society Center](#) at USC have found that the quality of audio even influences whether you believe what you hear. “The findings are significant amid the recent rise of fake news and public distrust in science,” said co-director [Norbert Schwarz](#).

How to Soundproof

Steps for Good Sound Quality

- Record in a location where the sound can't bounce, where there are sound-deadening materials like draperies and carpet.
- Place the recorder or microphone a fist away from the speaker's mouth.
- Speak across the microphone so it's slightly to the side rather than directly into it to minimize popping p's and t's.
- Minimize handling noise by keeping the recorder still, using a mic stand or putting the recorder on some books at mouth level.
- When using a microphone connected to a recorder, it's helpful to know the [pickup pattern](#) of the mic (cardioid, omnidirectional, front-and-back), so you don't talk into the wrong side of the mic. On some mics, like the [Blue Yeti](#), you can flip a switch to select the recording pattern you want to use.
- Recording what is known as “[room tone](#)” is an advanced production technique. Radio reporters know

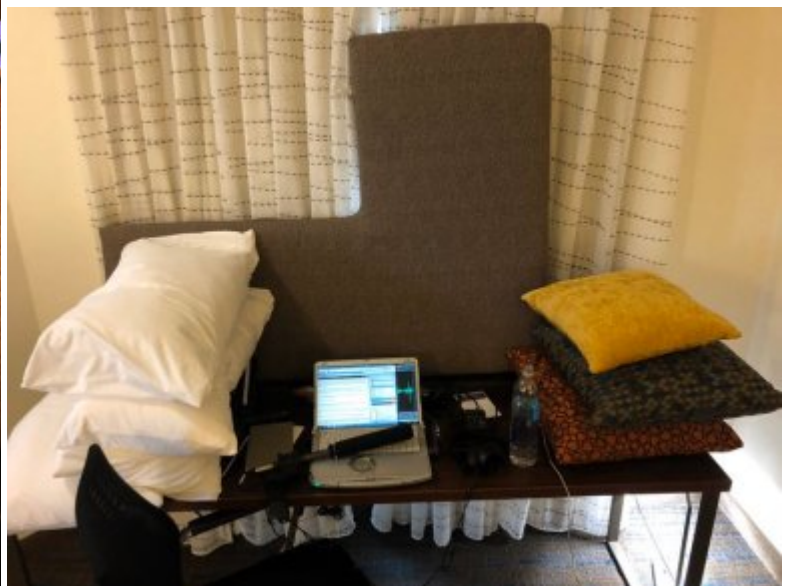
there's ambient sound in the room even though it may sound silent to you. Recording this silence can help even out tracks in post-production so there's a consistent sound; it adds a bit more polish to your final editing.

Recording Tips



Photo by Don Gonyea, NPR

A professional audio studio has soundproofing to deaden noise, but it's not hard to create your own quiet recording space.



Professional journalists traveling on the campaign trail have long created their own mini-recording studio on the road. NPR national political correspondent [Don Gonyea](#) builds pillow tents in his hotel room to voice his stories. He's been kind enough to provide some photos and a [video](#) sharing his secrets of how to deaden the sound in a room by creating sound barriers.

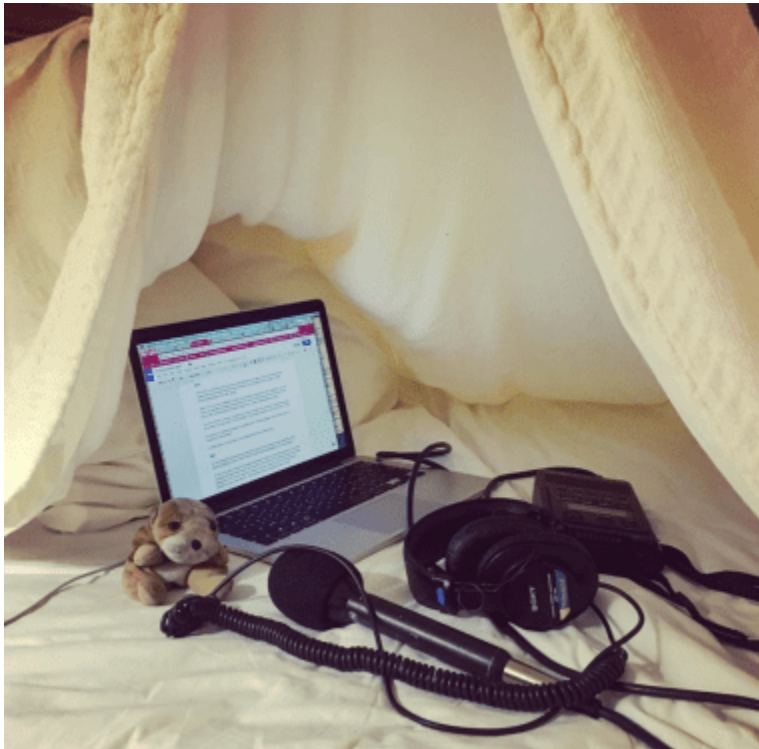
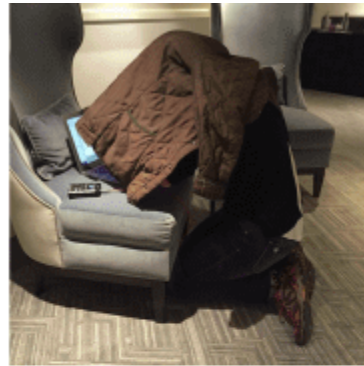


Photo by Transom.org



When there's no time to build a pillow fort, reporters improvise by using a blanket or jacket over their heads or recording inside a car (assuming there's no traffic noise). [Transom](#) offers tips on [home recording](#) as does [Soundproof Advice](#).

Broadcast Professionals Working at Home

When the global pandemic forced media professionals to work from home, they improvised by creating makeshift recording studios. In Seattle, [KUOW](#) public radio news reporter [Casey Martin](#) tweeted his version of a home recording studio.



Photo by Casey Martin, KUOW

BBC Presenter [Sasha Twining](#) has a portable molded foam vocal booth made by [EditorsKeys](#) that costs \$89. This avoids having to attach acoustic tiles on home walls.

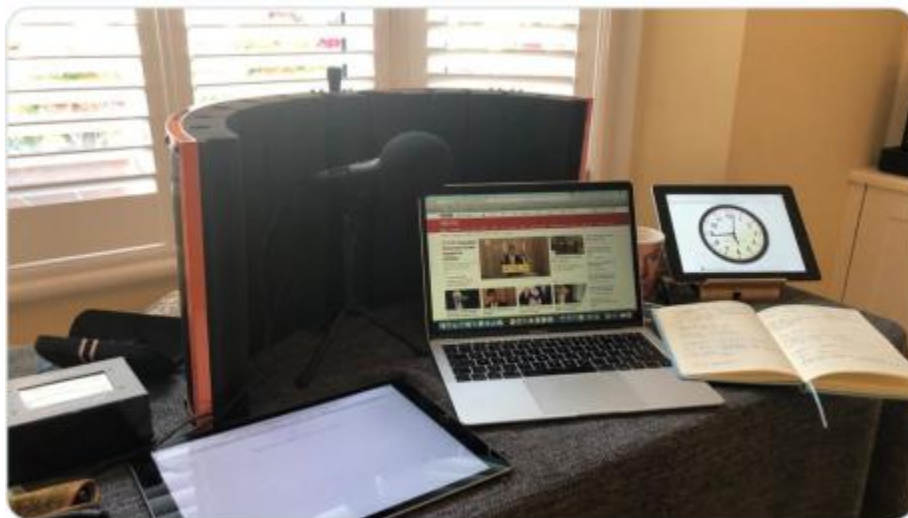


Photo courtesy of BBC Presenter Sasha Twining

To record phone calls with radio station sound quality she uses a small [InQuality Despatch Box](#) that plugs directly into the internet broadband router, along with a USB microphone or audio interface such as the RodeMaster Pro and headphones. The cost includes a 12-month sip.audio subscription that renews for \$80 annually.

For more permanent acoustics, you can [purchase](#) black foam core boards to place on walls.

Creating Your Own Home Recording

Even before the need for social distancing, many people recorded audio in their homes or cars. Look for a smaller space without echo — a room or closet with carpet, draperies and low ceilings to soften any sound bouncing.

Avoid environments with a lot of tile, glass or hard shiny surfaces such as kitchens or bathrooms. To further deaden sound during narration, be inventive: clear out a spot in a closet, build a tent of blankets or put your head under a towel to deaden sound while recording.

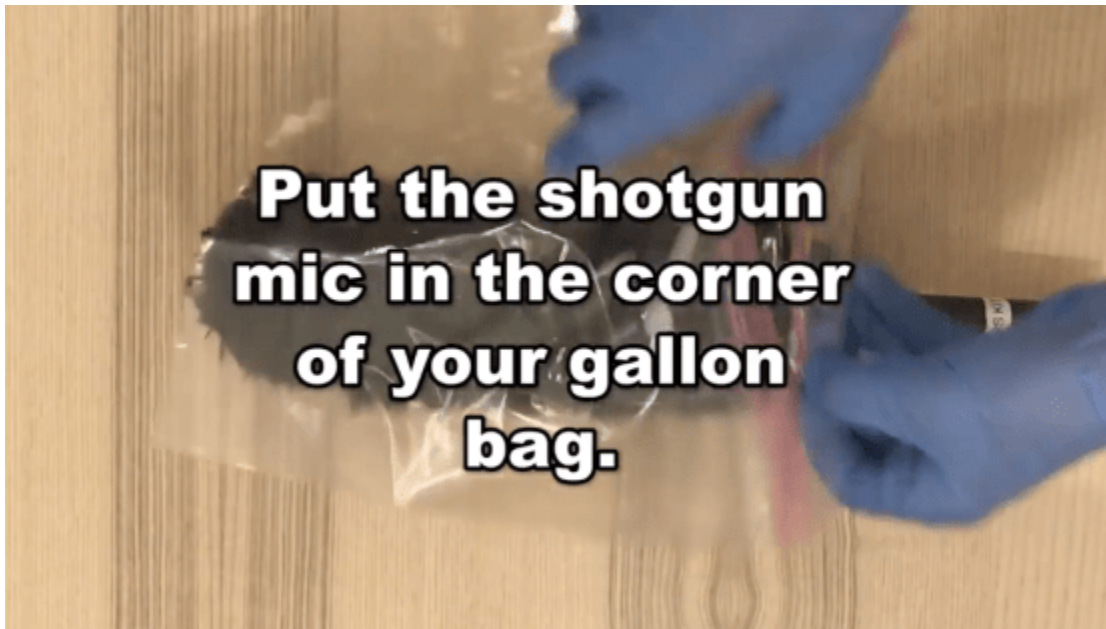
You can also attach cardboard egg crates on walls, buy egg crate [foam](#) or a [sound isolation box](#).



Photos from Amazon.com

Best Practices for Sanitizing Gear

Journalists report news from the scene — even in a pandemic- but they are taking more precautions with their equipment.



NPR video on mic barriers

This can be done inexpensively by using plastic wrap around microphones and soap and water to clean wind screens. NPR audio engineers created a [video](#) illustrating the process. “Reporters and producers in the field: You don’t want to wave unprotected gear in an interviewee’s face — for everyone’s sake,” says Sean Phillips. These are safety measures that media services at colleges and universities also need to take.

Good Vs. Bad Sound {Audio example}

It’s important to understand what makes good audio quality before exploring various ways to record sound remotely. Below is a sound clip of two people talking in which we can clearly hear the audio. The first person’s audio is warm and without an echo. However, while the second person can be heard, the audio is hollow, as if he’s not speaking into the microphone.

<http://audiopodcaststorytelling.openbooks.wpengine.com/wp-content/uploads/sites/30/2019/05/Ch.-4-Good-sound-vs-bad-sound-Final.mp3>

The problem was solved by adding additional soundproofing to the recording booth where the interview was conducted.



Photo by Alexey Ruban on [Unsplash.com](https://unsplash.com)

Remote Phone Recording Options

While in-person interviewing is great for being able to look someone in the eye and read their body language, it's not advisable during a pandemic. Even in normal times, it's often not possible to meet face-to-face cost-efficient to do so. While there does need to be some audio quality allowance for recordings made during the pandemic, sound quality counts — even if you're not NPR — because bad sound turns off an audience.

The good news is that there are a variety of free or low-cost remote phone interviewing options and each has its pros and cons for quality, cost and technical difficulty.

Hosts and interviewees can each record themselves separately; hosts can record using teleconferencing software such as Zoom or a browser-based app - meaning they have an internet connection and no software needs to be installed.

With any of these options, you'll need to discuss some basic technology with your guests so they sound their best. Try to make the interview recording as easy as possible for guests and don't overwhelm them with too much information. Telling them about some basic best practices will help make it a great listening experience for the audience.

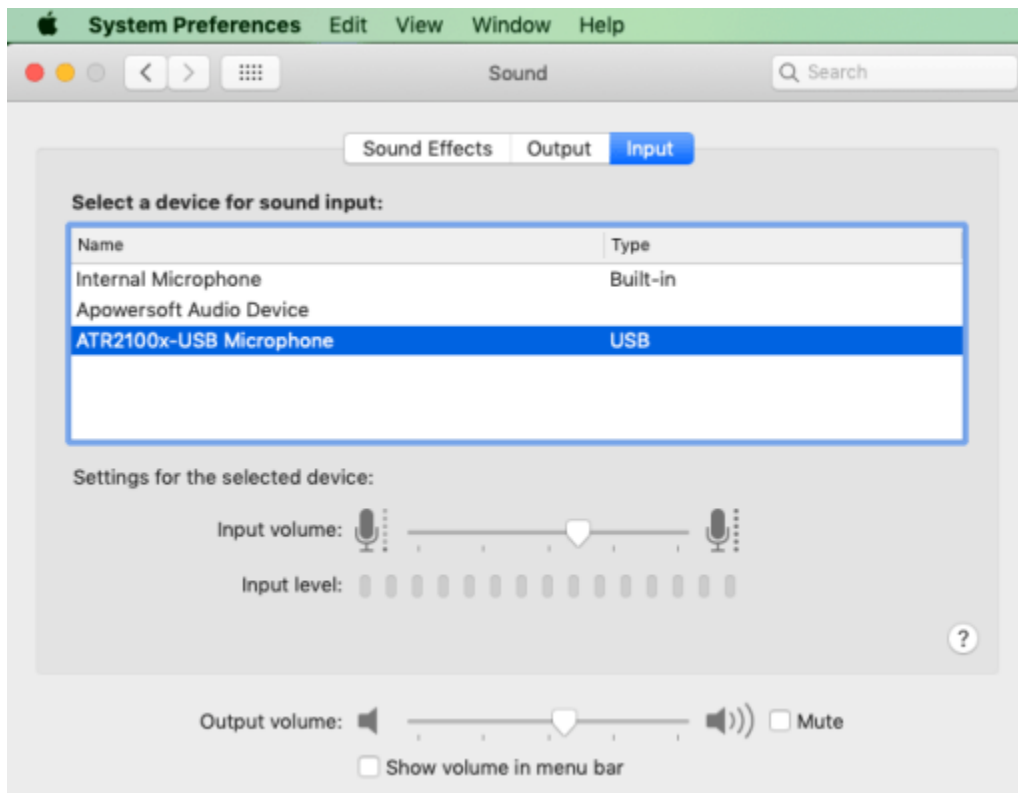
Educating Guests on Audio Quality

Discuss with Podcast Guest

- Do you have an external USB microphone? (The sound is always better than using a computer's built-in mic).
- Do you have earbuds or headphones? (to avoid feedback if you're recording yourself in the interview). If you don't have a USB external mic, you can use the built-in mic on [Apple or other earbuds](#).
- Using External Microphones Do you have a fairly quiet space? Suggest a room with carpet, rugs or drapes, away from kitchens with tile and concrete and away from glass.

Using External Microphones

As discussed in [chapter three](#), it's always preferable to use an external mic for better audio quality.



But to work properly on a computer or digital device, you need to be sure the device recognizes the mic. Go to system preferences and sound or audio to select the correct device input such as the ATR2100-USB microphone.

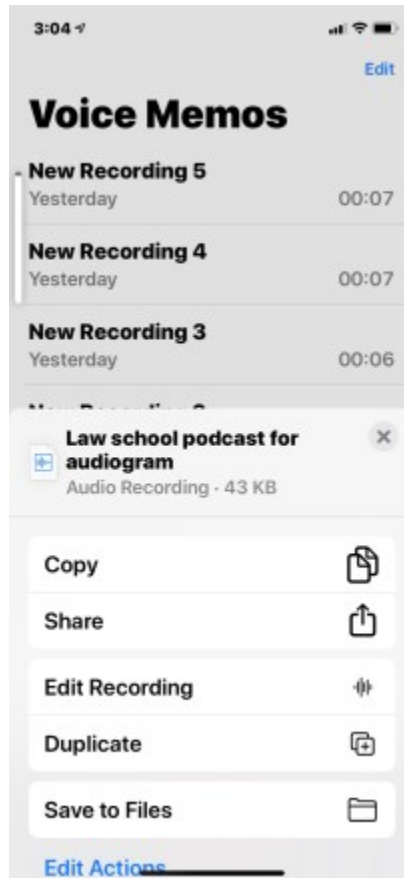
Remote Recording: The Double-Enders

So how can you easily and safely record interviews and do narration on a shoe-string budget? The double-ender is a popular recording technique in which the interviewer and the guest separately record their own interview. The guest sends the audio file to the interviewer and the two separate audio files are merged in editing for a high-quality recording. This process is called a double-ender because both ends of the conversation are recorded separately. Keep in mind that one smartphone cannot record both the interviewer and guest at the same time.

A double-ender requires each person to listen to the other using a second device — it could be a computer, a second mobile phone, Facetime, Skype, Zoom or, going old-school, you could listen via a landline. Aspen Public Radio has a [video](#) on how to do this. Just be sure to wear earbuds or headphones to avoid feedback. There are several different ways to use this technique, which are covered below.

Remote Recording: Using Voice Memo Apps

One of the easiest and highest-quality ways to do a double-ender is to use a smartphone [voice app](#) like the native iPhone voice memo. Because smartphones are digital, the audio quality is quite good as long as the phone is placed at mouth level; such as with a stack of books. There are external microphones for smartphones and using the built-in mic that comes with many earbuds.



iPhone screen shot

The time limit on recordings depends on the device's internal storage capacity, so it's best to have an external hard drive to store your audio files and get them off your phone. Download the audio by sending via email or click on the app's three dots to get to the Share button. You can also access AirDrop or [download](#) to iTunes.

Free Online Voice Recorder {Video Tutorial}

The podcast production company, [Resonate Recordings](#) has now made public their free online voice recorder. Using the Google Chrome browser you can connect to your computer and record. There is no software to install. The video tutorial below shows you how it works to create your own recording.

How Is Audio Quality?

The recordings can sound very good and I'm delighted to be able to share some of the fine work of my former podcast students. One student interviewer did a double-ender recording of her own voice on the iPhone voice memo and her guest did the same on her iPhone. They listened to each other's questions using Facetime and wearing earbuds connected to their laptops. Here's a clip from "[The Abroad Experience with Silvia Hernandez.](#)"

http://toolsforpodcasting.openbooks.wpengine.com/wp-content/uploads/sites/30/2020/07/Ch.-4-Silvia-audio-sample_01.mp3

For his podcast "[History Behind the Headstone,](#)" former student Austin Ramsey did a double-ender interview using Zoom to record. Both he and the guest listened to each other via headphones and Austin also used his iPhone to record himself with an external mic. Here's a clip.

http://toolsforpodcasting.openbooks.wpengine.com/wp-content/uploads/sites/30/2020/07/Ch.-4Austin-audiosample_01.mp3

Before recording the actual interview, ask your guest to do a quick practice run and have them send you the recorded audio file to test its quality and help put them at ease.

Techniques for Remote Phone Interviews

How Interviewees Can Record Themselves

THE DOUBLE-ENDER:

- A guest **listens** to questions by using one of the following options; computer, landline, a second mobile phone, Facetime, Skype, or Zoom (all free).
- The guest **records** their interview on a second device – such as their smartphone voice app, Resonate Recorder, or a digital audio recorder.

FOR TECH SAVVY GUESTS:

- A guest **listens** on their smartphone & **records** to Audacity, Garageband, Audition, or other audio software they might already know. OR
- A guest **listens** on their smartphone & **records** to Quicktime player using audio only (it's the default player on Mac's).

GUEST SENDS HOST THE AUDIO FILES:

- The guest can **email you the audio file** using GoogleDocs, DropBox, or systems like WeTransfer.com.
- **It's up to the host** to decide which of these recording techniques works best to make their own recording.

BEST RECORDING PRACTICES:

- Ask the guest to put their mobile phone in **airplane mode** (to avoid incoming calls).
- To avoid feedback (that high-pitched screech you hear with electrical systems) **wear earphones or earbuds**.
- Ask the guest if they can record in a **room where sound won't bounce** like in a kitchen with tile and without lots of glass and metal. Instead, opt for a room with carpet and drapes, or a closet, putting a blanket over their head and building a mini-fort.
- Tell the guest to keep the phone at a comfortable level, about **a fist away** from their mouth.
- To avoid **phone handling noise** during the interview, the guest can place the phone on a stack of books.
- Avoid sitting in a **swivel chair** because of squeaks and noise & avoid hitting a table with hands as a mic picks up sound easily.



Photo by Paul Hanaoka on Unsplash.com

Remote Recording: Cleanfeed.net {Video Tutorial}

Instead of having a guest make their own recording, there is a browser-based app in which the guest simply uses an internet connection to click on a link sent to them and the app records both the guest and interviewer on separate audio tracks.

My test of [Cleanfeed.net](#) found it to be an easy, free way to record good-sounding phone interviews. You can [sign up](#) for a free account, but must access it via the Chrome browser. The guest clicks on the Connect button they are sent over email; there is nothing else to download or install.

A host with an account can log in and the app will become available without putting additional software on the computer. It's always better audio quality to use an external microphone.

Directions for Cleanfeed.net Phone Interviews

- **SIGN UP** for free account> Use **Chrome** browser>**Log in**>
- Click on **Audio Tab**> into **Audio quality**>pull down menu to **Speech Optimized**>click **X** to exit>
- To select mic click on **Gearbox** on upper right>click into the area under your name to **Select Mic**>
- To [Invite](#) guest>go to **Connect**>put in **Name, Email**>click **Invite**>click **X** to exit>
- To invite [multiple](#) guests>click **Advanced** tab>put in **emails** & click **Invite**>
- When guests click on Connect invitation you will see their name **pop up**>
- To record click on **Record** tab>put in **Name** of recording>use pull down menu to select **Stereo split** (for separate audio tracks)>hit **Record**>
- When finished with the interview, **Click** on the red record button to pause it>then go to the **Arrow download** button to download the audio files to your desktop.

Remote Recording: Videoconferencing

Videoconferencing is another good option for remote interviews and it has been around for more than a decade. In the United Kingdom [The Guardian](#) newspaper took a look at the pros and cons of online conferencing tools Zoom, Skype, FaceTime, Signal, Houseparty, Google Hangouts, Starleaf, Jitsi Meet, Microsoft Teams and Bluejeans, bought by Verizon.

[Skype](#) is one of the oldest and best known apps and it can be good for keeping up with friends or family, but I don't like the sound quality for podcasts. However, it's an option because it's been so widely used. The downside for those uncomfortable with technology is that both the interviewer and the interviewee must install Skype software either on

a desktop computer or mobile phone, tablet, Xbox or Alexa.



Skype call recording is now [cloud-based](#), where it's saved for 30 days. [PC Review](#) takes you through how to record your call and provides information about third-party tools like [Audio Hijack](#) for Macs, [Piezo](#), [Amolto Call Recorder for Skype](#). Podcast Host recommends the options for call recording [apps](#).

Remote Recording: Zoom {Video Tutorial}

With social distancing, [Zoom.us](#) became the go-to tool for schools, universities and businesses, as well as family and friends, although it's long been used by podcasters. In one month, users increased to 300 million, according to [Business Insider](#).



Zoom icon

Zoom is a great way to record quality audio for a podcasts because the [free](#) version has unlimited one-to-one meetings and is easy to use. You can save bandwidth by selecting not to use the video option, but it's also great to be able to establish a visual connection with your guest - it's your choice. However, you should take security precautions such as requiring a password to prevent "Zoombombing" "Zoombombing" by nasty internet trolls.

For group meetings of three or more, there is a 40-minute limit under normal circumstances. If you need more time, just establish another meeting. Since podcasts are edited (except for live shows), this additional meeting can be seamless. The guest does not need an account or to download software (as with Skype or other tools). The guest is sent a link and put into a chat room after clicking on that link. After the recording is done, Zoom sends MP4 recordings to you for editing.

Zoom Sound Quality {Audio example}

I found Zoom sound quality to be very good, especially when the interviewer and guest both used external microphones instead of the computer's built-in mic. And even a guest interview by cell phone had decent audio quality. Zoom allows you to record separate audio tracks, which makes editing out a cough or other noise easier. YaYa Podcasting offers [directions](#) on how to set up your recording menu to do this.

http://toolsforpodcasting.openbooks.wpengine.com/wp-content/uploads/sites/30/2019/05/Zoom.us-Audio-Tests_mixed-own-1.mp3

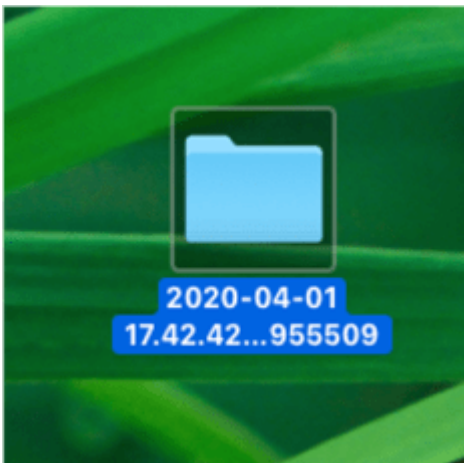
<http://toolsforpodcasting.openbooks.wpengine.com/wp-content/uploads/sites/30/2019/05/Zoom.us-for-remote-phone-interviews.mp4>

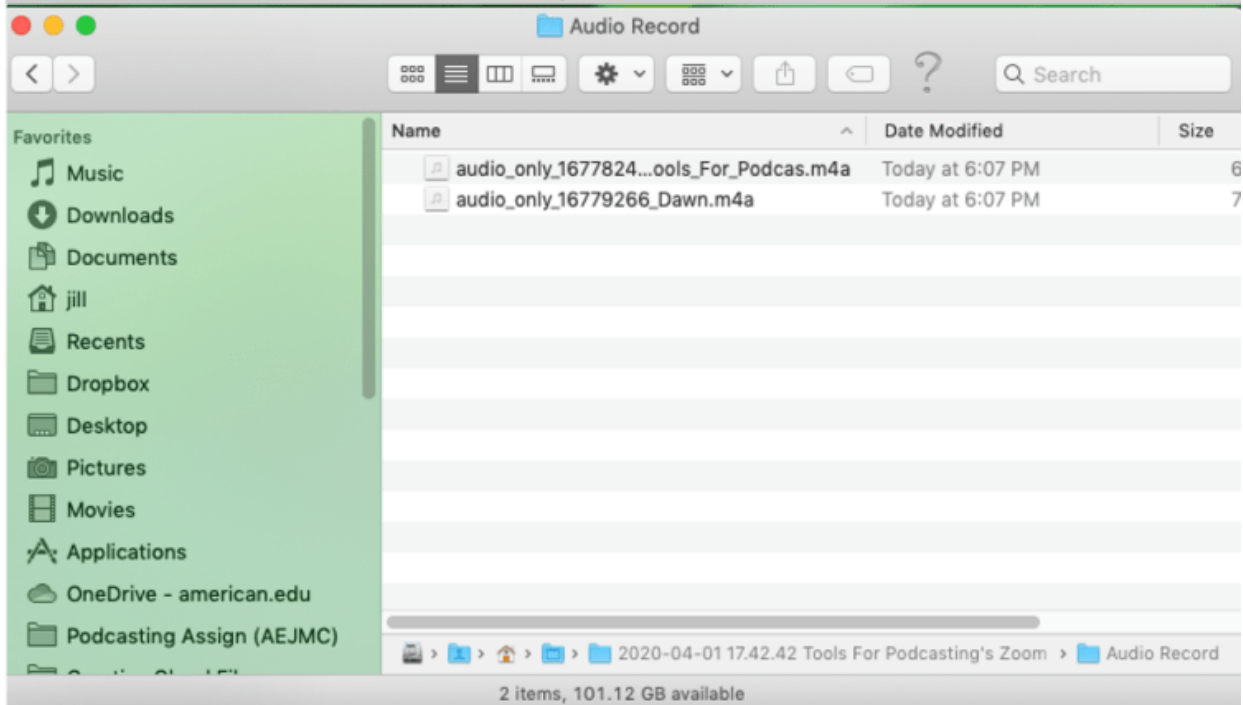
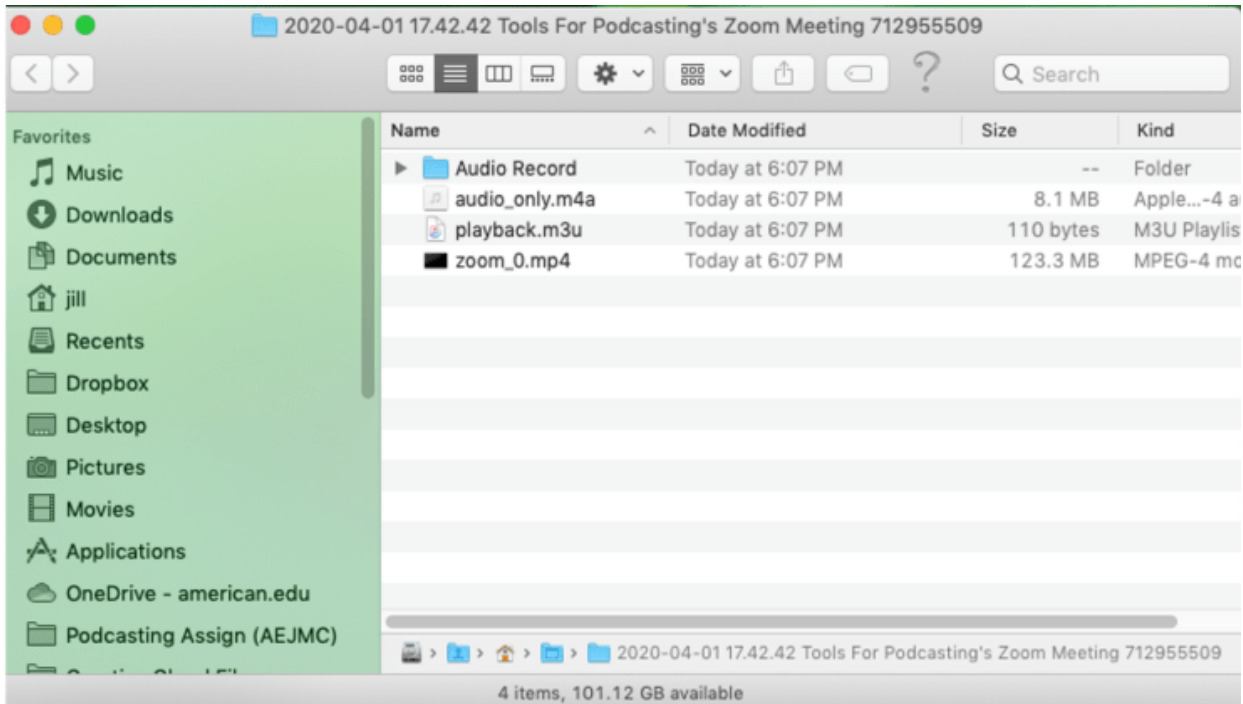
How to Use Zoom to Record Remote Interviews

- The host goes to [Zoom.US](#) to create an account and click on **Sign Up, It's Free** to create

account.

- **Download** the Zoom software to your computer (only the host needs to do this, not the guest), and it takes under 30 seconds.
- Connect any **external microphone** before opening up Zoom (this helps the software “see” the mic).
- Before getting into the call the host should adjust settings by going to the Zoom menu in the taskbar. Go to **Preferences**, which brings up **Settings**, scroll to **Audio** and look under **Microphone** so make sure your external microphone is connected.
- Scroll down to **Recording** and make sure to store your recording on the desktop (or wherever you want).
- Also, click to select **Record a Separate file for each participant**.
- Under the Video tab, turn off **Video** to save bandwidth if you don’t want video.
- Now you can click on the **X** in the upper right corner to get out of Settings.
- Now the host can schedule a meeting by just clicking on **New Meeting** and then sending the invite to guests; or, you can schedule a meeting to come in the future.
- The guest is sent a Zoom invite and they can either **click the link** to join via computer; or can dial in via the phone number and meeting ID; they should wear **headphones/earbuds**.
- Once the guest joins in, click the **Record** button at the bottom of the Zoom window, there are two options: **Record on this Computer** is for the free version; you will need to pay to Record to the Cloud.
- Click **Stop** button to end recording, but you can still talk with the guest.
- Once you click **End Meeting**, Zoom will begin to export your recordings to your desktop in a file folder. Inside will be subfolders with the audio files being **.m4a** and video would be a **.mp4**.





To avoid “Zoombombing” where unwanted, unauthorized trolls enter your recording space:

- Under Meeting ID select **Generate Automatically** rather than your personal Meeting ID
- Require a meeting **Password** (which is generated for you)

Date
 3/28/2020 9:00 PM to 3/28/2020 9:30 PM
 Recurring meeting Time Zone: Eastern Time (US and Canada)

Meeting ID
 Generate Automatically Personal Meeting ID [REDACTED]

Password
 Require meeting password 08[REDACTED]

Video
 Host On Off Participants On Off

Audio
 Telephone Computer Audio Telephone and Computer Audio
 Dial in from United States [Edit](#)

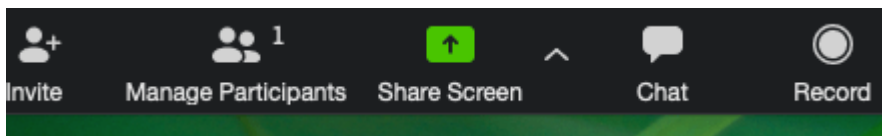
Calendar
 iCal Google Calendar Other Calendars

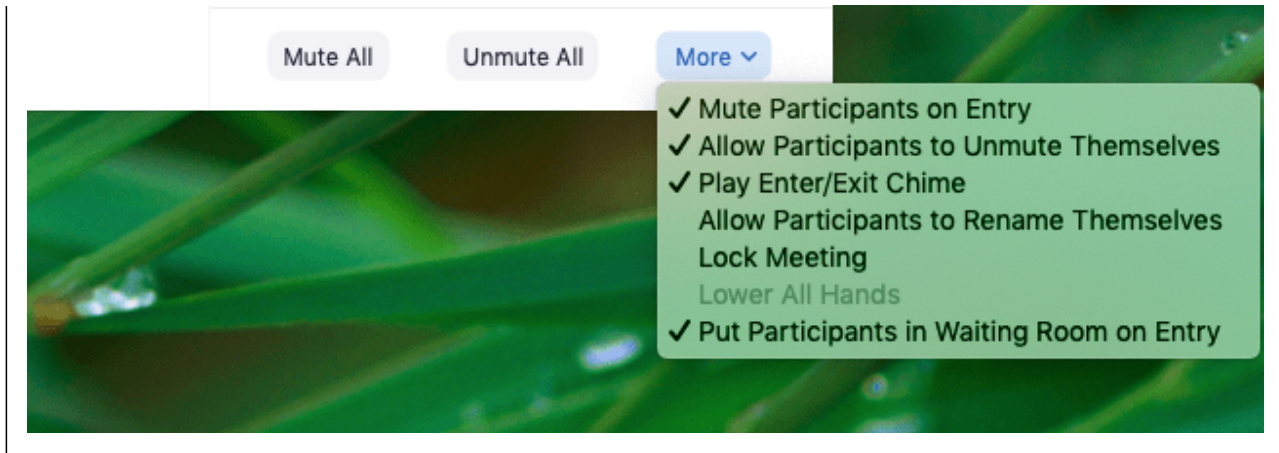
Advanced Options ▾

[Cancel](#) [Schedule](#)

Courtesy PC Magazine

- Create a **waiting room** for the audience and the host either admits them all at once audience one at a time
- Once **everyone** is in the meeting go to the bottom of the screen and click **>Manage Participants>** panel open at the bottom, choose **More > Lock Meeting**





Remote Recording: Paid Subscription Apps

There are other services, such as [Zencastr](#), which is a computer app like Zoom. The host downloads and installs the software but the interviewee simply clicks on the link sent to them by the host. It's free for recording up to two hours per month. [Here's a link](#) to a video tutorial from Resonate Recordings.

Other paid services include [SquadCast](#) and [Ringr](#), for Macs only; [Rogue Amoeba's Audio Hijack](#), and Windows-based [Total Recorder](#).

To learn more about how these platforms work, there are videos for [Squadcast](#), [Zencastr](#), [Ringr](#) and [Cast](#).

If you're looking for even more tools, PC Magazine offers [its reviews](#) of the best video conferencing software tools of 2020.

Remote Recording: Paid Tape Syncers

Public radio has long hired freelancers known as [tape syncers](#) to go into the field to record when the interviewer and interviewee are in different places. These professionals usually take their own equipment to record interviews.



Photo by Transom.org

If the guest is willing to have someone come to their home or office to record, you can put out a call for a

tape syncer on email list serves or places like the [Association of Independents in Radio \(AIR\)](#). The cost is likely to be \$150 or more.

[Continue to **Chapter 5**](#)

Chapter 5: The Art of the Interview

Learning Objectives

- **Experience** is the best teacher
- Having a conversation and **listening**
- How to end an **interview**



Photo by Tim Gouw in [Unsplash.com](https://unsplash.com/photos/...)

Continue to **Content**

Experience Shows

Good interviewing is a [learned skill](#) that you get better at by doing it over and over. Podcasting is a conversation — intimate because a voice is in your ear. You want to offer your audience solid information and entertainment, but want to ensure they'll keep tuning in to the next episode.



Photo by NeONBRAND on [Unsplash.com](#)

After doing more than 1,000 interviews for the ABC News podcast [Start Here](#), host Brad Mielke says he's learned something new each day about the world and storytelling. He [says](#) his most valuable lesson is to “talk like a freaking person.”

Challenges of Remote Interviewing

There's a challenge in doing remote interviews because you can miss in-person cues. While it's a necessity in the COVID era, many podcast and radio hosts have long been doing successful remote interviews. It calls for intense listening, but NPR's Terry Gross says, “the advantage is I can take notes, I can look at notes, I can page through a book to get a quote that I want without feeling that I'm losing eye contact,” said Gross. Her comments came from an event at the National Press Club Journalism Institute in Washington D.C. Other tips on doing remote interviews can be found in [this article](#) by the International Journalists' Network.

Be Curious



Screengrab of Fresh Air

Connecting with your guest is a lot easier if you're curious about them and what they do. With 40-plus years of experience, Peabody-award winning NPR "Fresh Air" host Terry Gross is highly acclaimed for her interviewing skills but [rarely](#) does face-to-face interviews from her studio in Philadelphia. She offered some interviewing tips in [The New York Times](#).

Research and Preparation



Photo by Elijah O'Donnell on Unsplash.com

It shows respect for the guest and the audience when the host prepares questions based on research and thought about what areas are important and interesting to discuss. Among the most experienced interviewers, questions can

sound like they are free-wheeling and spontaneous, but most often they are pre-planned so the podcast is an engaging show. For new hosts in particular, having several prepared questions can ease your jitters and guide the conversation more smoothly.

Some hosts deliberately avoid prepared questions because they think not having them helps them ask the kinds of questions the audience would have posed. But until you've had a least a few years' experience, some preparation should be done.

Coach Your Guest — Tell A Story

You never tell a guest what to say — but you can advise them how to do a good interview. Ask the guest to think about lively or remarkable stories or anecdotes they can tell. For example, if you were interviewing a national news correspondent about their career, give a heads-up that you want to know about the most memorable story they've covered.



Image by Palsternakka licensed under CC BY 2.0

Or if your guest is an athlete with great ambitions ask them to recall their most inspiring sports moment. You may get a compelling story about a young person determined to go for the gold after watching Lindsey Vonn become the first American woman to win Olympic gold for downhill skiing.

A good story is what you're after and personal stories make the interview memorable. When you've given some advance time for the guest to reflect, you often get more candid and powerful answers.

Professional journalists, however, usually don't send specific questions in advance of an interview, but they should outline the general topics to be discussed.

Break the Ice



Photo by Robert Zunikoff on [Unsplash.com](https://unsplash.com)

Before the interview formally begins is the time to warm up the guest with some informal banter about the weather, current events or just asking, “What first got you so excited about this topic?” You are trying to build a connection, help the guest relax and test good audio recording levels. Make sure you have bottled water for your guests; taping an interview can make people a little nervous so they get dehydrated.

Listening

There’s nothing more flattering than having someone listen to what you’re saying. But that can be hard when so many things are going on at the same time you’re taping a conversation. Show your guest how much you’re listening by picking up on something they’ve said, making an observation or asking a follow-up question. It makes the give-and-take of a conversation much more interesting, but also requires some flexibility on your part. You might need to toss aside some prepared questions.

Open-Ended Questions



Photo from Unsplash.org

A podcast is a conversation, so you want to ask questions that solicit answers with some thought instead of a simple yes-or-no answer. Some good ways to do this involve questions like: "So, how did this happen?" or "Can you explain?" Instead of asking: "Are you happy?" ask: "What kinds of things bring you the greatest joy?"

Remember that people like to listen to stories; open-ended questions gather information to do just that.



Photo by Diana Parkhouse on Unsplash

Think Outside the Box

In interviews, certain questions need to be asked for the story to become clear. But once you have that information, it can be enlightening and fun to ask the unexpected question or the one that has no right or wrong answer. The late James Lipton regularly used this technique when talking with entertainers as host of "[Inside the Actor's Studio](#)."

Don't Be Afraid of Silence



Photo by Kristina Flour on Unsplash.org

Interviewers can be afraid to pause after a guest has answered a question and want immediately to jump in with more questions to avoid an awkward pause. However, if you let the answer settle for a few seconds, a guest will often add additional thoughts that are more reflective. “The other person will either expand on what he’s already said or he’ll go in a different direction. Either way, he’s expanding his response, and you get a clear view into his head and heart,” said the late journalist [Jim Lehrer](#).

A Conversation Turner



Photo by Daiga Ellaby on Unsplash

Sometimes a guest’s interview starts to ramble on and isn’t particularly interesting. That’s when a so-called conversation turner can work wonders. This is a technique to mentally hit the “refresh” button and restore the flow of the conversation. For example, you could say, “Hey, let’s go back to when you got laid-off from your first reporting job — did that shake your confidence?” It’s up to the interviewer to take charge, interrupt, clarify and get back on topic.

Body Language



Photo from Unsplash.com

When seeing a guest in person or on camera, pay attention to nonverbal cues during conversation – what brings a smile, a wince, or discomfort. When sensitive issues are discussed, there might be sweating or foot tapping. Depending on the topic, you might want to ask more questions or back away from the topic.

Ending the Interview



Photo by Bogomil Mihaylov on Unsplash

A standard practice by journalists ending an interview is to ask: “Is there anything else you would like to add?” It allows the guest to conclude with some reflection.

A bad ending is when you just stop talking — that’s not an ending but just the end of conversation. Instead, create the opportunity for a strong ending, make it memorable. We all enjoy a surprise or unusual ending to a great book or movie and podcasts can do the same.

Promotional items & collateral



Facebook thank you swag, presented by Pacific Content

Even more important is to thank your guests both on-air and in some personal way for taking their time to come to speak on your podcast. At [Podcast Movement](#), Steve Pratt [co-presented](#) the thank you strategy for Facebook's original podcast, [Three and a Half Degrees: The Power of Connection](#). Each guest gets a personal note and promotional swag that includes a personalized poster, buttons, shirts, stickers and pins.

While most of us don't have the kind of budget to pay for such gifts, we can and should show appreciation with a personal thank you. That's also a good time to make sure you send them an easy way to listen and share the podcast.

Continue to [Chapter 6](#)

Chapter 6: Scripting, Opens, Bumpers, Endings

Learning Objectives

- **Writing scripts** for podcasts
- **Show opens** with creativity {**audio examples**}
- **Bumpers** for podcasts {**audio examples**}
- **Show ends** with a call-to-action {**audio examples**}



Photo by Kaitlyn Baker on Unsplash.com

[Continue to Content](#)

Scripting in Chunks

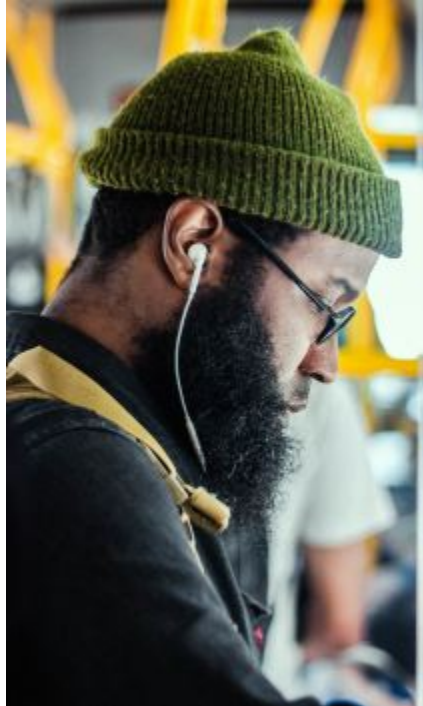


Photo by Laura Thonne on Unsplash.com

Listen to Other Podcasts

You're probably creating your own podcast because you've been a fan of listening to podcasts. When it comes to planning your own show, the best thing you can do is to listen to other podcasts. But this kind of listening isn't just for enjoyment; you need to listen far more carefully to deconstruct how shows are put together.

That will help you decide your own style, budget and production capabilities. You have creative freedom, but make good use of it.

I encourage my podcast students to go beyond just doing a one-on-one conversation and jazz up the show by using creative show planning elements. It makes the podcast more interesting for the audience and is more challenging for the creator. Several examples of these show elements are covered in this chapter.



Graphic from Pixabay.com

Podcast scripts are written in several stages. There may be a standard show open and guest introductions written before an interview. Afterward, that interview may be used in its entirety or edited for time or clarity; that requires another script. Most important, speak out loud as you write a script because we write differently than we speak. It really works to do this. Your show is for the ear, not the eye. Jay Acunzo of Medium offers some additional [writing tips](#).

Dissecting Podcast Elements

Deconstructing Podcasts - Breaking Down the Parts

- What type of **music** or other elements are used, for how long and where is the music in the podcast?
- How does the podcast **open**? Is there a standard pre-taped open with music?
- How does the host handle the show **episode opening**?
- How does the host handle **introductions** of guests and topics?
- Does the host just dive into the interview or do they use **an edited clip** from later in the interview to draw your interest in staying around to listen?
- Does the podcast use audio clips to **illustrate points** they're trying to make?
- How does the host **transition** from one topic or interview to another?
- Do they use **advertisements** or public service announcements?
- Does the host ask for show **reviews** and how?
- How does the show **end**? Does the host tease what is coming in the next show?

Listen Notes by Numbers

1,519,821
PODCASTS

79,343,755
EPISODES

9,361,444
SEARCHES

34,658,931
LISTENS

Search the whole Internet's podcasts.

Listeners find ALL podcast episodes interviewing or talking about a person.

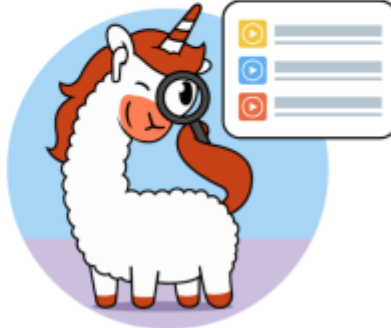
Journalists do research and find information in podcasts.

Students learn specific topics from podcasts.

Podcasters find cross-promotion opportunities.

Developers use Listen API to build podcast apps.

[More use cases of Listen Notes podcast search engine](#)



If you want to see how various shows script these elements, look for a transcript, which are frequently put on show websites and some are available on [Listen Notes](#), a search engine for podcasts. The site can also find references to names or topics mentioned in podcasts. Or, you can listen and transcribe yourself which takes considerable time and effort. It is worth the trouble to ensure accessibility for everyone.

Are Podcasts Live or Edited?



Photo from Pixabay.com

Normally, podcasts are edited programs. Interviews sound live because they're recorded "live-on-tape" and edited for time and clarity. Taping the interview can be comforting to guests and new hosts. It also means you can get rid of egregious stumbles and drawn out stories. But don't worry if you make a few minor flubs; the audience also appreciates spontaneity.

Scripting in Chunks



Photo by [Rawpixel](#) on [Unsplash.com](#)

Podcast scripts are written in several stages or chunks:

There's a script for a standard pre-produced show open.

Another script opens the show episode with specifics on what's coming.

Once an interview is done, the host/producer listens to the audio and decides what parts of the interview to use and writes a script. Most good interviews are not used in their entirety, but are edited to sustain interest, provide greater clarity and, perhaps, for time.

There's a script for a commercial, public service announcement, a bumper (which is audio reminding the audience of the show they are listening to) or when you ask the audience to do a show review on Apple.

Another script may conclude one interview to transition to another.

A script is written to end the show, with something more than just an end to talking. You need to have a call-to-action so listeners know how to get in touch.

Writing Tips

Use storytelling skills when writing a script — write a setup to the story to build interest, story elements to solidify flow, a strong lead and satisfying ending.



Photo by Artem Sapegin on Unsplash.com

1) Write short sentences and talk out loud as you write because we write differently than we speak and it helps not to sound scripted. It works to do this. Remember that your show for the ear, not the eye.

2) Use signposts to guide the listener. Because this is audio, we don't see visual cues or headlines to guide us, so help listeners by telling them what's coming up next. Listen to Nick Quah, host of "[Servant of Pod](#)," as he transitions from one interview to promoting an upcoming interview.

<http://toolsforpodcasting.openbooks.wpengine.com/wp-content/uploads/sites/30/2020/07/Ch.-6-x-2-trn-one-itrw-to-an-other.mp3>

You can use a signpost to move a story forward in time. For example, if you had a quote from a reporter who's talking about how he covered a dangerous virus outbreak while on assignment as a foreign correspondent.

Interview guest: "I watched the streets of Wuhan, China, go empty, then the canals of Venice and the piazzas of Rome, too."

Host voiceover: "Then Seth Doane got the news he didn't want to hear, that he had tested positive for the coronavirus."

Interview guest: "For me, the symptoms have been manageable, which is fortunate in a country where hospital systems have been overwhelmed."

3) Use audio clips to illustrate your points. Knowing that it's more powerful for the audience to experience things rather than simply being told about them, use audio to help tell the story. Quah does this when discussing how different podcasts use music by inserting audio clips as examples.

http://toolsforpodcasting.openbooks.wpengine.com/wp-content/uploads/sites/30/2020/07/Ch.-6-Ex.-Using-clips-to-illustrate-what-you-talk-about-Serv-Pod_01_01.mp3

4) Or use sound relevant to your podcast topic from events like protest rallies and demonstrations. There was a massive gun-reform rally and march in Washington, D.C., led by students from Parkland, Florida, after 17 students and staff members died in a mass shooting by a man with a semiautomatic rifle.

http://toolsforpodcasting.openbooks.wpengine.com/wp-content/uploads/sites/30/2020/07/Ch-6-Delaney-Tarr-Parkland-survivor-change-not-bread-crumbs_01.mp3

5) Ask your guests for audio clips. If you're interviewing an author, ask them to do a short reading from the

book. If you're profiling a musical artist, get some audio of their performance.

6) Use free archival audio. [The Library of Congress](#) has free historical archival audio, as does [C-SPAN](#) with 250,000 hours of online content of presidential speeches, Congress and the Supreme Court. The [TV News Archive](#) has searchable broadcast news beginning from 2009, and there are sports broadcast highlights. Additional links can be found [here](#).

7) Do a person-on-the-street interview. You could gather opinions from people on the street, then include the best quotes to help the audience feel more a part of your podcast.

How Can You Vary Show Opens?

Storytelling Leads



Photo from Pixabay.com

- In a **first-person lead**, the host talks about their own experience and says they will share more during the podcast.
- In an **anecdotal lead**, the host can tell a real story to explain a situation or scenario. Political leaders often use such examples to illustrate their points.
- In an **observational lead**, the host can illustrate the big picture by discussing longer-term trends.
- In a **scene-setting lead**, the host can paint a picture in the listener's mind of what's happening or could happen.

Scriptwriting for Fiction



Fiction podcasts resemble books, movies and TV shows in that they are far more complex to do than non-fiction and call for multiple creators and many more resources and costs. Recommendations for shows are available from [The Podcast Host](#) and [The Bello Collective](#), among others.

Free Guides

How to Make a Fiction Podcast | The Ultimate Guide

Love fiction podcasts? Always wanted to make your own? You've come to the right place!



There are some terrific free online resources on how to create a fiction podcast. The Podcast Host offers a [comprehensive guide](#) on structure, writing, talent and so forth.



Screengrab

Multitude also offers a free downloadable [PDF](#) covering script development, assembling a team and legal issues.

Show Rundown



Photo by Neil Godding on Unsplash.com

Every podcast needs a [show rundown](#) that indicates the order of show elements and approximate times of how long they are. Most podcasts standardize this format, which consists of the show open, what comes next, the interviews, bumpers, ads, music and the show ending.

A Typical Interview-Type Show Format

- *Music* with pre-produced standard open – “This is the XXXXX podcast, a show about XXXXX,” and then the music comes up at full strength.
- Introduction by host. “Welcome back to another episode of XXXXX...(podcast name) I’m your host XXXXX.”
- Do an episode signpost on what to expect. “On today’s episode, we’ll talk about some of the more unique animals being adopted: bearded dragons, hedgehogs, miniature donkeys ... which ones are really safe to be home pets? How hard are they to care for? Are they legal?”
- *Music bumper*
- Topic #1: Introduction of guest by host. Avoid reading any long bio the guest may have sent because it will sound stuffy and stilted because it’s usually meant to be read and not heard. Rewrite it to be short and clear for the ear. You can put their full credentials on your website.
- Interview with guest #1
- Topic #2: Introduction of second guest by host
- Interview with guest #2
- *Music bumper*
- Topic #3: Host offers final thoughts or on to another interview
- Close; host thanks the audience, guests; promos next show
- *Music close*



Photo by Austin Distel on Unsplash.com

A podcast rundown is not as rigid as the “clock” that runs commercial and public radio programming — that template follows a strict pattern of when news, traffic and other segments are repeated on an hourly basis. But podcast listeners also expect some routine in their listening habits.

Show Opens

Don't just wing it when starting your show; take the time to plan things out. But, also don't be so tied to a script that you sound robotic. Try to keep a show conversational, friendly and relaxed, but with some definite goals in mind.

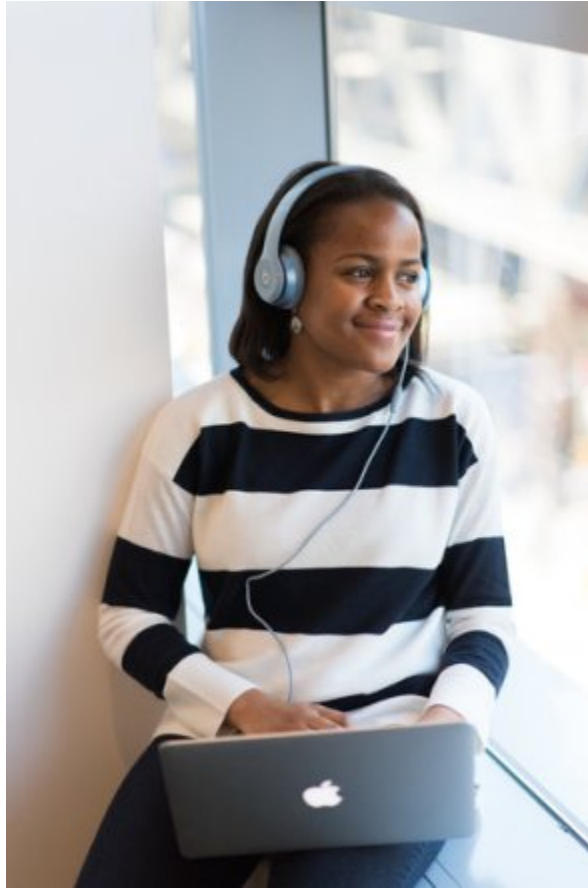


Photo from Canva.com

Audio Examples

The decision on how to open your podcast can make or break building an audience because listeners decide within minutes whether to invest their time or move on. [NPR One](#) found that most podcasts [lose](#) 25-35 percent of the listening audience in the first five minutes.

Below are several examples of podcast opens selected to demonstrate different storytelling techniques:

The Daily, The New York Times:



The New York Times 20-minute podcast, The Daily, has an [audience](#) of 2 million listeners per day and is also a [radio](#) program for American Public Media, which could reach another 20 million listeners.

Host [Michael Barbaro](#) discusses the news of the day. His show opens with the podcast music theme and the host's name introduction. Barbaro sets up the topic to be discussed using clips from news coverage about the issue. The sound helps set the scene for the listener and pulls them into the story because they're experiencing the event and not just being told about it. It is followed by an edited interview with a reporter who covered the story. The episode "[The Overlooked Scandal of Priests Sexually Abusing Nuns](#)" is from Feb. 7, 2019.

<http://audiopodcaststorytelling.openbooks.wpengine.com/wp-content/uploads/sites/30/2019/05/Ch.-6-THE-DAILY-Open.mp3>

TRANSCRIPT:

OPENS WITH :11 OF MUSIC UNDER THE HOST INTRODUCTION: *"From the New York Times, I'm Michael Barbaro. This is The Daily..."*

MUSIC FULL UP (:05)

HOST NARRATION WITH MUSIC UNDER (:16) *"Today, the pope is acknowledging for the first time the persistent problem of nuns being sexually assaulted by priests ... why it took the Catholic church so long to recognize this group of victims ..."*

MUSIC FULL UP :06

HOST NARRATION (:04) *"It's Thursday, February 7th"*

SOUND FULL UP OF APPLAUSE AND POPE SPEAKING, THEN REPORTER (:19) *"So earlier this week Pope Francis spent three days in the United Arab Emirates" ... (pope speaks) ... "a historic trip for a pope, first time that a pope had ever been in the Arabian Peninsula ..."*

REPORTER NARRATION: (:03) *"Lori Goodstein has covered the Catholic church for decades"*

REPORTER: *"He celebrated mass for more than a hundred-thousand Catholics ..."*

The Ezra Klein Show, Vox:



Host Ezra Klein talks with newsmakers and about public policy. In this episode, he begins the podcast with an edited quote taken from his interview expert. Use of compelling audio at the top of a show about what's coming up serves as a lure for the audience to stick around and listen. The episode "[Ending the age of animal cruelty](#)" is from Jan. 28, 2019.

<http://audiopodcaststorytelling.openbooks.wpengine.com/wp-content/uploads/sites/30/2019/05/Ch.-6-EZRA-KLEIN-Open.mp3>

TRANSCRIPT:

PODCAST BEGINS WITH A :12 SECOND EDITED EXCERPT FROM A GUEST INTERVIEW: *"Broiler chickens today now grow almost seven times as quickly as they would naturally and they said that if a human baby grew as quickly as a broiler chicken — by the time she was 1-year-old she would weigh more than 650 pounds."*

THEN MUSIC COMES IN AT FULL STRENGTH :11 SECONDS:

MUSIC VOLUME LOWERS FOR THE FOLLOWING WELCOME: *"Welcome to The Ezra Klein show on the Vox media podcast network. ... This is a podcast I've wanted to do for a while. You all know I've done a number of podcasts about animal suffering and the way we treat animals. And a lot of those podcasts have been personal, they've been ... they're about the way we think about it morally, the way we act individually, the way the system encourages us to act and to think and to feel. And I've come to some of them with a lot of trepidation. These are tough topics. It's a tough topic in today's episode too, but I wanted to come at it from a pretty different angle today." (He then offers extensive thoughts on the topic before going to the guest interview).*

The Impact, Vox:



Host Sarah Kliff focuses on how policy affects people. In this episode about obesity, she opens the podcast by posing a question to the audience and follows up with edited “man-on-the-street” interviews to begin the discussion creatively. “Food Fight,” is from Nov. 16, 2018.

<http://audiopodcaststorytelling.openbooks.wpengine.com/wp-content/uploads/sites/30/2019/05/THE-IMPACT-Open.mp3>

TRANSCRIPT

OPENS WITH :11 SECONDS OF HOST NARRATION DISCUSSING AN ISSUE, NO MUSIC: *“If I asked you to compare the food from Chicago and New York, maybe you’d say that one has delicious deep dish pizza while the other has this kind of thin crust situation. ...”*

FOLLOWED BY A :03 SECOND EDITED EXCERPT FROM A MAN-ON-THE-STREET INTERVIEW: *“You can’t eat deep dish with your hand...”*

FOLLOWED BY ANOTHER :03 SECOND EDITED INTERVIEW: *“You know Chicago is a real City and this is real pizza.”*

FOLLOWED BY A :03 SECOND EDITED EXCERPT INTERVIEW: *“It is goop in your lap ... (laughs), New York, forever...”*

MUSIC COMES UP FULL STRENGTH (:02)

MUSIC LOWERS WITH HOST NARRATION (:04): *“Or, maybe you’d mention the two cities use different words for soft drinks.”*

EDITED EXCERPT FROM FEMALE INTERVIEW: *“I say soda ...”*

EDITED EXCERPT FROM MALE INTERVIEW: *“I have to call it pop...”*

EDITED EXCERPT FROM FEMALE INTERVIEW: *“Sodapop.”*

MUSIC COMES UP FOR FOR (:02) SECONDS AND THEN UNDER HOST VOICEOVER (:11) *“But whatever you call your sweet fizzy drinks ... whatever kind of pizza you like ... these foods are fuel for something that Chicago and New York have in common — obesity.” (MUSIC ENDS).*

HOST NARRATES, NO MUSIC UNDER (:22) *“Twenty-two percent of New Yorkers are obese; in Chicago it is more than a quarter of the city. Obesity puts people at risk of diabetes, heart disease, even certain kinds of cancer. This is awful for New Yorkers and Chicagoans and it’s also expensive ... cities have to spend a lot of money taking care of all these health care complications.”*

MUSIC BEGINS UNDER HOST NARRATION(:10) *“So, a few years ago the people who run both these cities decided this was a problem ... but they had really different ideas about how to fix it.”*

MUSIC COMES FULL UP FOR (:07) THEN HOST NARRATION WITH MUSIC UNDER (:35) *“This is The Impact, a show on the Vox media podcast network about how policy shapes people’s lives ... I’m your host, Sarah Kliff, and this season we are looking at local policy experiments. Today, we are going to tell you a tale of two cities — New York and Chicago and their two anti-obesity policies. One city tried making healthy food more available; the other made junk food more expensive. We are going to try and figure out which fix works best. My producer ... starts us off in New York ...”* **HOST THEN GOES INTO A TAPED SEGMENT ON THE STREETS OF NEW YORK.**

Creative & Different Opens

Other Ideas For Creative Podcast Opens

- The host could use a **teaser-hook** saying, “It seemed pretty clear what the outcome would be but that’s NOT what happened, we’ll learn about that in this next episode.”
- The host could pose a **controversial or probing question**, then explain that experts will offer their views during the podcast.
- The host could tell the audience **three things** they’ll hear in today’s episode. The magic of three works well for the ear.
- The host could pose a **multi-choice question**, then give the audience three options to consider. Tell the audience that the answer(s) will be shared during the podcast.
- Have the host use the word **IMAGINE**, then create a short scenario that will be explained during the podcast. This open might work well for a topic that has an uncertain outcome, such as whether humans might someday be routinely traveling to distant planets for vacations



Graphic by [Pixabay.com](https://pixabay.com)

Writing Bumpers {Audio examples}

Podcast bumpers are quick 10-to-15 second transitions within the podcast. It’s an easy way to remind an audience of the podcast they’re listening to. It can also work as an easy way to make an edit and break up a long interview. “You’re listening to XXXX, exploring the topic of XXXXX. I’m your host, XXX”

Here are two examples of bumpers (the first one can also work as an open):

Stepping into the Light podcast with psychic medium Julia Treat.

<http://audiopodcaststorytelling.openbooks.wengine.com/wp-content/uploads/sites/30/2019/05/Ch.-6-Bumper-Stepping-into-the-Light.mp3>

"Welcome to 'Stepping Into The Light' with Julia Treat, a weekly podcast devoted to helping you open up to your own unique abilities so you can receive loving and supportive messages from your loved ones, angels and guides."

2. Good Times with Mo the Podcast

<http://audiopodcaststorytelling.openbooks.wengine.com/wp-content/uploads/sites/30/2019/05/Ch.-6-BUMPER-Good-Times-with-Mo.mp3>

"You're listening to 'Good Times with Mo The Podcast' here on Digital Five originals. Have an interesting question, or do you just want to speak your mind. Call us at 631 5788."

Call-to-Action Endings



Photo by Austin Distel on Unsplash.com

Wrap things up by highlighting several important things to take away from the program, thanking your guests and audience and asking them to subscribe for free on the platforms where you can be found. You should explain where to find more information about your show, what's coming up in a future episode and perhaps request a show review.

Below are examples of how different shows do their show ends with a call-to-action.

Audio examples

Servant of Pod with Nick Quah, LAist Studios:



<http://toolsforpodcasting.openbooks.wpengine.com/wp-content/uploads/sites/30/2020/07/Ch.-6-Ex3.-Ending-show-with-thankyou-Servant-of-Pod.mp3>

Host Nick Quah: “I don’t think I know anybody else I’d rather talk more about this with than you right now”

Guest Anna Sale: “Aw. That’s such a compliment. Thank you very much, Nick.”

[Music plays at full strength for a few seconds and then under next voiceover]

“Thanks again to Adam Sachs, Priyanka Mattoo and Anna Sale. Servant of Pod is written and hosted by me, Nick Quah. You can check out more episodes at LAist.com/servantofpod. Web Design by Andy Cheatwood and the digital marketing teams at Southern California Public Radio. Logo and Branding by Leo G., Thanks to the team at LAist Studios, including: Kristen Hayford, Taylor Coffman, Kristin Muller and Leo G. Servant of Pod is a production of LAist Studios.”

{Music up and out}



Hidden Brain, NPR:

<http://audiopodcaststorytelling.openbooks.wpengine.com/wp-content/uploads/sites/30/2019/05/Ch.-6-Show-End-Hidden-Brain.mp3>

Music full up, then music under voice.

“For more Hidden Brain, please follow us on Facebook, Twitter and Instagram. And if you know a friend who would like to hear our show, please tell them about the Hidden Brain. I’m Shankar Vedantam, see you next week.”

Music full up and out.



The Takeaway, WNYC:

<http://toolsforpodcasting.openbooks.wpengine.com/wp-content/uploads/sites/30/2019/05/Ch.-6-Show-End-The-Takeaway.mp3>

Music full up, then music under voice.

“And that’s our show for today. If you have any thoughts for us you can give us a call at 877-8-my-take or you can reach us on Twitter at The Takeaway. I’m Tanzina Vega. This is The Takeaway, and thanks so much for listening.”

Music full up and out.

Other endings could be a brief wrap up by the host of the major points covered in the podcast just heard, what’s coming up in future episodes or a request for a podcast review. More on reviews are covered in Ch. 9.

Continue to **Chapter 7**

Chapter 7: Voicing Tips, Exercises, Script Marking

Learning Objectives

- **Vocal Delivery** Tips {audio & video examples}
- **Script Marking** for vocal inflection
- **Warm Up Exercises** before voice work



Photo by Jason Rosewall on [Unsplash.com](https://unsplash.com/photos/5G8v8v8v8v8)

Continue to **Content**

Successful Voicing



Voice production booth at Double R Productions in Washington, D.C.

Many podcast hosts come from the world of professional radio and television and have great voices that are easy to listen to, while others have average voices but are successful because they are compelling storytellers, offer great expertise or entertainment value. The best hosts also know how to take care of their voices.

Best Practices for Using Your Voice

What NOT To Do in a Taped or Live Interview

- Avoid eating dairy products just before recording because they can cause excess phlegm or mucus.
- Avoid nuts and snack foods that can irritate your throat.
- Avoid too much caffeine or alcohol, which dries out your throat and body, prompts coughing and raises blood pressure and anxiety



Photo by Mae Mu in Unsplash.com

What TO DO Before a Taped or Live Interview

- Deal with anxiety by doing some warm-up vocal and breathing exercises, demonstrated below.
- Have a bottle of room temperature water next to you.
- Drink warm water with lemon and honey or green or herbal teas to soothe your voice especially if you're congested.



Photo by Angelio Lopez on Unsplash.com

Vocal Tip: Countdown to Calm Down



Photo by Ben White on Unsplash

Mentally prepare for voice work by tuning to your natural voice pitch and do a countdown to calm down saying, “Five, four, three” — then silently count to zero and say, “This is my normal voice pitch.”

Vocal Tip: Speak Conversationally



Photo by Wonderland on Unsplash.com

Try to be natural in an interview or when narrating a podcast rather than trying to imitate someone else. This will help you avoid stilted language and establish rapport with your guest and audience. But you also want to be energetic and keep a consistent speaking level; avoid being too loud or too soft in speaking tone.

Vocal Tip: Avoid Popping P’s and T’s {Audio examples}



Photo from Unsplash.com

When speaking into a microphone, there's sometimes a strong breath of air that seems to explode into the microphone. These **plosives** are worse on words with p's and b's. To avoid, position the mic at an angle instead of directly in front of the mouth, back away a little bit from the mic and use a **pop filter** or windscreen over the mic.

Popping Plosives:

http://toolsforpodcasting.openbooks.wpengine.com/wp-content/uploads/sites/30/2019/05/Ch.-7-Popping-p_s.mp3

No Plosives:

http://toolsforpodcasting.openbooks.wpengine.com/wp-content/uploads/sites/30/2019/05/Ch.-7-No-popping-p_s.mp3

While the pop filter is a big help in reducing plosives, you can also angle the microphone to the side of your mouth rather than speaking directly into it.



The podcast hosting company Buzzsprout has additional [advice](#) for podcaster microphone techniques.

Vocal Tip: Pace and Articulation



Photo by Prince Abid on Unsplash.com

When speaking through a microphone, slow down a bit from your normal speaking pattern so your words don't jumble together. When someone can't see you speaking, the pace of delivery affects their comprehension. Many articulation problems come from speaking too quickly or from dropping syllables, leading to confusion over what's being said.

Vocal Tip: Vocal Inflection



Photo by Nycholas Benaia on Unsplash.com

Changing vocal inflection is something we all do quite naturally when talking with friends to convey our excitement or disappointment; we're not monotone or flat. Yet sometimes when facing a microphone or camera, that natural inflection gets buried underneath artificial stiffness.

The tone of your voice should reflect your passion, which will generate enthusiasm in your audience. It bears repeating that you should speak out loud as you write your script to help create a more natural-sounding conversational flow.

Vocal Tip: Avoid Poor Speaking Patterns



Photo by Zach Reiner in Unsplash.com

If your pitch goes up at the end of every sentence, it's called "[valley-girl speak](#)" or "uptalking." The other irritating speech pattern to avoid is "[vocal fry](#)," a low growl sound at the end of a sentence. Some people blame the phenomenon on [Kim Kardashian West](#) and those who want to imitate her. CBS News Sunday Morning contributor Faith Salie explains the phenomenon with a fun [tongue-in-cheek](#) look at creaky young women.

Vocal Tip: Don't Let Your Voice Trail Off



Photo by Cameron Venti on Unsplash

Many people develop an unconscious pattern of letting their voice trail off at the end of a sentence, almost like they have run out of energy. Maybe they have if they speak in one run-on sentence! Instead try to have clear focus to avoid lengthy monologues.

Mark Your Script to Help Vocal Delivery



Photo by Robin Benzrihem in Unsplash.com

After writing a script but before recording, it's a good idea to practice reading it out loud so you can decide where to put in pauses for breathing and vocal inflection for emphasis.

You can indicate pause by using several dots (...) or a slash mark (/). Vocal emphasis can be indicated by underlining

keywords or using ALL CAPS. Pitch levels can be identified by using an up-or-down arrow. Generally, effective vocal pitch goes up when asking a question and down when making a statement.

For more information on script marking and polishing on-air delivery, see the [Broadcast Voice Handbook](#) by Dr. Ann Utterback.

Preparing to Do Voice Work

Do warm-up exercises to pump blood into tissues to stretch and relax the muscles by getting them to work more efficiently. While warm-ups are simple, don't be fooled into thinking they're so simple they can't be doing any good - over time, warm-ups will help your vocal agility and your confidence.



Photo by Tim Bish on Unsplash.com

- Start the warmup by standing up and doing something you naturally do all the time, which is yawning ... a nice big yawn - do it several times.
- Next, as you stand up, swing both arms up above your head, then take a big breath and do a big sigh.

Vocal Warm-Up Exercises: {Audio & Video examples}

<http://audiopodcaststorytelling.openbooks.wpengine.com/wp-content/uploads/sites/30/2019/05/Vocal-Warmups.mp3>

Vocal Warm-ups on Audio

- 1) Warm up our lips by opening the mouth vertically and saying **"bah" "bah" "bah."**
- 2) Now switch to lips air-buzzing with **Brrrrrrr Brrrrrrr Brrrrrrr**
- 3) Open up your mouth vertically and say an exaggerated **"Lah, Lah, Lah, Lah"** and sing up in pitch and/or down in pitch.
- 4) Trill your tongue by rolling with an **Rrrrrrrrr.**
- 5) Now say or sing the phrase **Mah-May-Me-Mo-Moo.**
- 6) Do a pitch change by counting to three and going up in pitch with each number; **one-two-three;** then go down in pitch and say **three-two-one.**
- 7) End with a familiar nursery rhyme tongue twister:
**Peter Piper picked a peck of pickled peppers.
Did Peter Piper pick a peck of pickled peppers?
If Peter Piper picked a peck of pickled peppers,
Where's the peck of pickled peppers Peter Piper picked?**

Vocal warmups help prevent injury to your delicate vocal cords. But they also help you sound better and, most important, they help you get in the right state of mind before your podcast interview, making a speech or presentation.

Vocal Exercises on Video

Warmups:

- In a standing position, lift up your arms while you take in a deep breath through your nose; let out a big sigh while your arms come back down, repeat three times.
- In a standing position, do shoulder rotations by placing your fingertips on your shoulders and move in your elbows in a circular motion; three times clockwise and three times counterclockwise.
- Loosen your jaw by using the open palms of both hands and gently rubbing in a circular motion underneath your cheekbone; let your jaw drop and repeat three times.

Vocal Exercises:

- Do a simple relaxation exercise by breathing in through your nose and then exhale with a hiss sound through your teeth and think about relaxing the upper shoulders and body, letting out tension; repeat three times.
- This is a humming exercise. Keep your lips together and go up and down a scale (like a roller coaster); you should feel your lips buzzing and tingly; repeat three times.
- Flutter your tongue like a lawnmower; repeat three times.
- Pretend to be an annoying, loud meowing cat and open your mouth widely to do a meow; afterward, speak the sentence, "I love doing vocal exercises"; repeat three times.
- Make a pitch change by saying: "My voice is going up-in-pitch," (with a pitch change made on the last three words. Now do the same, but go down in pitch and say: "My voice is going down in pitch"; repeat three times.
- Work the articulators by saying, "put-a-cup, put-a-cup, put-a-cup," be sure to articulate the 't' and 'p' then repeat and go faster and faster.

Tongue Teasers:

- Do these two tongue teasers: Ten tame tadpoles tucked tightly in a thin tall tin. Two toads, totally tired, trying to trot to Tewkesbury; repeat three times.
- Betty bought butter but the butter was bitter, so Betty bought better butter to make the bitter butter better.

NPR professionals created a short [video](#) for those looking for additional vocal aerobics, with tips about how to sound more natural, take better care of your voice and how to sound like yourself.

NPR also has a [guide](#) for resources on the correct pronunciation of names. Impress your guests by correctly pronouncing their names.

[Continue to Chapter 8](#)

Chapter 8: Editing Software & Audiograms

Learning Objectives

- **Audacity** audio editing [{Video Tutorial Link}](#)
- **Garageband** audio editing [{Video Tutorial Link}](#)
- **Adobe Audition** audio editing [{Video Tutorial Link}](#)
- Editing **Social Media** Audiograms [{Video Tutorial Link}](#)



Photo by Matthew Kwong on [Unsplash.com](https://unsplash.com)

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Choosing Editing Software



Photo from Adobe Audition

Once you've completed recordings, it's time to edit. There are several audio software programs available from free to low-cost and high-end subscriptions. Your choice of a Digital Audio Workstation (DAW) depends on your budget, production demands and personal preference. I have prepared video tutorials included in this chapter on the basics of audio editing using Audacity, Garageband and Adobe Audition. [NPR Training](#) offers some tips on [audio mixing](#), no matter which software program you decide to use.

Audacity {Video tutorial}



[Audacity](#) is free (open-source software) that's been around since 2000. It's popular because it's an easy-to-use cross-platform editor for both Mac and PC users. There can be some recording or editing [problems](#) with free platforms, but there are software upgrades and online help forums. Several free online tutorials can help you learn Audacity, such as the one provided here.

In addition, there are video tutorials provided by the [Advanced Media Institute at UC-Berkeley](#).

Garageband *{Video tutorial}*



[Garageband](#) is another free option, but only for Mac users. The Apple product has been around since 2004 and is considered user friendly. There are a number of free online tutorials, such as the one provided here.

Video tutorial on editing a podcast with Garageband by Jill Olmsted

In addition, there is a video tutorial provided by the [Advanced Media Institute](#).

Adobe Audition {Video tutorial}



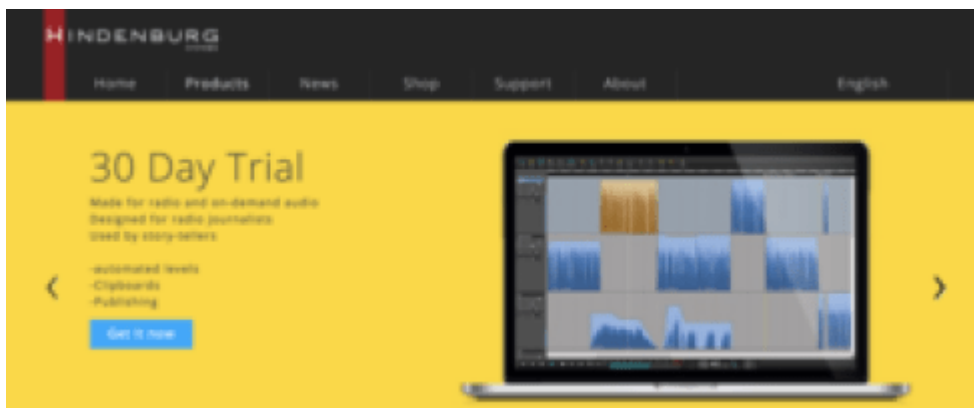
[Adobe Audition](#) is professional-level audio editing software that works on both Macs and Windows. A monthly or annual subscription can be bought via the Adobe Creative Cloud suite for just the Audition app or a plan is available that has other [Adobe products](#), such as Photoshop, Illustrator and Premiere Pro.

If you're an enrolled [student or teacher](#) you can get a 60% discount. There's also a seven-day [free trial](#) period. If you're lucky enough to attend a university that offers Adobe products, take advantage of using these professional tools.

Video tutorial on editing a podcast with Adobe Audition by Jill Olmsted

In addition, there is a video tutorial provided by the [Advanced Media Institute](#).

Hindenburg Journalist



[Hindenburg](#) is audio editing software specifically made for podcasters, journalists, audio storytellers and audiobook producers rather than for music production.

Some 150 NPR stations, the Canadian Broadcasting Corp., 30,000 independent radio producers and podcasters in the U.S. as well as many schools and universities use the software. [Hindenburg Journalist](#) has a [30-day trial](#) and can be purchased for a one-time price of \$95.

[Hindenburg Journalist Pro](#) has a one-time price of \$375. Both include all updates up to version 1.99 (current version is 1.81). The company has posted [video tutorials](#) on its website as well as on [Youtube](#), including a [nine-step](#) set of lessons for starting out as a podcaster.

For a review and demonstration of the software, [Buzzsprout](#) offers a tutorial on the Hindenburg Journalist Pro audio editor.

The unique Hindenburg name reflects the historic moment in 1937 when a Chicago radio reporter gave an emotional eyewitness account of the fire and crash of the German passenger airship, the [Hindenburg](#), in New Jersey.

Editing Social Media Audiograms {Video Tutorial}

Audiograms are not a software editing program but a way to edit social media posts to promote your podcast on Twitter, Facebook, Instagram and such. Creating them is easy, quick and free for a limited number of audiograms, which may be all you need.



Photo by Jill Olmsted

Start by finding a short audio clip from a show episode. That MP3 file is combined with an image to create a video file that works on social media. Programs such as the [Headliner app](#) can do that easily when you upload an MP3 audio clip, an image or add text. A video tutorial takes you through the process.

<http://toolsforpodcasting.openbooks.wengine.com/wp-content/uploads/sites/30/2020/02/Creating-an-Audiogram-with-Headliner.mp4>

Other apps include [Audiogram](#) and [Waave](#). Medium outlines how to [create](#) a killer audiogram with more on the benefits of this promotional effort in the next chapter on podcast promotion.

[Continue to **Chapter 9**](#)

Chapter 9: Publishing & Promotion

Learning Objectives

- How to **publish** a podcast
- The importance of a website/blog for *Transcription*, **Show Notes {video tutorials}**
- Options for podcast **hosting** services **{video tutorial}**
- **Promotion** — Audiograms, Trailers, Reviews **{video tutorials}**



Photo by James Tarbotto on [Unsplash.com](https://unsplash.com)

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Putting It All Together



Photo by Steve Harvey on [Unsplash.com](https://unsplash.com)

While technology can make you your own publisher, editorial creation of a podcast involves a lot of moving parts.

Podcast publication involves creating digital audio files with the [extensions](#) of MP3 or M4A/ACC, uploading it to a podcast hosting service and submitting the RSS feed (podcast audio files hosted on the internet) to podcast directories so people can find it to download or stream.

Let's break it down.

Do You Need a Website?

Technically, you can publish a podcast without having a website or blog and most people listen using the Apple Podcast app rather than on the website. [Lime Link](#) says between 10-40% of podcast listeners tune in from the show's website.



Graphic by Pixabay.com

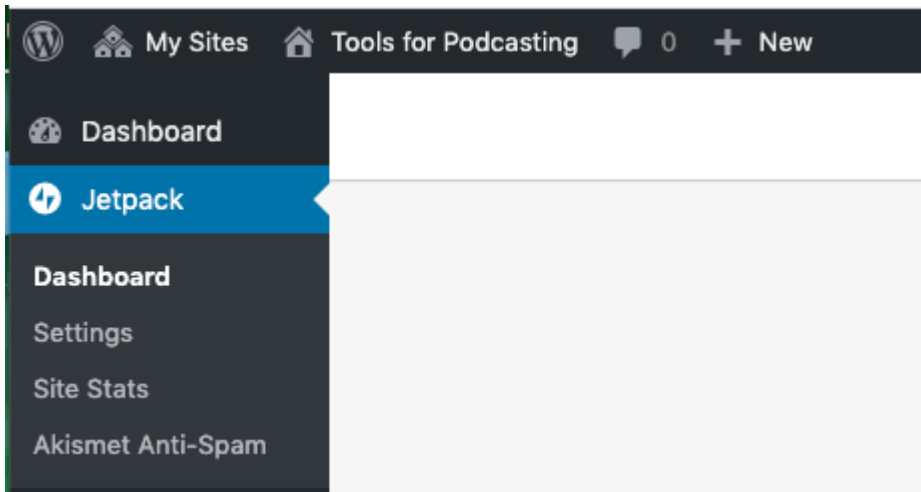
The primary benefit of having a website is to develop a relationship with your audience. It's where you post a show transcript, show notes, ask for reviews, donations or promote other services or products. It also helps to recruit new listeners who are searching for podcast content and to make your podcast universally accessible.

Websites can be easy to build yourself or you can hire someone. [The Bello Collective](#) has a rundown of website options with pros and cons.



Photo by Markus Winkler on Unsplash.com

I have my students create podcast websites using WordPress.com and utilize templates to make it quicker so they can concentrate on podcast content. It's also the same platform that hosts this eBook. Podcast Host offers a guide on using [WordPress](#), one of many options now available.



You can see stats for your WordPress site by logging in, going to the Dashboard, accessing **Jet Pack** and then **Site Stats**.

Use Embedded Player

It's recommended that you install free embedded players on the website that automatically update with every new podcast episode. Podnews shows [how to install](#) players from Spotify, RadioPublic and Castbox. Many podcast host services also have their own embedded player.

What Are Show Notes?

A blog or website is a way to post show notes that provide listeners with links to additional information, studies, polls or information about you and/or your guests. Because listeners often have the same questions, posting such information can save lots of time that would otherwise be spent answering individual emails.

Websites that post photos, have links to books or inspirational quotes and even to ads help engage listeners in remembering more of what they heard, according to a [study](#) by the podcast platform [Entale](#).

SHOW NOTES

- Madeleine shares her memory of living as a refugee in a Notting Hill cellar during The Blitz, and her impressions upon revisiting this sanctuary years later. [05:29]
- Madeleine recounts the strongest memories of her father, the Czech-American diplomat and political scientist Josef Korbel, and how discussing foreign policy at the dinner table shaped her early on. [07:59]
- The long journey from aspiring journalist to graduate student to getting her first real job at age 39 — and why Madeleine has always felt about 10 years behind her peers. [11:55]
- On having premature twins who required a long stay in the hospital's incubators, and how this led to Madeleine taking Russian lessons. [15:28]
- A crash course in how Madeleine went from volunteering to helping a national security advisor find a place to live to landing her first real job at age 39 — why having a PhD and the connections she collected along the way made a difference. [17:56]
- What made Madeleine such a good fundraiser, and how did this skill create such valuable connections that would lead to later jobs? [21:26]
- When did Georgetown and teaching come into the picture for Madeleine, and how did this lead to her connection with later boss Bill Clinton? [24:53]

Screen grabs from The Tim Ferriss Show

SELECTED LINKS FROM THE EPISODE

- Connect with **Neil Strauss**:

[Website](#) | [Twitter](#) | [Instagram](#)

- [The Fear Book: Facing Fear Once and for All](#) by Cheri Huber
- [Be the Person You Want to Find: Relationship and Self-Discovery](#) by Cheri Huber
- [Facing Codependence: What It Is, Where It Comes from, How It Sabotages Our Lives](#) by Pia Mellody
- [Facing Love Addiction: Giving Yourself the Power to Change the Way You Love](#) by Pia Mellody
- [Silently Seduced: When Parents Make Their Children Partners](#) by Kenneth M. Adams
- [Under Saturn's Shadow: The Wounding and Healing of Men](#) by James Hollis
- [The Eden Project: In Search of the Magical Other](#) by James Hollis

The popular business podcast [The Tim Ferriss Show](#) offers extensive links to content mentioned in each episode as well as timed references to topics mentioned, which is far more extensive than most podcast show notes.

However, not all podcast apps do a good job of displaying show notes. The newsletter [Podnews](#) tested 40 apps and

[reports](#) the best apps for displaying show notes were PocketCasts, Overcast and Castro.



Photo by Marco Verch on Flickr.com

Should You Create Transcripts?

It's probably not the first thing on your mind if you're just starting a podcast, but transcripts of your podcast are important for [several reasons](#): They help build search engine optimization, answer questions from the audience and make your content available to a wider audience such as non-native English speakers. Media outlets also look at transcripts for quotes to use or share or to contact you for an interview.

Web Accessibility

Accessibility for the 35 million Americans who are part of the deaf and hearing-impaired community and for those with auditory processing issues is equally important. Text helps them understand what they are hearing. "Subscribing to a podcast can be a nightmare," according to writer [Robert Kinget](#). He says most podcast websites don't do a good job of making the "subscribe" link easily available along with a text description of the image, which is how [screen reader technology](#) works for those with vision loss.

Transcripts should always be as free and easy to find on the podcast website as they are for ESPN's [30 for 30 podcast](#).

JODY AWIRGAN: From ESPN you're listening to 30 for 30 podcasts. My name is Jody Awirgan.

In the summer of 1984, Kari Swenson was a rising talent in the relatively obscure sport of biathlon. Biathlon is a combination of cross-country skiing and target shooting. It takes a special athlete to excel at both, and Kari was one of the best in the world.

I want you to meet Kari Swenson.

America's finest female biathlete.

On a routine training run, Kari's path suddenly forked in the mountains of southwestern Montana. Eighteen hours changed her life forever.

This story takes a look at the long road of recovery, 35 years later, after her story disappeared from public view.

This episode is reported by Bonnie Ford. She covers the Olympics and international sports for ESPN.

Now one last thing before we start, this is an episode about an act of violence and its traumatic fallout, so please be advised.

And now, Out of the Woods.

KARI SWENSON: Breathing is very important in biathlon.

Some people take more breaths between shots.



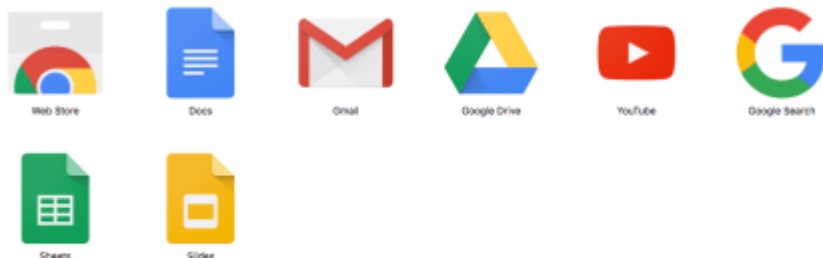
Free Ways to Create Transcripts

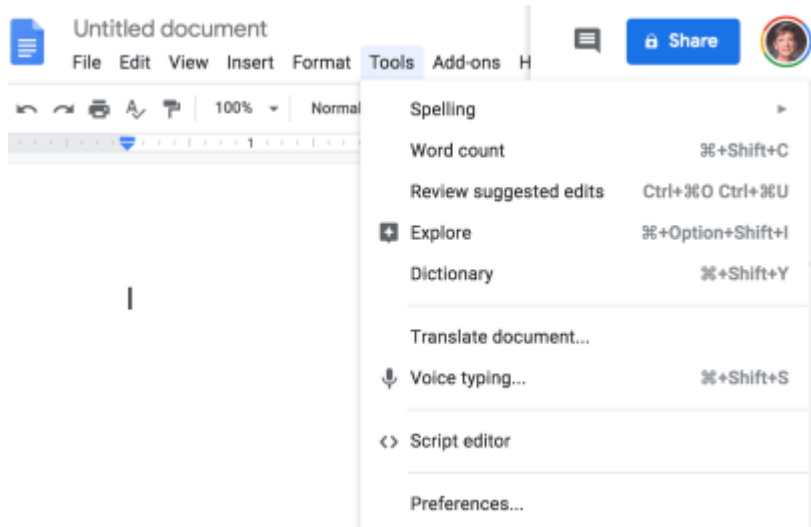
Free Transcription Services

- Google Docs (has a built-in dictation tool called Voice Typing)
- [Otter.ai](#) (uses voice recognition algorithms; free up to 600 minutes a month)
- YouTube (must convert audio into videos to transcribe)
- [Podcast Transcribe](#) (must upload only MP3, Wav, FLAC, MP4 files)

There are several good, free options for transcribing podcasts, although a human is needed to check accuracy. There are paid transcription services. [Bello Collective](#) has some valuable tips for consistent style in transcriptsGoogle Docs

Google Docs



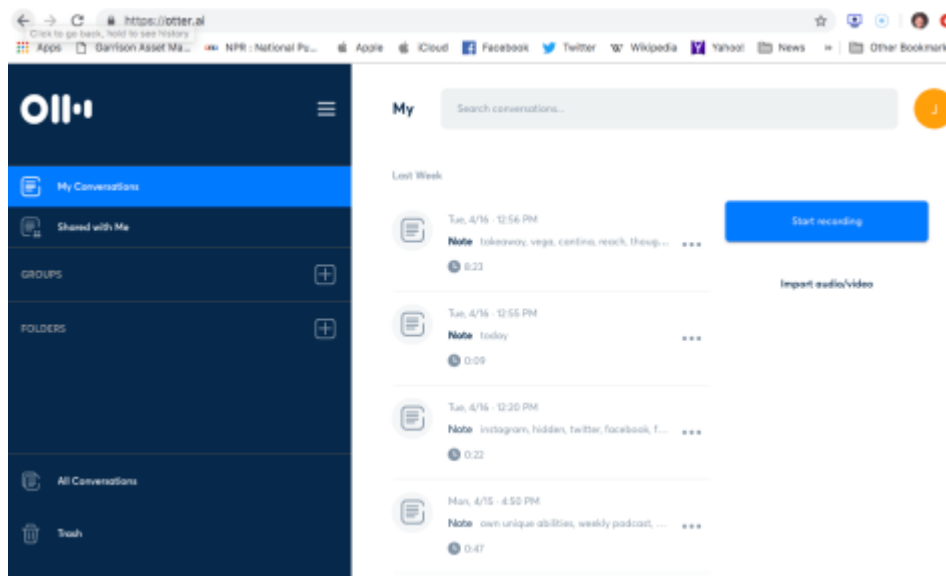


<http://toolsforpodcasting.openbooks.wpengine.com/wp-content/uploads/sites/30/2019/05/CH.-9-Transcription-services.mp4>

Use the Chrome browser to open a document on Google Docs.

- Click on Tools.
- Select Voice Typing.
- Find your audio recording, whether it's on your smartphone, hard drive, YouTube or other device and play it.
- Your transcription will begin when you click on the to Speak icon.
- You will need to go back to clean up the transcript to ensure it's accurate. If you want to stop, say "period" and "new line."

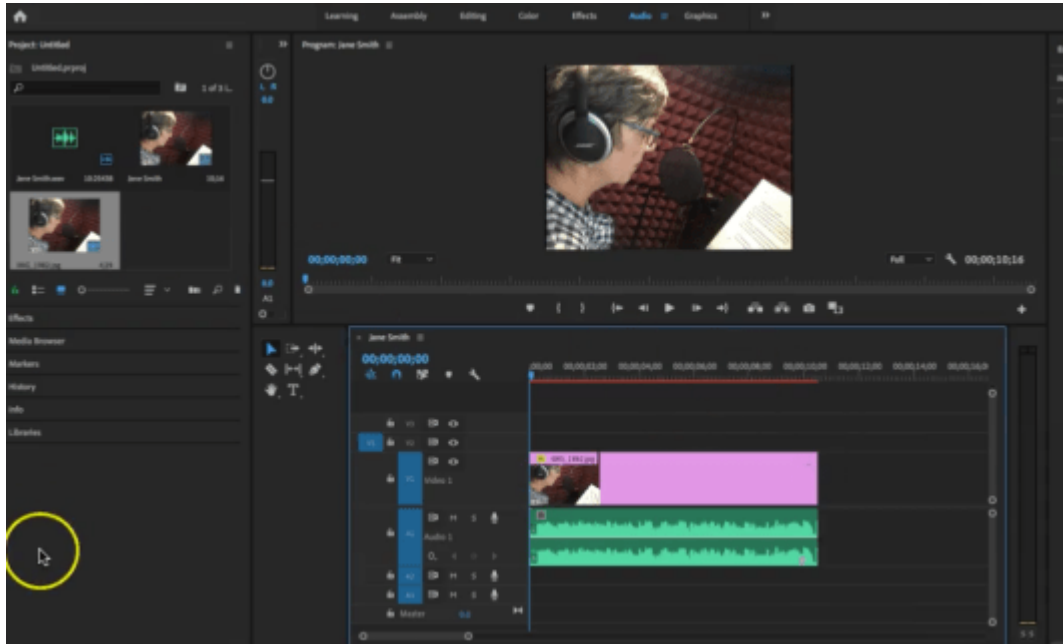
Otter.ai



Google Play allows up to 600 free minutes of audio per month on Otter.ai. It operates on voice recognition algorithms that transcribe in real-time. A paid upgrade allows 6,000 minutes a month.

It's as easy as clicking on the "Start recording" button.

YouTube



YouTube does free automatic video transcriptions. However, because YouTube only works with video files, you will first need to convert the MP3 audio file into a video file.

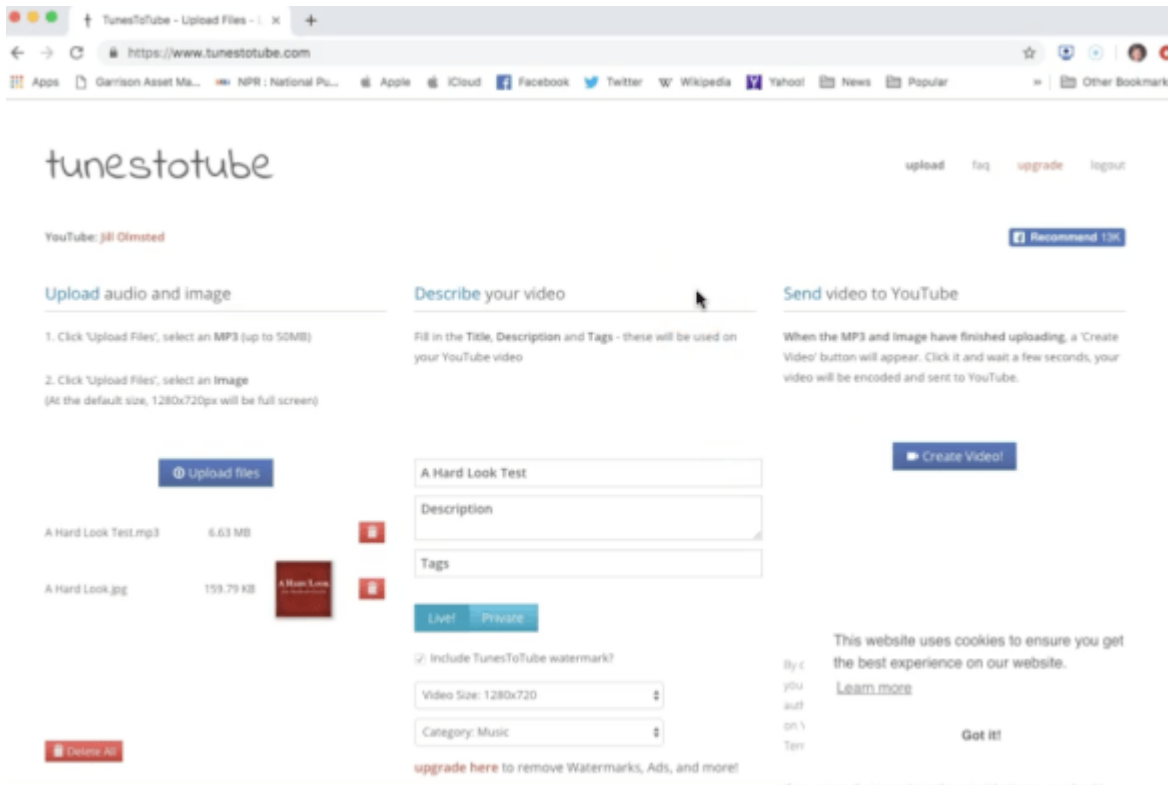
Turn Audio Files into Video Files

You can use free video editing software such as iMovie (for Macs), Windows Movie Maker (for PCs) or TunestoTube.com. Subscription-based software programs such as Adobe Premiere or Final Cut also convert audio to video files.

Follow these steps:

- Drag in the audio file to the video editor.
- Add a photo over the audio, stretching it out over the length of the audio.
- You can now export the file as an MP4 video.

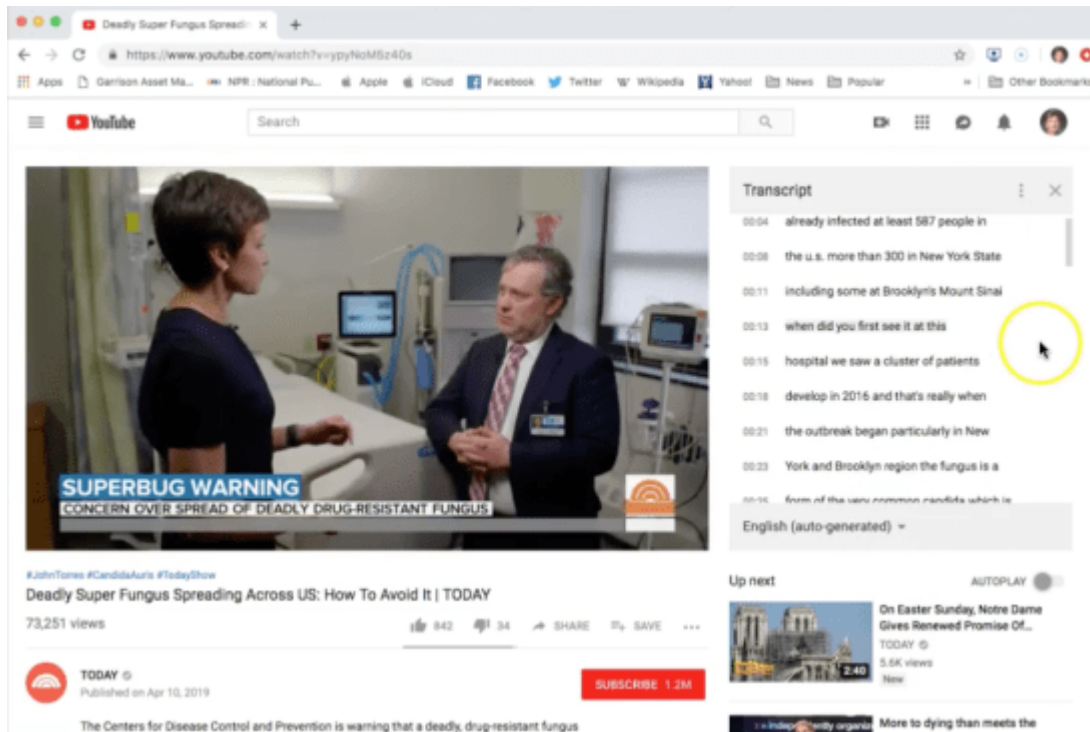
[TunestoTube.com](https://www.tunestoTube.com) is a free tool to turn an MP3 audio file into a video.



- Sign in with your Google account so the software can interface with your YouTube channel and send the video directly to your YouTube account. The free version allows 50 files with a total to 50MB per day.
- Upload the MP3 file.
- Upload a photo and the software creates a video.

YouTube transcription: This is done automatically by voice recognition technology.

- Go to YouTube and open your **video**.
- Click on the **More Actions** button (the three dots) in the lower right corner.
- Select **Open Transcript** and as the video plays an automatic transcript is created.
- You can **copy and paste** the transcription into a word document. If you don't want the timings, just click on the **three dots** next to the transcript.



Paid

Transcription Services

As you might expect, transcript accuracy improves with paid services. Automated services such as [Descript](#) and [Happy Scribe](#) transcribe audio or video using voice recognition technology with charges by the minute or hour. Technology reporter Ren LaForme of [Poynter.org](#) is a [big fan](#) of Descript. You can find out [other paid services](#) from The Podcast Host.

Of course, there are always human transcribers where real people do the work. Sites such as [Fiverr.com](#) or [Upwork.com](#) can connect you to freelancers. Prices and quality will vary by the job.

What's a Podcast Host Service?



Photo from [Unsplash.com](https://unsplash.com)

Just as a website needs a server, a podcast needs a home for audio files to be stored. It's similar to selecting a blogger platform such as WordPress or Blogger, where new content is stored and published. The hosting service stores the files and generates an RSS feed for Apple Podcasts and other directories. Most people should [not store RSS feeds](#) on their own server because it eats bandwidth.

Creating Audio Files

If you are a student or someone just trying out the process of creating a podcast, you only need to send your audio files to a platform like [SoundCloud](#) for storage. This is what I have my podcast students do until they decide if they want to publish and post in a directory like Apple Podcasts. However, free accounts are limited to three hours in total and you may upgrade to a paid plan for more time.



SoundCloud still has much to offer beyond the limited free service. You can embed your podcast into social media features such as a tweet or Facebook post and listeners can like and comment on episodes. The [SoundCloud Creator Guide](#) will tell you how to set up the RSS feed; scroll down to Podcasting with SoundCloud.

Setting Up SoundCloud as Host {*Video tutorial*}

<http://toolsforpodcasting.openbooks.wpengine.com/wp-content/uploads/sites/30/2019/05/Setting-up-SoundCloud-as-your-podcast-hosting-service.mp4>

How to Add Audio to SoundCloud

- Go to the three dots in the upper right corner of the interface and scroll down to Settings.
- Scroll to the Content page.
- You can have all your uploads automatically go to the RSS feed by clicking on the include on RSS feed
- OR, to add just one track, go to the Permissions tab within the Edit page and check the box to include in RSS feed.

Free and Paid Hosting Options

There are a lot of options for podcast hosting services; some are [free](#) and others have [monthly charges](#) for a variety of services. A free host service may be all that you need, but be sure to review the rules. In some, episodes are deleted after 90 days, advertising may be added or there may be very little notice if a company goes out of business.



Photo by John Schnobrich on Unsplash

Paid host services may provide ad-free podcasts, automatic distribution to all podcast apps or detailed analytics; it depends upon your interests and what you're willing to pay.

Use a paid service if you're podcasting for your brand or business. Resonate Recordings took a behind-the-scenes [look at five](#) podcast hosts. [Podnews](#) editor [James Cridland](#) offers some valuable [perspective](#) on how to choose the best podcast host for your interests.

Hosting Services: Cost and services subject to change

[SoundCloud](#) is free up to 3 hours with unlimited upload time for \$12 a month.

[Anchor](#) is free with unlimited uploads and one-click distribution of RSS feeds to major platforms such as Apple and Google. [Techcrunch](#) reviews Anchor services; Anchor's [co-founder](#) explains why to not pay for podcast hosting. Just a caution: Some critics worry that when a service is free it might go out of business, but Anchor does offer ways to [monetize](#) your podcast.

[Buzzsprout](#) is free up to 2 hours, but gone after 90 days; other plans start at \$12 a month.

[LaunchpadDM](#) is a newer free platform with unlimited hosting, analytics and the podcaster retains full ownership. PodcastOne will insert ads in the pre-roll and mid-roll breaks and retain revenue.

[Podbean](#) is free up to 5 hours, with unlimited upload time starting at \$9 a month.

[Spreaker](#) is free up to 5 hours, with plans starting at \$6. A new tool offers [one-click distribution](#) to several podcast directories.

[Lipsyn](#) is a paid service starting at \$5 to \$75 a month.

[Blubrry](#) is a paid service starting at \$12 to \$80 a month.

Speed of Podcast Host Services

When you're first creating a podcast, the speed of downloads from the host server may not be of much importance. However, it's another factor to consider. Podcaster Daniel J. Lewis [conducted tests](#) to see who offers the fastest podcast hosting and said Blubrry and Lipsyn tied for first place while suggesting that Soundcloud and some others be avoided.

Understanding Storage Needs for Podcasts



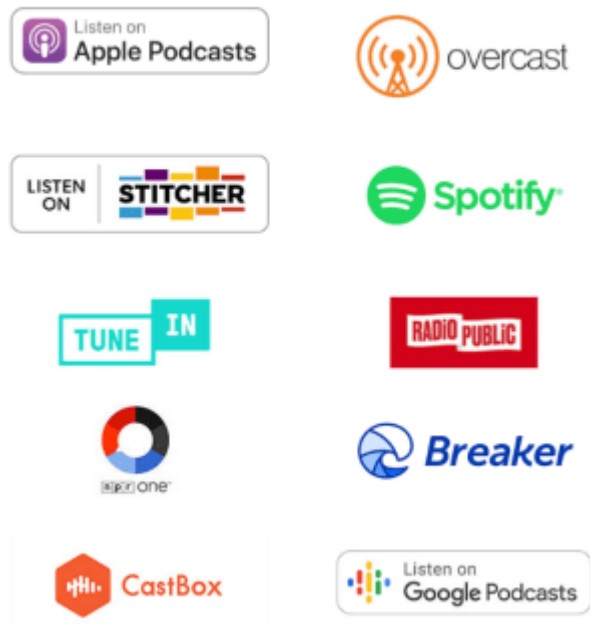
Podcast Storage Space

- The amount of storage space needed on a podcast hosting service is affected by the length and frequency of a podcast as well as technical issues such as audio quality bit rate. Most podcasts are mixed down to either 96kbps mono (for mostly talking shows) or 128kbps.
- Creating a smaller file size without loss of quality is the goal and most listeners won't notice the difference. Aaron Dowd at [Simplecast](#) offers a [non-geek](#) explanation about bit rates and looks at podcast shows that use one or the other.
- One minute of good quality audio is just under a megabyte if your show is [mixed at 128kbps](#), according to Postcast Host,. That means a 10-minute show would be around 10MB. A weekly podcast of 30 minutes might use around 84MB a month, so a longer length would easily put you beyond 100MB a month.
- Comparing audio quality:[bitrate and sample rate](#).

What's a Podcast Directory?

Discovering your podcast is one of the biggest challenges facing podcast creators, so it's important to list your podcast in as many directories as possible. Apple Podcasts (the old iTunes) provides the bulk of all downloads. Many of these apps are free, but some cost \$1.99 to \$9.99 a month.

You can listen to podcasts on the following platforms:



James Cridland of [Podnews](#) says the most important directories are Apple Podcasts (formerly iTunes), [Spotify](#), [Stitcher](#) and [Google Podcasts](#) for android users (replacing Google Play). More than 80% of the world's smartphones run on some form of Google's operating system. Google has [tips](#) on how to submit your podcast.

There are several other [podcast directories](#) where you can list your podcast, including [Spreakr](#), [iHeartRadio](#) and [Tunein](#), which is the [default](#) player for Alexa devices with your Amazon Echo smart speaker.



While most people listen to podcasts on Apple Podcasts, creators submit shows using [iTunes Podcasts Connect](#). The Podcast Host offers [tips](#) for submitting podcasts. The podcast hosting service creates the [RSS feed](#), which is copied and pasted into podcast directories so people can find and subscribe to podcasts, getting new episodes automatically.

Metadata I.D. Tags {Video tutorial}

Metadata I.D. tags are what make podcasts become searchable in directories. Embedded within the MP3 tag is [metadata](#) with the show title, author name and show description. You can tag episodes within your media hosting service, by using [free tagging software](#) or by simply using Apple. This is done before submitting the audio file to a hosting service.



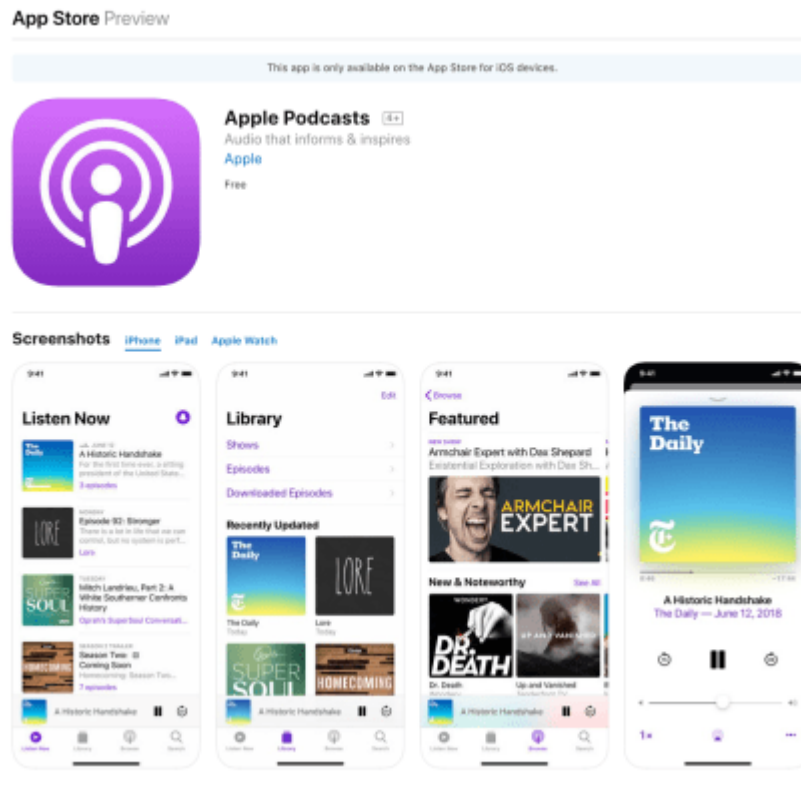
Photo from Pixabay.com

<http://toolsforpodcasting.openbooks.wpengine.com/wp-content/uploads/sites/30/2019/05/Ch.-9-Using-iTunes-to-create-metadata.mp4>

Apple Optimization

It's also worth noting that podcasts have two title areas for metadata; one in your hosting service and the other in the Apple metadata optimization area. Apple [does not want](#) episode numbers in titles, but only in

this optimization area. “Instead, use the `<itunes:episode>` tag to specify episode numbers. Doing so makes it possible for Apple Podcasts to easily index and order content,” according to Apple.



[Here's a look](#) at how some popular podcasts add ID3 tags.

Apple changed podcast categories in 2019 by renaming and dropping some categories and adding top-level categories such as Fiction, History and True Crime. They recommend choosing a category that best reflects the content of your show and to “attract listeners with a well-written description.” Podnews did a [comparison](#) of the old and new categories.

What's an RSS Feed?



RSS stands for Really Simple Syndication or Rich Site Summary. The feed is an XML programming code that contains the directory of your podcast, where audio files are located on the internet. On Web pages, the RSS feed is indicated by an orange logo. Once you have subscribed to a podcast, the **RSS feed** sends new episodes directly to your digital device. Jamie Perkins writes in [Medium](#): “RSS champions the little guy. It empowers the unheard voice, and has made a monopoly in podcasting impossible.”

Apple Podcast Rules for Podcasts

Apple Podcast Submission Guidelines

“You may not use the Services to:

- *post any materials that you do not have permission, right or license to use;*
- *post objectionable, offensive, unlawful, deceptive or harmful content;*
- *post personal, private or confidential information belonging to others;*
- *request personal information from a minor;*
- *impersonate or misrepresent your affiliation with another person, or entity;*
- *post or transmit spam, including but not limited to unsolicited or unauthorized advertising, promotional materials, or informational announcements;*
- *plan or engage in any illegal, fraudulent, or manipulative activity.”*

RSS Feed Validators

Sometimes when an RSS feed doesn't show up in searches or doesn't work it can mean there's a problem inside the RSS code that's difficult to spot. The result is that you lose part of your audience with a broken feed. This can happen with a particular listening app even if Apple Podcasts accepts the feed. Here's where feed validators come in to test and help fix the error.

Free validators include [FEED validator](#) and [RSS Validator](#) and they work when you load the URL into the feed validator. [The Audacity to Podcast](#) says feed validators designed for podcasters “point out problems like missing enclosures, poor hosting and other issues specific to podcasting.” They also recommend [Cast Feed Validator](#) or [PodBa.se Podcast Validator](#).

How to Put RSS Feeds into Apple

Use your Apple ID to log into the podcast section of [Podcast Connect](#) (formerly iTunes Connect). You can also create a [free Apple ID here](#).

Once you are logged into the dashboard, look in the upper left corner for a + sign to add a new show. You will be prompted to validate your [RSS feed address](#). Once validated, you may submit the show for review. It can take 24 hours to two weeks. A number of resources will help you [submit](#) the podcast.

What Time Should You Publish?

The most logical answer is when you're ready with at least two to three episodes; it always takes far longer than you think to gather the content and master the technology. It's also wise to create a regular timetable for the day listeners can expect new content each week or month.

[Megaphone](#) blog took an interesting look at the correlation between publishing times and downloads. It [suggests](#) 5 a.m. on Tuesdays is best, with the most downloads per average episode occurring on Thursdays. While this is one theory to explain the popularity, it doesn't really apply to mega-hit shows.

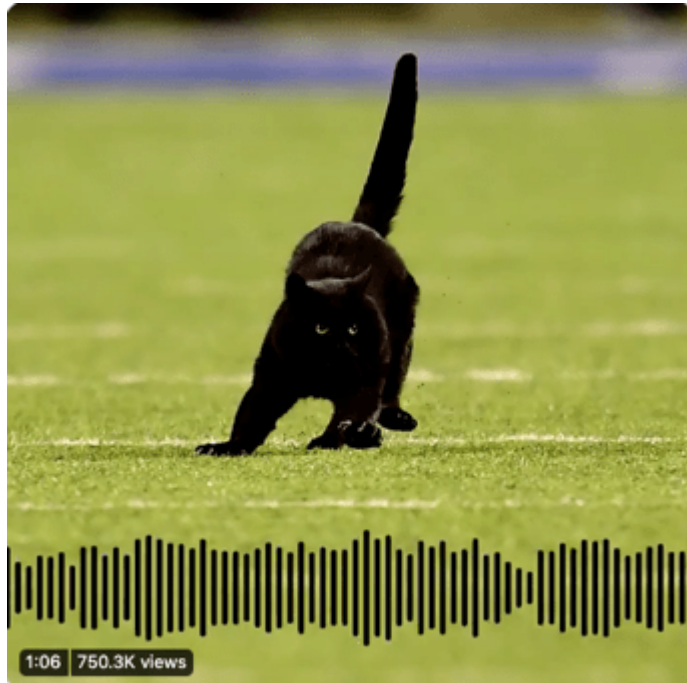
Promotion



Photo by J.J. Yang on [Unsplash.com](#)

Podcasts get a lot of love from their creators, but it's a challenge to get the word out to potential listeners with so many podcasts available. Websites, show notes, transcripts, trailers, interviews and social media all help build an audience. Marketing expert [Elena Fernández Collins](#) offers some great tips on [social media savvy](#).

Audiograms in Social Marketing



Audiogram from Westwood Sports

Unlike video, audio is difficult to share easily so audiograms have become a popular way to entice listeners to try out new podcasts.

[Radio Public](#) makes a case for audiograms – a still image with audio over it — to “make an audio clip clickable and listenable elsewhere.” Some free audio-to-video creators include [Audiogram](#), [Headliner](#) and [Waave](#). New York Public Radio station WNYC [developed](#) Audiogram and the coding was released free to the public in 2016.

You’ll find a [video tutorial](#) in Chapter 8 on how to create an audiogram using free software from Headliner.

CNN Digital’s Amy Eason [told](#) the Reynolds Journalism Institute that when putting together audiograms for social media platforms like Twitter, Instagram and Facebook, her team looks for “eye- catching images” along with compelling audio in the 45-second range.

Free Promotion Ideas

Free Resources To Attract Listeners

- Start with targeting potential audiences and reach out via social media, forums and email. If your podcast is about the law, reach out to professional and trade organizations, law schools and legal publications and websites.
- Put your podcast on several podcatcher apps, such as [Overcast](#), [Spreaker](#), and [Spotify](#).
- Join Facebook groups such as [Podcast Movement](#), [Podcasters’ Support Group](#), and [She podcasts](#). Simplecast offers [advice](#) on how to advertise your podcast on Facebook.
- Transcribe your podcast because it helps when people use search engines to look for content in your area.
- Create a press kit about your podcast, such as this one from [Zengineering](#), and post on your website. It should have your podcast title, logo, description, host bio and links.
- Some [advice](#) via Podcast Movement if you reach out to professional press about your podcast.
- [Tips on promotion and building your audience](#) from [Lower Street](#).
- Use Apple’s tools to help track [podcast marketing](#), Pacific Content.
- [Bullet](#) is a new iPhone app to help share a clip from a podcast, Podnews. Here’s an [example](#)

tweet.

- [How to measure the success of your podcast](#) from Auxbus.

How to Get More Listeners *{Video tutorial}*

http://audiopodcaststorytelling.openbooks.wpengine.com/wp-content/uploads/sites/30/2019/05/Ch.-9-Promotion-Free-_quick-ways-to-get-more-listeners.mp4

Creating Trailers *{Audio & video trailers}*

Some podcasts are borrowing promotion techniques from the movie industry by creating trailers to generate interest for a new podcast or new season. ESPN Films and ESPN Audio created an [audio trailer](#) for its original [audio documentaries](#) on topics including NFL video games as well as the world of [Bikram yoga](#) and a [video trailer](#).

http://audiopodcaststorytelling.openbooks.wpengine.com/wp-content/uploads/sites/30/2019/06/30for30_2018-10-10-103657-6427-0-0-0.128.mp3

[PRX](#) and [KUER](#), the NPR station in Salt Lake City, Utah, have launched a faith podcast called [Preach](#) that talks about the messiness of religion. Season one opens with actor [Rainn Wilson](#), famous for playing the salesman in “The Office” TV comedy, talking about his commitment to the [Baha’i Faith](#).



Here’s the audio trailer for the podcast series.

http://toolsforpodcasting.openbooks.wpengine.com/wp-content/uploads/sites/30/2019/06/Preach_Trailer.mp3

[PodcastOne](#) and Hubbard Radio launched a new true crime podcast produced by award-winning journalists at WTOP in Washington D.C. The company reports more than 2.3 million downloads in the first 10 days.



Video Trailer

A video trailer teases the 10-episode series about a family held hostage and murdered inside a D.C. mansion that was eventually set ablaze. It's called "[22 Hours: An American Nightmare.](#)"

On a related note, the "[Podcasting for Radio Dummies](#)" podcast did an [interview](#) with WTOP hosts Megan Cloherty and Jack Moore.



Photo by Radio Ink

Pacific Content took a [look](#) at whether there's any correlation between the availability of a trailer and

podcast success. Dan Misener looked at 400 of the top shows in Apple Podcasts and found that 40% had trailers and that the shows near the top had a higher percentage of trailers across all categories. He cautions that correlation isn't causation, but that "trailers are often a mark of quality."

To keep track of top new podcasts, Misener built a podcast feed of [only trailers](#). "Done right, listening to a podcast trailer is the audio equivalent of reading the back cover of a book: it'll give you the gist," he [writes](#).

You can find tips on "[How to make a video trailer](#)" outlined by the nonprofit [RadioPublic](#).

Ask for Reviews

After you've done a few episodes, you might be interested in getting some feedback from your audience. You can do that informally by creating space on your website.

Or, you can make a more formal request during your show and ask for a review; it helps the audience feel like part of a community. "If you love this podcast, please leave a review in Apple Podcasts."



Here's the way Sam Sanders, host of "[It's Been A Minute](#)," made his request for reviews.

<http://toolsforpodcasting.openbooks.wpengine.com/wp-content/uploads/sites/30/2019/06/Ask-for-review-Its-been-a-minute.mp3>

How to Do Podcast Reviews

Reviews of podcasts are done most commonly on [Apple Podcasts](#) or on [Podcaser](#) - where you need to create a free account. For creators it's probably a good idea to [explain](#) briefly how to leave a review, although it's pretty straightforward using the podcast app.

Here's the process for doing reviews on Apple Podcasts.

- Go to the Podcast App.
- Type in the name of the show in the search area.
- Select the podcast and scroll down to Write a Review.
- Click on the button and put in the title and review; tap a system of one to five stars and hit send.

Leaving a review is a call-to-action for your audience, getting them involved, which can then lead to

audience loyalty. [Here are](#) some thoughts from podcasters on why they seek reviews.

Host a Live Recording

Another option in publicizing your podcast is to host a live recording of the show. However, because most podcasts are recorded and edited and you can do as many re-takes as you want, a live event isn't something to be taken lightly or done without years of experience under your belt. If you feel ready to try, [Suchandrika Chakrabarti](#) writes that using quizzes, stand-up comedy and backdrop images can enhance the audience experience.

Continue to **Chapter 10**

Chapter 10: Audience, Income, Jobs

Learning Objectives

- Understanding audience **metrics**
- Generating **income** from podcasts
- How to **look for work** in podcasting



Photo by [Pixabay.com](https://pixabay.com)

[Continue to Content](#)

Measuring Your Audience



Photo by Austin Distel on [Unsplash.com](https://unsplash.com)

First let's ask the question: Do you really need to know how many people are listening to your podcast?

If it's a hobby, it's nice to know but so many things can affect whether people listen.

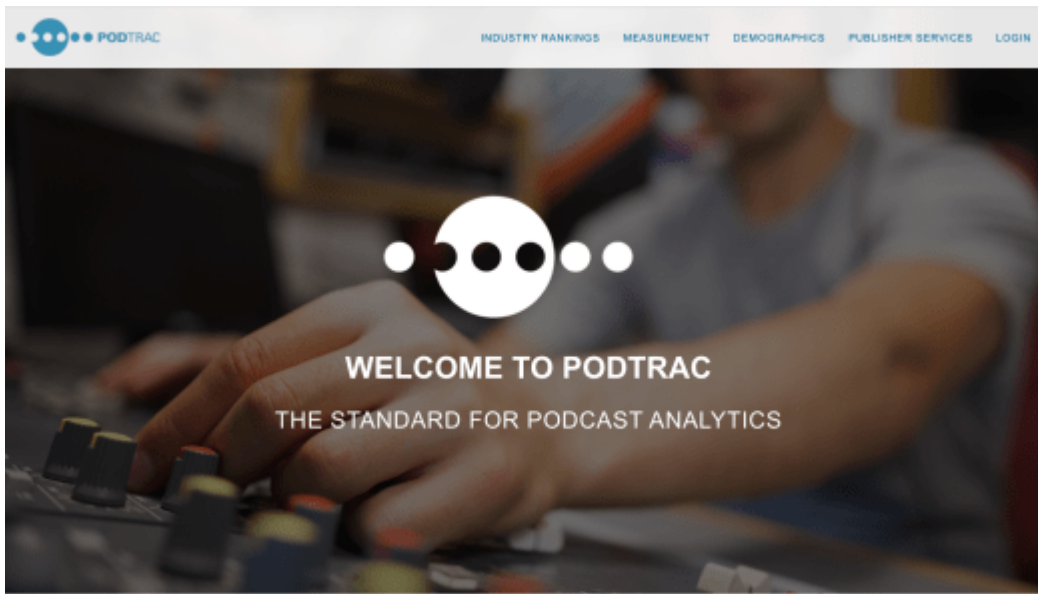
If you want to impress a boss, a client or have paid ads, you do need to pay attention. Most important is realizing that podcast statistics are confusing, so you have to know what you're looking at and its limitations. Every podcast hosting service has its own analytics. If you host your audio tracks on SoundCloud, you can see those figures just by clicking on Stats.

But measuring the true size of a podcast audience remains a challenge — whether it's for bragging rights or making money from ads. The industry standard for metrics has been the number of downloads, but that doesn't mean people actually listened nor does it take into account large numbers of people who stream podcasts instead of downloading them.

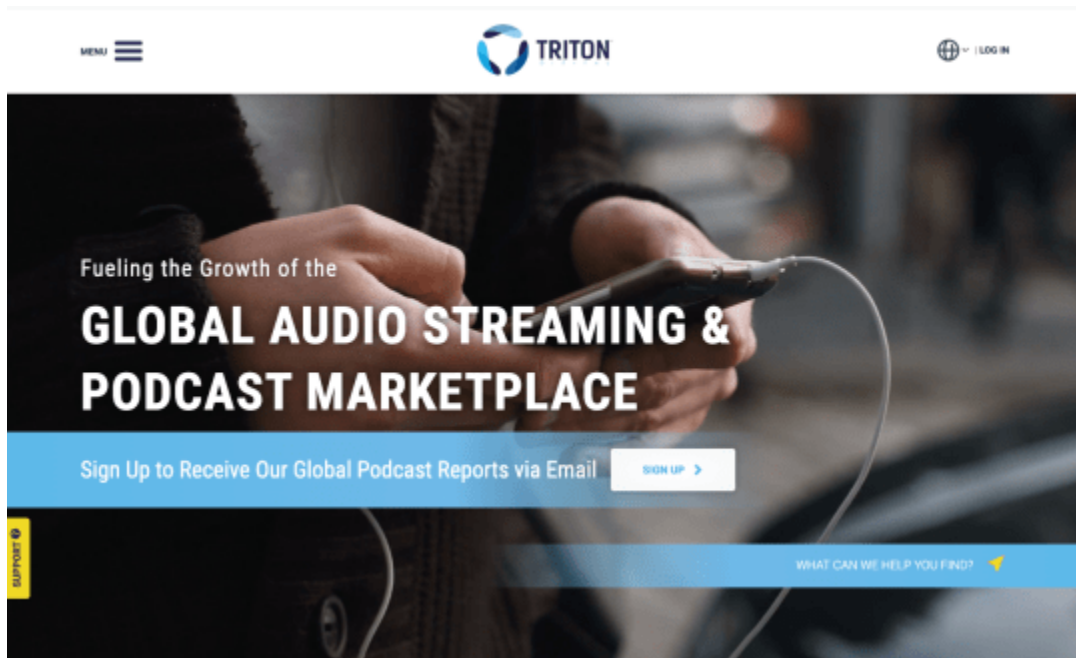
Podcast Rankers

Podcast rankings are of vital importance to advertisers. Analytic research companies such as [Podtrac](#), [Triton Digital](#) and [Edison Research](#) offer podcast rankings, but there can be considerable differences among them because of

methodology. It's difficult to compare when some rankers emphasize monthly downloads while others do weekly and it depends on whether the podcast was downloaded, played or streamed.



Podtrac offers free monthly rankings of [Top 20 Podcasts](#) and [Top 20 Podcast Publishers](#) with paid-services for rankings on such things as audience categories. However, they only count podcasts that chose to “opt-in” to using the service. Podtrac says it measures the majority of top podcast publishers.



[Triton Digital](#) offers measurement based on weekly downloads over a four-week period and has some different publishers from what appear in Podtrac.

Both Podtrac and Triton have earned the “[seal of approval](#)” for podcast measurement systems, verified by [IAB Tech Lab](#), which gives an added measure of confidence for publishers and advertisers about the accuracy of audience counts. Several [other companies](#) also meet the certification.



[For more information on The Podcast Consumer Tracker from Edison Research, click here.](#)
The Leading Podcast Research Company In The World

 [Q](#)

Track podcast listener **choices**,
content **preferences**, behaviors
and more with Edison Research's

**Podcast
Consumer**
QUARTERLY TRACKING REPORT

[Subscribe here](#)

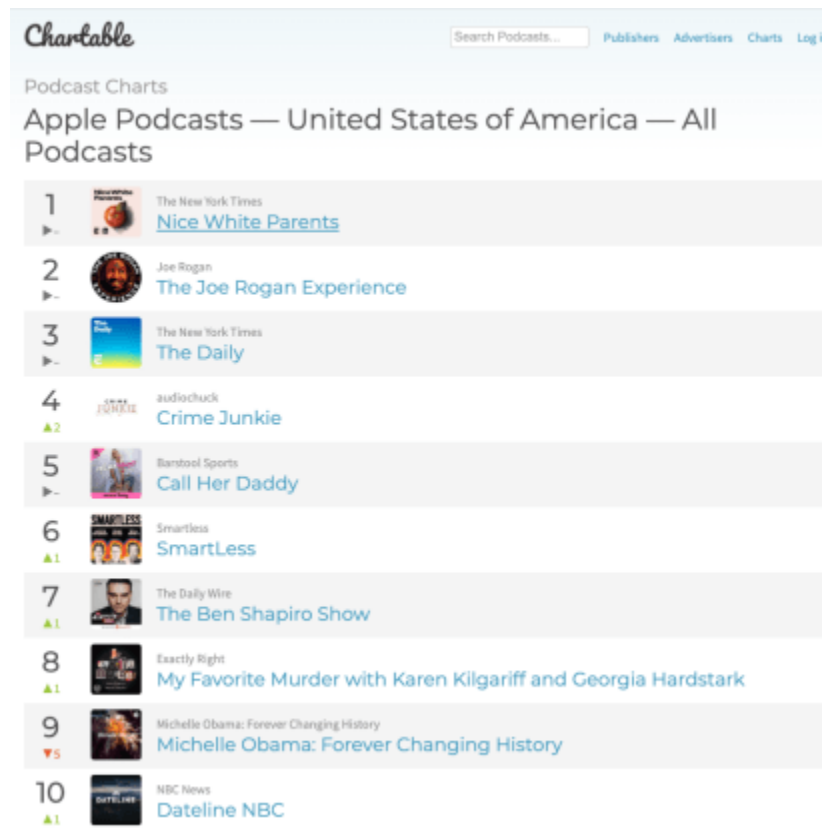
Edison Research ranks the U.S. Top 10 Podcasts among weekly podcast consumers who keep an online diary of what they listened to the week before, a common polling technique. Edison's ranker does not depend on publisher opt-outs.



Podcast Consumer
Tracking Report

How the Study Was Conducted: The Podcast Consumer Tracker Q1 data is based upon 2,013 online interviews with weekly podcast consumers in the United States, ages 18 and older. Interviews were conducted in English and Spanish from 1/7/2020 – 3/20/2020. All respondents reported listening to podcasts in the last week. Data weighted using the Infinite Dial from Edison Research and Triton Digital.

Edison's [Top Ten Podcast Ranker](#) for Q1 2020 shows top 10 shows by reach — not downloads — among weekly podcast consumers in America. This is the percentage of weekly listeners who say they listened to one of these shows in the past week. Perennial favorite [The Joe Rogan Experience](#) is No. 1, and will become exclusive to Spotify by the end of 2020. [Office Ladies](#) and [Planet Money](#) are in the Top Ten for the first time.



Apple podcast charts, located at a website for [Charitable.com](https://www.charitable.com), are generally understood to be the “hotness” factor based on recent subscriptions. That can be mistaken as a measure of how big or influential a podcast is, but it doesn’t represent raw popularity.

Spotify and [Stitcher](https://www.stitcher.com) also offer top podcast ratings, with Spotify’s [charts](#) updated daily featuring the 200 most popular shows localized by region. Podcast analyst Nick Quah told [The Verge](https://www.theverge.com) that “chart-topping doesn’t mean what most people think it means ... it just says you had a lot of new interactions one given week.”

Metrics are Confusing

For those who want to dig even deeper, radio futurologist James Cridland explains [understanding podcast stats](#).

Apple Podcasts has a [webinar](#) explaining where to find podcast analytics in and what they mean. [NiemanLab](#) calls Apple’s in-episode analytics a work in progress.

For podcast advertisers, measuring success is also a work in progress, but Kat Shereko of the digital marketing agency Portent offers [four effective metrics](#). The Canadian collective, The Podcast Exchange (TPX), has a [three-part series](#) on podcast measurement — understanding podcast ad-tech, analytics and measurement.

NPR’s Remote Audio Data



In collaboration with several podcast industry leaders, NPR has developed an open-source listening measurement tool called [Remote Audio Data \(RAD\)](#). It does not [replace](#) download statistics as a point in measurement but is an effort to better understand podcast consumption because half of all podcasts are downloaded to be consumed later. The RAD framework available to anyone.



Photo by Austin Distel on [Unsplash.com](#)

NPR would like to see this app as the new industry standard to measure listening. [Tags](#) are placed within a podcast that allow podcasters and marketers to know if listeners got to a certain point in the program or turned it off. About a dozen companies had committed to using RAD in 2019 with other companies committed to pushing it forward. Other companies might [opt out](#) to create their own metrics.



Photo from Pixabay.com

Can You Make Money with Podcasts?

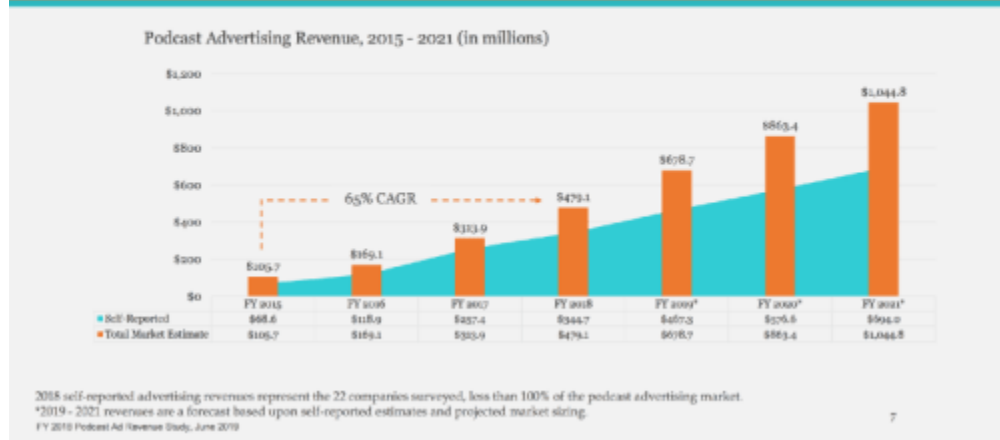
Podcasts do make money — very big money for a select few and absolutely nothing for most creators. That's absolutely fine if your podcast is a hobby and a labor of love, but there are some ways to make a few bucks for production expenses. Some tips are in this chapter along with where you can find jobs in the podcast industry.



Photo by Sharon McCutcheon on Unsplash

Making money has proved to be challenging, according to [Bloomberg Businessweek](#). Top podcast advertisers include Geico, ZipRecruiter and Indeed, according to [Magellan](#), which analyzes podcast advertising. The data measurement firm Nielsen has a [blog post](#) saying audiences think podcast advertising is a good fit for the content.

Podcast advertising revenue is forecasted to exceed \$1B by 2021.



Graphic by IAB Podcast Ad Revenue Study

Ad experts say the future for podcast advertising will involve several [different models](#) – ad-free, subscription-based, crowdfunding and paywalls. Still, podcasting ad sales pale when compared to newspaper and radio ad sales, which are about [\\$17 billion each](#).

How Much?

Although it's hard to know revenue unless it's self-reported, top podcasts like The New York Times' [The Daily](#), earn more than \$1 million in revenue. [Celebrity](#) podcasts earn big money, too — Dax Shepard's [Armchair Expert](#) Dax Shepard brings in about \$9 million. It's been widely reported that sports analyst [Bill Simmons](#) earns at least \$7 million while the [Joe Rogan Experience](#), with an estimated 190 million downloads per month, will make its namesake host more than \$100 million for exclusive rights on Spotify.



Photo by Justin Lim on Unsplash

Podcast advertising is [projected](#) to surpass \$1 billion by 2021, with host-read ads the preferred type because listeners consider hosts to be influencers. “The reason they’ve been successful is their deep connection to listeners,” marketing executive David Raphael told [Vulture magazine](#). He says one focus group asked listeners why they went to hotels.com. “They said, ‘Because Ira Glass told me to.’ ”

Donation Model



[Patreon.com](https://www.patreon.com) is a website where fans can pay creators with contributions of their choice. Since a YouTube musician came up with the idea in 2013, some 150,000 creators have earned over \$1 billion for creators from podcasts to musicians, gamers and more. Patreon takes a [percentage](#) of the earning and offers a [guide](#) on your earning potential. [Resonate Recordings](#) has some advice for setting up a Patreon account.

Graphpreon TOP CREATORS ALL CREATORS MONTHLY RANKINGS MORE - Log in with Patreon Search Creators











Graphpreon needs your support! \$2 a month from you makes all the difference. Become a patron

Top 50 Podcasts Video Games Cosplay Comics Writing Music Adult Games Adult Photography Adult Video Adult Cosplay More -

Monthly Ranking for Patreon Creators

Monthly ranked list of the most popular Patreon creators including top earners. Top 1000 Creators

< 019 Sep 2019 Oct 2019 Nov 2019 Dec 2019 Jan 2020 Feb 2020 Mar 2020 Apr 2020 May 2020 Jun 2020 Jul 2020 **Nov** >

1	 True Crime Obsessed Creating podcasts of the non-garbage variety	Patrons 35,639			Launched Jan 2018
2	 Chapo Trap House Creating Chapo Trap House Podcast	Patrons 34,360	Per month \$154,027	Per patron \$4.48	Launched May 2016
3	 Jim C. Swim Creating Criminology and Psychology Videos	Patrons 34,061	Per month \$28,082	Per patron \$0.82	Launched Jan 2019
4	 蕭若元說 Creating knowledge	Patrons 25,092			Launched Sep 2019
5	 Yagami Yato Creating Vocal Aesthy, ASMR, And Interactive fiction	MGFW Patrons 23,876			Launched Jun 2018
6	 DarkCookie Creating Summertime Saga	MGFW Patrons 23,307	Per month \$62,109	Per patron \$2.66	Launched Aug 2016
7	 Brandon Stanton Creating Humans of New York	Patrons 20,286			Launched Aug 2018
8	 The Conscious Kid Creating Parenting and Education Resources through a Critical Race Lens	Patrons 16,813			Launched Oct 2019
9	 TMG Creating the Tiny Meat Gang Podcast	Patrons 15,719	Per month \$75,800	Per patron \$4.82	Launched Oct 2017
10	 Amanda Palmer Creating with no intermission.	Patrons 14,784			Launched Mar 2015

You can see the [top 1000](#) Patreon creators each month.

Independent podcasters such as Tamar Avishai, creator of [The Lonely Planet](#), say it's time to get over asking for money. She explained how to get the most out of Patreon in her article in [The Bello Collective](#). With 175 patrons who donate various amounts, she makes \$1,000+ per episode. Other independents say don't expect to make a lot of money but there are [other rewards](#) of podcasting, such as redirecting your career because of new skills.

Building Revenue



Photo by Sharon McClutcheon on Unsplash.com

Someone completely new to podcasting should concentrate first on producing a really good podcast. Make some adjustments and seek out reviews before considering how to build revenue streams.

Making Money Strategies

- Use a **Patreon.com** account and/or a donation model from your podcast host
- Provide consulting help to others in creating podcast cover art, website design, scripting, transcription, vocal performance, social media, marketing
- Become a **public speaker** as an expert at conferences and live events
- Sell **market swag** for your podcasts (mugs, T-shirts, bags, pens)
- Promote other people's products and services as an **affiliate for Amazon**
- Offer **premium content** such as live events and behind-the-scenes interviews

Where to Find Jobs in Podcasting



Photo by ConvertKit on Unsplash

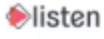






Podcasts are being done by large and small news organizations from traditional legacy media including [The Washington Post](#) and [CBS News](#) to the hometown digital news radio, television or online media outlets and a lot of independent companies.

But that's just the start. Podcasts are being done by major corporations like REI and Charles Schwab, smaller entrepreneurs, local, state and federal government, religious organizations, political organizations, public interest groups, sports franchises, entertainers, book authors, educational institutions — you name it. They need to hire hosts, reporters, producers, script writers, artists, marketers and sound engineers. Some people can do it all or know how to outsource and hire others. You might find such an opportunity.

WHERE TO LOOK FOR JOBS: Newsletters

The best way to find a job in the podcast industry is to look at jobs ads and understand the qualifications. Subscribe to industry newsletters such as [Podnews](#) by James Cridland and [Hot Pod](#) by Nick Quah.

Jobs in podcasting

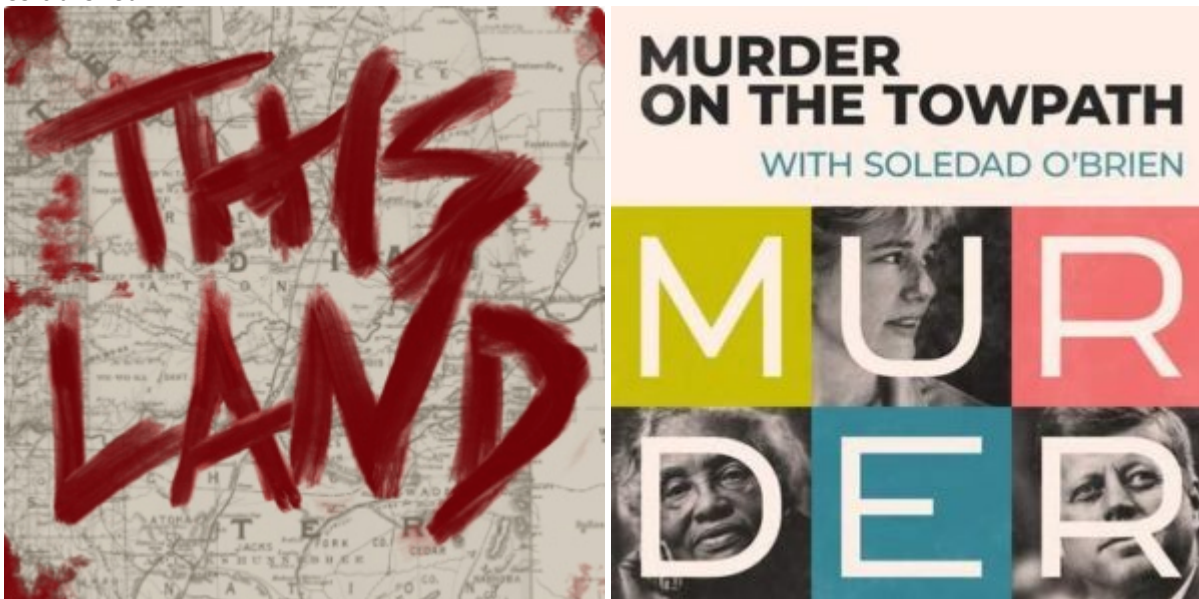
-  [Podcast Producers](#), Listen
UK
-  [Marketing Manager, Podcasts](#), American Public Media
Remote, working with a USA-based team
-  [Senior Podcast Producer](#), Spotify
Los Angeles CA, USA
-  [Executive Producer](#), Morning Brew
New York, USA
-  [Talk Show Podcast Host](#), Morning Brew
New York, USA
-  [Head of Podcasts & Digital Content](#), Nova Entertainment
Remote, working with a Australia-based team
-  [Show Development Producer, Podcasts](#), Ten Percent Happier
Remote, working with a USA-based team

What Does An Editor Do?

Job titles are determined by the employer and by the style of storytelling — nonfiction vs fiction or narratives, dramas, interviews and such. Someone called a producer in one place may be a story editor elsewhere. An editor could be involved in story structure or editing audio. For many, all roles are done by one or two people.

Catherine St. Louis is [senior editor](#) of podcasts at [Neon Hum](#). In an episode of “[Servant of Pod with Nick Quah](#),” she talks about creating memorable podcast moments, how she became a story editor and her love of deconstructing story structure., “I think a good podcast does three things - it educates, it enrages, it entertains,” she said.

St. Louis says part of the problem is that most people don’t understand what it means to be an editor. She says editors are made and that diversity is vital. “I wish we took more young people of color, women, and guided them so that they became editors. ...I think we have to demystify that editors are somebody who are older or who are established.”



St. Louis also talks about how she approaches being a story editor on podcasts such as “[This Land](#)” by Crooked

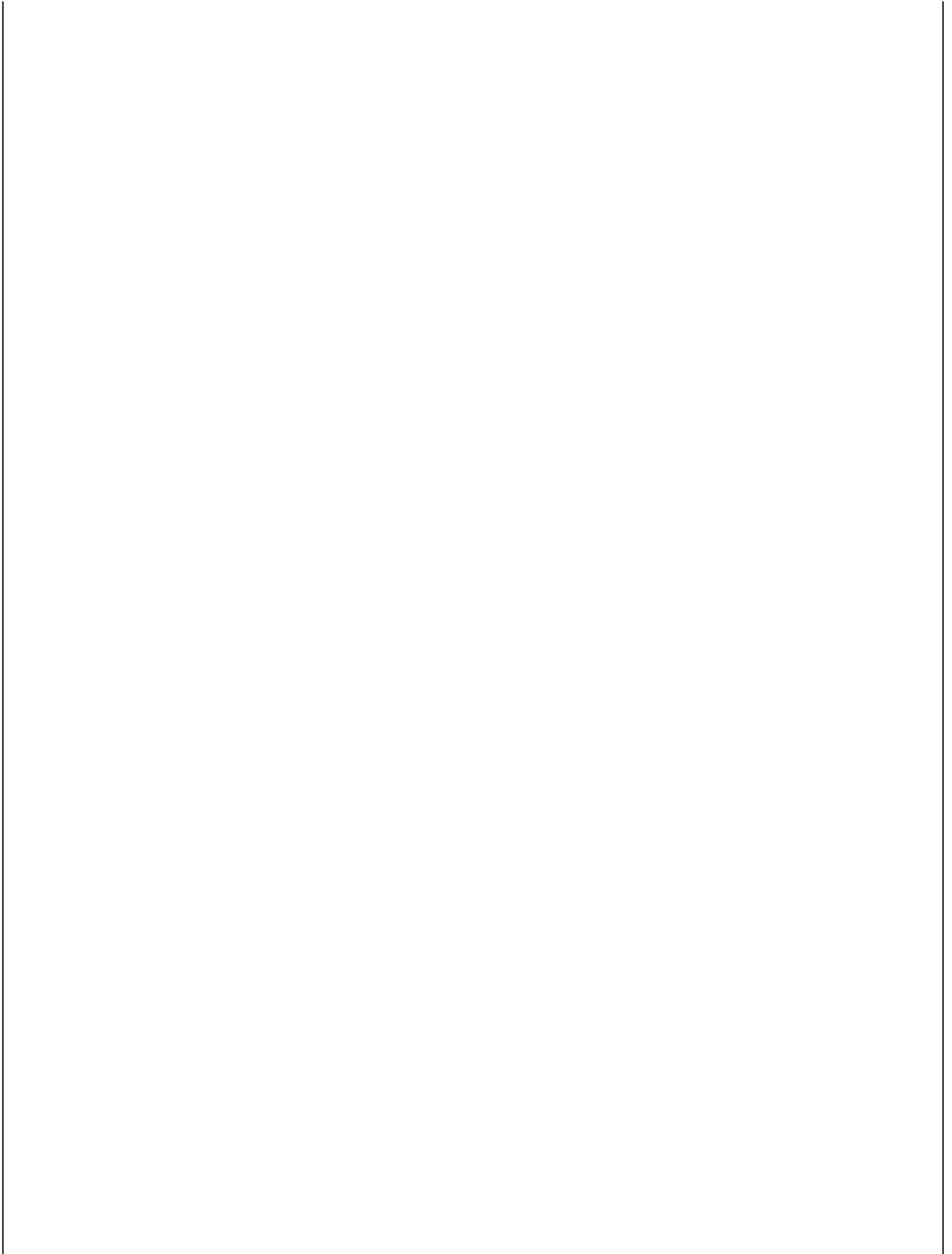
Media and “[Murder on the Towpath](#)” by Luminary — both are longer form, narrative non-fiction podcasts that have different storytelling techniques than audio dramas or interview podcasts.

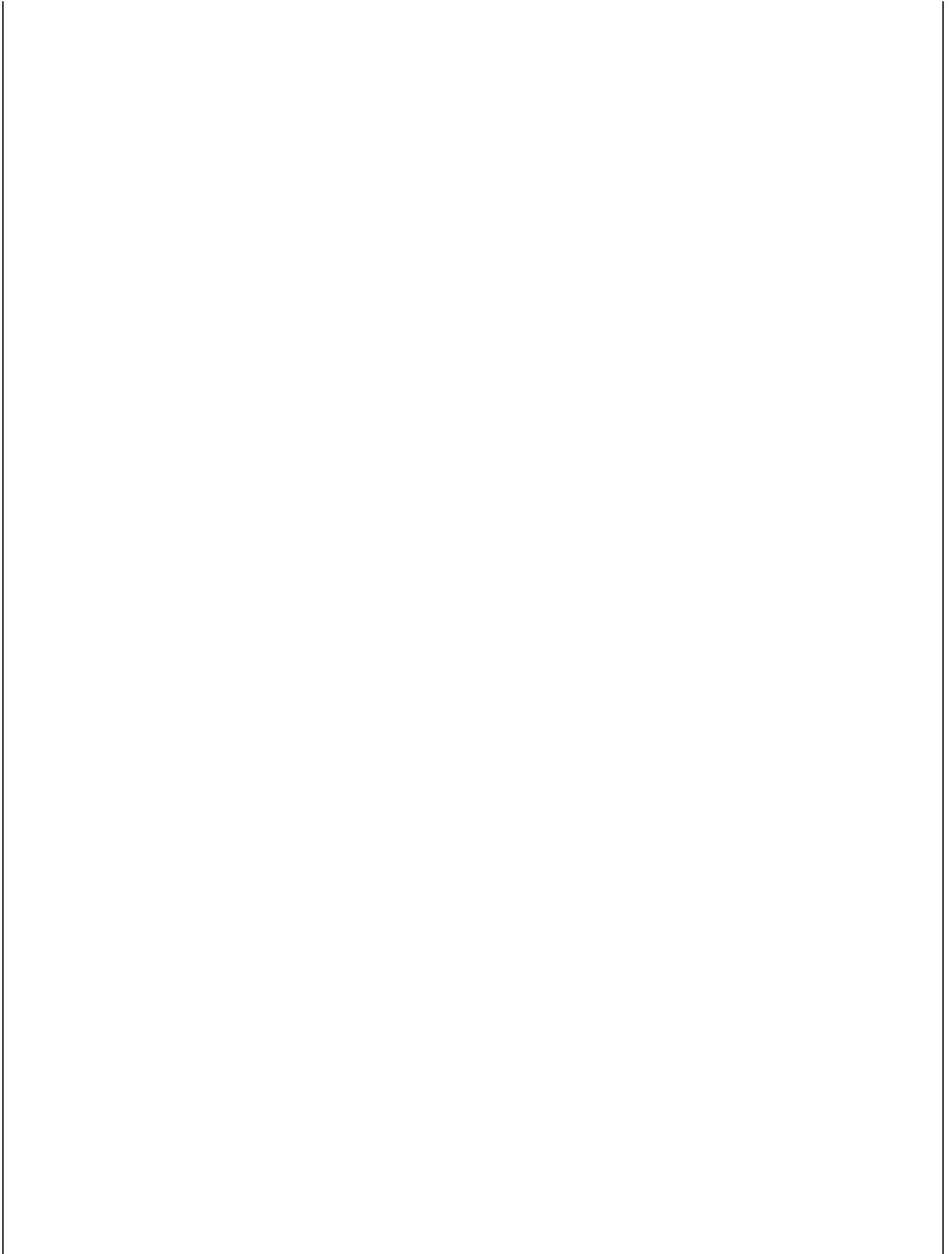
WHERE TO LOOK FOR JOBS: Media and Independents



Photo by Austin Distel on Unsplash

- Look at the websites of podcast creators and related businesses mentioned throughout this book, especially podcast publishers.
- Explore major companies such as [NPR](#), its affiliates and other local and national media organizations for jobs, fellowships and internships.
- Take notice of the independent companies making podcasts like [Earios](#) — founded by women.
- When job hunting, be aware of publishers both big and small. Charts are published monthly.





PODCAST INDUSTRY RANKING					
TOP PODCAST PUBLISHERS					
US AUDIENCE: JULY 2020					
RANK	PODCAST PUBLISHER	US UNIQUE MONTHLY AUDIENCE	GLOBAL STREAMS & DOWNLOADS	ACTIVE SHOWS	SALES CONTACT
1	iHeartRadio	24,640,000	225,263,000	470	iHeartRadio
2	NPR	24,059,000	220,983,000	48	National Public Media
3	New York Times	10,688,000	136,186,000	15	
4	Barstool Sports	9,084,000	65,162,000	42	
5	Wondery	8,756,000	62,718,000	96	
6	PRX	8,439,000	81,435,000	80	
7	ESPN/ABC	7,543,000	65,132,000	93	ESPN Audio Sales
8	NBC News	6,313,000	45,630,000	26	Wondery Brand Partnerships
9	WarnerMedia	6,034,000	34,962,000	108	WarnerMedia Ad Sales
10	Cumulus / Westwood One	5,775,000	38,252,000	116	Westwood One Podcast Network
11	This American Life / Serial	5,419,000	19,109,000	2	Authentic
12	Kest Media	5,110,000	32,795,000	46	
13	All Things Comedy	4,614,000	29,166,000	58	Wondery Brand Partnerships
14	WNYC Studios	4,549,000	32,335,000	53	
15	Daily Wire	4,282,000	39,921,000	5	Westwood One Podcast Network
16	TED	3,951,000	52,776,000	10	
17	American Public Media	2,783,000	16,753,000	48	
18	Slate	2,219,000	16,261,000	98	
19	Fox News Radio	2,202,000	12,574,000	36	
20	WBUR	1,165,000	7,373,000	18	

Total mobile and desktop podcast audience.

Unique Monthly Audience: Total of unique audience members who stream or download publisher's podcast content across all shows they produce.


Global Unique Streams & Downloads: Total unique streams and downloads of podcast content for the month across all shows produced by publisher.

Active Shows: Count of shows produced by publisher and measured by Podtrac which contribute to the totals in the Ranking.

Podcast Publisher: An entity or individual which owns, creates and publishes podcasts.

Ranking data only includes publishers that participate in Podtrac measurement for the full month for which the ranking is being released.

✓ Designates Podtrac Verified publishers. These publishers have undergone an extensive review of their implementation of the Podtrac Measurement System and by so doing have demonstrated their commitment to transparency in podcast measurement. Learn more at Podtrac.com.



WHERE TO LOOK FOR JOBS: Professional organizations



Photo by Christina @ wocintechchat.com

The list below is primarily for careers in journalism. For other jobs, look at industry-related professional and trade publications and outlets.

[Corporation for Public Broadcasting Jobline](#)

[Indeed.com](#)

[Journalismjobs.com](#)

[Journalism.net](#)

[Mediabistro.com](#)

[RTDNA.com](#) (Radio-Television Digital News Association)

It's wonderful to work in a job you love — go for it!

Continue to **Chapter 11**

Chapter 11: Avoiding Legal Trouble

Learning Objectives

- Understanding basic **legal issues** in podcasting
- Free or low-cost **legal** podcast music and sound effects **{resource list}**
- Understanding Creative Commons **licenses** and **Fair Use**



Photo by Claire Anderson on [Unsplash.com](https://unsplash.com)

Continue to **Content**

Podcast Legal Issues



Photo by Succo on [Pixabay.com](https://pixabay.com)

Unlike commercial broadcasting, podcasters are not regulated by the federal government if they're not broadcast on radio. However, [FCC](#) standards are in force if podcast content does air on public airwaves such as NPR.

The [information](#) offered here is general; hire an attorney for legal advice. [Creative Commons](#) provides a general roadmap on legal issues for podcasters and there are other free [resources online](#) with [legal questions](#) podcasters should consider.



Photo by Melinda Gimpel on Unsplash.com

Name Protection

Do some research in [podcasting apps](#) to ensure no one else is already using the name you've chosen and or that it doesn't violate trademark law. The chief executive officer of podcast hosting service [Simplecast](#) says podcasters should file for trademark protection.



Photo by Matthieu A. on Unsplash.com

Trademark is a word, phrase, symbol, design or combination that identifies the goods of one party. Examples include the Nike logo or the phrase "Let's get ready to rumble," which was actually [trademarked](#) in 1992 by a wrestling and boxing announcer who now licenses the phrase to be used in movies, commercials, video games and such.

You can search the federal government's [Trademark Electronic Search System](#) system, TESS on your own, but it can be tricky to do so it's best to hire a trademark attorney. That doesn't guarantee your work won't be infringed upon - but when you do register you have a legal presumption of ownership and can use the TM mark.

Attorney Jeanine Percival Wright [writes](#) that the show title is most important, but your logo and artwork also need protection.

Copyright Protects Popular Music

The question of how to legally use popular music in podcasts is gaining some traction, but there's still a long way to go. Copyright protection means that you cannot use commercial music in a podcast even if it's a very small amount.



Photo by Markus Winkler on Unsplash

SoundExchange has announced plans to collaborate with SourceAudio to “secure music with fully integrated global licenses” in 2020, according to a company [press release](#). However, it will be available only for U.S. podcasters to buy and there are no agreements with record labels as yet, according to [James Cridland](#) of Podnews. Broadcast Law expert [David Oxenford](#) argues in his legal blog that “podcasters need to get permission for the use of music in their productions directly from the copyright owners – both for the musical composition and the sound recording.”

Myths About “Free” Resources

Music and sound effects are part of most podcasts because they help draw the attention of listeners in an audio-based platform. While there are free and low-cost [options](#) available, keep in mind that you must follow legal rules to use them. Because [copyright starts](#) from the moment a work is created by someone in a tangible form, there's no way to avoid this.



Photo by Simon Noh on Unsplash.com

You may have heard it's OK to use music, sound effects or video for 10 seconds or that it's permissible because your

show doesn't make any money — but those are [myths](#) that can land you in legal trouble. It's also not legal to use material just because you credit the original artist.

Instead, you should use [royalty-free](#) resources. These are licensed for free or a fee and may require attribution to the artist. Stay away from using [commercially recorded](#) music from stars like Elvis, Madonna or Drake because of copyright laws. The exceptions are for fair use, which is discussed later in this chapter.



Photo by Marius Masalar on Unsplash.com

Legal Resources to Use

[Creative Commons](#) is the place to find legally licensed music, sound effects, images and video. The non-profit was created in 2001 to help bridge the gap between technology innovation and copyright laws, which were written long before the digital era.

Creative Commons licenses are offered free to the public. There are more than 1 billion creative works now licensed. Through CC licenses, the artist decides how the creative work may be used and who may use it, if it can be copied, shared and/or remixed by CC licenses.

Creative Commons Licenses

The creator determines the rules for use and the music, images and video that may be used legally as long as you follow those conditions.



Understanding How Licensing Works

Creative Commons Licensing

The use of music provided on [royalty-free](#) websites may mean the creator is allowing you to use the music for free in exchange for credit. Or, there could be a one-time license fee to pay instead of having a fee charged

every time the music is used. There are four CC licensing types.

- [Attribution](#) {free to copy, redistribute and adapt; remix and transform with appropriate credit}
- [ShareAlike](#) {distribute your contributions under the same license as the original if you remix, transform or build upon the material}
- [Non Commercial](#) {Can't use the material for commercial purposes}
- [Non Derivatives](#) {You may not distribute the modified material if you mix, transform, or build upon the material.}

When you find music you'd like to use through CC, look into the rules because there may be one or more criteria to meet. It can be as simple as giving attribution to the creator and/or not using the work for commercial purposes. CC offers some [best practices](#) on how to attribute that uses the acronym [TASL](#) (title, author, source, license).

How To Search Creative Commons

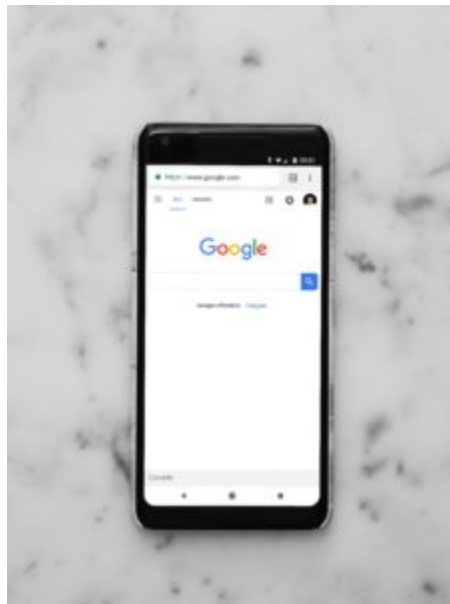


Photo by Charles on Unsplash.com

To search CC, use the [platforms](#) for music. However, there is a one-stroke search tool in the [beta phase](#). [New Media Rights](#) offers advice on how to attribute works under a Creative Commons license.

Free & Paid Music Resources

Music Resources

Music websites allow you to listen to audio clips for free. However, that doesn't mean you have the legal right to use the music for free. If you try to download a sound clip for use without paying, there's usually a voice embedded in the audio that identifies the audio as belonging to a particular company. Look carefully among choices below for free or low-cost music. In addition, several podcast host services offer free music for their clients.

- [Creative Commons](#) should be a first-stop for podcasters looking for free audio, music, photos and video that is legally licensed.
- [Incompetech](#) has free music as long as credit is given, (voiced on the podcast) suggested donation of \$5; lots of genres.
- [The Free Music Archive](#) has free high-quality songs for podcasts; requires credit and permission to use is granted on an invitation basis under CC.

- [Purple Planet Music](#) provides downloadable tracks by clicking on the tab; must give credit.
- [YouTube Audio Library](#) offers a huge selection of royalty-free music.
- [Danosongs](#) provides free podcast music funded on a donation model; download for free and if you publish it's \$10 for one royalty-free song, do not have to credit; a \$50 donation can get you a license to use all current and future songs; includes electronic, cinematic, acoustic, piano.
- [Mobygratis](#) is a resource for students, nonprofits and independent filmmakers in need of free music. You must apply for use; it can take 24 hours to approve.
- [Internet Archive](#) is a non-profit library of music, movies, software, websites and books mostly for researchers, historians, scholars, print-disabled and the general public.
- [Audiojungle](#) is a free membership where you can buy and sell licenses to use digital items like website themes, production music, motion graphics project files, software code, vectors, images, etc.
- Pay services for music: [Audiomicro](#); [Getty Music](#); [Jamendo](#); [MusicBakery](#); [Pond5](#); [Premium Beat](#); [Soundstripe](#); [NEOsounds](#).

Sound Effects

Sound effect sites provide audio clips much as music sites provide music and usually require permission to use. To stay within the law, use royalty-free sites and follow the rules for use. [Free Sound](#) is licensed under CC; [Soundbible](#) has a library of free sound effects. Other options include [FreeSFX](#), , [Soungle](#), [Sound Dogs](#), and [Soundsnap](#).

Sound Libraries

Some podcast hosting services include free music as a part of their packages, so that could be a consideration when selecting a podcast hosting service. The audio editing program [GarageBand](#), which comes with every Mac, offers some musical loops.

Buy Directly From the Musician

Some up-and-coming musicians could create an original jingle for you or you might have a talented friend who could create music. However, the agreement should be for what's known as a "work for hire" so the music copyright belongs to the podcast and not the musician.



Photo by Mohammad Metri on Unsplash.com

The reality is that you can't use the creative work of someone else without their permission. When you create music, sound effects, take a photo or shoot video, you have created an artistic work that's automatically copyrighted to you.

There's no need to register it with any government office. Those rights last for your lifetime plus 70 years beyond. However, you still need to pay attention to issues such as music and publicity rights, fair use, avoiding copyright infringement and defamation.

What is Fair Use?

Stay clear from using music created by popular stars because such use violates copyright. However, if your podcast is about the work of an artist, the concept of [fair use](#) might come into play. Be careful, however, because this can be a tricky area.



Photo by Ian Tormo on Unsplash.com

In general, fair use allows the use of copyright-protected works under circumstances such as commentary, criticism, parody, news reporting, research, teaching and scholarship. For guidance, [The Center for Media and Social Impact](#) at The American University [School of Communication](#) has done a series of comprehensive studies on [fair use](#), [free speech](#) and [intellectual property](#).

Interview Rights



Photo by Jeff Eaton on Flickr.com

Generally, podcasts that air stories about public figures or those thrown into the public spotlight are protected by the First Amendment. But it can be a different matter when it comes to private individuals. A lawsuit involving publicity rights for the Peabody Award-winning [S-Town](#) podcast has been settled, but attorney David Oxenford recommends getting a [release](#) from those interviewed to lessen liability. In this case the [allegation](#) was over violating a dead man's likeness and Alabama's right of publicity law.

Legal Recordings

Recording phone calls legally for use in a podcast is a matter of federal and state law. A state with a one-party consent law means you can record as long as you are a party to the conversation. All party consent states require consent from all parties. It can get a bit tricky, so check your [state or local laws](#).



Photo by Wesley Tingey on Unsplash.com

The [Digital Media Law Project](#) has a helpful list of state laws regarding [wiretapping-related statutes](#), and the online publication [MakeUseOf](#) reviews the law in [other countries](#) for recording phone calls. While guests voluntarily participate in podcasts, you should protect yourself by obtaining either oral or written permission.

Ethically, journalists make sure that subjects know they're being recorded. The only exception to this professional practice is when reporters have made other exhaustive efforts to gain the information, when the information gained would be of "vital public interest" and when journalists have conducted "meaningful decision-making on ethical and legal issues." Professional journalism organizations such as the [Radio-Television Digital News Association](#) (RTDNA) and the [Society of Professional Journalists](#) (SPJ) have ethics codes to address such issues.

Get Verbal or Written Consent

Be straightforward when asking a guest to consent to an interview, telling them their comments will be taped, perhaps edited for time and clarity and then used on your podcast.

Also be sure to have a clear understanding about the need for publicity. Inform the guest that you want to use their name, image and/or voice to publicize the podcast on social media or elsewhere. There are basically two ways to deal with this - informal (verbal permission) and formal (legal). A verbal agreement should suffice for most podcasters starting out. That verbal permission is valuable, especially if the audio is still recording - be sure to save it.

The Podcast Host offers a [guest release form](#) or you may find others online.

Access For Deaf and Hearing-Impaired

A class-action [lawsuit](#) has been filed against [Gimlet Media](#) for not making its podcasts available to the deaf and hearing impaired. The complaint says the company violates the Americans with Disabilities Act ([ADA](#)) by not providing closed captioning. The area is a bit murky because the courts have not [settled](#) how the ADA applies to the web.



Photo by Mark Paton on Unsplash

But the legal issue aside, it's good policy for expanding your audience to have a podcast website with transcriptions. However, as Podnews editor James Cridland [explains](#), this particular lawsuit seeks closed-captions, which is not the same thing as transcripts.

Do You Own Your Podcast?

Everything seems wonderful and simple when you just start creating your podcast. But things can quickly change. One case-in-point is comedian Adam Corrolla, who started a podcast with a friend. The podcast became very successful but the partnership ended and the former friend sued, contending he was the one who came up with the podcast idea. There was an out-of-court settlement with the terms confidential.

[Continue to **Appendix A: Newsletters, Podcasts, Conferences**](#)

Appendix A: Newsletters & Training

In this section, you will find information about podcasting newsletters, where to find recommendations for podcast listening and some free training guides. Several good newsletters offer advice, insight and commentary and most are free with additional information for paid subscribers.



Graphic from Pixabay.com

[Podnews](#) by James Cridland covers news about podcast research, shows, and business, including jobs in podcasting.

[Hot Pod](#) by Nicholas Quah is a treasure-trove of podcast-related topics.

[Bello Collective](#) offers podcast recommendations and industry news.

[Podcasting 101](#) from the Bello Collective offers articles about various aspects of podcasting.

[Podcast Magazine](#) provides a free behind-the-scenes look into the lives of leading podcasters.

[12 Best Podcast Communities, Facebook Groups & Forums](#), Buzzsprout.

[JustPod](#), English-language podcast newsletter from Yang Yi who's based in Shanghai.

[Lime Link](#) blog by Jack Rhysider offers great advice with strong visuals.

[Radio Ink](#) is a free online magazine covering radio and podcast topics.

[Podcast Gumbo Newsletter](#) by Paul Kondo has podcast recommendations and news.

[PodMov Daily](#) is a newsletter and website from the organization that hosts the largest podcast conference in the U.S.

[Wil Williams Reviews](#) is for podcast news and reviews.

[Flyover Podcast Newsletter](#) by Kelly Moffitt has recommendations, interviews.

[Spreaker](#) has a newsletter and is a podcasting platform to create, host and distribute.

[Audible Feast Newsletter](#) provides podcast reviews and recommendations.

[PodFrance](#) is a French-language newsletter.

Podcast Recommendations: (curated by James Cridland)

[British Podcast Awards](#) showcases interesting new podcasts.

[Due Credit](#) is a weekly digest of the best podcasts.

[Fiction Podcast Weekly](#) covers audio fiction, drama and sound storytelling.

[Hurt Your Brain](#) links to specific episodes of podcasts.

[Listen Notes](#) is a keyword search engine for podcasts to create, curate and share playlists for podcasts. [More](#) from the School Library Journal.

[PodcastBrunchClub](#) is like a book club for podcasts.

[Podcast Delivery](#) has one new podcast recommendation every Monday.

[Podcast Gumbo](#) recommends episodes every Wednesday.

[Podyssey](#) showcases “weird, interesting and newsworthy” podcast episodes.

[The Listener](#) is a daily newsletter with three podcast episode recommendations every day.

Podcasts about Podcasting:

[Servant of Pod with Nick Quah](#), covers the growing podcast business and the people who shape it.

[The Pod 20](#) is a weekly show of podcasters talking about their podcasts and the top 20 podcasts according to Podcast Radio.

[Gimlet Academy](#) offers a five-episode series that teaches the craft of audio storytelling by Alex Blumber and Spotify for Podcasters.

[Podcasting Q & A](#) from Buzzsprout offers tips and tricks for building a podcast, done in 3 to 10 minutes or less.

[Podcast Accelerators](#) from Mark Asquith with education, insights, news three times a week for about 10 minutes.

[Podcast Coaching with Christine](#) with host and journalist Christine O'Donnell.

[Pod Club with Kathy Tu & Tobin Low](#) shares podcasts the hosts love and listen to.

[Podcasting for Dummies](#) talks with successful podcasters, Radio Ink.

[Podcastology](#) by the BBC is a podcast about making podcasts.

[Podlovers Asia](#) covers podcasting news from Asia, such as the podcast scene in the Philippines.

[Podschool Podcast](#) with Rachel Corbett covers how to create your own podcast.

[School of Podcasting](#) by Dave Jackson covers planning, production and tools.

[The Audacity to Podcast](#) by Daniel J. Lewis offers podcast training resources.

[The Daily Goody](#) offers a tip each day to podcasters.

[The Masterclass Podcast](#) offers lessons in audio storytelling from audio journalists.

[The Podcast Talent Coach](#) with Eric K. Johnson covers the art of podcasting.

[The Podcast Review Show](#) with Dave Jackson & Eric K. Johnson offers critiques of podcasts for a fee.

[Podcraft: Honing the Art of Podcasting](#) has a podcast, buying guides, tech advice and articles.

[The Podcasters Studio](#) with Ray Ortega on recording, editing, and publishing podcasts.

[The Power of Podcasting](#), TED talk (video) by Beau York.

Online Training Guides:

[A Companion Website for Tools for Podcasting](#), by Jill Olmsted, School of Communication, American University, Washington, D.C.

[NPR training](#) provides an online collection of storytelling tips and best practices for audio, digital, social and video training for public media journalists but is open to anyone. It has posted a number of [training videos](#) on Vimeo.

[Poynter.org](#) provides training for journalists with online courses, training guides and in-person seminars. Much of the material is provided free while some may be accessed at a low cost

[Radio Public](#) is both a nonprofit and for-profit to help podcasters and listeners. It also shares the educational value of public media to benefit society.

[Society of Professional Journalists](#) (SPJ) resources with tools, guides, resources, journalism podcasts.

[Tech & Tools](#) is a column to share digital tools for journalists written by Digital Tools Reporter Ren LaForme of Poynter.org.

[Transom.com](#) is an online resource created by public media to share information on tools (recorders, mics, software); techniques (interviewing, fact-checking); and HowSound (podcasts about radio storytelling) from Rob Rosenthal.

[Buzzsprout](#) has articles and information to help build your podcast.

Google Podcasts [Creator Program/PRX](#), [Podcasting 101](#), videos to support early stage podcasters around the world.

[6 Steps to a Successful Podcast Pitch in a Newsroom](#), from Poynter via Werk It: A Women's Podcast Festival.

[How to make a podcast](#) is an online guide by Anchor.

[The We Edit Podcasts Blog](#) covers podcasting and fee-based packaged services.

[Broadcast Voice Handbook](#) by Dr. Ann Utterback is a rich resource of information on script marking and polishing on-air delivery.

Facebook Groups about Podcasting:

[Podcast Movement](#).

[Podcasters' Support Group](#).

[She podcasts](#).

Simplecast offers [advice](#) on how to advertise your podcast on Facebook.

Documentary:

One Voice, One Mic a [documentary](#) about the rise of podcasting on Amazon Prime.

[Continue to Appendix B: Resources](#)

Appendix B: Resources A-Z: Helpful Tips & Articles

[Website for Tools for Podcasting](#), by Jill Olmsted, School of Communication, American University, Washington, D.C.



Photo by Spencer Imbrock on [Unsplash.com](#)

Advertising & Promotion:

[5 Free Marking Tools](#) from Resonate Recordings.

[6 Takeaways from Podcast Movement](#) from Medium.

[7 Tips for Effective Blog/Podcast Cards](#), The Audacity to Podcast.

[8 Easy Ways To Promote Your Show](#) by Podcast Business Insider.

[16 Ways to Promote Your Podcast](#), Pod Reacher.

[Podcast Buying Guide](#) by Cabana with advice for brands wanting to buy advertising on podcasts.

[Advice on Talking to the Press About your Podcast](#) from Podcast Movement.

Apple's tools to help track [podcast marketing](#), Pacific Content.

Creating a podcast press kit, [Zengineering](#).

[Epic Podcast Repurposing](#) by Medium on ways to market your podcast.

[How to Build A Successful Podcast](#), Medium.

[How to Find \(& Keep\) Podcast Sponsors](#) from Podcast Host.

[How to Get the Most Out of your Podcast Ad](#) from Edgy Labs.

[How to Get Your Podcast on iTunes/Apple Podcasts](#) from Podcast Host.

[How to Make Money with a Podcast](#) from Podcast Host.

[How to Monetize a Podcast](#) by BJ Keeton.

[How to Promote a Podcast](#) from [The Burst's](#) Podcasting A-Z series.

[Live podcast events](#) with ticket sales have increased 2000% in six years, Axios.

[More People Are Listening to Podcasts, but How They Listen is Changing](#), Amplifi Media

[Nielsen Launches Podcast Listener Buying Power Service](#), providing podcasters and brands with listeners.

[Pandora for Podcasters](#), a way to have Pandora consider your show as a podcast option.

[Patreon for Podcasters: Best Practices](#), The Podcast Host.

[Podcast Advertising](#), Midroll.

[Podcast first, writing forever: original articles and SEO matter for podcast audience growth](#), Radio Public.

[Podcast Marketing: 50 podcasters share the tactics they used to grow their shows](#), Buzzsprout.

[SEO for Podcast Audience Growth](#), Medium.

[Seven Solutions for the Podcasting Brand Challenge](#) from Coleman Insights Media Research.

[Ten Agency Pros Share Their Best Podcast Advertising Tips](#), Forbes.

[The Social Podcast Success Metrics](#) by Jonathan Crowel.

[Tips on promotion and building your audience](#) from [Lower Street](#).

[Why Advertisers Are Starting to Open Their Wallet for Podcasters](#), Medium.

Business-related podcasts & unusual producing partners:

[American Airlines Using Podcasts to Reach Staff and the Public](#), Ragan.com.

Demystifying [Data](#) from Podco Media Networks is a podcast for marketers in the “experimental and advertising space who want to get more engaged with data.

[Inside Charles Schwab's “Audio Funnel”](#) by Dan Miesner.

[Inside Trader Joe's](#) is a branded podcast that builds a commercial brand but also does human interest storytelling.

[JAG in Detroit](#) is a company that creates, produces, edits and syndicates podcasts for businesses and nonprofits.

[Masters in Business](#) looks at people and ideas that shape markets, investing and business.

[The Case for Internal Podcasts](#) from Pacific Content makes a case for doing podcasts within companies.

[The NAB Podcast](#) from the National Association of Broadcasters.

[The Journal](#), a daily podcast “about money, business, and power” from The Wall Street Journal and Gimlet audio.

[The Journey](#), a podcast from KLM Royal Dutch Airlines, returns for a new season; the first season achieved a [Red Dot Award](#), [3 x Lovies Awards](#) and was a [Webby](#) nominee; also available on KLM aircraft. (Airborne/Simplecast).

[The Slack Variety Pack](#), a podcast about work culture and team innovation, a branded podcast with human interest.

[My First Job](#) is a podcast hosted by Jon Chang who interviews “a prominent business figure who describes their first job.”

[Private Podcast](#), a service by Podbean providing audio and video content for membership organizations, employee communications, training.

[Spectacular Failures](#) is a 10-episode season of the most spectacular business failures of all time.

[Unlocking Your Nonprofit Potential](#) focuses on growing a nonprofit’s reach.

[What’s Behind Netflix’s Podcast Ambitions?](#) Vulture.

[Wildfire](#), a podcast from camping equipment company [REI Co-op](#). The six-part investigative series probes a controversial wildfire in Oregon that trapped more than 150 hikers and burned more than 50,000 acres; and a broader look at forest fires. (Simplecast).

Comedy & Entertainment:

[Comedy Podcast Network Forever Dog Launches 11 New Shows](#), Variety.

[How Podcasts Give Classic TV Shows New Life](#), TheWrap.

[Director’s Commentaries for streamed films and TV shows](#), The Verge.

Sources Say: A Page Six Podcast, with [insider news](#) from entertainment, culture, the media, fashion, real estate, and politics, from The New York Post launches fall 2019.

[The History of Standup](#) looks at some of standup’s most interesting moments, places and people.

[The Jump with Shirley Mason](#), “(the lead singer of Garbage), [interviewing musicians about](#) “the moments in an artist’s career where they decide to take a leap into something new.”

[The Elevate Music Podcast](#), talks about the well-being and health that musicians can face, from Lucy Heyman.

[The MovieFilm Podcast](#) discusses blockbusters hitting the silver screen.

[The Screenster Podcast](#) takes an industry-insider peek into film and television, Libsyn.

[Make It Up As We Go](#) is a podcast with “an inside look at songwriters in Nashville, highlighting how country songs are created,” coming fall 2019.

[9XM SoundcastE](#) interviews Bollywood’s biggest music stars, IVM Podcasts, Libsyn.

[Welcome to Patchwork](#), a nominee for Best Comedy at the Australian Podcast Awards.

Diversity, Ethnicity & Race:

[An Interview with Maria Hinojomas](#), a Latina powerhouse in the audio journalism world, Bello Collective.

[Curated list of 300+ Asian American Podcasts for AAPI Heritage Month](#), Podnews.

[Google Podcast creator program](#) aimed at increasing diversity in podcasting.

[Molly of Denali](#), an action-packed adventure for kids [rooted in native storytelling](#).

[More Banana](#), A Podcast Network with Women-Led Production.

[POC in Audio Directory](#), is a database of people of color who work in audio worldwide, to help employers and facilitate advice, mentorships.

[Podluck: An Asian American Podcast Collective](#) features the Asian American community.

[Sound Up](#) is a five-day accelerator program to educate and support women of color in developing podcasts.

[The Real Podcast](#) showcases the voices of talented and empowering [Aboriginal and Torres Strait Islander people](#).

[There Were Very Diverse Voices At Podcast Movement](#) by Podcast Business Journal.

[Truth Be Told](#) is an advice show made by and for people of color.

Education:

[8 Student-Made Podcasts That Made Us Smile](#) by NPR; [Student Podcast Challenge](#) for grades 5-12.

[10 Must-Listen Podcasts for Tweens and Teens](#) by Common Sense Education.

[18 Best Podcasts for Kids in Elementary, Middle and High School](#) by WeAreTeachers.com

[50 Of The Best Podcasts for High School Students](#) by TeachThought Staff.

[A Universe of Podcasts: A Summer Listening Guide for Elementary, Middle and High School Students](#) by School Library Journal.

[Best College & High School Podcasts](#) by PlayerFM.

[CBC Podcasts in Class: New Resources for Teachers](#) with free teaching materials.

[Educate Podcast](#) from APM Reports.

[Great Podcast Episodes for Students and Teachers](#) by Common Sense Education.

[How KPBS Met the Challenge of Taking On a Long Form Podcast](#) from Current.

[Listen and Learn The 40 Best Education Podcasts of 2019](#), College Info Geek.

Survival Guide for Parents [Introducing Podcasts into Home Schooling](#) from Bello Collective.

[Teachers Are Turning to Podcasts as an Instructional Tool](#) by Education Week.

[Teens Discover Journalism Through Podcasting](#), NPR.

Employment:

[The Bello Collective](#), a newsletter with job postings, also recommends podcasts.

[Get Paid What You Deserve](#), Ladies Get Paid, a resource of tools, resources and community to help women negotiate equal pay and power.

[Hotpod News](#) has classifieds .

[How Much Are Audio Producers Making?](#) Medium, created by Alex Laughlin.

[Our Top Negotiation Resources](#), Bossed Up.

[POC in Audio Directory](#) is a database of people of color who work in audio worldwide designed to help employers and facilitate advice, mentorships.

[Podjobs.net](#), jobs in podcasting from [Podnews](#).

[The Intern Weekly](#) has paid internships in media and resources for getting started.

[The Self Promotion Gap](#) surveys women's fears of self-promotion.

[Want To Close The Pay Gap? Pay Transparency Will Help](#), The New York Times.

Fiction Podcasts:

[PodTales](#), a festival of audio drama and fiction podcasting coming as a virtual festival later this year over three weekends.

[18 Fiction Debuts in March 2020](#), from Bello Collective.

[10 Best Fiction Podcasts You Should Totally Get Sucked Into](#), The Manual.

[Fiction Podcast Debuts: May Roundup](#), Bello Collective.

[How to Write a Fiction Podcast](#), Electric Lit.

[How to Make a Fiction Podcast](#), The Podcast Host Academy.

[Indie Fiction Podcasts You Should Be Listening To](#), The Bello Collective.

[Sound Storytelling: The Art of Making a Fiction Podcast](#), A Sound Effect.

[Script Writing for Narrative Podcasts](#), Learning Solutions.

[The OnWriting Guide to Crafting Scripted Podcasts](#) by the Writers Guild of America, East.

[Tricks of the Trade: Writing for Audio Fiction](#) offers tips from writers from the Austin Film Festival.

[Why Characters and Storyline Aren't Just For Fiction Podcasts](#), The Podcast Host.

Finance:

[Personal Finance Podcast Network](#) has six separate shows offering expert advice. The [shows](#) offer motivation to trends.

Gaming:

[Rooster Teeth Podcast](#) covers the latest trends of games.

[What's Good Games](#), in-depth conversations about games new and old with three female friends.

[The Giant Bombast](#), a three-hour show covering the latest games, reviews, commentaries.

[Game Scoop!](#) covers the latest video games.

[The Shaf](#), covers tips, stories and news in Minecraft.

Gender, Sexuality:

[7 must-listen podcasts for Pride month](#), Spreaker blog.

[8 Queer-Positive Podcasts That Will Infuse Your Commute With Some Inclusivity](#), Well+Good.

[Encyclopedia Womannica](#) brings “the often-overlooked contributions women have made throughout history to the fore.” Each episode runs for five minutes, and the series will publish for the next year on the [Wonder Media Network](#).

[Going Through It](#) interviews admirable women around the pivotal moments in their lives.

[Here For It](#) is a commentary on LGBT health and wellness with sex specialist @TheeSupaman and culture blogger @RonaldMatters.

[iHeart Media, Pride to Co-produce Slate of LGBTQ+ Podcasts](#), Variety.

[Locked](#) is an investigative series about the way prisons treat some transgender inmates from Boise State Public Radio and the Mountain West News Bureau.

[LGBTQ+ scripted series called The Two Princes](#), Podnews.

[Our Life in Transition](#) is a podcast about life as an LGBT+ family; becoming parents and transitioning from a straight couple to one with a trans partner.

[Pride Month Podcast Playlist](#), Bello Collective.

[QP-The Queer Public Podcast](#), Wonder Media Network.

[Top 20 LGBT Podcasts](#), Feedspot blog.

Health:

[Allergy Today](#), a podcast about “allergies, asthma and eczema and everything else you’re itching to know.”

[When Life Gives You Parkinson's](#) is a podcast that discusses life with the disease.

History:

[Hope Through History](#) explores five defining moments when America’s leaders and citizens were forced to confront crises; with bestselling author Jon Meachem. (Launches April 21, 2020).

[Sidedoor](#) is a podcast series by the Smithsonian exploring the vaults with the help of biologists, artists, historians, archaeologists, zookeepers and astrophysicists.

[This American President](#) explores the lives and legacies of the men who have occupied the White House.

International:

[A Study To Get To Know Podcast Audiences In Spanish](#) by Podcaster@s.

[Accentricity](#) from Scotland is about accents and language.

[Asia Podcast Summit and Asia Podcast Awards Launch](#) from Podnews.

[Arab World Develops High Interest In Podcasting](#), Modern Ghana.

[China's Podcast King](#), South China Morning Post.

[China Silences Podcast And Music Apps As Online Crackdown Widens](#), Techcrunch.com

[El Washington Post](#), a Spanish-language podcast by The Washington Post that will explore the top stories shaping the world.

Foreign Language Podcasts — [22 "podcasts with power" in Spanish](#).

[Global Story Network](#) is a home for storytelling from across the world.

[How Podcasts Break Barriers at the U.S./Mexico Border](#), Bello Collective.

[Listín Diario](#), a newspaper from Santo Domingo in the Dominican Republic, has launched two new podcasts.

[Most popular podcasts in South Korea](#) (in Korean).

[New Zealand](#) community access radio stations growing podcasts.

Singapore, [Local Podcasts on the Rise](#), from the Straights Times.

[Podcasting in France](#), Linda Fall.

[Podcasts in Peru](#) from Ludik

[Sobre Podcasting](#), a new Spanish language show about podcasting from a "less U.S.-centric point of view" from Libsyn.

[The Chinese "Podcast" Industry Isn't Really Podcasting As Americans Know It](#), Nieman Lab.

[The Infinite Dial Germany To Debut In 2019](#), Podnews.

[The Real Agenda Network](#) is a new political podcast network in the United Kingdom.

[The Rise of Arabic Podcasts: "A digital revival of a long-term tradition,"](#) The National.

[YPod](#) is a list of podcasts in the Welsh-language, from Podnews.

Investigative:

[How To! with Charles Duhigg](#), a Pulitzer Prize-winning journalist with a podcast billed as "investigative service journalism," from Slate.

The Investigative Reporting Workshop ([IRW](#)) at American University has a curated list of [investigative podcasts](#).

[Locked](#) is an investigative series about the way prisons treat some transgender inmates from Boise State Public Radio and the Mountain West News Bureau.

Legal resources:

[Center For Media & Social Impact](#), American University.

[Fair use](#), Stanford University.

[Web Content Accessibility Guidelines](#).

Mental Health:

[Now For Tomorrow](#) with Deepak Chopra offers a short prompt for reflection and contemplation rooted around actions that you can take immediately after listening.

Religion:

[Faithcasts](#) is a podcast directory for Christian podcasts.

[Hebdomada Papae quod sit a Papa de podcast](#) is a [news podcast](#) in Latin from the pope.

[The Thinking Atheist](#) features a Christian turned atheist talking about beliefs and questions in life.

[Preach is](#) a podcast about the messiness of faith from public radio station KUER (NPR Utah).

[Religion Podcasts](#), Player FM.

Reviewers:

[Elena Fernandez Collins](#) is a podcast reviewer that specializes in “the indie podcast community and marginalized podcasters.”

Science and Technology:

[Apollo 11 podcast](#) series from CNN.

[Radio Lab](#) from WNYC Studios makes science accessible by weaving stories and science into sound and music-rich documentaries.

[To the Moon and Beyond](#) from The Conversation brings academic knowledge to an audience with an exploration of 50 years of space science.

Special Topics:

[15 Podcasters To Be Inspired By](#), LimeLink.

[Anonymous Podcasting Using A Pseudonym](#), Medium.

[Apple makeover 100 changes to podcast categories](#), Podnews.

Apple's new service to help with [podcast marketing](#), Pacific Content.

[One Word Suggestion](#) is a three-minute podcast that uses one-word suggestions from listeners as inspiration for each episode.

[Podcasts Are Providing A New Way Into Poetry](#), NPR article about how podcasts can help non-poetry readers understand it.

[The scary reality of artificial intelligence](#), a company recreated podcaster Joe Rogan's voice.

[Writing for Audio, Not Articles](#), Medium.

Sports:

[Entercom to launch RADIO.COM Sports Digital Network](#), from Podnews.

[New Flagship College Football Podcast](#) from ESPN.

[NFL 100 Greatest](#), from SiriusXM, is a 20-episode series counting down the greatest NFL memories in five categories.

[Panthers launch podcast network with a full lineup of shows](#), Carolina Panthers.

Technical:

[Audacity Tutorial for Podcasters](#) from Buzzsprout (all text, a video tutorial is in Chapter8 in this e-book.).

[Advanced Media Institute](#), University of California-Berkeley. Offers basic free video tutorials on digital media subjects such as audio and video editing, data visualization and public records.

[Audio Mixing](#), NPR Training.

[Best Practices for using music in audio storytelling](#) from NPR.

[Best Remote Podcast Interview Tools and Tips](#) by Candice Howze in WOC Podcasters.

[Castbox](#) Launches [Livecast](#), a live streaming feature inside a dedicated podcasting app.

[Enhanced Apple Podcast Categories](#) from iTunes Connect and Resources and Help.

[How I Edit Podcasts on the iPad Using Ferrite](#) by Ryan Christoffel.

[How to Find Podcast Sound Effects](#), The Podcast Host.

[How to Remove Background Noise With Audacity Noise Reduction](#), The Podcast Host.

[Journalist's Toolbox](#), presented by the Society of Professional Journalists, is a resource of "MoJo" or mobile journalism tools. There are recommendations on [audio for smartphones](#). However, be careful they're not out-of-date.

[Step-by-step guide](#) in using a new podcasts app on Mac, iMore.

[Tech & Tools](#) is a column to share digital tools for journalists written by Digital Tools Reporter Ren LaForme of Poynter.org.

[Transom.com](#) is an online resource created by public media to share information on tools (recorders, mics, software);

techniques (interviewing, fact-checking); and HowSound (podcasts about radio storytelling) from Rob Rosenthal.

[Continue to Appendix C: Assignments and Examples](#)

Appendix C: Podcast Assignments & Examples



Photo by [Clark Tibbs](#) on [Unsplash](#)

Assignment #1: Podcast listening & critiques

The goal of this assignment is to familiarize students with the multitude of podcast topics available by actively listening to podcasts and critically analyzing the differences among podcasts in content, style and production.

- Go to a podcast directory and select **two podcasts on different subjects** to listen to for at least 15 minutes.
- Go to a podcast directory and select **two podcasts on the same subject** (hopefully on a topic you expect to cover on your podcast) and listen for at least 15 minutes.
- Write a 4-5 page critical analysis based upon the following criteria:

Describe/critique the podcast name, description, music and artwork;

How interesting or compelling is the content? Think in terms of quality, style, format, genre;

How well is the technical portion of the podcast done? Think about audio quality and speaking;

Identify one thing from each of the four podcasts that you DO or DO NOT want to imitate.

Assignment #2: Podcast pitch & post

This assignment has two goals. The first is for students to make a **written pitch** for a podcast show they would like to do, with the information posted on the course Discussion Board.

The second part is to **evaluate the pitch of a classmate** with constructive criticism posted on the Discussion Board.

- **Podcast Pitch:** Propose a name for your podcast; describe your podcast in 10 words or less;
- **Post:** Review the podcast pitch of two other students and make useful comments; they may be critical, but your goal is to be helpful.

Assignment #3 Produce & edit podcast open

The goal of this assignment is to create your podcast open. Use music and voiceover narration to introduce your show, edit the audio and upload them to your own free SoundCloud account. There is an audio example at the end of this exercise.

- Find and select music for your podcast open using **royalty-free tracks** or **original music**.
- You will submit a **written sheet** that tells exactly where you got your music and that you have followed all copyright rules. i.e., if credit to the musician is required then signal that you intend to do that in oral credits at the end of the podcast and on your show website.
- This show open is the standard podcast open used each week, not the individual opening. It should include the **show name, your name** and a brief description of **what the podcast is about**. You can voice the intro or have someone else do that. An example is included below.
- Lay down the **music track** on one channel and put the **voice track** on a second channel
- **Edit the tracks** so you start with music at full strength, then lower the sound when the voice track comes in with the podcast show title and host. Once you have finished speaking, have the music come back up to full strength and then fade out within a few seconds.
- Export as an **MP3** audio file.
- Upload to your **SoundCloud** account and send me the link.

{Audio Example}

<http://toolsforpodcasting.openbooks.wpengine.com/wp-content/uploads/sites/30/2019/05/Assignment-2-Podcast-Open-1.mp3>

Assignment #4 Create & edit a sound story

The goal of this assignment is to understand how audio storytelling differs from written text. When using sound to tell a story, the listener must be able immediately to identify the sounds being heard. The power of sound in audio storytelling crosses all languages. There is an audio example at the end of this exercise.

- Create a **short fictional audio story** of 50-to-90 seconds that uses sound effects, sounds you record, and uses only one to five words of narration.
- **Edit** into an MP3 audio file, upload it to your SoundCloud account and send me the link.

In the example below, the story is that of a person walking to their car, getting in and starting the car, pulling into the street, fiddling with the radio, sighing, texting while driving, then screaming as she gets into a car accident and ends up in the hospital.

{Audio Example}

<http://toolsforpodcasting.openbooks.wpengine.com/wp-content/uploads/sites/30/2019/05/Assignment-3-Soun>

Assignment #5: Descriptive writing & recording

The goal of this assignment is descriptive writing - which is what audio storytelling is all about. Write to make a scene come alive in the mind of the listener so they can imagine what's happening from the rich detail you provide.

You will pick a historic photo and use descriptive language but without using words that explicitly tell what is in the photograph. There is an audio example at the end of this exercise.

- **Select a photo** from <http://100photos.time.com/>
- **Research** the photo and **write** about it without telling the audience what the photo depicts. Use descriptive language with adverbs and adjectives that are strong and colorful.
- **Record** what you have written, using vocal energy and clear articulation.
- **Edit** into an MP3 audio file, upload it to your SoundCloud account and send your instructor the link.

{Audio Example}

<http://toolsforpodcasting.openbooks.wpengine.com/wp-content/uploads/sites/30/2019/05/Assignment-4-Descriptive-Writing.mp3>

Assignment #6: Deconstructing audio stories

The goal of this assignment is to research and analyze how audio in podcasts is used in storytelling. By carefully listening to every use of audio and looking at a story transcript (or creating a transcript yourself), you will dissect how the story was put together. Write your analysis and submit to your instructor.

Analyze NPR podcasts that use audio beyond just interviews in their storytelling. That may include natural sound from events such as a protest rally, historical archival audio, actor dialogue, news clips, music, person-on-the-street comments, an author reading sections of their book and such.

Listen to the **NPR podcast**, "[Thoroughline](#)," in an episode called "The Long Hot Summer," from July 20, 2020. The podcast recalls the 1960s racial unrest in the context of the racial injustice protests of 2020. You can download the audio file, the transcript is [here](#).

Listen to the **NPR podcast**, "[Radiolab](#)" in an episode called "Dispatches from 1918," broadcast July 17, 2020. You can download the audio file; I did not see a transcript.

- **Identify how the story begins:** Is it narration? Sound?
- **What are the audio sources used and how long are they?** Is it an interview; natural sound from a public event like a protest rally; archival audio from newsreels or current news shows; music; sound effect?
- **What do you notice about the writing?** Are descriptions used of what a person or event looks like; is the writing style giving straightforward information or is the style building suspense?
- **What observations can you make about story structure?** Does narration last long before you hear audio or is there limited narration; are the audio clips long or short?
- **How does the story end?**

Assignment #7: Create & edit a mini-podcast

The goal of this assignment is to create a mini-podcast, using previous assignments and putting them together with some new elements.

You will add three new elements - a narration, a bumper, and the show ending. The bumper reminds

the audience of the program they are listening to and can be used to break up a long interview or to cover an edit. There is an audio example at the end of this exercise.

- This podcast pilot show begins with your **podcast open**, then adds the **audio sound story**;
- Make a **voice recording** of your **descriptive writing-photo story**, then add that to the audio file;
- Create a **bumper** for the podcast by writing a short reminder of what the audience is listening to, for example: “You are listening to “Home Gardening Newbies’ – the show to help you develop a green thumb,” and then add that to the audio file. You could also use the name of the host.
- End your show by **thanking the audience** for listening and giving them a **call-to-action** – how to find your podcast or website. You could also tell them what the topic will be for your next episode if you know that. But every story needs an ending.

Once all of the various audio clips are edited into an **MP3** audio file, upload it to your SoundCloud account, and send your instructor the link.

{Audio Example}

<http://toolsforpodcasting.openbooks.wpengine.com/wp-content/uploads/sites/30/2019/05/Assignment-5-The-Final-Mixdown.mp3>

Assignment #8: Create an original podcast episode

The goal of this assignment is creation, writing, hosting, producing and editing your original podcast episode.

- Create an 8-10 minute podcast using at least one guest interview. Required elements include a show open with music, interview(s), bumper and show end.

Assignment #9: Create a podcast trailer

The goal of this assignment is to create an audio trailer to promote your podcast on social media – Facebook, Twitter, Instagram.

- Create a :30-:50 **trailer** of your podcast that showcases the best of what you have to offer.
- Free tools to create **audiograms** are outlined in [Ch. 8](#), using the Headliner app. A [video tutorial](#) shows the process of how to do this.
- **Examples** of audio (and video) trailers are included in [Ch. 9](#).

Assignment #10: Create a podcast website/blog

The goal of this assignment is to create a website for your podcast.

- Create a **blog** or **website** for your podcast using WordPress or another blog tool.
- **Embed** the podcast audio.
- Include a host **bio**; **photo**; **contact** information; **name & description** of the podcast; use of the podcast artwork.
- Include a show **transcript**, **show notes**, **links** to additional resources.

**Some editing assignments adapted from examples to the Broadcast Educators Association by*

Professor Ben Bogardus at Quinnipiac University.