



# *Podcasting 101*





# *What is podcasting?*



An audio program created for distribution via the internet

- Audio files are most often played on portable MP3 players (i.e. iPods, smart phones, etc.)
- Also played on a computer, either embedded onto a web page or downloaded to a media player (iTunes, Windows Media Player, etc.)
- Audiences can download (iTunes) or stream (apps like Stitcher)
- Podcast can be affiliated with radio stations, print or online publications, and companies/non-profits, or can stand on their own

# PODCASTING STATS & FACTS

2018 US PODCAST STATISTICS



44%

OF US POPULATION HAS LISTENED  
TO A PODCAST

49%

OF PODCAST LISTENING IS DONE AT  
HOME. 22% OF LISTENING IS DONE  
IN THE CAR



PODCAST  
LISTENERS ARE  
**LOYAL, AFFLUENT  
& EDUCATED**



80% LISTEN TO **ALL OR MOST** OF EACH PODCAST EPISODE  
AND LISTENS TO AN AVERAGE OF 7 SHOWS PER WEEK.

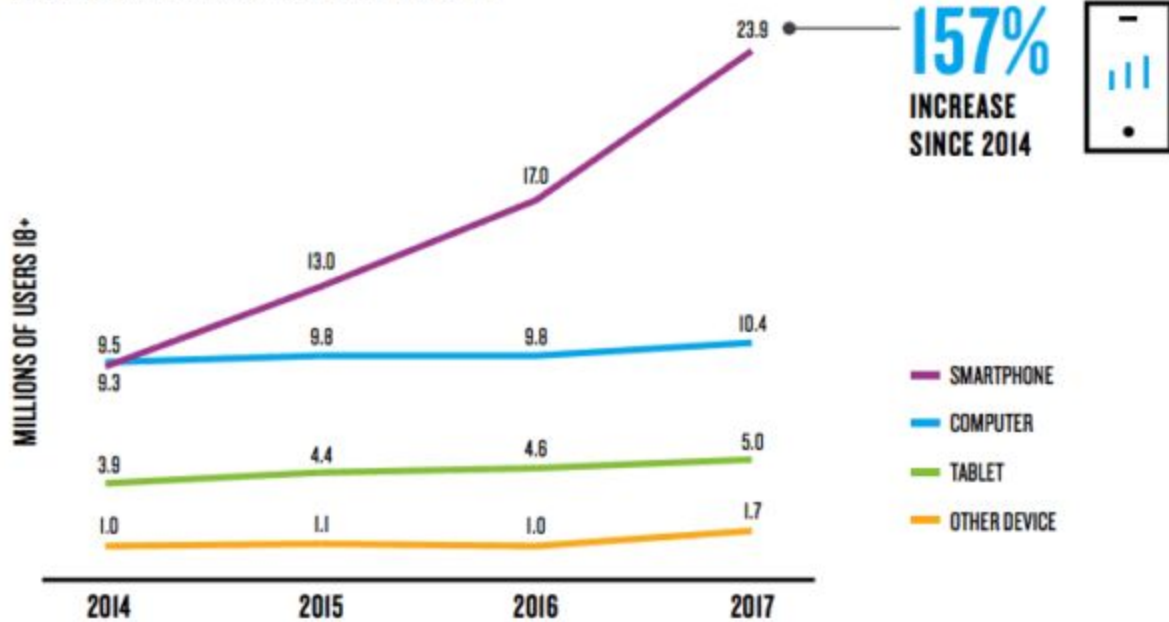


*But podcasts  
aren't new?*



# SMARTPHONES DRIVE PODCAST USAGE

IN THE PAST 30 DAYS, WHICH DEVICE HAVE YOU USED TO WATCH, LISTEN OR DOWNLOAD A PODCAST?

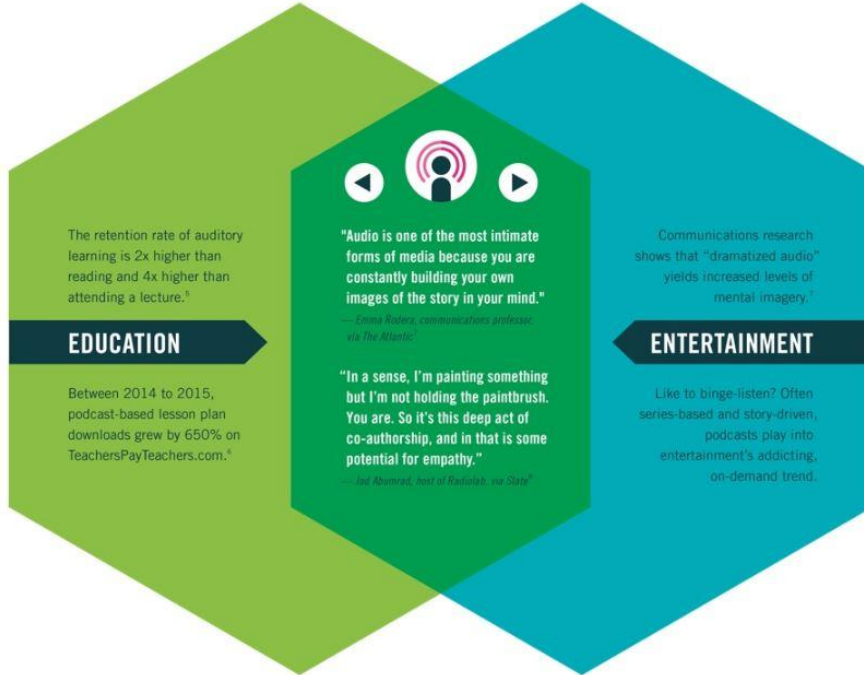






## WHY WE LISTEN

Journalists have linked this podcasting boom to the ubiquity of smartphones, time spent in transit, and online music services. Others attribute it to the brain-stimulating and addictive effects of audio learning, or the multitasking potential of listening. The beauty is in the overlap.













## *Why?*



### **Is this going to replace our traditional storytelling?**

No. But it will make it better. Podcasting is a SMALL part of the overall content we are creating.

### **What does podcasting look like for your publication?**

Podcasting is all about personality and connecting listeners to stories. And make it about your students.





*Teaching podcasting*



# *Where to start*

[StoryCorps Education](#)





# Sample Unit





## *You can also split your content*



### **Interview**

These podcasts will focus on a traditional interview setting and will be the quickest to edit. Very little should be cut out.

### **Topical**

Hosts and guests sit down to discuss a topic. People love banter so be selective about the panel. They should be able to carry a conversation.

### **Narrative**

The most journalistic. These will take time and lots of research and multiple sources.








*The details: equipment,  
apps and more*



## *From the mic to the ears*


### **Recording**

Recording doesn't have to be difficult or fancy. We record directly to a voice recording app on the computer - QuickTime. Lots of experts will say to record directly to Audacity



### **Editing**

Audacity is the most common editing software. It's free and relatively easy to use. Some people will use GarageBand.

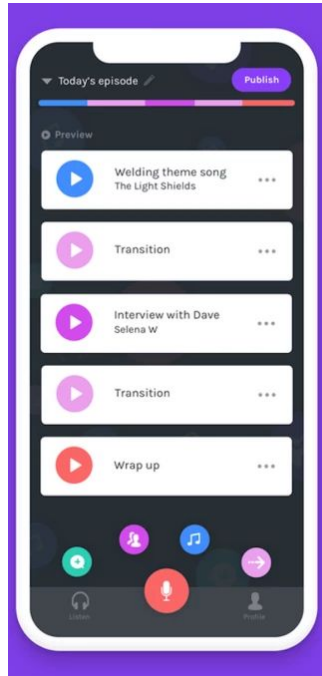


# Apps to know for recording

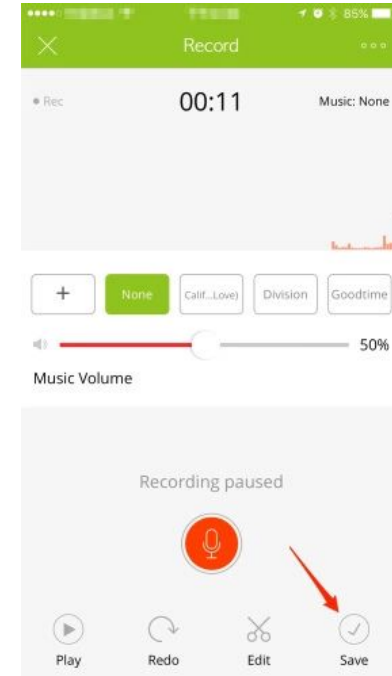
Backpack studio



Anchor



PodBean





# *How to host*



## Popular places to host

- \* BuzzSprout
- \* PodBean
- \* SoundCloud

## The deal with iTunes

- \* [Blubrry article](#)



## *Music/sound effects*



- \* From JEA Digital Media
- \* MegaTrax

“30 seconds is free” of copyrighted sound is NOT a thing.







# *Tricks I've learned*

- \* Record in chunks
  - This will make editing easier than trying to dig through a ton of content
- \* Have extra episodes ready to go
  - Consistency is key. Having episodes in your reserve will allow for when life gets in the way
- \* Have a technical producer
  - Someone listening to audio and marking “cuts” will help in the editing process

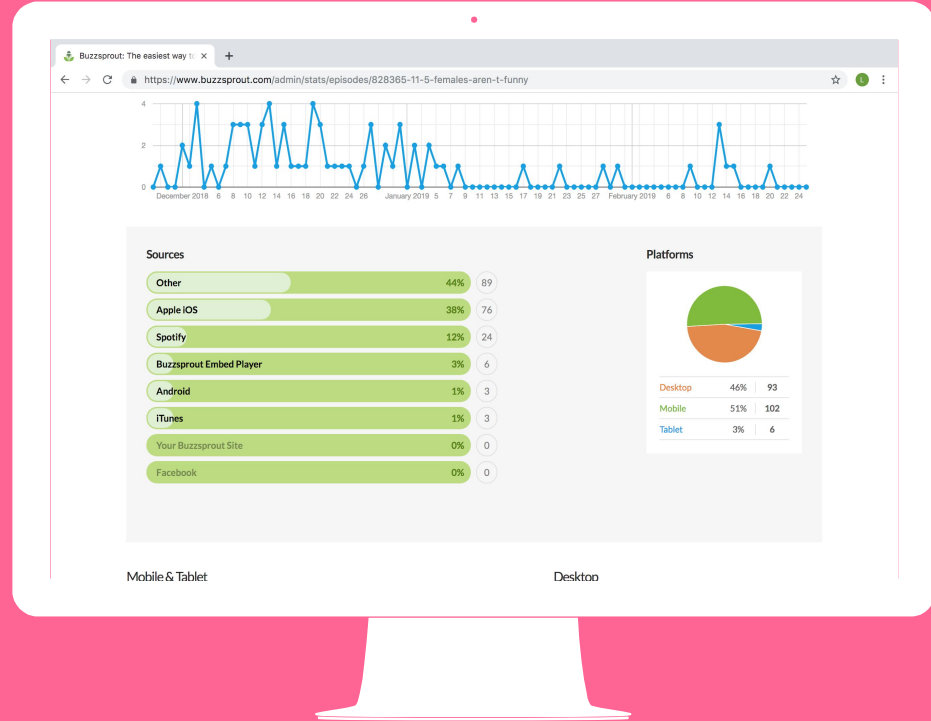


# *Tracking engagement*



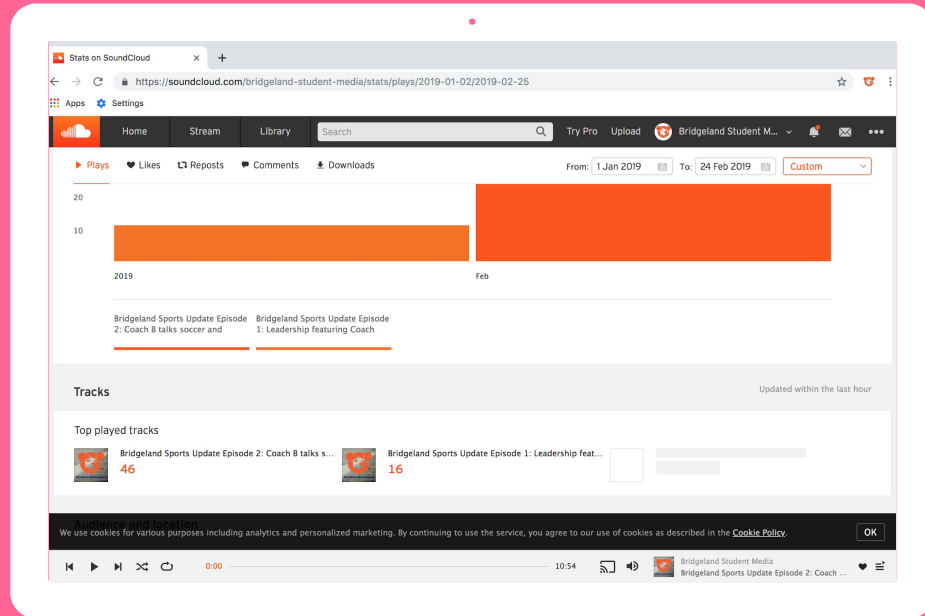
Heads up, it's difficult and not  
100 percent accurate

# BuzzSprout Analytics





# SoundCloud Analytics



# *Social media engagement*

**Cool**  
**website**





**Hal Bowman**

May 15, 2018 · 🌐

This is one of my favorite podcasts! A perfect example of the power of having an strong, influential male role model in the lives of kids.

Episode 024 | Coach **Josh Smalley**

Athletic Director, Orangefield Independent School District

Subscribe, download, and get an earful at <https://halbowman.com/the-hal-bowman-podcast/>



Here's a little taste:





## *Before you begin...*



- \* Have fun with it. There's a reason comedy podcasts are the most popular.
  - \* You have to teach your students how to access podcasts.
  - \* Keep them short. Try to calculate the average commute time for your students and keep it under that time.
  - \* Podcast listeners are inconsistent. They hop around. Minimize timely content.
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*Thanks!*

**Samantha Berry**

Bridgeland High School

You can find me at @samanthamazing, @lylaspodcast  
samanthajo.berry@gmail.com