

# How To Create an Audio Podcast

## Preproduction

*Preproduction takes over three-quarters of the time to produce a podcast.*

### Step 1: Plan your podcast.

We are creating a Teaser for our Podcast station.

- *Loaded Words*: Using words that appeal to the emotions, rather than the facts. E.g. The sporty new design of our cars will make you feel like a teen ager again!
- *Plain Folks Approach*: Using words that appeal to common people instead of the rich or privileged. E.g. As a homemaker like you, I want a product like Easy Glow that makes my floors shine.
- *Testimonial*: Using a famous person to endorse a product. E.g. Michael Jordan uses it ...so should you!
- *Bandwagon*: Trying to persuade someone to join the group. E.g. Don't be the last person in your neighbourhood to get a Lawn Happy mower.
- *Opinions as Facts*: Using the personal opinion of the speaker or writer as a fact. E.g. Vita Vitamins is the best brand in the market.
- *Unsupported Generalities*: Making bold claims and empty promises without supporting them with facts. E.g. We are the best at what we do!

Example: <http://radiocenter.edtech.esc11.net>

Script Example: <http://www.how-to-podcast-tutorial.com/09-preparing-podcast-episode.htm>

### Step 2: Prepare your hardware setup.

Have your microphone connected to your computer.

*Fantastic Overview of the Podcast Creation Process*

[http://gruntmedia.com/podgrunt\\_001\\_view.html](http://gruntmedia.com/podgrunt_001_view.html)

A microphone. Many laptops and computers come with built in microphones, but the sound quality is low. The microphone is the single most important piece of equipment piece of hardware. If you want your podcast to sound REALLY good you can spend a REALLY large amount of money (some are as expensive as \$4000!!). Your best bet is to purchase a USB microphone for around CDN\$50 and under.

Details for hardware setup: <http://www.how-to-podcast-tutorial.com/11-basic-podcasting-gear.htm>

### Step 3: Check you have enough disk space.

We are ok here.

- A PC Running Windows XP
- 512 MB of RAM
- 2-3 GB of Free Hard Drive Space

#### **Step 4: Choose your software.**

We are going to use the microphone attached to your computer and Audacity, which is already installed, to record.

Download Audacity Portable and the lame\_enc.dll file.

<ftp://www.edtech.esc11.net>

Audacity Portable

[http://portableapps.com/apps/music\\_video/audacity\\_portable](http://portableapps.com/apps/music_video/audacity_portable)

Audacity at <http://audacity.sourceforge.net/>

LAME MP3

[http://portableapps.com/support/audacity\\_portable#lame](http://portableapps.com/support/audacity_portable#lame)

How to Download and Install Audacity

<http://www.how-to-podcast-tutorial.com/15-audacity-download.htm>

How to Install LAME

[http://portableapps.com/support/audacity\\_portable#lame](http://portableapps.com/support/audacity_portable#lame)

#### **Step 5: Record podcast.**

Use your attached microphone to record the audio. We are going to use Audacity as our recording and sound editing program.

Recording audio guidelines are as follows:

- Use an external microphone if at all possible
- You may want to record a few frames, stop, then record some more. Doing so will create several audio clips. Doing this allows you to edit out mistakes.
- Make sure you record in a place with little or no external noise. For example, sounds from air conditioners, refrigerators, telephones and pets can be picked up by the microphone.
- Content is not enough; tone and voice are equally important.
- Be warm, friendly and enthusiastic.
- Talk to listeners but do not lecture them .
- Be direct, dynamic but not sensational.
- Use appropriate intonation to emphasize your voice.
- Remember this is a performance so make sure it is personal, conversational and interesting.

Audacity provides an excellent set of tutorials

Recording - <http://www.how-to-podcast-tutorial.com/videos/01-audacity-setup/audacity-setup.html>

<http://audacity.sourceforge.net/help/tutorials>.

The tutorial by [Dan Elliott](http://www.edhsonline.org/other/audacity/) <http://www.edhsonline.org/other/audacity/>

## Postproduction

### Step 6: Edit your podcast.

We are going to use Audacity as our sound editing program.

You can modify an uncompressed sound file by:

- Adding sounds to a file.
- Deleting part of the sound file.
- Changing the playback speed.
- Changing the playback volume.
- Changing the playback direction.
- Changing or converting the sound file type.
- Adding an echo.

### Audacity tutorials

Editing Tools - <http://www.how-to-podcast-tutorial.com/videos/03-audacity-tutorial-tools/audacity-tutorial-tools.html>

Editing - <http://www.how-to-podcast-tutorial.com/videos/05-audacity-tutorial-trim/audacity-tutorial-trim.html>

Adjusting Levels - <http://www.how-to-podcast-tutorial.com/videos/07-audacity-tutorial-levels/audacity-tutorial-levels.html>

Importing Music - <http://www.how-to-podcast-tutorial.com/videos/09-audacity-tutorial-import/audacity-tutorial-import.html>

Here is also a few *Using Audacity for Podcasting* podcasts.

<http://www.how-to-podcast-tutorial.com/17-audacity-tutorial.htm>

<http://video.google.com/videoplay?docid=-778345747493431701>

<http://video.google.com/videoplay?docid=1102611499205979901>

**Podsafe music** is the term for music that can be legally used in a podcast and freely distributed online for others to download.

- Free Play Music <http://freeplaymusic.com/>

For educational projects not broadcasted or posted to the web.

- The Free Sound Project <http://freesound.iua.upf.edu/index.php>
- Common Content: Catalog <http://commoncontent.org/catalog/audio/>
- ACIDplanet offers a free 8-pack of loops each Friday. <http://www.acidplanet.com/tools/8packs/>
- MacAudioGuy offers 17 MB of free loops. <http://macaudioguy.com/>
- Free Kids Music <http://freekidsmusic.com/index.html>
- Royalty Free Music <http://www.freshmusic.com/>

This site offers a few sample selections that you can use in projects. They also have music to purchase.

- Creative Commons <http://www.creativecommons.org>

## Step 7: Convert the file to a MP3 file format.

### Audacity tutorials

Saving Project and Exporting - <http://www.how-to-podcast-tutorial.com/videos/11-audacity-tutorial-saving/audacity-tutorial-saving.html>

### File Formats

#### Audio

**MP3.mp3**, AAC.m4a (standard) .m4p (when DRM is included), Apple Lossless Encoder .ale, AIFF, WAV .aiff, .wav, **WMA (Windows Media Audio).wma**

#### Video

MPEG-4.mp4 and .m4v .mpg, sometimes also .mp4v, H.264.m4v, and .mp4, **MOV (QuickTime).mov**, AVI,.avi, WMV (Windows Media Video) .wmv, .asx, .asf

Please note that the file formats listed above not in red are not supported by iTunes or iPod and therefore will not upload or play in any of those players. These files must be converted. *Two such conversion programs are* [iTunes](#), and [Jodix](#)

## Step 8: Publish your podcast.

**We will upload our audio podcast file**

Visual representation of publishing.

[overviewpodproducing.swf](#)

## Step 9: Subscribe to your podcast.