



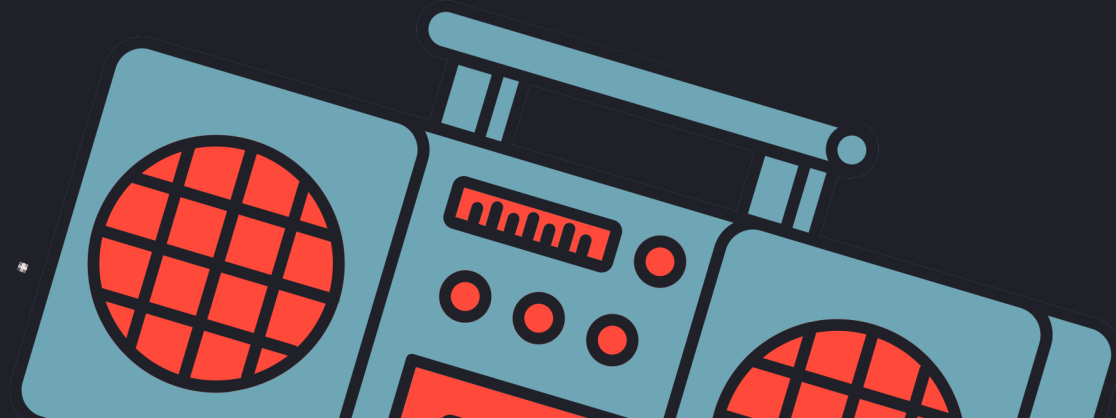
DIGITAL SCHOLARSHIP CENTER



# PODCASTING WORKSHOP



Media Creation Lab Team



# ***PRESENTATION OUTLINE***

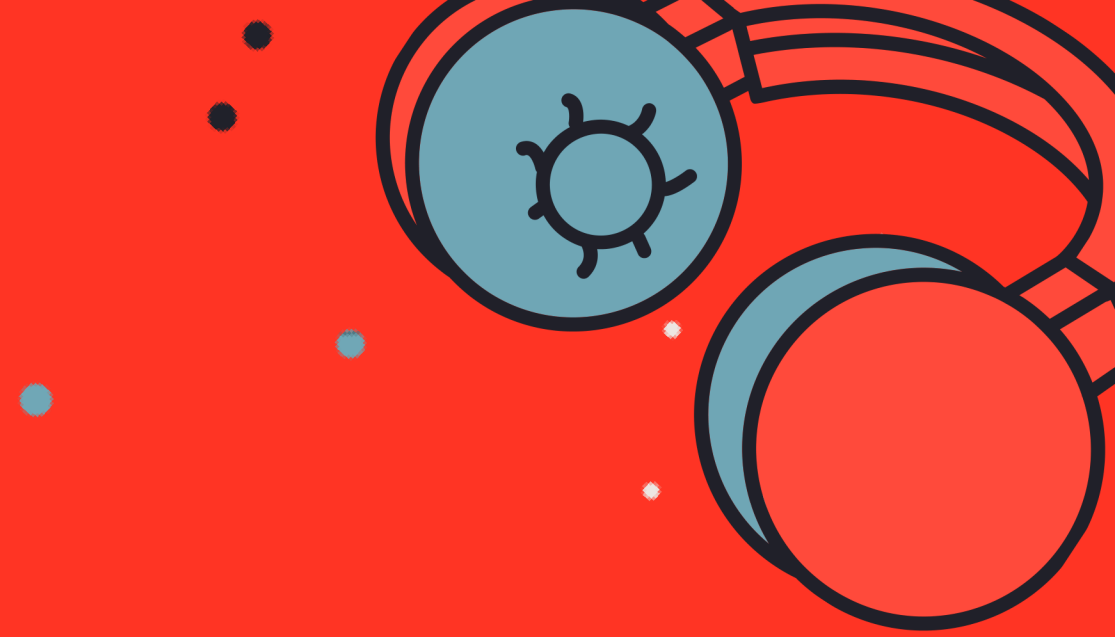
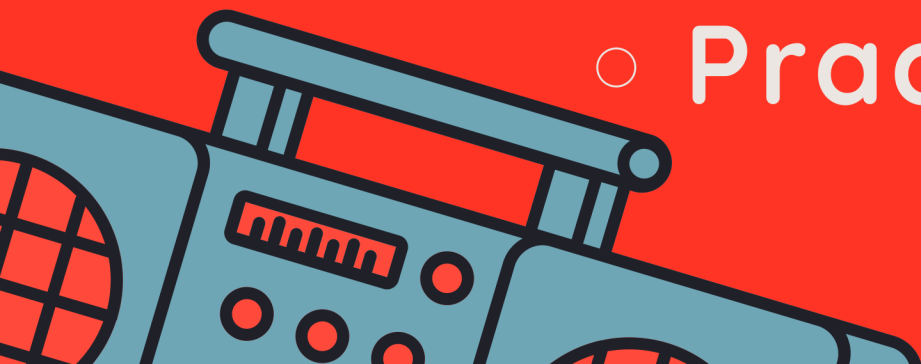
1. Part 1: History & types

2. Part 2: Workflow checklist

- Planning
- Recording
- Editing & publishing

3. Part 3: Practice

- Recording (H4n)
- Practice: Editing (Audacity)



# *PART 1 : HISTORY & TYPES*



# 1.1. HISTORY

## BROADCASTING BY ANY OTHER NAME ...

1901: Discovery of wireless broadcasting

1920: First commercial radio station (US)

1930s-1940s: "golden age of radio"

1930s: TV broadcasting

1954: Colour-TV broadcasting

1960s: TV adoption

1969: ARPAnet

1980s: Satellite broadcasting

2001: iPod

c 2004: "Podcast"

2005: Distribution on Apple iTunes

(Britannica, 2010; Britannica, 2021; DARPA, n.d.; Wikipedia, 2022a; Wikipedia, 2022b;)



# 1.2. PODCAST TYPES

## TRIED & TRUE

### Genres

- Culture & entertainment
- Education & info
- News & politics
- Self-help
- True crime

### Methods

- Debates
- Interviews
- Recaps
- Reports



# *PART 2 : WORKFLOW CHECKLIST*

## PLANNING, PRODUCTION, & EDITING



# 2.1. BEGIN WITH THE END

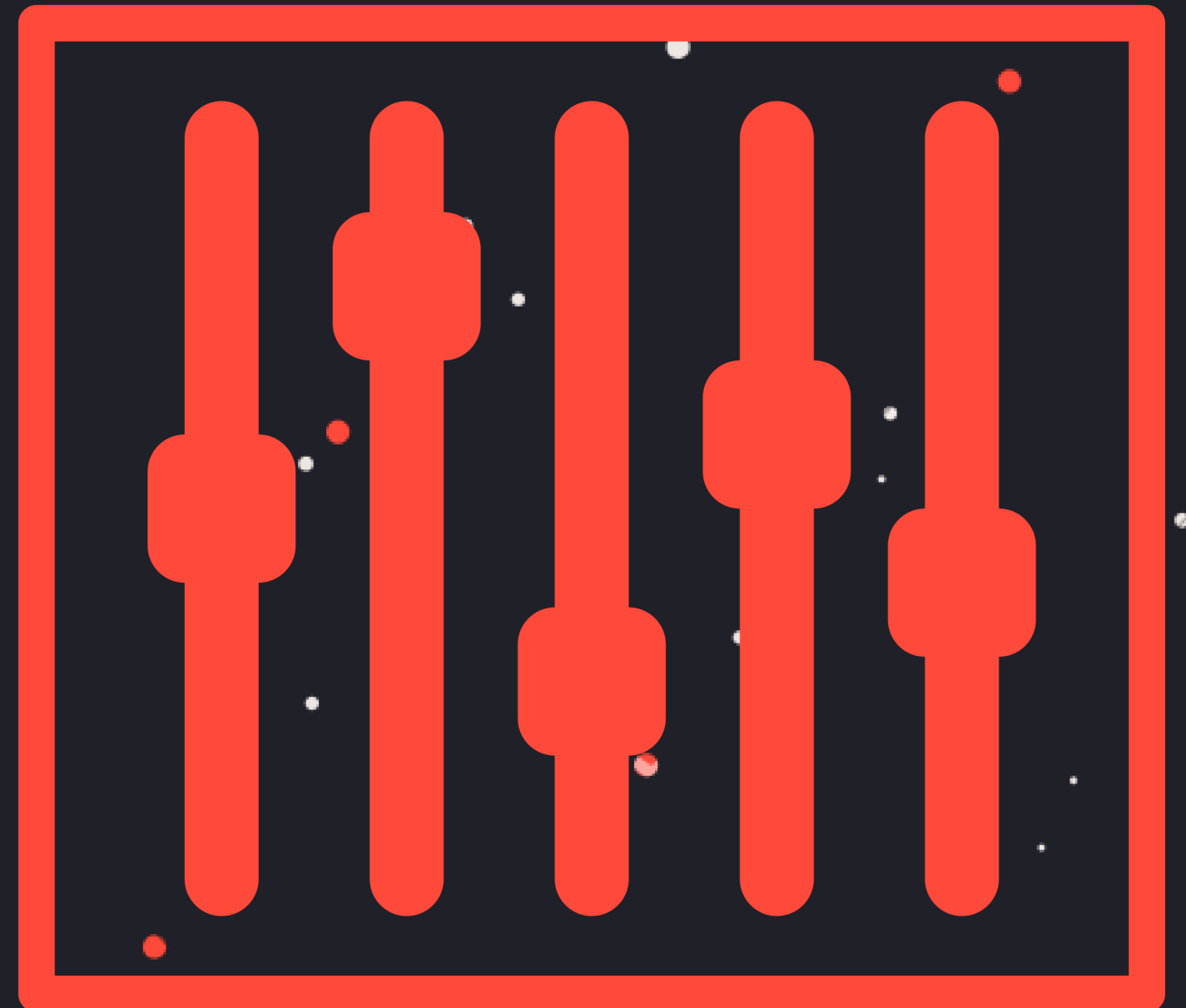
## CONSIDER & DETERMINE ...

### 1. Audience?

- Familiarity with topic(s)
- Cultural factors
- Listeners' situations

### 2. Technical specs?

- Duration
- File format
- File quality/size
- Volume (dB)



(Glendon Digital Media Lab, 2018a)

## 2.1. BEGIN WITH THE END (CONTINUED)

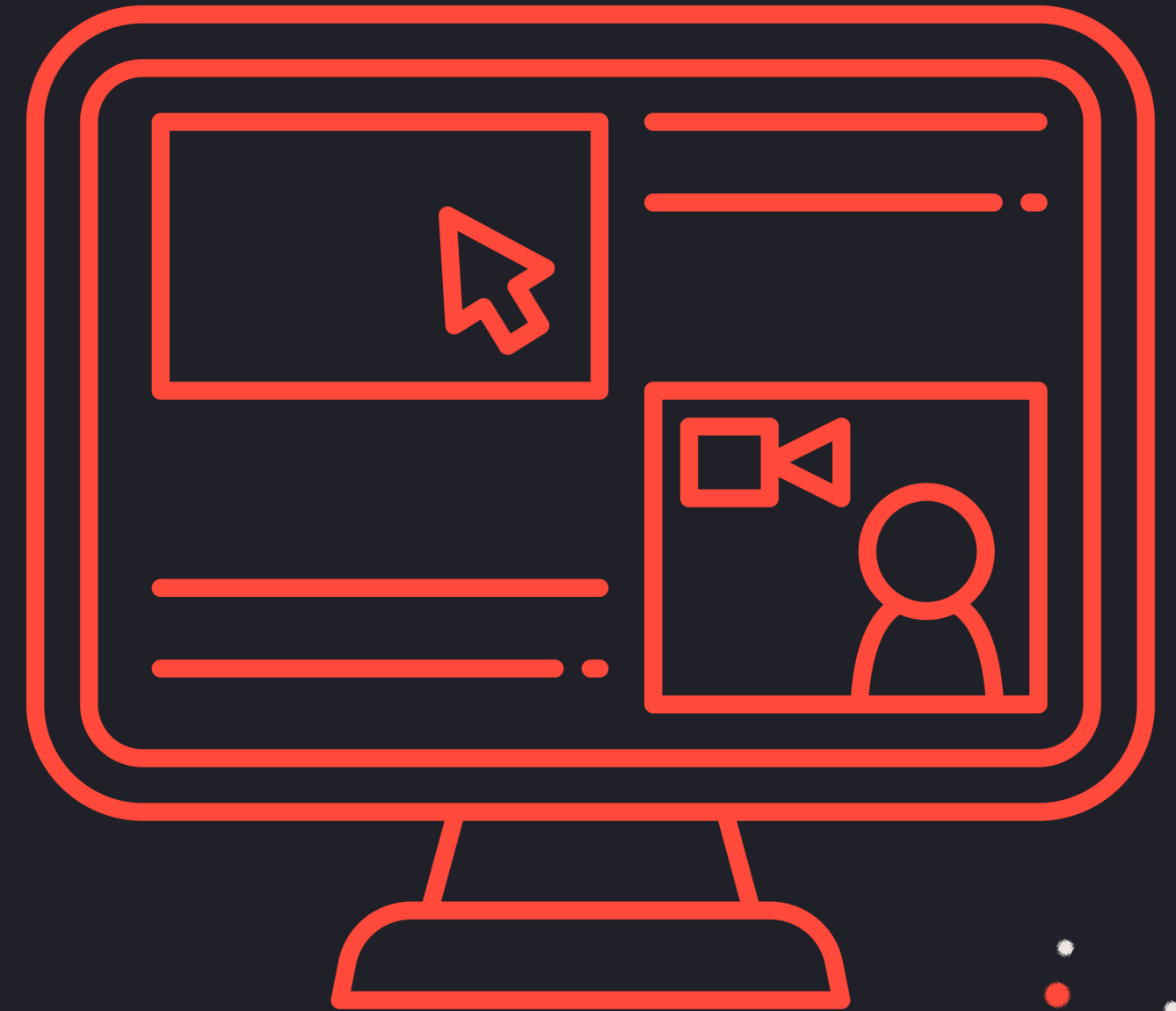
### FOR COURSEWORK, BUT ...

**This workshop is coursework-oriented.** It assumes that the audience, technical specs, and other parameters are set.

...But if you want to be the next [rich & famous podcaster], consider the Job To Be Done theory:

- What *job* would people *hire* your podcast to do for them?
- What *hiring requirements* might they have?

(e.g. Christensen, 2019)





# 2.2. ASK QUESTIONS TO DEVELOP A STORY

## NON-FICTION RESEMBLING FICTION

1. Story question?

- "Will our ... ?"
- "Can the ... ?"
- "How do ... ?"

2. Story answer?

3. Characters (people)?

4. Challenges faced & actions done?

5. What to (not) reveal?

(Glendon Digital Media Lab, 2018b)



## 2.3. DO RESEARCH

### THE MORE YOU KNOW ...

1. General overview (digital/real documents)
2. Interview(s)
  - Focused set of questions
  - Open-ended questions ("How" & "why")
  - Pre-research
  - General-to-specific order
  - Emphasis on challenges faced & actions done
  - Ethical considerations (protocol)

(Glendon Digital Media Lab, 2018c)



# 2.4. CREATE A SCRIPT/PLAN

## FAILING TO PLAN ...

### 1. Method(s)?

- Debate
- Interview
- Recap
- Re-enactment
- Report

### 2. Format?

- Level of structure (low, medium, high)
- Exemplars (popular podcasts)

### 3. External artifacts?

- Music, effects, & clips
- Permissions/licenses



# 2.5. DO PRE-PRODUCTION

## AN OUNCE OF PREVENTION ...

### 1. Recording schedule?

- Date, day of week, time of day
- Location & travel time
- Duration & breaks
- Contact info

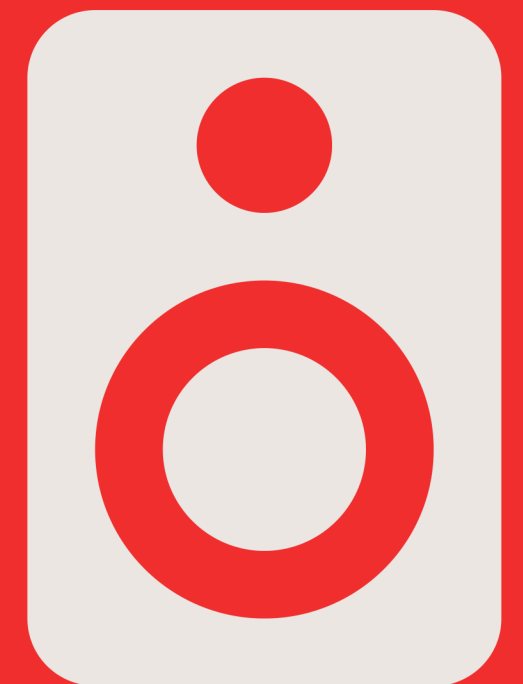
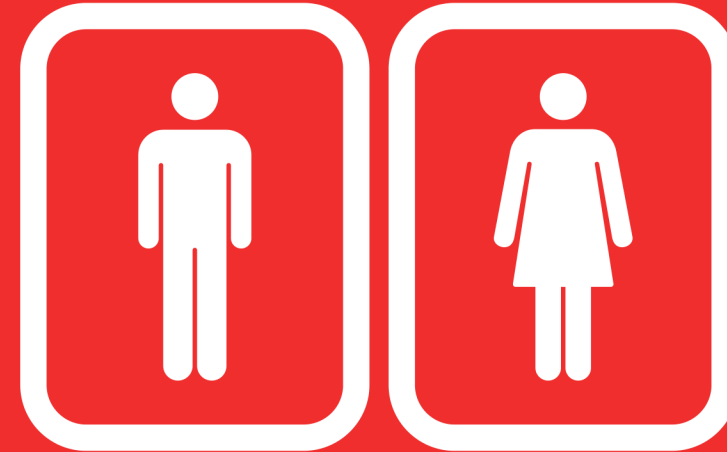
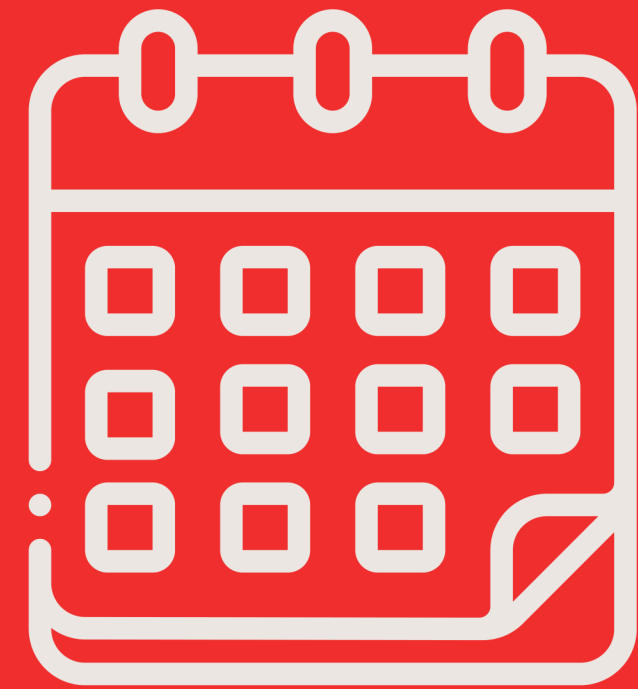
### 2. Locations survey?

- Background noise (to avoid/use) & disrupters
- Positioning of speakers
- Power outlets, restrooms

### 3. Equipment?

- Number of speakers
- Other situational & place factors

(Glendon Digital Media Lab, 2018e)



## 2.6. RECORD

### GET READY ...

#### 1. Diet

- Avoiding dairy products, carbonated drinks

#### 2. Warmup

- Tongue-twisters

#### 3. Positioning

- Mic 4-6 inches away from mouth

#### 4. Method for notes

- Electronic device or arranged paper

(Glendon Digital Media Lab, 2018f)



## 2.6. RECORD (CONTINUED)

### GET SET ... GO.

1. Recording-volume test
  - Spike (*peak*) around -12 decibels at most
2. Mitigation of distractions
  - Smartphones, speakers
3. Timers
  - (Un)wanted audibility, visibility
4. Buffers in recording
  - About 5-10 seconds at beginning & end of tracks

(Glendon Digital Media Lab, 2018f)



# 2.7. EDIT

## ASSETS

### 1. File organization?

- Folders (media type, session, person, ...)
- Naming convention (yyyy-mm-dd, lastName\_initial, ...)

### 2. Music, effects, & clips?

- Copyright-clear / royalty-free\*

(Glendon Digital Media Lab, 2018g)



# 2.7. EDIT (CONTINUED)

## TO-DO

1. Audio cleaning?
  - Volume adjustment (positive or negative *gain*)
  - Background noise, pops
2. Music, effects, & clips?
  - Suitable volume
  - Suitable timing
  - Appropriate mood

(Glendon Digital Media Lab, 2018g)





# 2.8. PUBLISH

## SHARE

### 1. Channel(s)?

- Designed course-content system
- Social-media platforms (YouTube)
- Audio-media platforms (Spotify, Soundcloud)
- Podcast-hosting services



# *PART 3 : PRACTICE*


Recording using the ZOOM H4n Pro



# Using the ZOOM H4n Pro



## STEP 1

Turn on the recorder by moving the slider down from HOLD to 

## STEP 2

Hold down the slider for 1-2 seconds

# Using the ZOOM H4n Pro



## STEP 3

On the right side of the recorder: Press the MENU button and then use the scroll button to highlight MODE on the recorder screen

# Using the ZOOM H4n Pro

## STEP 4

On the MODE SELECT screen, select "Stereo" option, by pressing in the SCROLL WHEEL



# Using the ZOOM H4n Pro

## STEP 5

Press the MIC button and then press the REC button once to enter standby mode. The button will continuously flash.

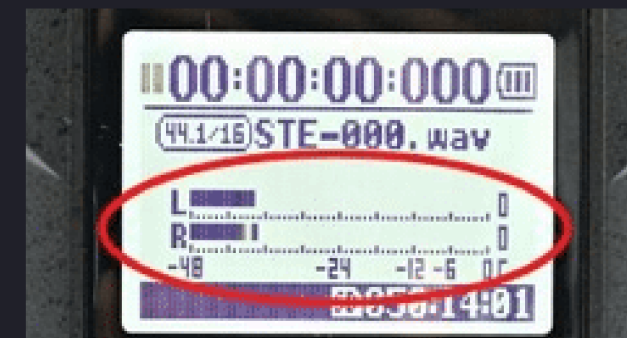


# Using the ZOOM H4n Pro



## STEP 6

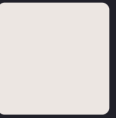

Turn the Built-In Twin Mics to 120 degrees and set the RECORDING LEVELS on the display, by adjusting the REC LEVEL buttons on the right side



RECORDING LEVELS

# Using the ZOOM H4n Pro

## STEP 7

Press REC again to start recording. Press the  button to stop the recording and the  button to playback recorded audio.





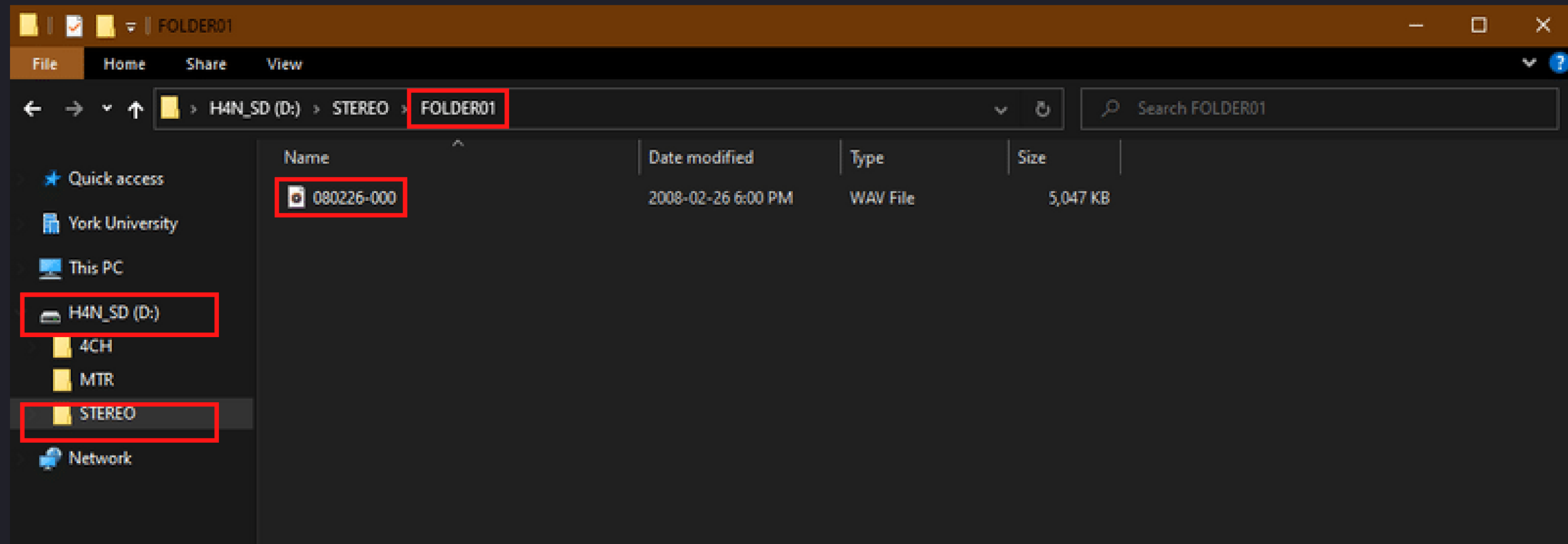
# Using the ZOOM H4n Pro



## STEP 8

Transfer the recorded files by inserting the USB cable into the USB Slot. Press the MENU button on the other side. SCROLL to "USB" and then select "STORAGE"

# Using the ZOOM H4n Pro



## STEP 9

On the desktop: FIND the "H4N\_SD" disk and open its "Stereo" folder. Open the appropriate subfolder and then move the .WAV file to the desktop.

# ZOOM H4N RESOURCES

- **Media Creation Lab online guide**

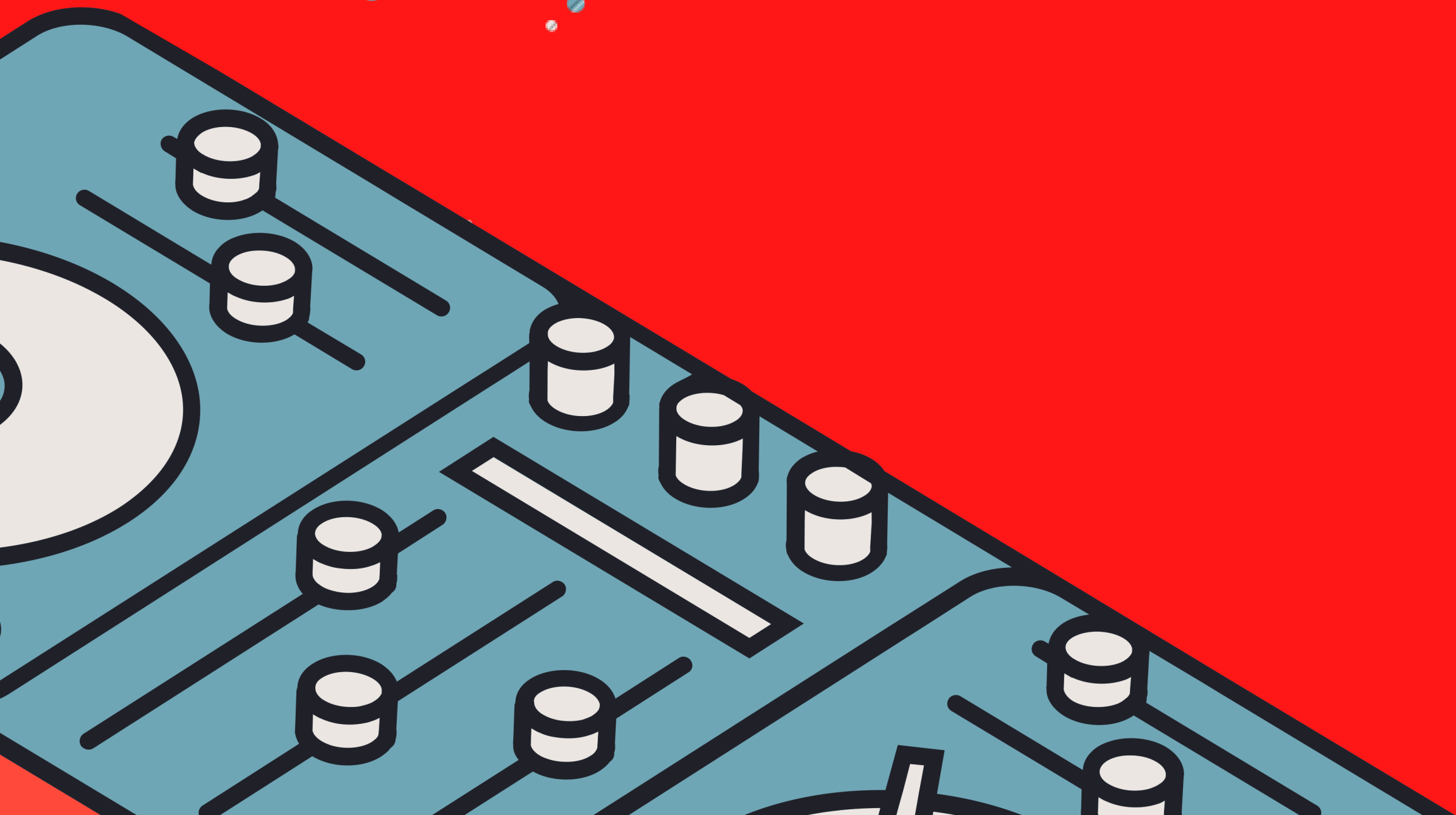
- <https://www.figma.com/proto/tUdR5VvZ3MsVjYCRXw32We/Guides?node-id=849%3A2266&scaling=min-zoom&page-id=260%3A446&starting-point-node-id=849%3A2266>

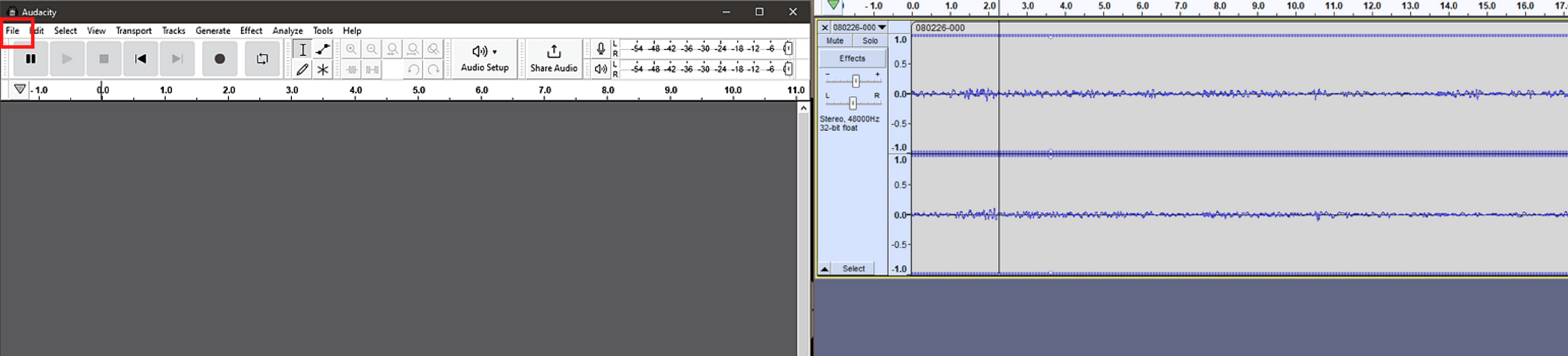
- **Zoom help page**

- <https://www.zoom.jp/helpcenter/en/products/H4nProBlack/>

# ***PART 3: PRACTICE***

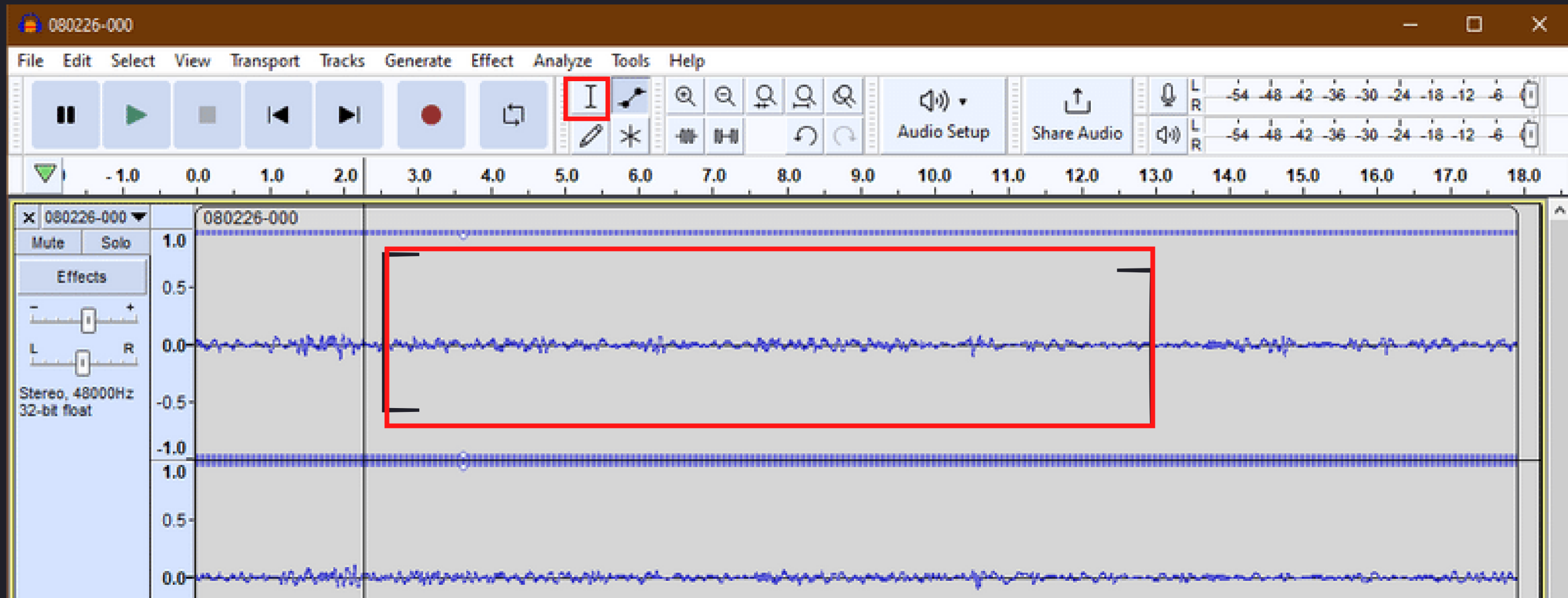
EDITING WITH AUDACITY





## STEP 1

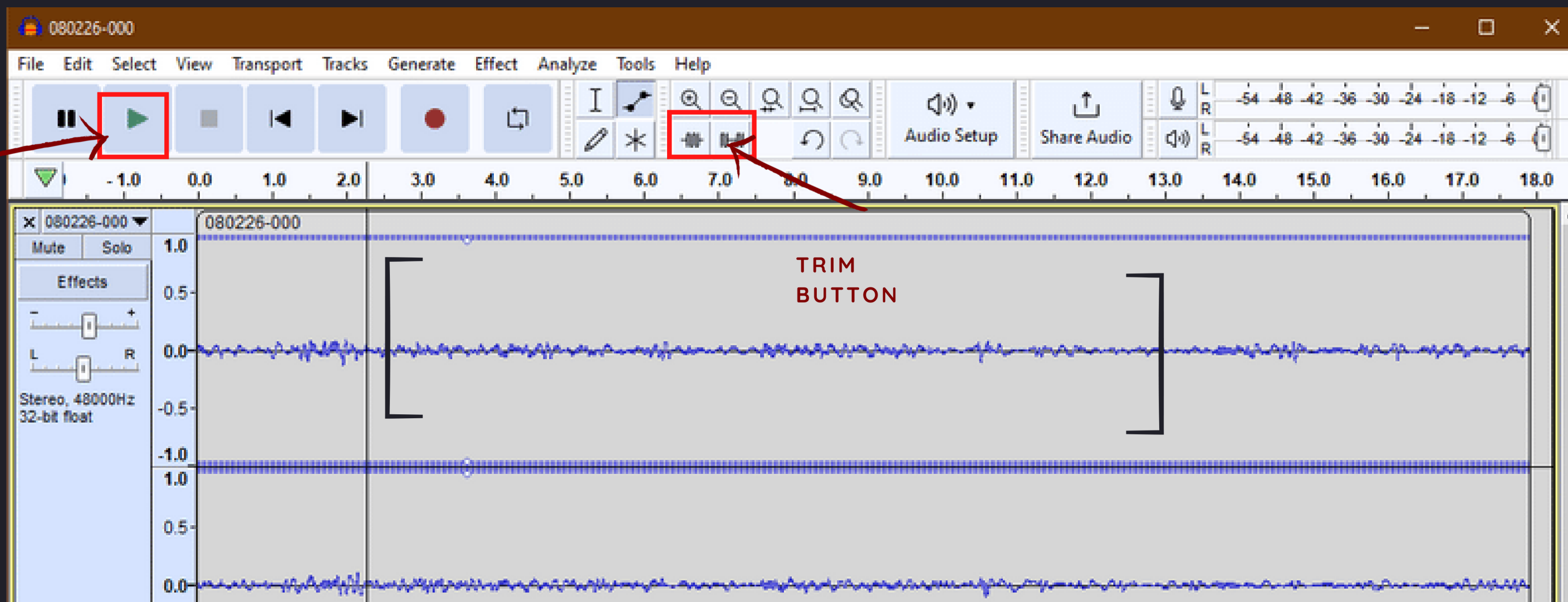
Open Audacity and select FILE and the IMPORT- AUDIO to import the audio clip recently recorded from the desktop



## STEP 2

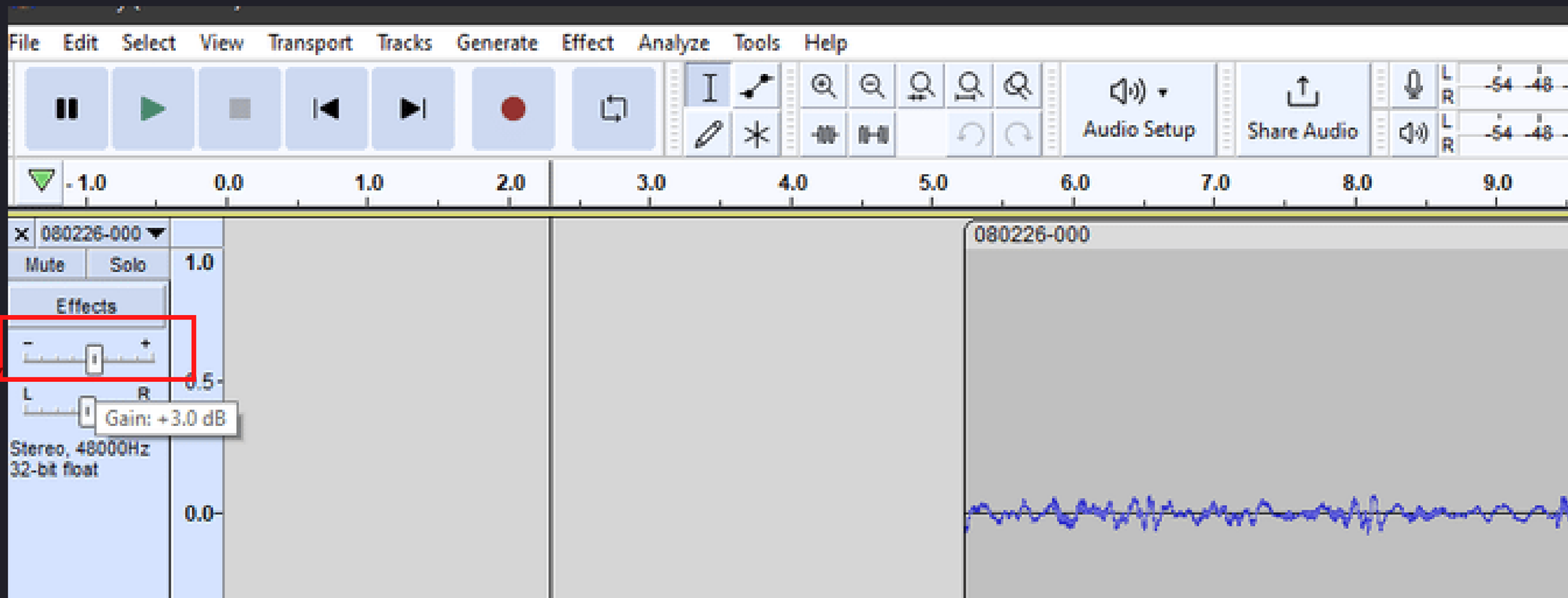
To trim the clip click on the **I** symbol and then click at a preferred position  
SHIFT + click at the end position to highlight the chosen section

PLAY  
BUTTON



### STEP 3

Use the Play button to hear the selected audio. Click on the Trim button if you will like to save the highlighted section

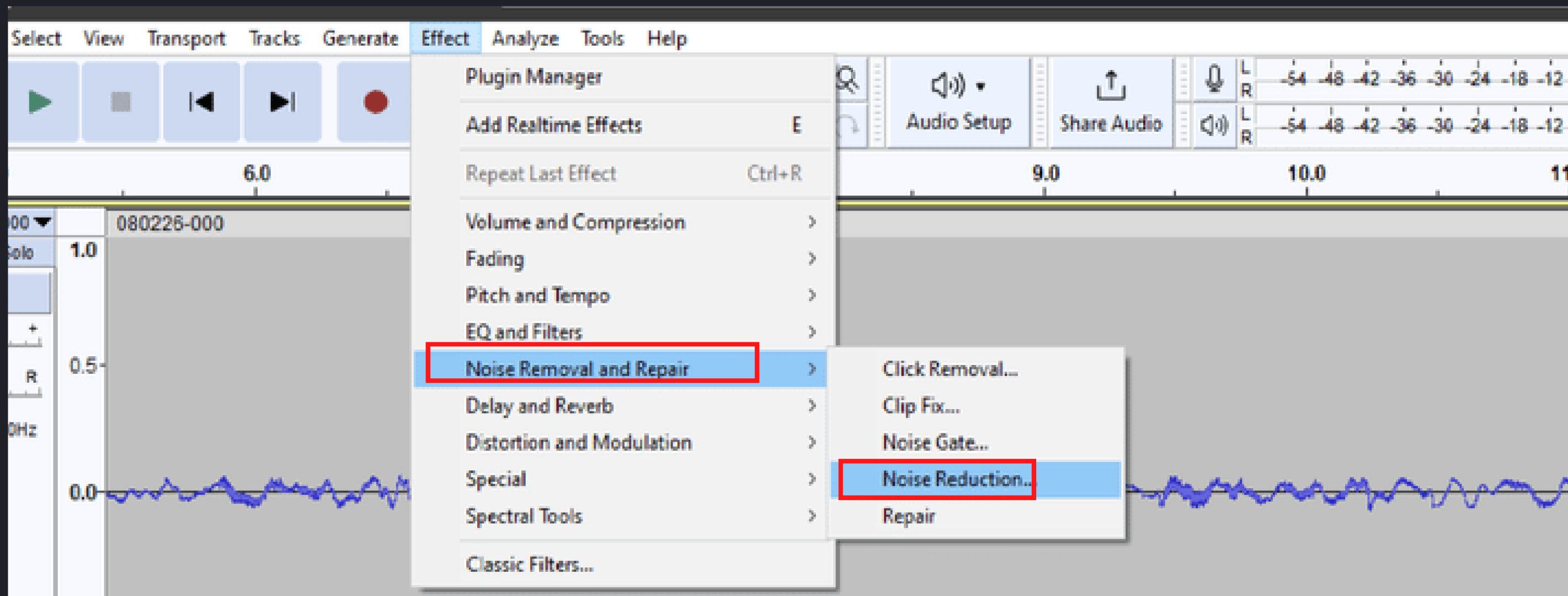


TO  
ADJUST  
GAIN

## STEP 4

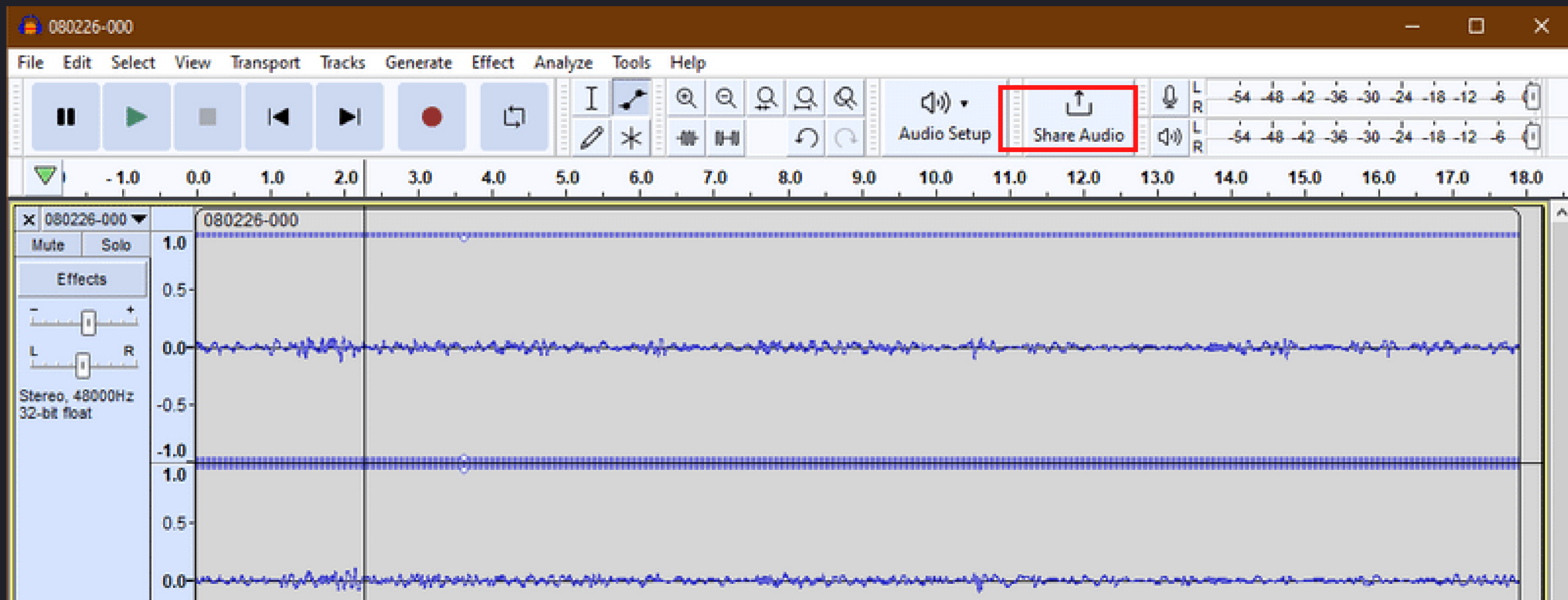
Use the - and + button to increase or decrease the gain for the selected track, or for the whole audio clip





## STEP 5

To reduce background noise go to EFFECTS -NOISE REMOVAL AND REPAIR, and then select NOISE REDUCTION



## STEP 6

Once the audio has been edited, click on "SHARE AUDIO" to save and share the edited audio

# AUDACITY RESOURCES

- **Buzzsprout**

- <https://www.buzzsprout.com/blog/audacity-podcast-tutorial>
- <https://youtu.be/Zw9nkEHQ5B8>

- **Mike Russell**

- <https://youtu.be/vlzOb4OLj94>





*THANK YOU*



FROM THE MEDIA CREATION LAB  
TEAM

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**Glendon Digital Media Lab. (2018b, October 24).** *Glendon Digital Storytelling Workshop 02: From Topic to Story* [Video]. YouTube. <https://youtu.be/YqzxXRysAsc>

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# *CONTACT US*

WE'D LOVE TO HEAR FROM YOU!

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