

TOOLS FOR PODCASTING

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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. This resource is updated each summer since its original publication in 2019.

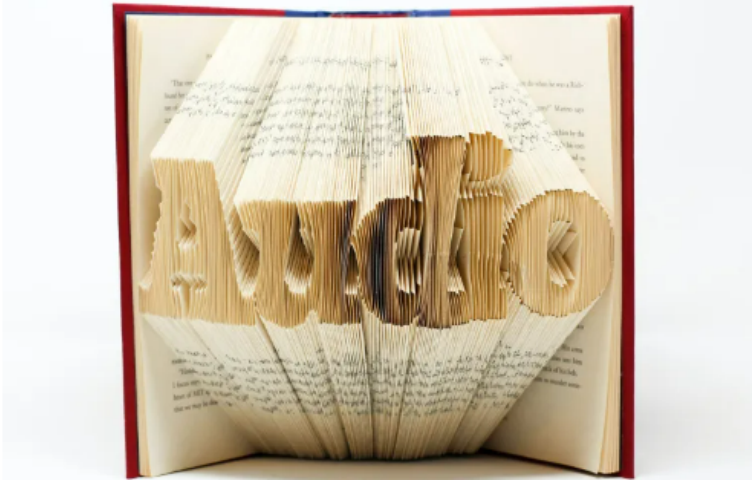


Photo from Unsplash.com

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.

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



Photo by DoubleRProductions.com

ACKNOWLEDGMENTS



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.

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

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).

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

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)

Chapter 1: Podcasting Growth, Trends, Landscape

Podcasters tell stories. So do numbers.

Worldwide the number of podcasts in 2023 is more than [four million](#).

Using numbers primarily built from discovering open podcast RSS feeds on the web, [Podcast Index](#) was launched by ‘The Podfather’ [Adam Curry](#), as an alternative podcast directory to Apple and offers free [open access](#). Curry co-authored the text that allows podcasting to exist.

Today, over 50% of daily podcast listeners began listening in the last two years. [Nielsen’s Podcasting Today Report](#) also says the number of American listeners has grown by 40% in the past three years.

But of course, numbers are always complicated.

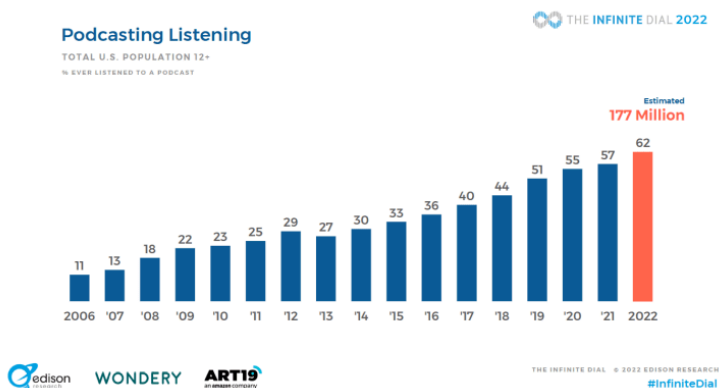
The [Apple Podcasts](#) catalog lists 2.4 million podcasts while [Spotify](#) says they have 3.6 million podcasts, so the numbers reflect the podcast directory being used. An estimated 64% of these podcasts are considered active – meaning they have published an episode in the last 90 days.

The Podcast Juggernaut

Born in the early 2000s, today nearly 80% of the American public is familiar with the term podcasting – even though they may be confused about exactly what it is.

In 2022 the number of people who have ever listened to a podcast increased to well over half the population – 62% of

the American public or [177 million](#) people, according to [The Infinite Dial 2022](#) from [Edison Research](#). The longest-running survey of digital media consumer behavior in America conducted a nationwide telephone survey in January in English and Spanish, using random digit dialing techniques to call both cell phones and landlines.



Active listeners have nearly doubled over the last four years, fueled by the growth in smartphones, smart speakers, and in-dash entertainment systems.

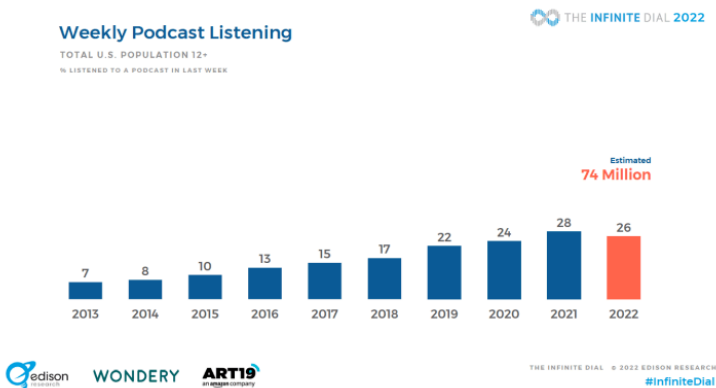
Talking & Listening Slowed Post-Covid

Those numbers show phenomenal growth in the digital medium, but by the halfway point in 2022, the pace of new

podcasts had plummeted [80%](#) from a year ago with the marketplace settling down to a post-pandemic world.

Even though more people are listening to podcasts and there's more content than ever before, there's been a drop in the number of weekly listeners in 2022 compared to the year before, which saw a listening increase in double-digits. That's a direct result of the disruption in behavior over the past two years during the covid pandemic.

In a whacky 2021, a lot of casual listeners sampled podcasting but then left to return to work and school duties once covid restrictions started to ease. The most significant listening drop occurred in the 12-34 age category, according to the research.




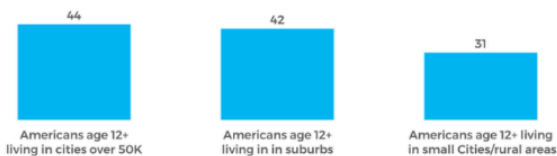
But despite some handwringing over the 5% drop in listenership from the previous annual study, [Edison researchers](#) say a quarterly report from [Share of Ear®](#), a national survey of 4,000 Americans 13+, provides some

evidence the reduction “does not equate to the arrival of the pod-pocalypse,” said Gabriel Soto. There has been a bounce back in listening in the younger age group. The diary study is a national sample of *daily* podcast listening, while the Infinite Dial’s is a *monthly* estimate.

Big Cities vs Small Towns

Podcast listening is far more prevalent in big cities. Monthly podcast listening in America’s small cities and rural areas lags behind listening in both large cities and suburbs by about 25%, which is a void that creators could decide to fill.

In the last month, have you listened to a podcast?  THE INFINITE DIAL 2022
TOTAL U.S. POPULATION 12+
% SAYING YES



WONDERY



THE INFINITE DIAL © 2022 EDISON RESEARCH
#InfiniteDial

Podcasts Are The Future Of Storytelling

A powerful argument can be made that podcasting is the future of storytelling — it's personal because you are directly talking to the listener.

Podcasting is also considered more trustworthy than traditional media, according to a [study](#) by Media Monitors. The medium took center stage as breathtaking world and domestic events occurred – a global pandemic, protests over racial injustice, economic recession, a violent attack against the U.S. Capitol, elections, and widespread calamity from climate change – all helping to spark a public hunger for information and entertainment.



Photo by Canva.com

The stories can be powerful and engaging if there are great interviews, writing, and sound production. They can both reflect and lead the conversations with people sharing their experiences.

Misinformation in Podcasting

However, the podcast ecosystem can no longer escape scrutiny for playing a part in spreading false or misleading information. Star podcaster Joe Rogan [questioned](#) the risks of vaccines for healthy young people and took lots of heat before he backtracked and said he’s “not an anti-vax person.”

With 11 million listeners his reach is massive and influential. He has hosted guests like Alex Jones of Infowars and others who have promoted coronavirus [misinformation](#) regarding the virus, vaccines, and treatment – which created lots of headaches for Spotify. The company subsequently pulled multiple episodes of “[The Joe Rogan Experience](#),” which is Spotify’s No. 1 podcast.

But the problem is bigger than Rogan according to Valerie Wirtschafter at [The Brookings Institution](#), a non-partisan think tank in Washington, D.C. Her study of popular political podcasts concludes that one-tenth contain potentially false information. Since podcasts operate via RSS feeds, no federal license is needed so anyone can be a publisher/broadcaster. She calls the medium “an ideal tool to inject false or misleading

information into the mainstream discourse while going undetected.”

Calls for Advocacy

While mainstream news media organizations tend to be straightforward in dealing with fact-based content, independent podcasters can feel the need to advocate for causes in content and advertisements. After the U.S. Supreme Court ended 50 years of abortion rights, podcasters used the platform to share resources and [organized language](#) for [host-read ads](#) in opposition to the decision. [BIPOC podcast creators](#) stated a social initiative supporting those affected.

Podcast Play-For-Pay?

In an era when social media influences get paid for mentioning brands, Bloomberg journalist [Ashley Carmen](#) discovered what she calls, “the golden era of pay-for-play podcasting when guests pay handsomely to be interviewed.” Carmen reports that one podcaster took in \$50,000. It’s not known how widespread the practice is but it’s “most popular among podcasts in the wellness, cryptocurrency, and business arenas.”

Such payments can be a problem if the audience is not told about guests paying for a show appearance and Carmen says the money can go both ways – with a podcaster paying for an interview with a special guest. The online platform [Guestio](#) brokers such deals.

However, some shows like [Entrepreneurs on Fire](#) do put disclosures about sponsor payments at the end of the show.

Podcasting Born Out Of Adversity

While podcasting experienced pandemic disruptions in production just like the rest of the world, the media format stood 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.

When Did Podcasts Start?

The word podcast comes from the words “pod” as in iPod and “broadcast.” 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.



Photo by Casey Fiesler on [Flickr.com](#)

Serial Podcast Begins the Boom

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 debut true-crime podcast focused on the 1999 murder of a 15-year-old girl from Baltimore and [raised doubts](#) about some of the evidence prosecutors had used. In 2022, [Adnan Syed](#), the man who was serving a life sentence for the murder was freed after a court vacated his conviction. New forensic testing found no trace of Syed’s

DNA and he is now working at Georgetown University's Prisons and Justice Initiative.

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 today, listeners are discovering podcasts in multiple ways, including YouTube and Facebook Live rather than podcast apps. However, in a keynote speech at the [Podcast Movement conference](#), former Edison VP [Tom Webster](#) said that if it's not downloadable and not on a podcast device it's not a podcast.

How Do You Listen To Podcasts?

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.



A Photo by Jelle van Leest on [Unsplash.com](https://unsplash.com)

When listeners “subscribe” to a podcast, new episodes are downloaded automatically into the digital device. Most of the time podcasts are free but some consumers confuse the term “subscribe” to mean they would pay as they would for a Netflix subscription.

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, [Webster](#) makes the point that “people don’t care,” how sites technically talk to each other.”

Where Do You Find Podcasts?

First, most people ask 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.

You will find lists of ‘The Best Podcasts’ of the past year in [Appendix B](#), along with how-to-videos, podcast competitions for students, diversity programs to help podcasters from underserved communities, and other helpful resources.

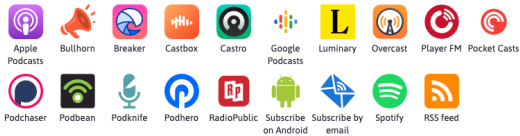


Photo by
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on
[Unsplash.com](#)

Any podcast app will have a library of podcast shows categorized alphabetically or by genre, with Apple Podcasts and Spotify being two of the more popular listening platforms. Some surveys claim that [Spotify](#) is now the most widely used podcast platform.

Podcast Apps

- [Apple Music](#) should be your first stop because other apps pull from Apple.
- [Spotify](#) is moving up quickly and is dominant in some countries.
- [Google](#) has about 2% of the audience. Its advantage is Google search.
- [Stitcher](#) is good for Android users with about 2% of podcast plays; free and premium subscription.
- [Tuneln](#) is used by Amazon Alexa-powered speakers and Tesla cars.
- Podnews has a [list](#) of host services and [how to add your podcast](#) to every podcast directory.



Where To Find Podcast Recommendations

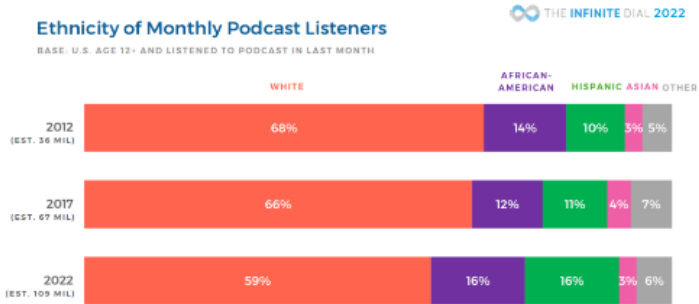


Photo by Fausto García on *Unsplash*

- [Bello Collective](#)
- [Digital Trends](#)
- [Find That Pod](#)
- [7 on 7 Podcast Reviews](#)
- Others in [Appendix A](#)

Diversity In Listening

Beyond the explosion in growth, the podcast space is an emerging success story in diversity. While White listeners still dominate there have been very strong gains with Hispanic/Latino listeners and with Black listeners over the past decade.



WONDERY

ART19
a Regency company

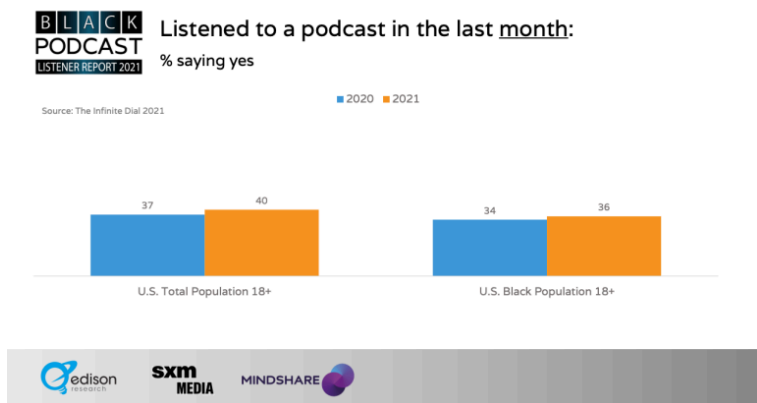
THE INFINITE DIAL © 2022 EDISON RESEARCH
#InfiniteDial

“In the near quarter of a century that the Infinite Dial has been the survey of record for digital audio, the space has never been more vibrant, or more diverse, than it is today,” said Edison’s Tom Webster. “Podcasting, in particular, has made great gains with women and non-White audiences, and truly reflects the diversity of America.”

Black Podcast Listener Report

Podcast listening among Black Americans is surging according

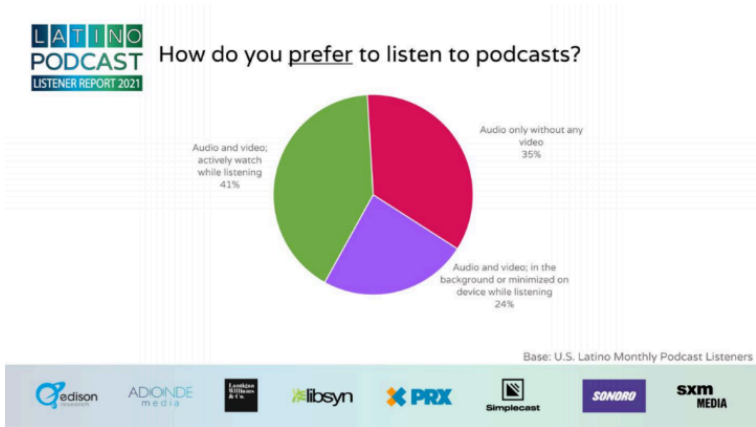
to the [first-ever report](#) on Black podcast listeners by Edison Research.



Some 36% of Black Americans listen to podcasts every month and most fans say they would listen more if there were more Black hosts, stories, and perspectives. Social media is the number one way they discover podcasts.

Latino Podcast Report

In 2021, over [one-third](#) of U.S. Latinos have listened to a podcast in the past month which is a whopping 44% increase over the previous year. Over half of the listeners say they began listening during the pandemic and most prefer to listen to podcasts with a video component.



What Age Groups Listen Most?

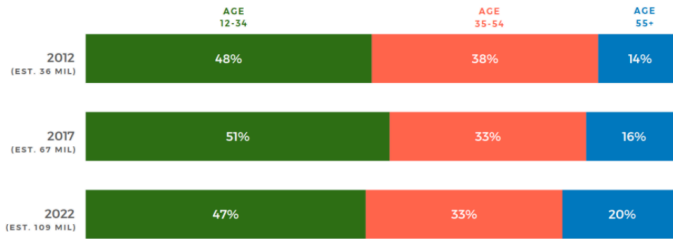
While podcast listening continues to be largest in the teen to young adult 12-34 age category, those numbers dipped the most as life started to return to normal after covid.

While the 55+ age bracket still lags 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, tablets, smart speakers Siri, Alexa and Google, and new cars with built-in internet access.

Age of Monthly Podcast Listeners

THE INFINITE DIAL 2022

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



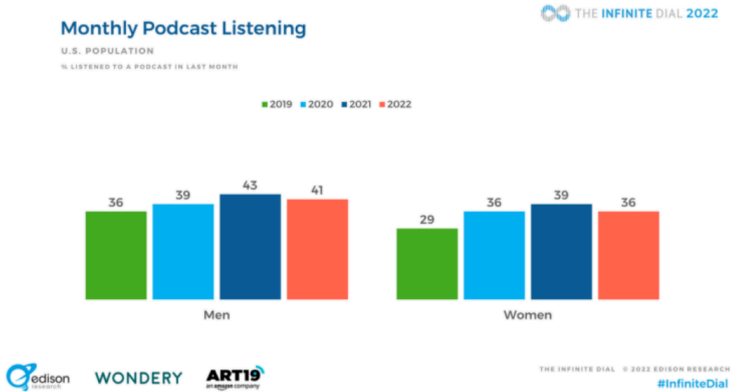
WONDERY



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#infiniteDial

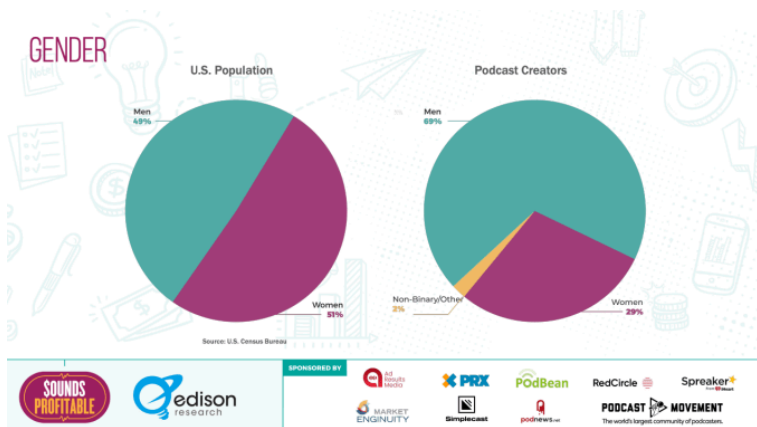
The Gender Gap Narrows in Podcast Listening

There is still a [gender gap](#) in podcasting listening with the figures showing that 41% of men listened to a podcast last month compared to 36% of women. Despite listening numbers being down slightly compared to the previous year, there is a clear trend of increased listening by women.

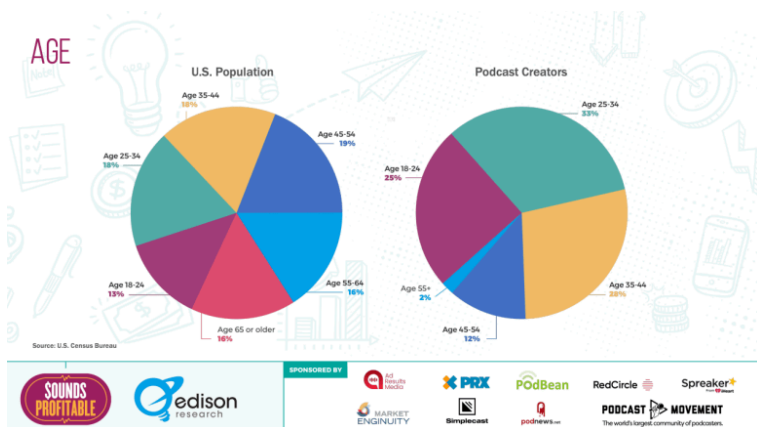


Who Are The Podcast Creators?

However, it's a much different story on **gender** when it comes to the creation of podcasts – which is nearly 70% male. The gender gap is especially stark when you consider that women are more than half the U.S. population. This first credible study of creators comes from [Sound Profitable](#) in partnership with Edison Research.

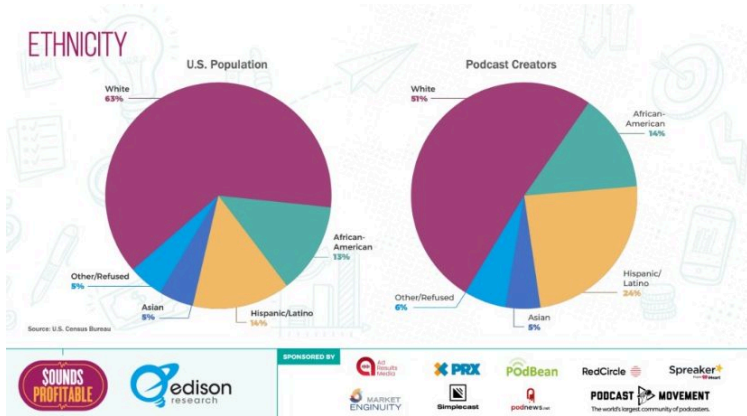


In terms of **age**, the largest number of creators are those in the 25-44 age group, while those in the 55+ demographic barely exist. This can be a new opportunity for both creators and advertisers.



In **ethnicity**, the numbers of creators are more in line with

the overall U.S. population for Whites, African Americans, and Asians, while Latino creators are growing significantly.

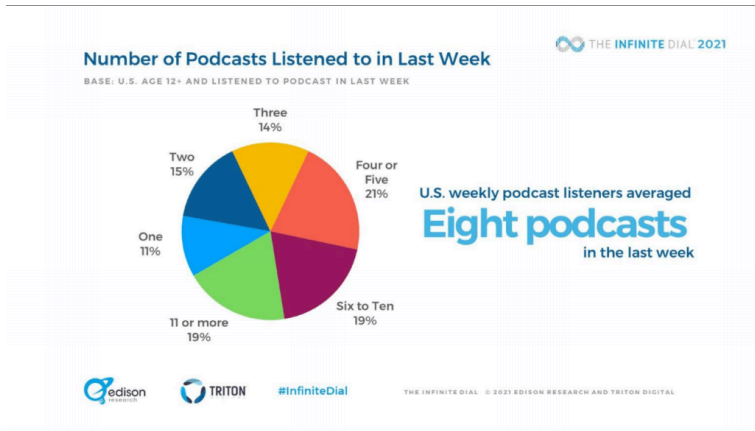


The data on **education** levels for creators does not look like the average American since 40% of creators have an advanced degree, which leads to higher levels of employment and higher income. Analysts point out that this makes the creator class more privileged than the general public, which can impact content creation.

Listeners Average Eight Podcasts A Week

Edison Research says the average podcast listener consumed eight podcast episodes a week, with a good number of consumers doing far more listening than that. Hard-core listeners are consuming 12 or more podcasts a week, while

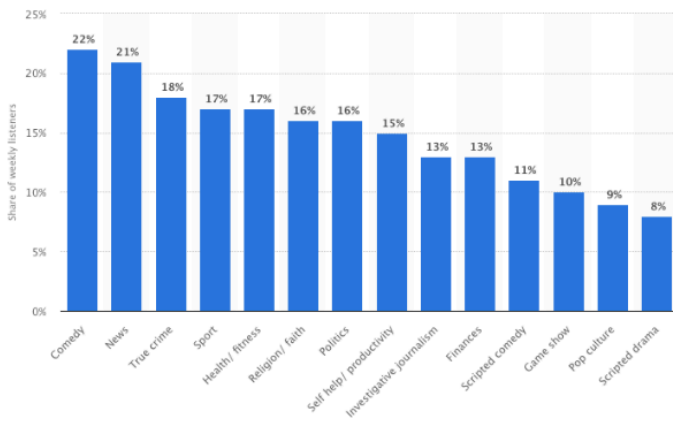
medium listeners hear three to six podcasts weekly and the casual listener one to two shows.



Podcast “[super listeners](#),” spend an average of 11.2 hours listening to podcasts weekly, up from the previous two years according to Edison Research. Over half of this group ever listen to podcasts through YouTube, often discovering new podcasts through the platform.

What Are The Most Popular Content Genres?

In the U.S. the most popular [genres](#) are comedy, news, and true crime, followed by sports and health/fitness.



Additional Information

© Statista 2021

Show source

For Generation Z (those born between 1997-2012), Spotify found a significant trend among young listeners between 18 and 24, choosing to listen to mental health-related podcasts. The information is taken from Spotify's [Culture Next Trends Report](#), which relies on data gathered from its platform. The demographic group has also sought more diverse content from more diverse creators.

News Podcasts Punch Above Their Weight

The latest available figures show that daily newscasts made up less than 1% of all podcasts in 2020 but they accounted for more than 10% of overall downloads in the U.S. according to a [Reuters Institute](#) study.

That tracks with a report from the [Pew Research Center](#) that says about a quarter of U.S. adults (23%) say they get their news, at least sometimes, from podcasts. Young people are the largest demographic with one-in-three adults ages 18 to 29 saying they sometimes get news from podcasts. Still, more than half of Americans (56%) say they *never* get their news from podcasts, which means there is still significant growth potential.

The powerhouse New York Times podcast, [The Daily](#), has more than four million downloads per day with the majority listening at least four times a week. The show is credited with driving the growth of news podcasts which attracts a younger and better-educated audience than traditional media.

NPR's daily news podcast, [Up First](#), took home [The Ambie](#) for “best news podcast” for [2022](#) and has been in Podtrac's top 20 podcasts for 60 consecutive months.

Deep Dive News Podcasts Worldwide

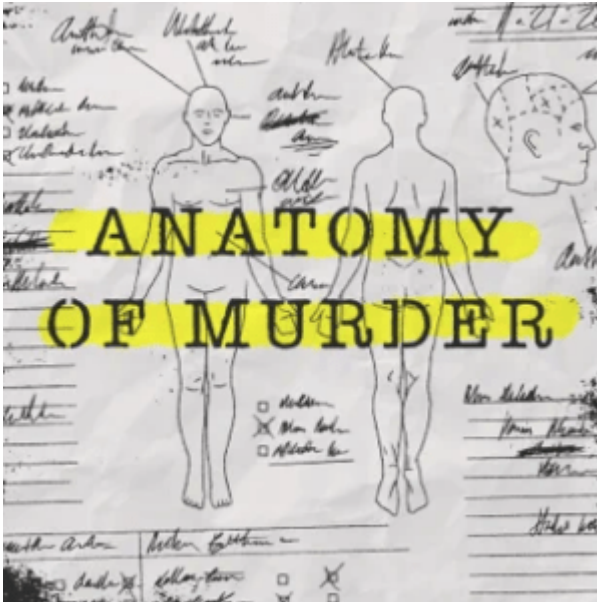
- [The Daily](#) (New York Times)

- [Up First](#) (NPR)
- [Post Reports](#) (The Washington Post)
- [Today Explained](#) (Vox)
- [CNN 5 Things](#) (CNN)
- [Global News Podcast](#) (BBC)
- [ET News Briefing](#) (Financial Times)
- [Please Explain](#) (The Sydney Morning Herald)
- [Today In Focus](#) (The Guardian)
- [La Story from Les Echos](#) (The French newspaper Les Echos)
- [The DR](#) (from the Danish Broadcasting Corporation)

But, according to the [Reuters Digital News Report 2022](#), there are danger signs ahead for the journalism world as the proportion of news consumers who say they avoid the news has grown sharply worldwide. Respondents say this selective avoidance is because news has a negative impact on their mood and because of concerns over false and misleading news.

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. IRW managing editor Lynne Perri [took a look](#) at how investigative reporters develop their stories for audio. “I believe investigative journalism is really like you are solving a mystery,” said LA Times reporter Joanne Faryon.

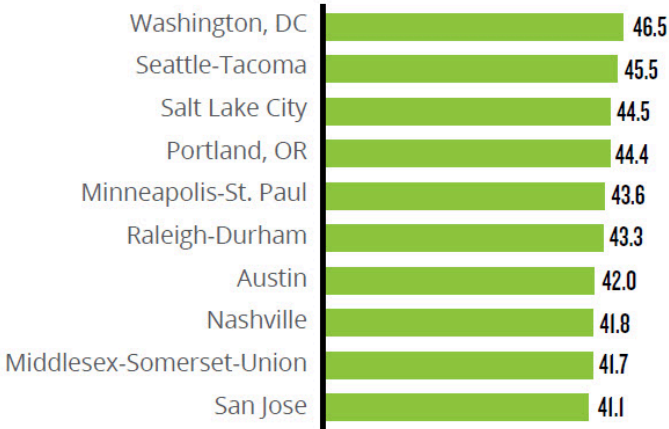
What American Cities Listen Most?

[Nielsen Reports](#) has a breakdown of cities by market size that have the largest number of residents who listen to podcasts,

with the latest report based on 2019 figures.

PODCAST USE BY MARKET (TOP 10)

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

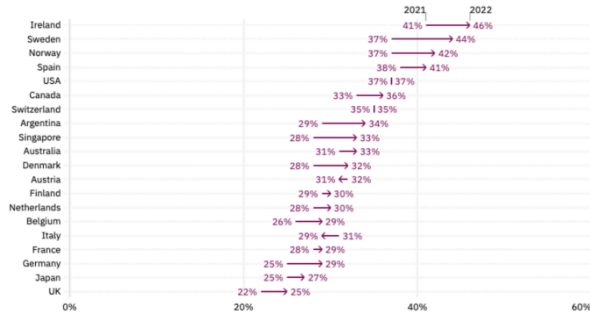


Source: Nielsen PPM Panel Characteristics Report, Q1 2019.

Podcasts Popular Worldwide?

Around the globe, podcast creation and listening have also exploded according to the Reuters Institute of Digital News Report. In Ireland, which has a strong audio tradition, one-in-three adults listen to a podcast each month and listening is also strong in Sweden, the home of Spotify.

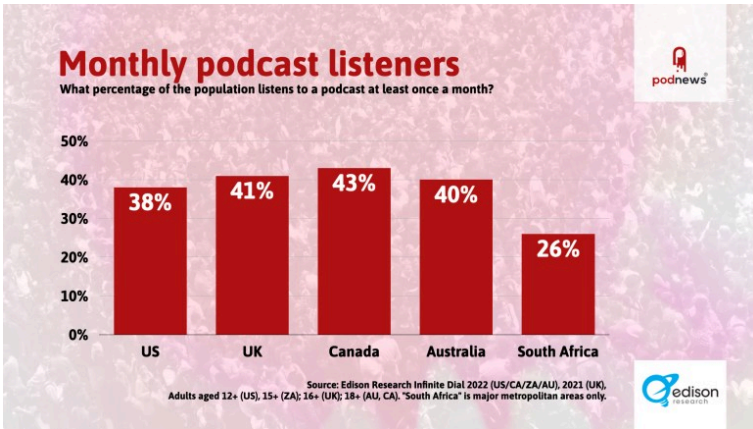
38% accessed a podcast in the last month, up 3 percentage points compared with 2021



Q11F_2022. Which of the following types of podcast have you listened to in the last month? Base: Total sample in each market (n = 2000).

Courtesy
Reuters
Institute
& Oxford
Universit
y

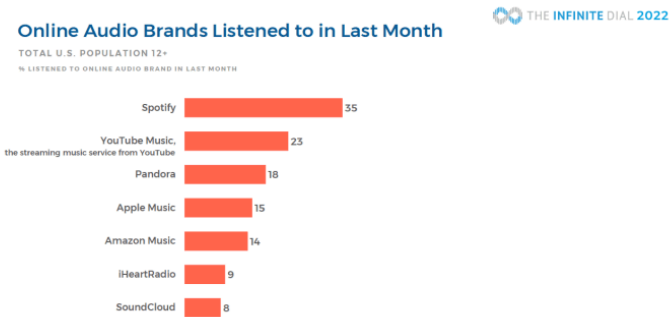
Among English-speaking countries, the U.S. lags behind podcast consumption levels in Canada, the UK and Australia based on a percentage of the population.



What Are The Most Used Audio Platforms?

The battle among audio brands for top listening rights shows big growth for Spotify and YouTube Music.

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.



WONDERY



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#InfiniteDial

TREND: Podcasting Is No Fluke

The power and reach of the medium are 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 **GO**

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](#)

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](#)

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](#)

Podcasts are also now proving to be a gold mine for Hollywood with a number of shows adapted to the television screen. In an interview with [Deadline](#), ICM executive Caroline Edwards says if you have a successful show then chances are good that someone will want to turn it into a TV or film project. “This side of the business blew up after the success of *Homecoming* and *Dirty John*, which makes it a very exciting time to play in this space.”

TREND: Top Podcast Honors

Podcasts on radio stations, broadcast and cable networks, newspapers, magazines and online publications are now being recognized at the highest level of excellence.

The best investigative podcasts expose injustices and right 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.

NPR took home the second-ever Pulitzer for Audio Reporting for an [investigative report](#) about some Iowa-based

gun rights advocates, looking at how two brothers used social media to try and eliminate gun regulations in America.



In 2022 journalism’s highest honor went to a podcast about juveniles sentenced to spend their whole lives in prison. [Suave](#) was produced by two non-profits, [Futuro Media](#) and [PRX](#). The U.S. is the only country in the world that allows juveniles to be sentenced to life in prison without the possibility of parole and the podcast tells the story of one man’s redemption.



The [Peabody Awards](#), which reward excellence in news to entertainment programming, honored groundbreaking investigative podcasts such as [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.

In 2022, Peabody awarded two major news organizations that covered hot-button political and social issues in their podcasts. NPR won for a three-part miniseries, "[Throughline:Afghanistan:The Center of the World](#)," and NBC News for "[Southlake](#)" which shined a light on race and critical race theory.



WNYC Studios' [Radiolab](#) became the first podcast to win multiple two [Alfred I. duPont-Columbia Awards](#) – one for the story of a detainee at Guantanamo Bay and another about the 136-year history of Mississippi's state flag.

The U.S. Supreme Court

In 2019 the [In The Dark](#) podcast also prompted the [U.S. Supreme Court](#) to review and throw out Flowers murder [conviction](#). A new trial was ordered after “[APM Reports](#)” uncovered evidence of a pattern of racist jury selection by the prosecutor. Flowers is now a free man after the Mississippi attorney general dropped state charges against him, 24 years after he was locked up.

A Crown Jewel Canceled

Sadly, after 7 years, American Public Media [canceled](#) the nationally acclaimed investigative podcast and eliminated eight staff positions. It's worth repeating that the series won two Peabody Awards, the first George Polk Award for a podcast, and got the U.S. Supreme Court to review and throw out a murder conviction. Social media was flooded with posts bemoaning the loss.

TREND: Consolidation & Big Media Investment

Meanwhile, the media landscape of podcasting has seen stunning investment and consolidation.

To reach 50% of weekly podcast consumers a year ago you would have needed to advertise on the top seven podcast networks. Today you can reach that number on just four podcast networks, according to analyst [John Sullivan](#).

The Swedish company, [Spotify](#), has spent a billion dollars on podcasting deals that included “[The Joe Rogan Experience](#),” Bill Simmons’ “[The Ringer](#),” and Barstool’s “[Call Her Daddy](#),” among others. They also paid [\\$340 million](#) to buy podcast networks Gimlet Media and Anchor 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. However, [Bloomberg](#) says only 14% of podcasts currently earn the company money.



Satellite radio giant SiriusXM acquired podcast producer Team Coco and its podcast “[Conan O’Brien Needs A Friend](#),” for a reported \$150 million. The company is also home to “[The Howard Stern Show](#),” and owns the music-streaming service Pandora.

[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.

TREND: Race & Gender Barriers Coming Down

Underrepresented voices are finding new opportunities in podcasting with opportunities for training, fellowships and mentoring.

The audio streaming company Spotify has a five-day accelerator program called [Sound Up](#) to support women of color. It’s open to people in the U.S., United Kingdom, Ireland, Germany, Brazil, Sweden, and Australia.

The [Google Podcast creator program](#) with PRX offers boot camp training for underrepresented voices that includes 20-weeks of training, mentorship and seed funding.

There’s also increased visibility because of groups such as [“Podluck: An Asian American Podcast Collective.”](#)



Photo by Mimi Thian on [Unsplash.com](https://unsplash.com)

[The POC Audio Directory](#) is a database for those who work in the audio industry or aspire to do so. It lists producers, hosts, editors, engineers, and content strategists of color worldwide. The resource was 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. Find more about career opportunities in [Chapter 10](#).

[BLK Pod Collective](#) is an educational resource for Black creatives. It was started by Black women as an Instagram page in 2018 and the group has since launched [Blk Podfest](#), a festival to fill the needs of Black podcasters.

[The Black Podcasters Association](#) is a membership organization of Black creatives and professionals and [BIPOC Podcast Creators](#) is operated by Black and Latinex women to connect and empower their community.

Growth in Spanish Language Podcasts

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 as well as in the U.S.

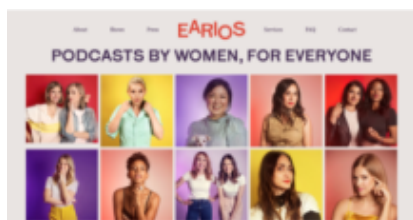
[The Washington Post](#) has now expanded the number of episodes per week from two to four for its Spanish-Language podcast started in 2019.



Kickstarting Women Podcast Hosts

Although women make up nearly [half](#) the podcast listening audience they host or co-host only [22%](#) of the shows. The best hope for change might be the podcast networks that are now run by and for women.





In 2017 [Twila Dang](#) founded [Matriarch Digital Media](#) — a podcast network and online community.

Two other [female-founded](#) podcast networks began operation in 2019. [Earios](#) had a Kickstarter campaign that raised enough money to launch 12 shows. Vulture [interviewed](#) the co-founders about efforts to build their community.

[Lemonada Media](#) launched as a woman-owned podcast network that shares the “unfiltered version of the human experience.”

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.

Pay Equity Still Lags

While podcasting is an inclusive industry that almost 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. Find more about salaries in [Chapter 10](#).

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.

TREND: 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.



Internal Podcasts Are Growing

In addition, there's been an increase in the number of businesses doing internal company podcasts – in some cases replacing the company newsletter.

Companies use the podcasts in a variety of ways:

- Keeping employees connected, valued and building company culture.
- Keeping up to date with the latest developments and avoiding screen fatigue.
- Do employee training, development and onboarding of new hires.
- Engaging in difficult conversations.

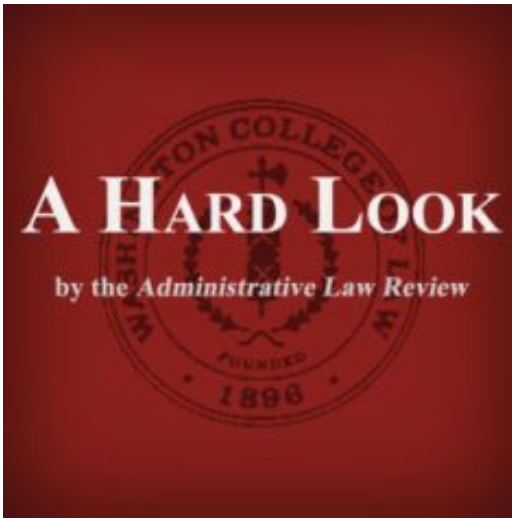
In 2020 [Dropbox](#) created an internal podcast in response to the Black Lives Matter Movement to discuss the difficult topic of systemic racism. [Arlo Technologies](#) has a podcast called the “Virtual Water Cooler” where the HR team talks with employees on different themes.

The private podcasts are done the same way as public ones but businesses can restrict who has access. Content can be accessed on popular listening apps but it's not publicly displayed on Apple Podcasts, Google Podcasts and others. The podcasting firm [uStudio](#) has seen its clients now produce an average of 10 podcasts using its platform, according to [Digiday](#).

Education & Academic Research Podcasts

A number of colleges and universities have created podcasts that explore academic research or revolve around academic stars. “[Deep Background with Noah Feldman](#)” from Harvard explores the news from a historical, scientific, legal and cultural context.

Other podcasts feature students such as the podcast, “[A Hard Look](#),” that I advise for the Washington College of Law and the Administrative Law Review.



A podcast network called [Booksmart Studios](#) started out a year ago with four shows focused on some scholarly topics. Two of the shows will be [hosted](#) by college professors – one in history and another in linguistics. Funding came from a six-

figure advance from Substack, the venture-backed publishing platform.

What Are The Top Podcasts?

So what are the top podcasts?

The answer depends on where you look because there is no “Top Billboard” chart like the music world has or the Nielsen ratings for television.

Instead, there are a number of podcast rankers and they use different metrics. Each month Edison Research publishes a list of Top 20 Podcasts and Top 20 Publishers. Find out much more about audience measurement in [Chapter 10](#).

Edison published the most listened to podcasts with perennial favorite [The Joe Rogan Experience](#) as No. 1 followed by [The Daily](#) and [Crime Junkie](#).

U.S Top 50 Podcasts Q1 2021 - Q4 2021

Weekly Podcast Listeners

1	The Joe Rogan Experience	Spotify
2	The Daily	The New York Times
3	Crime Junkie	Audiochuck
4	This American Life	This American Life
5	Stuff You Should Know	iHeartRadio
6	My Favorite Murder w/ Kilgarriff & Hardstark	Exactly Right
7	Office Ladies	Earwolf
8	Call Her Daddy	Spotify
9	Serial	The New York Times
10	Pod Save America	Crooked Media
11	Dateline NBC	NBC
12	The Ben Shapiro Show	The Daily Wire
13	Wait Wait... Don't Tell Me!	NPR/WBEZ
14	Morbid: A True Crime Podcast	Independent
15	Planet Money	NPR
16	Fresh Air	NPR/WHYY
17	Up First	NPR
18	The Dan Bongino Show	Cumulus Podcast Network
19	NPR News Now	NPR
19	Radiolab	WNYC Studios
21	H3 Podcast	h3h3productions
22	Impulsive with Logan Paul	Kast Media
23	SmartLess	Wondery
24	Conan O'Brien Needs a Friend	Earwolf
24	TED Talks Daily	TED/PRX
26	Armchair Expert with Dax Shepard	Armchair Umbrella
26	Criminal	Criminal Productions
28	The Dave Ramsey Show	The Ramsey Network
29	WTF with Marc Maron Podcast	SXM Media
30	The Rachel Maddow Show	NBC
31	Hidden Brain	Hidden Brain Media
32	The Breakfast Club	Black Effect
33	Freakonomics Radio	Dubner Productions
34	Dr. Death	Wondery
35	Reply All	Gimlet
35	Frenemies Podcast	h3h3productions
37	The Joe Budden Podcast with Rory & Mal	Joe Budden Network
38	The Mark Levin Show	Cumulus Podcast Network
38	True Crime Garage	Independent
40	Code Switch	NPR
41	You're Wrong About...	Independent
42	Bill Simmons Podcast	The Ringer
43	The Best of Car Talk	NPR
44	Drink Champs	Black Effect
45	The Moth	PRX/The Moth
46	Bill Burr's Monday Morning Podcast	All Things Comedy

There are plenty of opinions being offered on the best podcasts:

- [Time Magazine](#)
- [Cosmopolitan](#)
- [Mashable](#)
- Riverside has a list of 13 most [popular](#) podcasts.

CHAPTER 2: TITLE, DESCRIPTION, COVER ART, MUSIC

Learning Objectives

- What's in a **Name?** Everything!
- Understanding **Show Formats**
- **Writing** Podcast Names and Descriptions
- Creating **Podcast Artwork**



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.com

Chapter 2: Title, Description, Cover Art, Music

The variety of podcasts available today are as different as the people who create them. It makes a big difference as to *why* you want to start a podcast.

- Is your goal to tell an important story?
- To build a brand for your business?
- Be a thought leader in your profession?
- Have fun with your passion project or some combination?

What Do You Need To Podcast?



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At the technical level doing a podcast requires three steps:

- **Recording** an MP3 audio file (including on your smartphone).
- **RSS Feed** – uploading the audio file to a podcast host so it will generate an RSS feed. [RSS](#) stands for Really Simple Syndication or Rich Site Summary and is an XML programming code that contains the directory of your podcast and where audio files are located on the internet.
- **Podcast Directory** – copy and paste the RSS feed into specific podcast directories for listeners to discover your show; you will need a podcast title, description, and artwork, among other requirements.

At the creative level – once you have a great idea in mind then you need to decide the best show format, come up with a unique podcast name, write a short, catchy description, create eye-catching artwork and find appropriate music – all will be covered in this chapter.

Narrow Your Focus

Unless you're already an established podcaster with a following, it's best to create a podcast with a narrow focus.

For example, instead of just focusing on farming in general put the spotlight on organic farming. Finding a niche helps build a truly interested audience.

The creative folks over at google.prx.org advise making a focus statement like this:

Title

My show is about

And on it you will hear

And you should listen if you are

What Type of Podcast Will You Do?

The creation of a podcast involves decisions regarding category, genre, and format.

Broadly speaking, *category* is defined as either fiction or nonfiction.

Genre is the type of show as defined in Apple Podcasts and other directories. They include News & Politics, Society & Culture, Health & Fitness, Sports, Business, Religion, Science, Self-Help, Comedy, and Drama.

But, to a large extent, it's the show's [format](#) – interview, roundtable, documentary, fictional drama, or other combination that really is determined by the subject matter,

host, and available resources. An interview show with a single host takes far less infrastructure than a [fictional drama](#).

Show Formats

Podcast Show Formats

A [podcast format](#) is how your show content is organized so the audience knows what to expect each week. Several different styles are described below and they often overlap.

- **Interview:** The most common type of podcast is a talk format with a host interviewing a guest or multiple guests. Interviews might be done in a studio, on location, or over the phone. Examples include [Death, Sex & Money](#), [The Tim Ferriss Show](#), [WTF with Marc Maron](#).
- **Roundtable:** In this format one host talks with numerous guests about a single topic, such as in [The Game Design Roundtable](#).
- **News Recap:** Both traditional radio and online news organizations offer brief recaps of

the news of the day, like NPR's [Up First](#).

- **Co-hosted:** There are usually two or more co-hosts who can banter with each other and guests. Examples include [Yo, Is This Racist? Pardon My Take](#), [Political Gabfest](#).
- **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 everything from politics to mountain climbing. [Dan Carlin's Hardcore History](#) involves drama, narration and twists in an entertaining way.
- **Scripted Nonfiction/Documentary:** These are story-driven shows with edited interviews that are mixed with sounds, and music, and feature a host who narrates. These are true stories with an emotional or intellectual appeal – a hallmark of [This American Life](#), [Serial](#), [Radio Lab](#), [99% Invisible](#)
- **Scripted Hybrid or Mixed:** This audio magazine format is highly produced with deep research, archival tape, and contemporary interviews. Slate's limited series [Slow Burn](#) takes the audience through

what it was like to live through a specific time period – whether it be Watergate or Roe v. Wade.

- **Scripted Fiction:** These audio dramas are highly produced with dialogue, actors, music, and sound effects with a complex [story structure](#). They are much like the radio audio dramas of the 1930s. [Welcome to Nightvale](#) makes you want to binge-listen, as do [Homecoming](#), [The Amelia Project](#), [We're Alive](#).
- **Docu-Drama:** This is a mix of drama and documentary that offers information in an entertaining way, such as [Hostile Worlds](#).
- **Repurposed Content:** There are long-time radio shows that are being redistributed through podcasting, like [The Ted Radio Hour](#), [Wait Wait....Don't Tell Me](#).

***How to Make a Fiction Podcast** [50-page PDF](#) from Multitude.

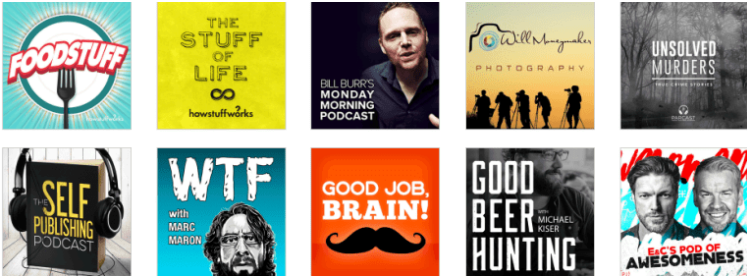


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Podcast Name

Just as we judge a book by its cover, a lot is 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 [review](#) came up with the 100 most popular podcast names with a good amount of duplicate names.



SEO Friendly

Think about words you would type into a search engine to find a podcast as 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 because it focuses on a specific neighborhood in the community. Get feedback from your neighbors and friends.

Name Generators

If you are feeling stuck in coming up with a podcast name there are online name generators:

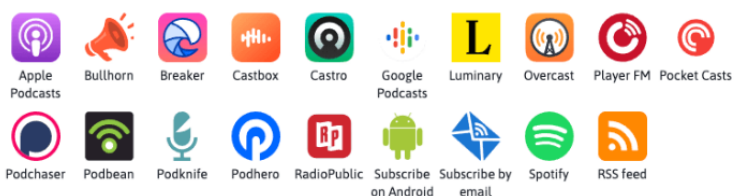
- [BNG](#)
- [BizNameWiz](#)
- [Podcast Buffs](#)

- [Riverside Podcast Name Generator](#)
- [AI-powered Podcast Name Generator](#)

To avoid name duplication be sure to check out your proposed name by looking at podcast [directories](#) – known as podcast listening apps – where the audience finds a podcast to listen to or download. 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.

Podcast Directories

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.



James Cridland of [Podnews](#) says the most important directories are [Apple Podcasts](#) and [Spotify](#). Find more about directories in [Chapter 9](#).

Podcast 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. It should only be a few sentences or short paragraphs long, like what you would see on a YouTube channel description – so clearly explain what your podcast is about and who it’s for. This is your first chance to capture the audience’s attention. However, don’t confuse the show description with *show notes* – which is a summary of what an individual show episode is about.

[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.”

A good description helps new listeners find your podcast via search engines and podcast directories so it’s important it be search-engine friendly. Think about what keywords you would use if you Googled your podcast topic.



Photo by Mohammad Metri on Unsplash.com

Examples of Great Podcast Descriptions

One of the best ways to create a strong podcast description of your own is to look carefully at the descriptions used by other podcasts, especially your show favorites or ones that broadly cover your own topic and niche.

[Diversifying](#): “Does it feel like the financial system is stacked against you? For many of us, it is. Especially if you’re Black or Brown, a woman, or single. In *Diversifying*, we explore why the traditional rules of money management no longer apply to new generations. Hosted by Delyanne Barros, better known as Delyanne The Money Coach, *Diversifying* demystifies and

humanizes money by examining the culture we make it in and how to make it work for you.”

[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.”

[Ten Percent Happier with Dan Harris](#): “Dan Harris is a fidgety, skeptical journalist who had a panic attack on live national television, which led him to try something he otherwise never would have considered: meditation. He went on to write the bestselling book, *10% Happier*. On this show, Dan talks with eminent meditation teachers, top scientists, and even the odd celebrity. On some episodes, Dan ventures into the deep end of the pool, covering subjects such as enlightenment and psychedelics. On other episodes, it’s science-based techniques for issues such as anxiety, productivity, and relationships. Dan’s approach is seemingly modest but secretly radical: happiness is a skill you can train, just like working your bicep in the gym. Your progress may be incremental at first, but like any good investment, it compounds over time.”

[How I Built This with Guy Raz](#): “Guy Raz dives into the stories behind some of the world’s best known companies.

How I Built This weaves a narrative journey about innovators, entrepreneurs and idealists—and the movements they built.”

Episode Description

While the podcast description may inspire the audience to subscribe, the individual episode description can get a listener to click and listen if it’s short, descriptive, and has a catchy name – this is what appears in Apple Podcast and other apps.

In an episode called, “[What’s In A Karen?](#)” NPR’s Code Switch podcast offers the following episode description: “Karen” has become cultural shorthand for a white woman who wields her race as a cudgel. But where did this archetype come from?”



The podcast, [Tech Unlocked with Grace Macjones](#), regularly has strong episode titles – “Most In-Demand Tech Jobs in 2021” or “Top 5 Skills Needed to Thrive in the Future of Work.”

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.



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com

This 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.

So what's the sweet spot?

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. The website, [Cloudincome.com](#), reports the average podcast length is 38 minutes and 42 seconds.

On the other extreme, "[The Longest Podcast in the World](#)" ran for 36 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.

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.

When students create their first podcast I have them produce a show of 10-15 minutes to keep things focused and tight.

Short Podcasts

- [Pocket-Sized Podcasting](#) has generally one-minute-long tips in a how-to-podcast series.
- [Scientific American](#) has short reports of two to eight minutes on research.
- [Radio Headspace](#) offers quick zen moments averaging five minutes.
- [6 Minute Vocabulary](#) from the BBC offers new words, phrases and grammar in under 6 minutes.
- [Retropod](#) has five-to-eight minute shows on snapshots in history (*discontinued but worth reviewing*).
- [Short Wave](#) from NPR offers science-based topics in under 15 minutes.
- [Short Stuff](#) from iHeart offers interesting things about the world in 15 minutes or less.
- [Rich and Daily](#) from Wondery offers a daily

gossip podcast on pop culture in 15 minutes.

- [The Daily Punch](#) is a weekday political podcast under 20 minutes.

Seasons

When planning a podcast you need to consider how many shows you can do with excellence in a month. Many times the right timetable is once a week but that is not a set-in-stone formula.

Instead, having a show season may be more feasible. It certainly works well for entertainment television and it's already been used for popular podcasts like *Serial*. Producers find it liberating to air several months of shows instead of having a weekly grind. A break allows them to refresh their creative juices and helps show consistency, promotion, and monetization. It can also be another opportunity to highlight “evergreen” shows that are not dated by time.



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Chris
Lawton
on
Unsplash.
com

You decide how often to offer your podcast; just be sure to let your audience know the schedule. It's better to start slowly instead of 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.

In-The-Can Episodes

Before you tell the audience a release date for your podcast, be sure to have at least three shows “in the can” with a clear production schedule beyond that.



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

This means you've recorded interviews, it's edited, loaded to a server, and is ready to be distributed on designated dates. This will save you the embarrassment of not meeting planned production schedules.

Podcast Cover Artwork

Audio podcasts also have a visual identity and can play a major role in whether the audience discovers your podcast. Make it [attractive](#) because this is the first thing new listeners may see.

Tip #1: Check out the competition. Whatever your chosen topic for a podcast there will be others in the same genre.

For example, if your topic is the environment you want

to see what is already being done and where there might be openings.

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](https://www.flickr.com/photos/ccchapman/)

Chapter 3: Mics, Recorders, Filters, Shock Mounts

For most people, entry-level access to producing a podcast involves recording equipment, a computer, an internet connection, and editing software. Choices will be influenced by your pocketbook, experience, and personal preferences but this guide emphasizes free or low-cost equipment.

There are three main *styles* of podcast microphones: handheld, stand, and lavalier and they all have pros and cons. That should not be confused with the *pickup pattern* within a microphone and is explained a bit later.

Recording Basics:

- Microphone
- Mic Stand
- Pop Filter/Windscreen
- Shock Mount

Advanced Recording:

- Field Recorders
- Mixers



Photo by ConvertKit on

Unsplash.com



Photo by Jill Olmsted, American University podcast studio

Recording a podcast can be as simple as using your smartphone or as complex as recording in a professional studio. There are free and low-cost options to consider as well as professional-level resources available to many schools, universities, and businesses.

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.

Be sure to have an external hard drive to download the audio off the phone so it doesn't take up valuable space on your computer hard drive and slow overall operation.



Photo by Sara Kurfess on [Unsplash.com](#)

A smartphone works well for voice-over recording/narration

by one person. However, when recording both an interviewer and interviewee and when gathering ambient sound from the environment, some extra help is needed.

Your iPhone or iPad can be turned into a high-quality field recorder like a [Zoom H4n](#), by using an [X/Y microphone attachment](#) for under \$80 but note that it uses a lightning connection.



X/Y Microphone Attachment

While this attachment saves you the cost of buying a field recorder, I've found it to be a bit cumbersome because your

phone needs to be connected without a protective phone case in order for the lightning connector to be solid.

Microphones & Sound Quality

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 is distant and hollow-sounding, which is irritating to listen to for any length of time.

A vast improvement in recording audio quality can be achieved by doing the following:

- Using an external mic (recommendations provided below)
- Recording into a digital audio recorder
- Using your smartphone as a recorder
- Using earbuds with mic (some can provide decent sound but far too many do not)
- Recording a Double-Ended (this recording method is explained in [Ch. 4](#))

Handheld microphones can be held or put into a mic stand or attached using a [boom arm](#) for 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 are

dynamic mics, which are considered better for live recording and both have [USB](#) and [XLR](#) connections. USB connects directly to the computer while an XLR three-pin cable connector can be used for higher-end recording using either audio recorders or audio board mixers.



XLR and
USB
connections



ATR2100
by Jll
Olmsted



Samson QU2 Mic and Podcasting Kit

For a deal, look at buying streaming or podcast equipment packages such as [this one](#) from Audio-Technica. Prices start at \$130 for a mic with USB and XLR connections, headphones and an adjustable boom arm. For a few dollars more, get a windscreen for the mic. There also are packages that include the mic, windscreen, tripod, and earphones.

Good Entry-Level Podcast Equipment

To find the best equipment for your needs, online reviews can be helpful but note that reviewers can be influenced if they receive a fee from the manufacturer.

- [ATR 2100](#) \$80 (Audio Technica); has both USB and XLR connections.
- [Samson QU2](#) \$70; has both USB and XLR connections.
- [Blue Yeti](#) \$100; has a USB connection and several recording pattern options.
- [Foam ball](#) windscreen for microphone \$4; other [recommended](#) pop filters.
- [Boom arm](#) for Blue Yeti \$20.
- [Boom arm with Shock Mount](#) \$19.

Higher Quality Mics

- [Shure Beta 58A](#) \$170, needs an XLR mic cable.
- [Rode Procaster](#) \$180, needs an XLR mic cable.

Reviews

- [The Podcast Host](#) offers a video review of the most popular options for various budgets.
- For impartial reviews of tools and techniques see [Transom.org](#) from the public media community.

Blue Yeti Mic

In addition to using a handheld mic like the ATR2100 for recording, I use a [Blue Yeti](#) microphone because I can assign the pickup pattern to my recording circumstances.

I use the cardioid pickup pattern when recording solo and the bidirectional setting when doing an in-person interview – this setting puts the sound in front of the interviewer and the guest, rejecting sound from the sides.



The Yeti is already a standing microphone so there's no need to buy an additional stand and it has a USB connection that plugs directly into my computer.



Blue Yeti Mic in Boom Air with Shock

Mount

However, the Yeti can also be taken out of the stand and put into a [boom arm](#) with a shock mount, so the mic can move in a horizontal plane – allowing for better positioning of the mic, reducing noise from vibrations, and creating more desk space. Since the Yeti is heavy be sure to get a strong boom arm, which can cost \$100.

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. However, because lav mics tend to have an omnidirectional pickup pattern that

easily picks up sound from all directions, it's distracting for a podcast.

The [Rode SC6-L Mobile Interview Kit](#) includes two lav mics but you will need an adapter to make it work on your smartphone. Costs run about \$200 and it's not always easy to find in stock. The Podcast Host [explains](#) how to use the gear.

Before ordering any 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.

Mic Pickup Patterns

Each type of [microphone](#) has a [pickup pattern](#) inside 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.

Radio and television reporters often also have the luxury of a [shotgun microphone](#) – which picks up sound narrowly that is right in front of the mic and rejects sound from the sides and rear.

Pop Filters

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](#) — the popping and hissing sound often heard on words with the letters p, b, t, d, k, and g.



Image by
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recalc-dims="1" title="">

Photo by
Unsplash.
com

[Transom](#) has examples of how these filters can
make a world of difference. Filters are low-cost
and worth the investment.

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 or add a [shock mount](#) around the mic to minimize vibrations. However, this isn't essential and some are included in [equipment packages](#).



Photo by Dan Lefebvre on [Unsplash.com](https://unsplash.com)

Headphones For Recording & 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, so look for headphones that cover the ears.

Closed-back Headphones

If your budget allows, invest in “cans” or closed-back headphones that go over your ears for better quality.

- [Audio-Technica ATH-M20x](#) \$49
- [Samson SR950](#) \$59; [Shure SRH440](#) \$99
- [Sennheiser Pro](#) \$99 (used by The Joe Rogan Experience)
- [Sony MDR-7506](#) \$99

Digital Audio Recorders

Digital audio recorders start with the budget-friendly Zoom H1n and increase in price for later models. Other recorders from [Tascam](#) are around the same price point, with more expensive advanced models from Sony and [Marantz](#).

Keep in mind that you will need to buy multimedia cards if you plan to record for a longer period of time than the memory card has which comes with the recorder.

Digital Audio Recorders

[Zoom H1n](#)-\$119; prices higher for [H4n](#), [H6](#), [H8](#)





[Zoom](#) calls the Podtrak P4 the “first recorder designed specifically for podcasters,” at \$249.



The [Zoom Podtrak P4](#) has space for four mics, two echo-free remote call-ins and separate headphone feeds for all your guests.

[Here's](#) a video look at the features.

Recording with 2 or More

Once you go beyond recording one or two people, getting a good-quality recording gets more complicated and expensive.

While USB mics are popular because they plug directly into the computer – using two USB mics in one computer is neither easy nor recommended. The computer will have trouble recognizing a second USB, especially if they are the same type, like a Blue Yeti.



Photo by
Pixabay
from
Pexels
(Canva.com)

A workaround involves more expense than you likely need at the start. An audio interface or mixer works as a bridge between the microphones and computer to allow multiple mic connections with other inputs, such as XLR connections.



Scarlett Focusrite

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. Be sure to note how many USB outlets are on a particular model of the mixer as the [price](#) goes up with more outlets.

Most beginning podcasters don't use popular interfaces like the [Focusrite Scarlett](#) or [Tascam](#) because they can be complicated and cost \$180 on up. Other mixer options are [reviewed](#) for price and function by Discoverpods.com.

If you still really want to use two USB mics, The Podcast Host offers [some help](#) on how to record but it is very technical.

Mini Production Studio

Another option for recording with multiple mics is the

original [RODECaster Pro](#), which is a mini-production studio for around \$500. It has four XLR mic inputs, a USB connection to a computer and sound effects. An upgraded version, the [RodeCaster Pro II](#), goes for \$700.

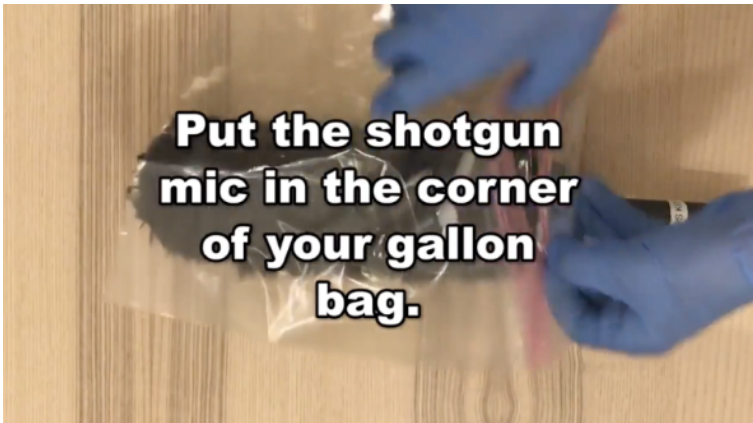


RODECaster Pro Production Studio

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.

Best Practices For Sanitizing Gear

Safely handling equipment became of vital importance during the pandemic and journalists reporting news from the scene took more precautions with their equipment, a good practice anytime.



[NPR video on mic barriers](#)

You can inexpensively protect your gear by putting plastic wrap around microphones and using good ole soap and water to clean windscreens. These are safety measures that media services at colleges and universities also need to take. 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.

CHAPTER 4: BEST PRACTICES FOR RECORDING

Learning Objectives

- **Soundproofing** Strategies for Recording
- **Remote Recording** Options
- **Best Practices** for Recording *{video tutorial}*



Photo by
Denisse
Leon on
Unsplash
.com

Chapter 4: Best Practices for Recording

Podcast audiences deserve to hear good audio quality.

Creators of podcasters can make that happen even on a budget but it does take time and attention to basic soundproofing, use of an external microphone, and practicing proper recording techniques.

Studies show that audiences tune out uneven or muddy sounds so audio distractions like hissing or popping p's or echo-y rooms are not only irritating but reflect badly upon the podcaster and what they are trying to say.



Photo by Thomas Le on [Unsplash.com](https://unsplash.com)

In addition, researchers at the [Mind & Society Center](https://mindandsocietycenter.org) 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 For Recording

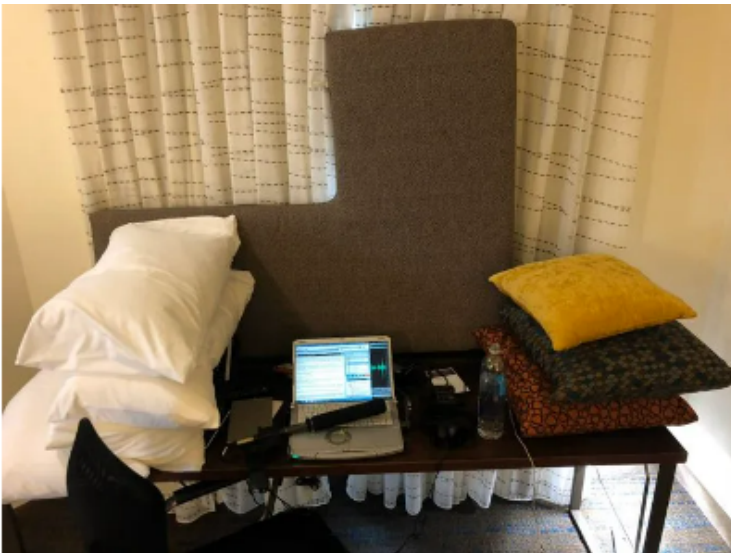
A professional audio studio has soundproofing to deaden noise, but how do you know if other places where you would like to record, need soundproofing?

First, you can safely assume that every environment will need some help in blocking out external noise. Another good test is if you clap your hands and hear an echo then the sound is reverberating and you need to put in some acoustic treatment.

Fortunately, it’s not hard to create your own quiet recording space at home, on the road, or wherever you are very inexpensively.



Photos
by Don
Gonyea,
NPR



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 recording studios with makeshift [acoustic treatments](#). 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](#) uses a portable molded foam vocal booth that avoids having to attach acoustic tiles to home walls. You can find these portable microphone isolation shields [online](#) for a variety of prices.

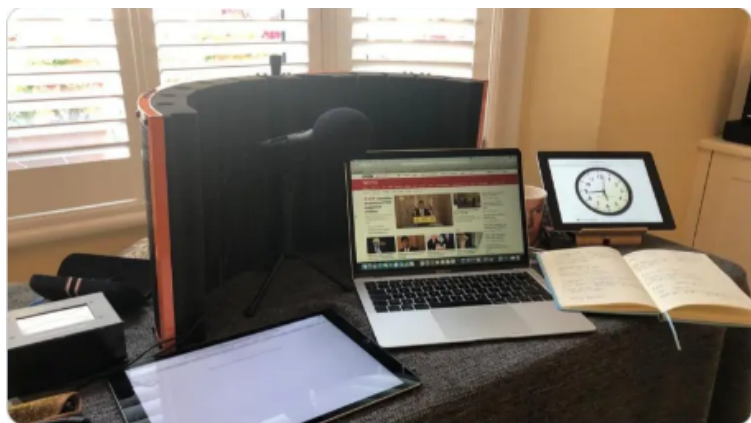


Photo courtesy of BBC Presenter Sasha Twining

Create Your Own Home Recording

Podcasters can create their own at-home recording environment by finding a smaller space without echo — a room or closet with carpet, draperies and low ceilings to soften any sound bouncing. Avoid areas 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.

If you have the option to create a more permanent recording solution, you can [purchase](#) foam core boards or attach cardboard egg crates on walls, buy egg crate [foam](#), or a [sound](#)

[isolation box](#) like the one below, photo courtesy of Double R Productions in Washington, D.C.



Steps for Good Sound Quality

- **Deaden Sound:** Record in a location where the sound can't bounce and there are [sound-deadening](#) materials such as draperies and carpet. You can also buy or make a small box with foam covers and put the microphone inside it while recording.
- **Mic Placement:** Have the recorder or microphone a fist away from the speaker's mouth and speak across the mic rather than directly into it to minimize popping plosives. Minimize handling noise by keeping the recorder still, using a mic stand, or putting the recorder on some books at mouth level.
- **Mic Pickup Pattern:** It's helpful to know the [pickup pattern](#) of a mic (cardioid, omnidirectional, front-and-back), so you don't talk into the wrong side! On some mics, like the [Blue Yeti](#), you can flip a switch to select the recording pattern you want to use.
- **Use Headphones:** Using headphones or earbuds when recording helps avoid echo and sound bleed.
- **Room Tone:** Radio reporters know there's

ambient sound in the room even though it may sound silent to you. To fix this they record what is known as “[room tone](#)” and use that ambiance in multitrack mixing to add some polish.

Good Vs. Bad Sound {Audio example}

It’s important to understand what makes good audio quality before exploring various ways to record.

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.



One or more interactive elements has been excluded from this version of the text. You

can view them online here: <https://pressbooks.pub/toolsforpodcasting/?p=57#audio-57-1>

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

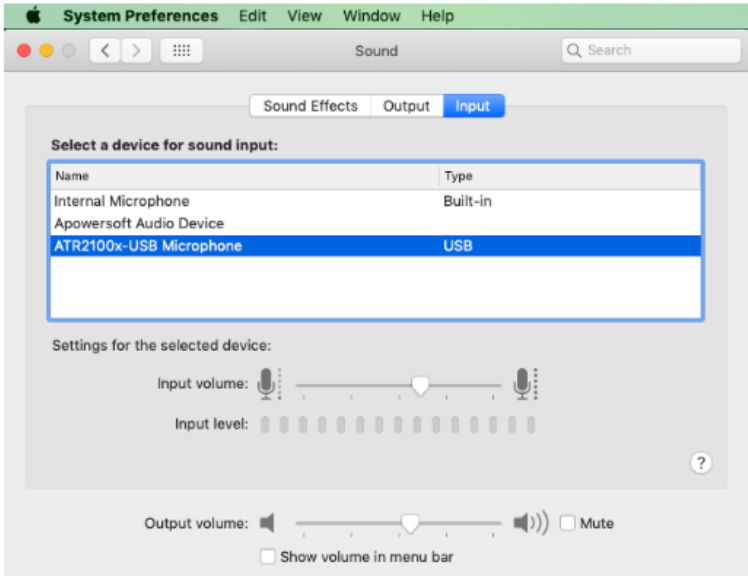


*Photo
by Alexey
Ruban on
[Unsplash.com](https://unsplash.com)*

Using External Microphones

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

But for an external microphone to work properly on a computer or digital device, you need to be sure it's recognized. Go to system preferences and sound or audio to select the correct device input such as the ATR2100-USB microphone.



Educating Guests On Audio Quality

With any recording technique, you'll need to discuss some basic recording and soundproofing techniques 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.

Discuss with Podcast Guest

- **External Mic:** Do you have an external USB microphone? (The sound is always better than using a computer's built-in mic).
- **Airplane Mode:** If the guest is using their smartphone ask them to put it on airplane mode during recording.
- **Earbuds:** 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.
- **Recording Space:** Do you have a fairly quiet space? Suggest a room with carpet, rugs, or drapes and away from kitchens with tile, concrete and lots of glass. Or inform them how to build a pillow fort.
- **Avoid Squeaky Chairs:** Swivel chairs are notorious for having small squeaks and those sounds will be picked up by the recorder so offer your guest that gentle advice.

Recording Options

Technology provides a variety of free or low-cost recording options and each has its pros and cons for quality, cost, and technical difficulty.

8 Ways To Record A Podcast

FREE or LOW-COST OPTIONS:

- Computer recording using USB microphone or XLR-connected microphones
- Computer recording using free browser-based apps
- Smartphone recording using voice memo app and/or external microphone
- Videoconferencing tools like Zoom

PAID OPTIONS:

- Digital Audio Recorders
([Zoom](#), [Tascam](#), [Marantz](#))
- Audio Mixers ([Focusrite Scarlett](#), [Tascam](#))
- Mini Production Studio ([RODECaster Pro](#))
- Web-based Remote Recorders
([Zencastr](#), [Cleanfeed](#), [Riverside.fm](#),

[SquadCast, Welder](#)) – some include free or 30-day trial options with limits)

REMOTE RECORDING: Smartphones

In-person interviewing is great for being able to look someone in the eye and read their body language. However, even when the world is not in a pandemic it's often not possible to meet face-to-face or cost-efficient to do so.

If you don't have an external microphone, one of the easiest and highest-quality ways to record yourself 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 without a lot of extraneous noise around you. You can use a stack of books to hold the phone while you speak to avoid causing any handling noise.



Photo by Priscilla Du Preez on Unsplash.com

There are also external microphones for smartphones as discussed in [chapter 3](#), or you could use the built-in mic that comes with Apple earbuds – but be sure to test out the audio quality in advance so you don't get caught with poor quality audio.

Remember that the time limit on recordings depends upon 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.



*iPhone
screen
shot*

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.

REMOTE RECORDING: The Double-Ender

To record interviews remotely and do narration on a shoestring budget you can use a smartphone to record what is known as a double-ender.

Using the voice memo app on their phone, the interviewer and the guest each separately record their own words during the interview when they are in separate locations. After the interview is finished the guest sends the audio file to the interviewer. In the editing process, those two audio files are then merged into one high-quality recording.



Photo by Duc Trinh on [Unsplash.com](https://unsplash.com)

While the smartphone is used to record, the 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 go old-school by listening 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.

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.

How Is Audio Quality For Double-Enders?

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](#)."



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For his podcast, 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.



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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.



Photo by Paul Hanaoka on [Unsplash.com](https://unsplash.com)

REMOTE RECORDING: Browser-based App

To do a high-quality, no-cost remote audio recording there is a browser-based recorder that makes it very easy on the guest because there is nothing to download or install on a computer or mobile phone, the app provides remote collaboration for professional audio applications.

In 2022 CleanFeed won an [Emmy Award](#) for Engineering, Science & Technology from the Television Academy. The technology is used in film and television, by musicians, audio drama, and podcasting – essentially providing an online

studio. The award honors the creation of audio tracks used in series such as *Star Trek:Discovery*, *The Crown*, and *The Walking Dead*.

Cleanfeed

[Cleanfeed.net](https://cleanfeed.net) is a free online studio for recording and live audio. There is also a paid version, Cleanfeed Pro, which in 2022 won a [Primetime Emmy® Award](#) for “*Outstanding Achievement in Engineering, Science and Technology*.” The inventor of podcasting, Adam Curry, uses it to record every week and in the television and film industry Cleanfeed has been used to create soundtracks in *The Crown* and *Star Trek: Discovery*, among others.



From Twitter

The technology is very user-friendly. The host simply signs up to create a free account and then sends the guest an email invite. The guest clicks on the START link and the app records both the guest and interviewer.

Use the Chrome browser and wear headphones to avoid audio feedback and bleed into the recording. Be sure to always connect headphones and external mics to your computer before opening CleanFeed or other similar programs so that the computer “sees” your microphone.

In terms of audio quality, if a guest uses their mobile

phone and is located in a fairly quiet environment, the audio should be very good because the phone is a digital device.

When the host uses an external microphone, check the inputs by clicking on the Setting icon next to your name and use the pulldown menu to find your mic (if you don't see your mic then close down CleanFeed, connect the mic and then reopen).



My test of Cleanfeed.net found it to be an easy way to record quality-sounding phone interviews. The reason why the audio is so good is because it is never compressed like it is in Zoom, Skype, or other online conferencing tools. A video tutorial and written directions for free [sign-up](#) are below.



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can view them online here: <https://pressbooks.pub/toolsforpodcasting/?p=57#oembed-1>

Directions for CleanFeed.net Phone Interviews

- **Connect** headphones/earbuds & any external microphone **before** opening up CleanFeed
- **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 doing remote interviews as it has been around for more than a decade and some apps, like Zoom, offer a free version for limited recording time.

Guests are sent a link and put into a chat room after clicking on that link. After the recording is done Zoom sends an MP4 recording to you for editing. While [Skype](#) is one of the oldest and best-known apps it's not good enough sound quality for podcasts.

Zoom {Video Tutorial}

During the pandemic, [Zoom.us](https://zoom.us) became the go-to tool for schools, universities, businesses, and family and friends although it's long been used by podcasters.

The [free](#) version of Zoom has a 40-minute time limit but when that runs out you can simply restart the recording. You can save bandwidth by selecting not to use the video option but you may also want 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](#)" by nasty internet trolls.

Video tutorial on using Zoom for recording:



One or more interactive elements has been excluded from this version of the text. You can view them online here: <https://pressbooks.pub/toolsforpodcasting/?p=57#video-57-1>

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. Even a guest interview by cell phone had decent audio quality and Zoom allows you to record separate audio tracks, which makes editing out a cough or other noise much easier.



One or more interactive elements has been excluded from this version of the text. You can view them online here:

<https://pressbooks.pub/toolsforpodcasting/?p=57#audio-57-4>

How to Use Zoom to Record Remote Interviews

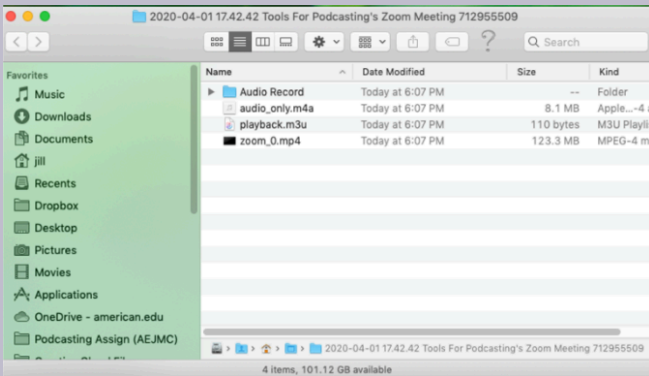
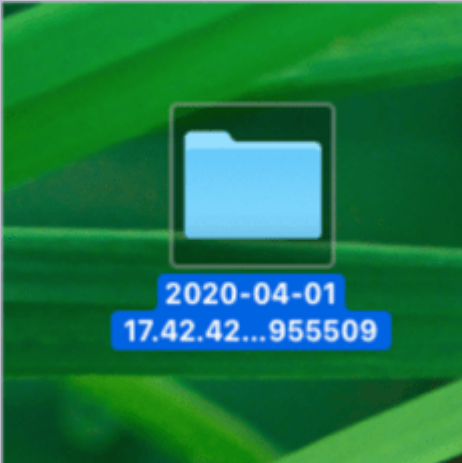
- The host goes to [Zoom.US](https://zoom.us) to create an

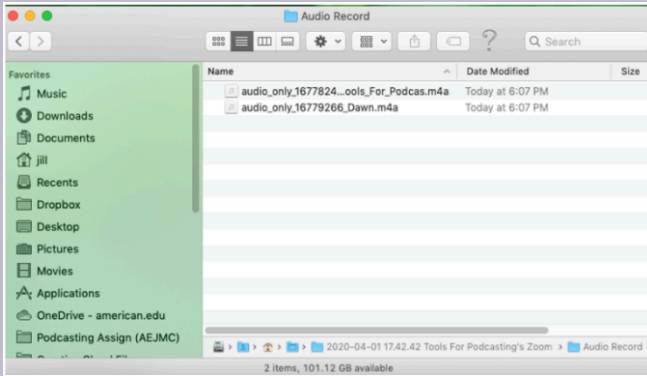
account and click on **Sign Up, It's Free** to create an account.

- **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 the 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)

The screenshot shows a meeting scheduling form with the following sections:

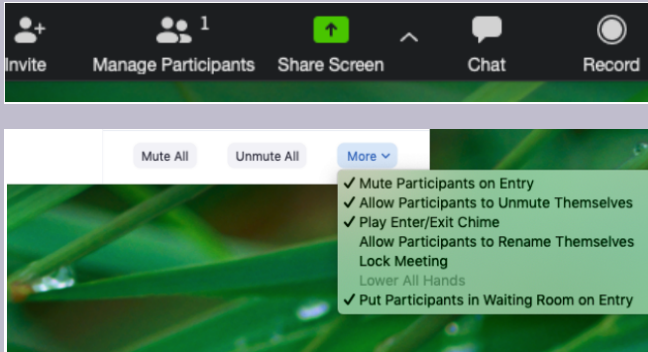
- Date:** 3/28/2020 9:00 PM to 3/28/2020 9:30 PM. Includes a "Recurring meeting" checkbox and "Time Zone: Eastern Time (US and Canada)".
- Meeting ID:** "Generate Automatically" (selected) and "Personal Meeting ID" (with a redacted ID).
- Password:** "Require meeting password" (checked) with a password field containing "08[redacted]".
- Video:** Host: On (selected) / Off; Participants: On / Off (selected).
- Audio:** Telephone, Computer Audio, and Telephone and Computer Audio (selected). Includes "Dial in from United States" and an "Edit" link.
- Calendar:** iCal, Google Calendar (selected), and Other Calendars.
- Advanced Options:** A dropdown menu.
- Buttons:** "Cancel" and "Schedule".

Three red arrows point to the "Recurring meeting" checkbox, the "Generate Automatically" radio button, and the "Require meeting password" checkbox.

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**



YaYa Podcasting offers [directions](#) on how to set up the Zoom recording menu to record separate tracks.

REMOTE RECORDING: Paid Web-based Platforms

Several paid web-based platforms also offer free remote recording options. Several of my students reported a good experience using the free version of [Zencastr](#). Resonate Recordings has a [video tutorial](#) explaining how to set it up and record.

Other popular paid services include [SquadCast](#) and [Riverside](#).

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.

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 listserves or places like the [Association of Independents in Radio](#) (AIR). The [cost](#) is likely to be \$150 or more.



Photo by Transom.org

Best Practices for Multi-Person Recording

Beyond the technical challenge of how to record multiple guests or hosts at the same time, is how to avoid having people talk over each other and that comes down to observing some best practices.

- Have no more than 2 people talking at a time & defer to the other person so that everyone is understood.
- Use non-verbal cues like leaning into the mic when you want to speak.

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

Chapter 6: The Art of the Interview

It can be a bit intimidating to ask people for interviews but remember all they can say is no, so there's really nothing to lose.

In fact, most people are flattered to be asked to share their knowledge or views so the key is making the experience as pleasant as possible for the guest. Respect their time and coach them through how to record an interview if they are new to it.

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.”

[Castos](#) offers up a list of good interviewers that includes actor Dax Shepard, NPR’s Guy Raz, and Terry Gross and Riverside.fm has their “ultimate list” of podcast interview questions.

Remote Interviewing Challenges

Doing remote interviews was a necessity during the pandemic but there's a challenge in doing them because you can miss in-person cues. (See [Chapter 4](#) for how-to-do remote phone interviews).

Still, many podcast and radio hosts have long been doing successful remote phone interviews. With 40-plus years of experience, Peabody-award-winning host Terry Gross [rarely](#) does face-to-face interviews from her studio in Philadelphia.



The host
of

NPR’s [Fresh Air](#) is highly acclaimed for her interviewing skills and 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.” 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 Welcoming & Break The Ice



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

As a podcast host or producer, it's your job to make the guest feel comfortable and safe.

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. If recording in person

make sure you have bottled water for your guests, as taping an interview can make people a little nervous so they get dehydrated.

Be Curious

Connecting with your guest is a lot easier if you're curious about them and what they do, so research and preparation are key. 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.



*Photo by Elijah O'Donnell on
Unsplash.com*

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 at least a few years of 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.

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.



Photo by
Soundtrap
on
Unsplash.
com

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.com

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.

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.



Photo by Diana Parkhouse on [Unsplash.com](https://unsplash.com)

The host of “[The Axe Files](#)” podcast, political analyst David Axelrod, often opens conversations with public figures by asking them to talk about where they come from and what growing up was like. The late James Lipton regularly used

similar techniques when talking with entertainers as host of “[Inside the Actor’s Studio](#).”

Don't Be Afraid Of Silence



Photo by Kristina Flour on [Unsplash.com](#)

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

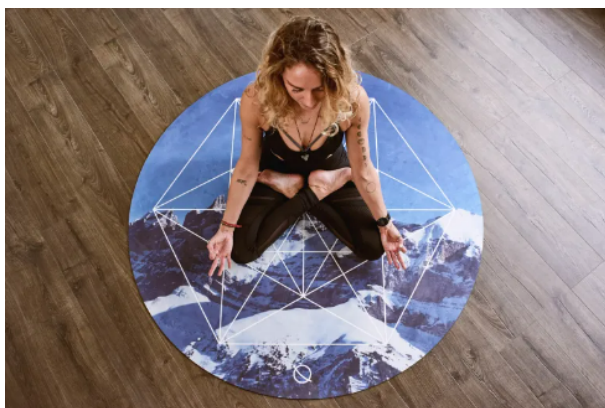


Photo by Daiga Ellaby on [Unsplash.com](https://unsplash.com)

Sometimes a guest interview starts to ramble 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 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



When seeing a guest in person or on camera, pay attention to nonverbal cues during the 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.

Create A Signature Question

A clever technique to make your podcast stand out might be to create a so-called ‘signature question’ that you ask every guest, especially if it relates to your podcast niche. For example, the host of a cooking show might ask the guest to name someone

who inspired them in their love of cooking, while the host of a book podcast might ask a guest for summer reading recommendations.



Photo by
Signature
Pro on
Unsplash

Ending The Interview

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 the conversation. Instead, create the opportunity for a strong ending, and make it memorable. We all enjoy a surprise or unusual ending to a great book or movie and podcasts can do the same.



Photo by Bogomil Mihaylov on Unsplash.com

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 one of Facebook's original podcasts. Each guest got a personal note and promotional swag that includes a personalized poster, buttons, shirts, stickers, and pins.



Facebook thank you swag, presented by Pacific Content

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 to and share the podcast.

Ask Guests To Share The Podcast

There is usually a time lag of several weeks between recording interviews and the completed podcast.

When your show is ready send an email to guests to ask for their help in sharing it with their networks and friends. Make it

easy for them by sending links to the podcast, along with social media posts and audiograms you may have created.

Sample Letter to Guests

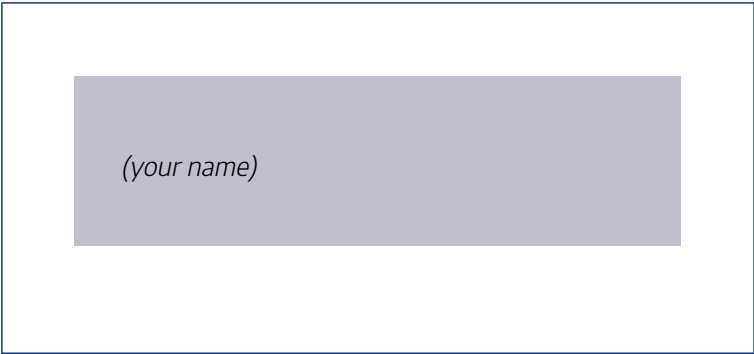
Hi (Guest)

I'm delighted to let you know that (episode title) has been published and will be available (when).

I would really appreciate if you could share it with your network of contacts and friends to get the word out about the show. I also have social media links and an audiogram available.

- *Insert podcast link*
- *Insert social media posts*
- *Insert audiogram*

I can't thank you enough for coming on my show and sharing your wonderful insights, it was a pleasure!



(your name)

Pitch Yourself To Podcasts

You can also use email to try and book yourself on podcasts. Make your pitch polite, short, and offer specific ideas on topics you could cover that would fit into the theme of a particular podcast – in other words, it should be about what you would bring to the audience rather than what it would do for you and your show. Include a press kit.

See [Chapter 9](#) for much more on promotion.

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

Chapter 6: Scripting, Opens, Bumpers, Endings



Photo
from
Pixabay.c
om

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.

Show Planning Stages

Podcast show planning involves three overlapping stages that call for creative storytelling and are covered in this chapter.

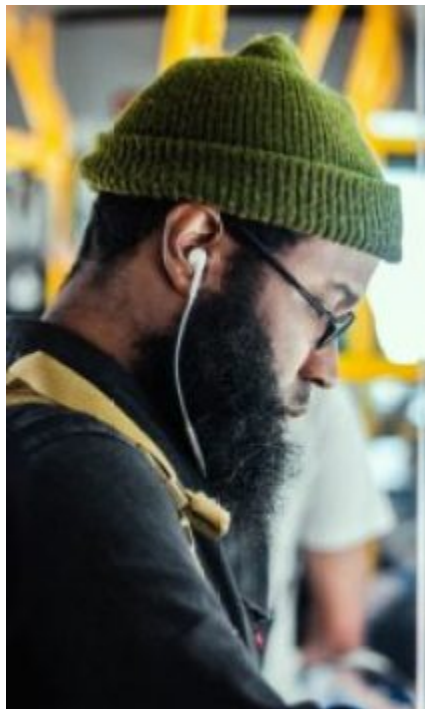
Pre-Production is the show planning stage where you decide the podcast title, description, cover artwork, show type or format, and show length.

Production is the recording of interviews and finding any other appropriate sound that will enhance the podcast. The

sound could be a person-on-the-street interview, a clip from a news report or a street protest.

Radio reporters excel at getting sound from the scene and while the subject is doing something — collecting oysters during a harvest or planting a sustainable garden. Interviewers can ask the subject to describe what they are doing and conduct all or part of the interview while on location.

Post-Production involves sound mixing and editing, transitions, music, intros and show endings, publication, and promotion.



*Photo by Laura Thonne
on [Unsplash.com](https://unsplash.com)*

Be A Fan & Listen To Other Podcasts

You're probably creating your own podcast because you've been a fan of listening to podcasts.

But when it comes to planning your own show, the best thing you can do is to listen to other podcasts. This kind of listening isn't just for enjoyment, however, you need to listen

to carefully deconstruct how shows are put together. This will help you decide your own style, budget, and production capabilities.



Graphic
from
Pixaboy.c
om

Deconstructing Podcasts

If you want to create a podcast, then listen to shows in the same *category* (fiction or nonfiction); the same *genre* (news, true crime, pop culture, religion) etc., and the same *format* (interview, monologue, co-host, roundtable, storytelling/investigative) to see how others have put together their shows.

It's helpful if you can find a transcript for the podcast but you can also use technology to quickly transcribe a show, as outlined in [Ch. 9](#).

Basic Criteria In Podcast Deconstruction

Listen carefully to podcasts to learn how shows are put together:

The podcast *name* – does the name tell you what the podcast topic is about?

Is the podcast *description* accurate to what you heard? What about the episode description?

Is there *music* and does it match the tone of the podcast?

Does the podcast *artwork* fit the theme of the podcast?

How *interesting* or compelling is the content?

How well is the *technical* portion of the podcast done? Think about audio quality and speaking; it's hard to listen to the echo-ee audio in [this podcast](#), which reflects badly on the host and guest.

What is one thing that you DO or DO NOT want to *imitate*?

Analyzing Production Techniques Used:

- 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?

Script or Ad-Lib?

Scripting should always be done for podcasts to some degree. It's a guide for getting across your key message while also leaving room for your personality. Even shows that seem spontaneous have usually been planned and written out and take one of the various forms:

Word-for-word Script – you write the way you talk and read the script. This makes sure you cover specific points and cuts down on production time.

Ad-lib – you wing it at the moment. Pros can make this seem easy but in reality, it's very hard to do well without lots of experience.

Outline – an outline is a hybrid between the script and ad-lib; with bullet points for key talking points and a plan to smoothly transition from one area to the next.



Photo by Rawpixel on Unsplash.com

Scripting is very beneficial for keeping interview podcasts on track, allowing the host to fill in the gaps when a story goes too long or off track. This is where the hard work of producing a podcast comes into play because a well-edited podcast takes time for the producer-host to accomplish, doing the interview is just the starting point.

Script Writing Tips

Audio storytelling is fueled by words, sounds, and editing.

This means that when you write an audio script you are simultaneously using all three elements – words written with sound in mind and edited as a whole. Think in terms of using



One or more interactive elements has been excluded from this version of the text. You can view them online here: <https://pressbooks.pub/toolsforpodcasting/?p=61#audio-61-1>

- **Use Natural Sound Full Up:** The podcast also has a wealth of sound coming from the environment which helps in making the listener feel like they are on the scene as the story unfolds.



One or more interactive elements has been excluded from this version of the text. You can view them online here: <https://pressbooks.pub/toolsforpodcasting/?p=61#audio-61-2>

- **Use free archival audio.** In the Slate series, [Slow Burn-Roe V Wade](#), the podcast producers make use of historic audio to tell the story of how the historic Roe decision came about in the early seventies.



One or more interactive elements has been excluded from this version of the text. You can view them online here: <https://pressbooks.pub/toolsforpodcasting/?p=61#audio-61-3>

[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](#).

- **Use sound from events like protest rallies and demonstrations.** If you were doing a podcast about gun control you could get sound from events like the massive gun reform rally in Washington, D.C., led by students from Parkland, Florida.



One or more interactive elements has been excluded from this version of the text. You can view them online here: <https://pressbooks.pub/toolsforpodcasting/?p=61#audio-61-4>

- **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 of a part of your podcast. In a podcast about whether the shopping mall is dead after 70 years, [Decoder Ring](#) offers some fond memories from Americans.



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<https://pressbooks.pub/toolsforpodcasting/?p=61#audio-61-5>

- **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.
- **Use music to fit the mood of your podcast.** Nick Quah, host of [Servant of Pod](#), says he considers [S-town](#) to be the best example of music fitting the story being told.

—



One or more interactive elements has been excluded from this version of the text. You can view them online here: <https://pressbooks.pub/toolsforpodcasting/?p=61#audio-61-6>

- **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 Quah as he transitions from one interview to promoting an upcoming interview.



One or more interactive elements has been excluded from this version of the text. You can view them online here: <https://pressbooks.pub/toolsforpodcasting/?p=61#audio-61-7>

- **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.”

Is There A Driveway Moment?

Public radio uses the term “driveway moment” to describe listeners who arrive home but stay in their cars to hear the end of a story because it’s so captivating.

But achieving such a storytelling moment doesn’t come without a lot of hard work in scripting — and involves writing a setup to the story to build interest, having strong story elements to solidify flow, with a strong lead and a satisfying ending.

Storytelling Leads



- 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.

Script In Chunks

Podcast scripts are written one step at a time or in chunks:

1. There's a script for a standard pre-produced show open with music and narration that says the show's name and description.
2. That is followed by the episode introduction which introduces the topic of the day and guest introductions.
3. 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.
4. 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.
5. Another script may conclude one interview to transition to another.
6. 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.

Show Rundown

Every podcast needs a [show rundown](#) that indicates the order of show elements. The rundown assigns approximate *times* for each show element, which is vital to keeping a standard show length.



Photo by Neil Godding on Unsplash.com

Sample Show Rundown

If your goal is to create a 10:00 podcast then plan approximate times:

:25 Pre-produced standard podcast open

:15 CLIP #1 Pull a compelling clip from the interview to tease the audience about what is coming up on the show

:45 Episode open & guest introduction

2:30 Guest Interview

:15 Host narration

:35 Guest reads a clip from a book she authored

:25 Host narration

1:25 Guest Interview

:10 GUIDEPOST or BUMPER

:15 PSA (Public Service Announcement or paid ad)

:20 Host narration

1:20 Guest Interview

:20 Host CALL-TO-ACTION

:15 Host thanks & Bye

9:15

BEGINNING: Give clear reasons to listen

MIDDLE: Deliver on what you promised

END: Thanks for listening & Call-to-action

Guest Introductions

Resumes are written for the eye so be sure to rewrite any guest bio for the *ear*. That means writing shorter and sharper – include major achievements of the guest related to your episode topic but don’t list everything. Most importantly, read the introduction out loud to see how it sounds and how long it takes. Additional details can always be put in episode Show Notes on your website.

Standardize Your Show Format

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.



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

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.
- **EPISODE 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
- **Show End**; host thanks the audience, guests; promos next show
- *Music close*

Creative Show Opens

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.



Photo from Canva.com

Two 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.

Keep in mind that most shows really have two opens – starting with the standard pre-produced open with music and narration that says the show name and tagline or description that explains what the show is about.

The second open can be the episode open that explains what the content for the day will be, the host's name, and who the guests will be. Episode opens can have some very creative and different styles, as explained below.

Techniques For Creative 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

Examples Of Podcast Show Opens:

Examples Of Podcast Opens With Different Storytelling Techniques

The New York Times 20-minute podcast [The Daily](#) has an audience of 4 million listeners per day.



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 is [The Overlooked Scandal of Priests Sexually Abusing Nuns](#).



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<https://pressbooks.pub/toolsforpodcasting/?p=61#audio-61-8>

TRANSCRIPT:

:11 MUSIC UNDER HOST INTRODUCTION: *“From the New York Times, I’m Michael Barbaro. This is The Daily...”*

:05 MUSIC FULL UP

:16 HOST NARRATION WITH MUSIC UNDER *“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 ...”*

:06 MUSIC FULL UP

:04 HOST NARRATION *“It’s Thursday, February 7th”*

:19 SOUND FULL UP OF APPLAUSE AND POPE SPEAKING, THEN REPORTER *“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 ...”

:03 REPORTER NARRATION: *“Lori Goodstein has covered the Catholic church for decades”*

:03 REPORTER: *“He celebrated mass for more than a hundred-thousand Catholics ...”*

Examples Of Podcast Opens With Different Storytelling Techniques

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 is [Ending the age of animal cruelty](#).



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<https://pressbooks.pub/toolsforpodcasting/?p=61#audio-61-9>

TRANSCRIPT:

:12 SECOND CLIP FROM 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.”*

:11 MUSIC FULL STRENGTH; MUSIC VOLUME LOWERS FOR WELCOME:

:33 HOST NARRATION *“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).

Examples of Podcast Opens With Different Storytelling Techniques

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.

The episode is [Food Fight](#).



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<https://pressbooks.pub/toolsforpodcasting/?p=61#audio-61-10>

TRANSCRIPT:

:11 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. ...”*

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

:03 CLIP OF MAN-ON-THE-STREET: *“You know Chicago is a real City and this is real pizza.”*

:03 CLIP OF INTERVIEW: *“It is goop in your lap ... (laughs), New York, forever...”*

:02 MUSIC FULL STRENGTH

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

:01 CLIP FROM FEMALE INTERVIEW: *“I say soda ...”*

:01 CLIP FROM MALE INTERVIEW: *“I have to call it pop...”*

:01 CLIP FROM FEMALE INTERVIEW: *“Sodapop.”*

:02 MUSIC COMES UP FOR FOR SECONDS

:11 HOST VOICEOVER *“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).

:22 HOST NARRATES, NO MUSIC UNDER *“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.”*

:10 MUSIC BEGINS UNDER HOST NARRATION *“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.”*

:07 MUSIC COMES FULL UP

:35 HOST NARRATION WITH MUSIC UNDER *“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.

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):

1. [Stepping into the Light](#) podcast with psychic medium **Julia Treat**.



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can view them online here: <https://pressbooks.pub/toolsforpodcasting/?p=61#audio-61-11>

(:19) *“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**



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<https://pressbooks.pub/toolsforpodcasting/?p=61#audio-61-12>

(:13) *“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.”*

Show Endings

Just saying goodbye is not a strong end to your podcast.



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

To End Your Podcast:

- Thank your listeners.
- Tell listeners how to get in touch. Give one website address for Show Notes, host/guest bios, social media, and financial support.
- Promo an upcoming episode.
- Ask for a show review.
- Make a [call-to-action](#).

Examples Of Podcast Show

Endings:

Examples of Show Endings



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them online here: <https://pressbooks.pub/toolsforpodcasting/?p=61#audio-61-13>

(:04) **HOST:** *“I don’t think I know anybody else I’d rather talk more about this with than you right now”*

(:03) **GUEST:** *“Aw. That’s such a compliment. Thank you very much, Nick.”*

(:04) **[MUSIC PLAYS AT FULL STRENGTH THEN UNDER]**

(:32) *“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.”

(:02) {MUSIC UP AND OUT}

Examples Of Show Endings





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[https://pressbooks.pub/
toolsforpodcasting/?p=61#audio-61-14](https://pressbooks.pub/toolsforpodcasting/?p=61#audio-61-14)

(:01) **MUSIC FULL UP THEN UNDER**

(:11) *“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.”*

(:02) **MUSIC FULL UP AND OUT**

Examples Of Show Endings



the
Takeaway



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<https://pressbooks.pub/toolsforpodcasting/?p=61#audio-61-15>

(:01) MUSIC FULL UP THEN UNDER THE VOICE

(:12) *“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.”*

(:04) **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 [Chapter 9](#).

Scriptwriting For Fiction Podcasts

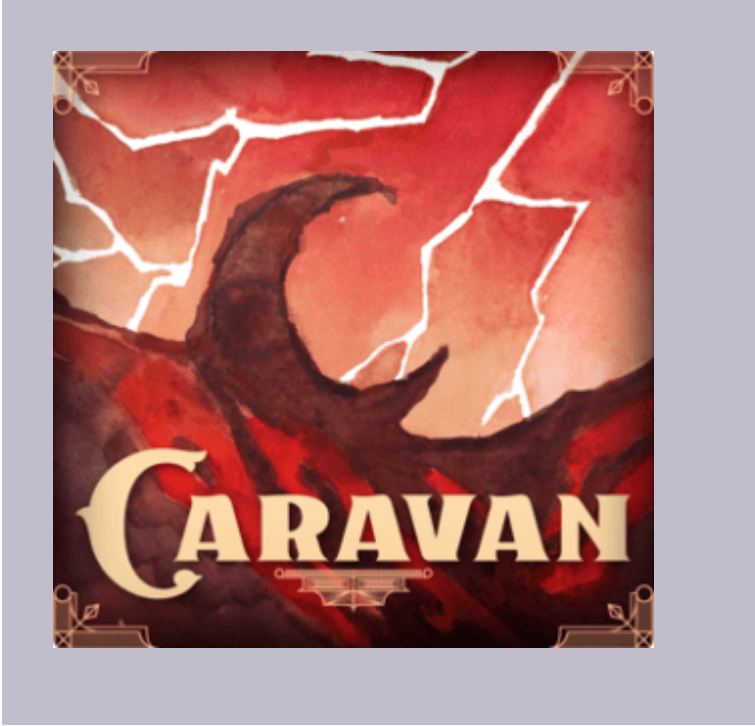
Nonfiction podcasts greatly outnumber fiction podcasts even though the dramas are rooted in the radio shows that started in the 1940s. Only about 5% of the top 100 podcasts on iTunes are fiction, according to a [2019 estimate](#).

Successes like ‘[Welcome to Night Vale](#)’ or ‘[Hometown](#)’ are difficult to do and expensive because they call for multiple creators and many more resources and costs.

Across the world, listening to fiction podcasts has grown 338% in Sweden, according to Spotify’s Nordic manager.

Bingeworthy Fiction Podcasts

- [Best Fiction Podcasts 2022](#) (The Podcast Host)
- [15 Best Fiction Podcasts](#) (Time Out)
- [15 Audio Dramas To Get You Hooked On Fiction](#) (Discoverpods)
- [The 10 Best Fiction Podcasts That Shaped The Genre](#) (Vulture)
- [20 Best Fiction Podcasts You'll Obsess Over](#) (Readers Digest)
- [The Top 40 Fiction Podcasts You Must Follow](#) (Feedspot Blog)
- [Best Fiction Podcasts](#) (Audible)





- Other recommendations: [The Podcast Host](#) & [The Bello Collective](#).

Free Guide To Fiction Podcast Writing



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.

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

Chapter 7: Voicing Tips, Exercises, Script Marking

Most of us don't like the sound of our own voices.

Our *recorded* voices sound more high-pitched than we think they should, yet others don't make that same observation about us.

When we *speak* we hear our own voices through sound waves in the air and transmitted internally directly through our skull bones, making vocal tone sound richer and in lower frequencies than when we hear our own voice when talking.



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

Keys to Successful Voicing

The good news is that you can train your voice to be more resonant through [abdominal diaphragmatic breathing](#) which helps the lungs fill more efficiently. This is “belly breathing” and involves pulling the diaphragm down with each inward breath. When you learn to control your air supply it gives you more control in using your voice without strain and sounding confident. It also helps to stand when doing voice work, because it doesn’t compress your abdomen and allows for deeper breathing.

But even more important than voice tone is *vocal delivery style* so this chapter will show you relaxation techniques, vocal exercises, and script marking techniques to improve conversational delivery.

Don’t stress about your voice quality and think you need to have the golden-sounding pipes that many broadcasters do. Instead, it’s more significant how you *use* your voice to sound credible and conversational. This is done by taking care of your voice and concentrating on speech clarity, pacing, and inflection.

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.

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 a presentation.

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 with 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}*



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[https://pressbooks.pub/
toolsforpodcasting/?p=63#audio-63-1](https://pressbooks.pub/toolsforpodcasting/?p=63#audio-63-1)

Vocal Warmups

- 1) Warm-up our lips by opening the mouth vertically and saying **“bah” “bah” “bah.”**

- 2) Now switch to lips air-buzzing with **Brrrrrr Brrrrrr Brrrrrr**
- 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 Exercises on Video

[WATCH](#) the video & then follow along as you do 5-minute vocal warmups.



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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, and repeat three times.
- In a standing position, do shoulder rotations by placing your fingertips on your shoulders and moving 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 hissing 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 Training Tips: In a fun, [interactive video](#) NPR announcer Jessica Hansen offers three tips for training your voice.

- One-sheet guides [Talent guide](#) | [Producer guide](#) on problems like nervousness, stumbling, dry mouth, and low energy.
- NPR also has a [guide](#) for resources on the correct pronunciation of names. Impress your guests by correctly pronouncing their names.

Mark Your Script To Help Vocal Delivery

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, an 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.



Photo by
Robin
Benzrihe
m in
Unsplash.
com

Vocal Tip: Countdown To Calm Down

Fear of public speaking is one of society's most common fears and to calm those nerves you need to be confident and calm. Be well-rested and loosen up with vocal warmups.

Mentally prepare for voice work by doing a countdown-to-calm down to say, "Five, four, three" — then silently count down to zero. When you are at zero you should be at your natural pitch level. This exercise helps you avoid starting out at too high a pitch level because of anxiety.



Photo by Ben White on Unsplash.com

Vocal Tip: Vocal Inflection

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. Let your voice express joy, excitement, sadness, or sorrow to show that you care.

However, take care not to pass judgment in your tone if

you doing a journalism-based podcast that should have a more neutral tone. You only want to express universal emotions such as sadness at the loss of life or joy at winning the lottery.

It also helps if you are writing a script, to speak out loud as you write to help create a more natural-sounding conversational flow.



Photo by Nycholas Benaia on Unsplash.com

Vocal Tip: Pace & Articulation

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: Avoid Poor Speaking Patterns

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](#) 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.



Photo by Zach Reiner in Unsplash.com

Vocal Tip: Speak Conversationally With High Energy

Try to be your authentic self rather than a carbon copy of someone else. You want to be conversational and avoid stilted language to establish rapport with your guest and audience. But remember that you are hosting a show for others so you need to be energetic and to have excitement in your voice rather than sounding flat.

Beyond that, keep a consistent speaking level rather than being up-and-down with volume levels that are too loud or too soft.

Vocal Tip: Avoid Popping P's & T's {Audio examples}

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.



Photo from Unsplash.com

Popping P's:



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No Plosives:



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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.



Off-axis
vs.
on-axis

buzzsprout 



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

Vocal Tip: Don't Let Your Voice Trail Off

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 a clear focus to avoid lengthy monologues.

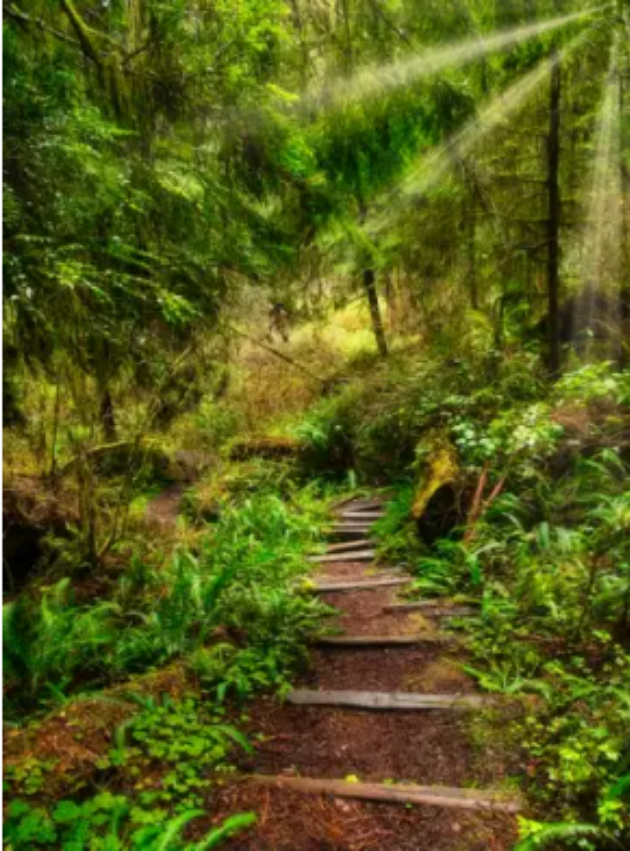


Photo by Cameron Venti on Unsplash.com

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

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

Chapter 8: Editing Software & Audiograms

Once a podcast has been recorded, scripted, and voiced it's time for digital editing. There are a number of software options available for a variety of budgets, production demands, and expertise levels. Your selection of a Digital Audio Workstation (DAW) also comes down to personal preference.



Screengrab of Adobe Audition

This chapter emphasizes free or low-cost audio editing programs – Audacity, GarageBand, and Adobe Audition. I created video tutorials to cover the basics and also offer links to [NPR Training](#) on [audio mixing](#). The concepts apply to all digital audio software no matter which software program you decide to use.

Record & Edit in WAV or AIFF

Audio recording and editing should always be done using uncompressed WAV or AIFF audio files, which take up a lot of disk space. However, once editing is completed the files should be *exported* into compressed MP3 audio files, the format virtually every digital device can read.

Listen Before Editing

The best place to start editing is actually through listening.

Listen to all of your interviews at regular speed even though it might be tempting to listen at twice the speed in order to speed up the editing process. But this shortcut is not a good idea because it doesn't allow you to get a feel for natural pacing and pauses during the interview. Take notes on sections where you think the audio is best and note the timestamp of where the clip is located on the timeline.

You will want to edit out background sounds, plosive pops, and loud breathing when you can. However, be careful not to go overboard with editing especially when it comes to breathing because it's unnatural if you don't hear any breath intakes.

Instead of editing out the breaths, you can just reduce their audio level, and then it doesn't sound like you have artificially

interrupted the flow of the conversation. At the right moment, a lingering pause can be a powerful moment in the story.

Audacity {Video tutorial}

[Audacity](#) is a free recording and editing software that's been around since 2000. It has huge appeal because it's free and can be used by both Mac and PC users.



While Audacity does have a bit of a learning curve and there can be some recording or editing [problems](#) with free platforms, there are online help forums.

I created a video tutorial to help you learn Audacity, such as the one provided below. There are also [keyboard shortcuts](#) that can save you time and effort.



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To go more in-depth there are several other free online video tutorials [offered here](#) as well as those provided by the [Advanced Media Institute at UC-Berkeley](#).

For more advanced work, Buzzsprout explains how to [isolate and remove](#) unwanted background sound in Audacity.

Syncing Up Audio Tracks in Audacity

When editing two separate voice tracks – the host and the interviewer – each track needs to begin at the same time. In the *recording process*, it's helpful when doing a remote interview if both the interviewer and the guest clap hands at the same time so those tracks can be lined up together when it's time for editing.

To show what this sync process looks like SOC Photography Manager Shaun Schroth has created a video tutorial on Audacity.





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A podcaster would have two separate tracks if recording a double-ender interview as discussed in [Chapter 4](#), where the interviewer and guest each records their own voice into a digital device, usually a mobile phone voice app.

This recording method works well if you cannot physically be in the same recording space, don't have enough room, or are operating on a shoestring budget.

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 below and one offered by the [Advanced Media Institute](#).

There are [keyboard shortcuts](#) when working in GarageBand that can save you time and effort once you get familiar with the software.



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[https://pressbooks.pub/
toolsforpodcasting/?p=65#oembed-3](https://pressbooks.pub/toolsforpodcasting/?p=65#oembed-3)

The **sync process** for GarageBand audio tracks is demonstrated by SOC Photography Manager Shaun Schroth.



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Adobe Audition {Video tutorial}

[Adobe Audition](#) is professional-level audio editing software that works on both Macs and Windows and is my favorite DAW. Monthly or annual subscriptions can be purchased via the Adobe Creative Cloud suite for just the Audition app, or, for a plan with 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.



The video tutorial below covers the basics of editing in Adobe Audition and another is provided by the [Advanced Media Institute](#).



One or more interactive elements has been excluded from this version of the text. You can view them online here:

<https://pressbooks.pub/toolsforpodcasting/?p=65#oembed-5>

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](#).

The **sync process** for Adobe Audio audio tracks is demonstrated by SOC Photography Manager Shaun Schroth.



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ADOBE AUDITION Free Editing Tutorials

- [Create Your Own Podcast](#) 11:59
- [Clean Up Audio Tracks and Sound Clips](#) (11:01)
- [Using the Sound Remoter effect](#) (12:20)
- [Repair and Restore Audio](#) (5:47) Best practices for fixing audio using noise reduction
- [Overview of Audio Effects](#) (10:31)

Special effects like echo, reverb.

- [How to Reduce Noise and Restore Audio](#) (:48) Background noise like wind, tape hiss or power-line hum can be removed.
- [9 Adobe Audition video tutorials](#) from Colin Walker
- [16 Adobe Audition video tutorials](#) from Mike Russell

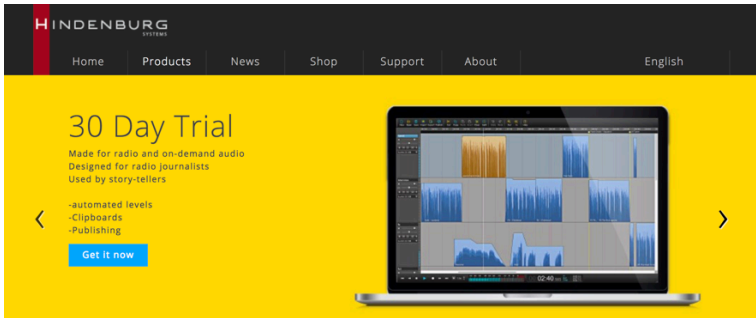
Hindenburg Journalist

[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 \$399 but you can often find special deals for less cost.

[Buzzsprout](#) created a free online video tutorial on how to use the software and Hindenburg has posted its own video tutorials on [Youtube](#).



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}



Photo by Jill Olmsted

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. By using a still photo, a headline, and an audio clip from your podcast you can create

audiograms quickly, easily, and many times for free.

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.



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<https://pressbooks.pub/toolsforpodcasting/?p=65#video-65-1>

Other apps for creating audiograms 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.

CHAPTER 9: PUBLISHING & PROMOTION

Learning Objectives

- How to **publish** a podcast
- The importance of a **website/blog {video tutorials}**
- How to **publish** a podcast
- **Promotion** — Audiograms, Trailers, Reviews **{video tutorials}**

The creation of a podcast involves a lot of moving parts but easy-to-use technology can make you your own podcast publisher.

However, those large digital audio files must first be uploaded to a podcast hosting service that creates the [RSS feed](#) (podcast audio files hosted on the internet), and then listeners can look in [directories](#) to find podcasts.

Let's break it down.



Photo by Steve Harvey on Unsplash.com

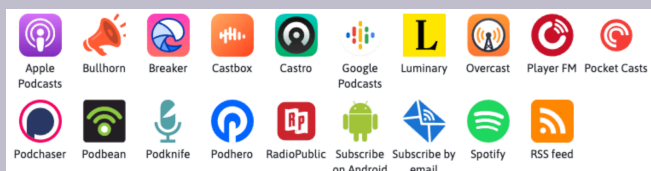
Top Podcast Directories

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.

The Most Important Podcast Directories

- [Apple Podcasts](#) – the old iTunes – is the first place to add your podcast.
- [Spotify](#) battles it out for top billing with Apple and gained lots of young listeners because of music listening.
- [Google Podcasts](#) is responsible for about 2% of podcast plays but is important because it appears in Google search.
- [Stitcher](#) is responsible for about 2% of podcast plays and is significant for Android users.
- [Others](#) – Podnews lists all the other podcast directories.



Livewire Labs measures the number of [new podcast episodes](#) in a given period and top hosting companies by new episode share.

What Are Podcast Hosting Services?

Just like a website needs a hosting service to store media files, your podcast needs the same thing.

A podcast hosting platform stores large audio and video files online for distribution and download to your audience and generates an RSS feed to Apple Podcasts and other directories.



Photo from Unsplash.com

Free & 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.

You can get a sense of *where* people are publishing by looking at the [stats](#) provided by Podnews in how many podcasts switch their shows to a different service and where they go.

What's The Best Podcast Hosting Site?

- [Podnews list](#) of podcast hosting services; [Advice](#) on choosing from James Cridland.
- Podcast Host breaks down [features and prices](#) for 14 hosting sites.
- [Podcast Insights](#) reviews what they consider to be the top seven sites.
- Resonate Recordings offers a list of their top [five](#) podcast hosts.
- Podchaser breaks down more than [50](#) hosting sites.

How Do You Pick One?

There are several factors to consider when selecting your podcast hosting service – but all will get you onto Apple, Google, and Spotify with an RSS feed. Instead, you might consider these other factors:

- **Are there FREE podcast hosting services?**

Yes – and 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. [Anchor](#) is one of the largest free host services with over a million podcasts but critics say many of those have podfaded – referring to when a show stops releasing new episodes.

- **How does the podcast host service charge?**

Some hosts charge by how much you podcast and they have a storage cap, while others charge by download numbers. Paid host services may provide ad-free podcasts, automatic distribution to *all* podcast apps, or have detailed analytics; it depends upon your interests and what you're willing to pay. Certainly use a paid service if you're podcasting for your brand or business.

- **Is the podcast hosting service easy to use?**

Check if there is good IT support and if you can easily migrate to another host if you are unhappy.

- **Is the podcast hosting service [IAB Certified](#)?**

The Internet Advertising Bureau came up with rules on how

to count podcast downloads, so companies who comply with these are certified, like the ones [listed here](#). If a company is listed as “IAB Certified” it means “the podcast host thinks they are following the rules but nobody has checked,” says [James Cridland](#) of Podnews.

- **Can you download or export your podcast analytics?**
- **Are there extras?**

Some companies offer transcriptions, audio processing, the ability to choose advertisers, or video podcasting. But you do need to be careful and read the fine print. Podnews offers a look at [unusual terms and conditions](#) from podcast companies.



Photo by
John
Schnobr
on Unspl
ash.com

Putting Podcasts on YouTube

With over 2 billion monthly logged-in users, [YouTube](#) is one of the biggest if not *the* biggest search engines so putting a podcast on the platform can help in discovery of your podcast. [Luminate](#) surveyed 3,000 listeners and found that 78% of listeners 13 and older are using YouTube for podcasting, putting it ahead of Spotify and Apple Podcasts.

YouTube's [dedicated podcast page](#) in the U.S. features trending shows and channels at [YouTube.com/podcasts](https://www.youtube.com/podcasts).

However, you can't just *only* use YouTube as a hosting platform because then your show would not be listed in apps like [Apple Podcasts](#), [Spotify](#), [Google Podcasts](#), and many others. While there has been a substantial rise in video podcasts, most people consume podcasts by listening.

For creators, YouTube has a [67-page best practices guide](#) that discusses topics such as planning, publishing, and promotion, some [Do's and Don'ts](#) for posting full podcast episodes, and information on monetizing with the [YouTube Partner Program](#).

YouTube & NPR Partner

NPR now has over 20 of its top-performing podcasts on the streaming platform such as [Planet Money](#), [Up First](#), and [Fresh Air](#) and it's been successful in bringing in new listeners. NPR

uses a static image. Other podcasters use a simple webcam to record video during audio recording sessions.



Metadata I.D. Tags {Video tutorial}

Before submitting the podcast to a hosting service you need to insert Metadata I.D. tags so the show becomes 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.

Photo
from
Pixabay.c
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What Is RSS?



[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.”

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. They are designed for podcasters to point out “problems like missing enclosures, poor hosting and other issues specific to podcasting,” according to [The Audacity to Podcast](#). They recommend [Cast Feed Validator](#) or [PodBa.se Podcast Validator](#).

How To Put RSS Feeds Into Apple

Apple Podcast Submission Guidelines

While most people listen to podcasts on Apple Podcasts, creators submit shows using [iTunes Podcasts Connect](#).

The Podcast Host offers [tips](#) for submitting podcasts. An [RSS feed](#) is created and then copied and pasted into podcast directories so people can find and subscribe to podcasts, getting new episodes automatically.

- 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.



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.”

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 Time Should You Publish?

The most logical answer is when you're ready with at least 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 time of the day when listeners can expect new content each week or month. Research from [Megaphone](#) found that most podcasters publish their new episodes on Wednesday, Tuesday, and Thursday (in that order), between 2AM and 5AM. They found that when shows launch at midnight they get much lower downloads. While this is one theory to explain popularity it doesn't really apply to mega-hit shows.

When Do Most People Listen to Podcasts?

There are podcasts for every hour of the day and night but the highest levels of listening occur at the start and early in the day rather than in the evening. Edison Research breaks down the day into [six four-hour segments](#), with the most listening from 10am – 2pm (26%) – just barely above mornings 6am – 10am (25%), which is also peak listening time for broadcast radio.

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](#)

Reasons To Build A Podcast Website

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.

- **Develop a relationship with the audience.**

The primary benefit of having a podcast website is to develop a relationship with the audience. This is where listeners can get more information. *Show Notes* usually provide a summary of an episode's main points, introductions and contact information for guests, and helpful information related to the episode.

- **Build support for your show.**

A website provides an opportunity to ask for show support through monetary donations and show reviews.

- **Provide accessibility for everyone to your podcast.**

Free transcripts of your podcast gives access to the deaf and hearing impaired communities as well as helping non-native English speakers.

- **Improve Search Engine Optimization (SEO).**

A website makes it easier for search engines to discover your episodes and increase traffic to them. Transcripts also help search engines in discoverability.

- **Help other creators & journalists.**

Putting a transcript on a website helps other creators who do a podcast on a similar topic and journalists who may write about your podcast.

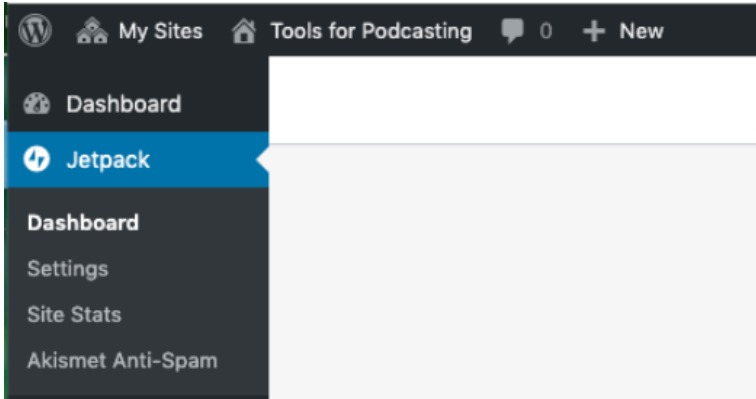
WordPress Website:

I have my students create podcast websites using WordPress.com and we use templates to simplify the process so they can concentrate on creating podcast content. Podcast Host offers a guide on using [WordPress](#), one of many options now available.



Photo by
Markus
Winkler
on
Unsplash.
com

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



Web Accessibility

Accessibility for the [38 million](#) Americans (about 1 in 20) 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.

Should You Create Transcripts?

It's probably not the first thing on your mind if you're just starting a podcast, but transcripts are important because they:

- Build **discovery** of your podcast because of search engine optimization (SEO).
- Provide **accessible content** to the deaf and hearing impaired, thus avoiding ADA lawsuits, and are helpful to non-native English speakers.
- Provide written information for media outlets looking for **quotes** for blogs, articles, or publications.
- Make it easier to do **podcast reviews**.
- Answer a lot of the same **questions** coming from your audience, saving time and effort.

However, just 1.1% of active podcasts in 2021 had transcripts, [according to Podnews](#).

4 Free Ways To Create Transcripts {Video tutorial}

Free Transcription Services

There are several good free options for transcribing podcasts, although a human is needed to check accuracy.

- **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).

There are also paid transcription services. [Bello Collective](#) has some valuable tips for consistent style in transcripts.

1) Google Docs

This is free and easy to use but you will have to manually correct words that the software creates in voice typing.

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.”



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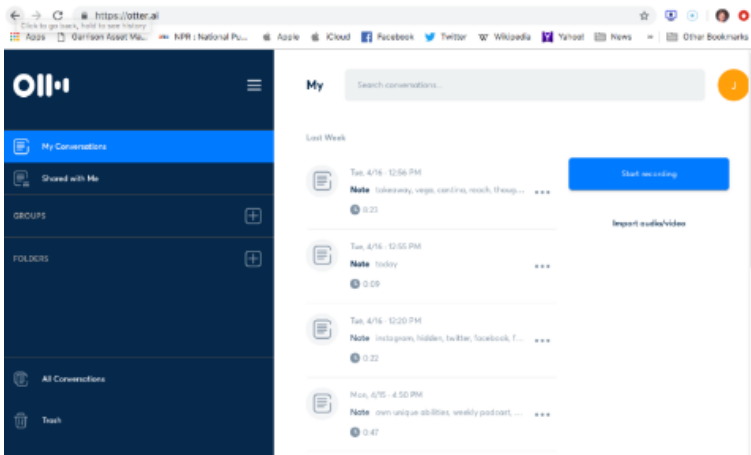
[https://pressbooks.pub/
toolsforpodcasting/?p=67#video-67-2](https://pressbooks.pub/toolsforpodcasting/?p=67#video-67-2)

2) [Otter.ai](#)

It's as easy as clicking on the “Start recording” button. Students who have used this app have been very pleased with

the results as they were able to use the free basic program to meet their needs.

Otter.ai operates on voice recognition algorithms that transcribe in real-time. A paid upgrade allows 6,000 minutes a month.

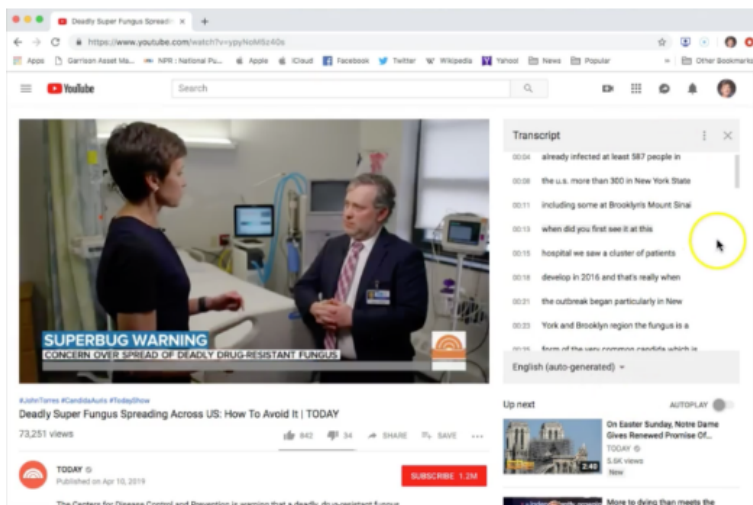


3) YouTube

YouTube does free automatic video transcriptions 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.



However, because YouTube only works with video files, you will first need to convert any MP3 audio files into a video file.

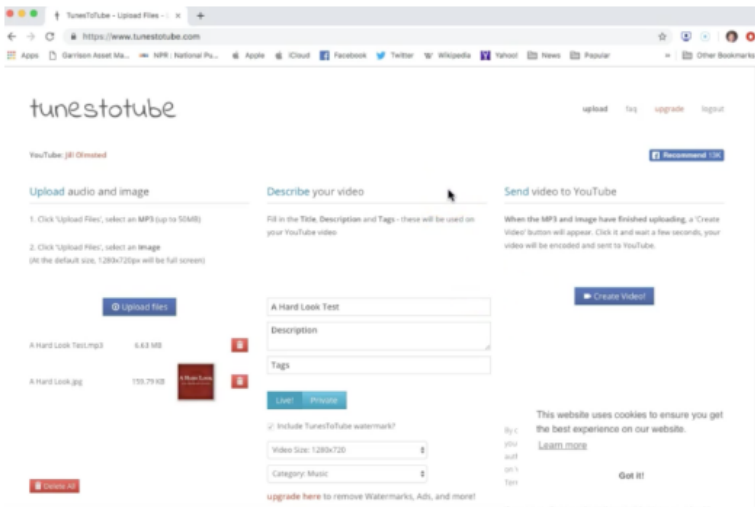
Turn Audio Files Into Video Files:

You can use free video editing software such as iMovie (for Macs), Windows Movie Maker (for PCs) or TunetoTube.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.

A Style Guide for Podcast Transcripts

There is no one standardized style guide when it comes to creating a podcast transcript so take a look at how other shows do it and then create your own consistent rules for handling format, identifying names, sound effects, and music:

- **A speaker's name could be in bold (or use all CAPS) followed by a colon and then the dialogue.**

Jill: *Why did you guys decide to get married in Cancun?*

Colleen: *We both love the ocean and wanted a destination wedding to bring everyone together.*

- **Put music or sound effects in {brackets} and regular font.**

Alyssa: *It looks like the Mariachi band has arrived!*

{:25 Music from guitars, trumpets, and violens}

- **Include non-speech elements in**

transcripts.

[Radio Public](#) did a podcast about Helen Keller and included non-speech elements like the mood of music and use of archival audio clips.

LULU: ... not having it.

[Music mellows. the feeling of intrigue remains]

[ARCHIVE CLIP, TikTok video: I know there's like a story, like, her caretaker, like, she puts—she grabs Helen Keller's hand and, like, poured water over it. And then Helen Keller was like, "Water."]

The transcript was also available in [American Sign Language](#).



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Examples of show transcripts from podcasts:

- **Invisibilia** uses all capital letters to distinguish names:

SHAW: So I think she meant, like, group therapy or couples therapy but, like, between friends. But in that moment, all I remember is my blood running cold, my entire body recoiling and saying F that very loudly in my head.

NATISSE: (Laughter) Why? That is quite the reaction.

- **Freakanomics** uses shaded paragraphs:



- **ESPN's 30 for 30** makes sure sound effects are clear and text is in clear, short paragraphs.

** Dial Tone **

ANSWERING MACHINE: Please leave a message at the tone.
 BOBBITO: Aye Yo, Set Free. I heard you in town. Yo, there's a game tonight at 8 o'clock. It probably won't start until 9 o'clock. It's going to be O-D packed, yo. Meet me on the corner, right around from the entrance, and I'll walk you in, B. I got you.

SET FREE: Welcome back humans. This is Set Free and you're listening to a streetball mixtape from 30 for 30. Next up is Jimmy Smith. While you might not know his name, you definitely know his work. Jimmy Smith is an icon in the advertising world and it's created ad campaigns for companies like Nike and Gatorade. He even worked as a consultant on the classic streetball inspired video game, NBA street volume two, one of Smith's best known ads is a commercial for Nike called freestyle.

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.

Use Embedded Player

It's recommended that you install free embedded players on the website that automatically update with every new podcast episode. This tool allows anyone to listen or share your show outside of major listening apps like Apple or Spotify.

Embedded Player



Many podcast host services offer their own native embedded player for free.

For other options, Podnews show [how to install](#) players from platforms such as Spotify, RadioPublic, and Castbox.

Show Notes Explained

A blog or website with good podcast Show Notes (also called ‘Episode Notes’) offer a summary of episode content – the ‘takeaway’ moments – that make the show memorable. Not only is this a good way to check you are delivering content worth listening to but it helps attract new listeners through search traffic.

Show Notes also offer links to resources, products or

services, bios of the host and guest, and a way to give financial support or do a show review.

Examples of Show Notes

- An **episode summary** with bullet points like the one below from [Ten Percent Happier with Dan Harris](#) and some shows also provide time stamps, i.e. *10:46 How to Create Podcast Artwork*.

In this episode we talk about:

- How to be mindful throughout the day
- The concept of 360 degree awareness
- Noticing when one experiences wanting or aversion
- Why Wilson believes that the root of suffering comes from making it all about us
- How seeing torment can help us experience freedom from the self
- The benefits of reflecting on your past acts of generosity
- Bringing awareness to your motivations
- And doing a gratitude practice regularly to change the weather pattern in your mind

- Links to **bios** or additional information about the host and guests and ways to contact them.

EPISODE NOTES

Today on CTC we chat with [Cara Condon](#) to learn more about her win at this year's CML and life as a cheesemonger at [Beautiful Rind](#) in Chicago.

- Include links to **resources** mentioned during the podcast such as articles, books, maps,

studies, and polls.

Background reading

- Verónica Cruz spent years defying the law in Mexico, helping thousands of women get abortions. Now that Mexico has legalized abortion, activists are [bringing their mission to the United States](#), which is moving in the opposite direction.

The popular business podcast, [The Tim Ferriss Show](#), offers extensive links.

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

- **Support** for the show with links to financial support and/or show reviews.

If you want to hire someone to write Show Notes they can be outsourced to [mediasips](#) or [mabendroth15](#) on Fiverr.

Promotion

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.



Photo by J.J. Yang on Unsplash.com

First Steps In Promotion

1. The first step is to put your podcast into **several podcast directory apps** such as [Apple Podcasts](#), [Spotify](#) and [Google Play](#).
2. Then identify and **target potential audiences** for your podcast topic and then reach out via social media, forums, email.

3. Create a **podcast website** with show notes, transcriptions and trailers helps build an audience.
4. Create a **podcast press kit** so you can reach out to news outlets, send it to potential guests, advertisers, or sponsors, and pitch yourself as a podcast guest. [Bello Collective](#) offers some tips.

Examples Of Podcast Press Kits

Provide contact info, show bios, description, awards, show rankings, and social media.



Photo by Jon Tyson on Unsplash.com

The Podcast Host shares some [tips](#) and examples of podcast press kits:

- [American Fashion Podcast](#)
- [Girl In Space](#)
- [Jamsaxa Rising](#)

Rephonic released a [Canva template](#) to design a media kit.

How to Get More Listeners *{Video tutorial}*



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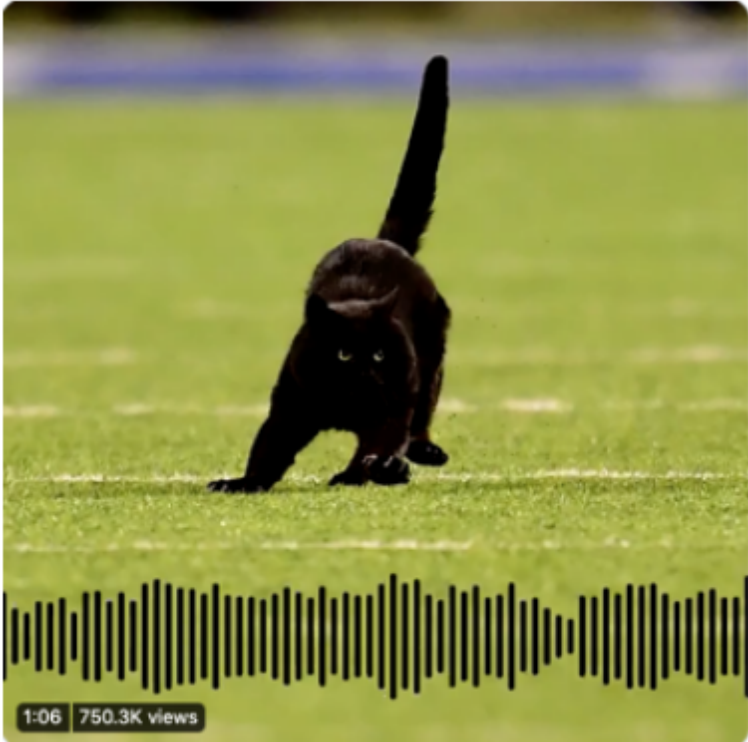
TEN TIPS To Attract Listeners

- Go beyond the top 3 and add your podcast to every [podcast directory](#).
- Create a press kit about your podcast.
- Create a [promo](#) about your podcast and [cross-promos](#) with another podcast.
- Get booked as a [guest](#) on another podcast. Alex Greenwood provides a [suggested pitch letter](#).
- Join Facebook groups such as [Podcast Movement](#), [Podcasters' Support Group](#), and [She podcasts](#). Additional Facebook groups are in [Appendix A](#).
- Simplecast offers [advice](#) on how to advertise your podcast on Facebook.
- Tips on [promotion](#) for building your audience and using [Instagram](#).
- Use Apple's tools to help track [podcast marketing](#), Pacific Content.
- [Bullet](#) is an iPhone app to help share a clip from a podcast, Podnews. Here's an [example tweet](#).
- How to measure the [success](#) of your podcast.

Audiograms Market Podcasts

Social media plays a big role in digital media and you can attract new audiences to your podcast by appealing to eyes and ears through audiograms – a still image converted into video and layered with a waveform and/or transcription.

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



Audiogram from Westwood Sports

Some free audio-to-video creators include [Audiogram](#), [Headliner](#), and [Waave](#).

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

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 their original [audio documentaries](#).



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<https://pressbooks.pub/toolsforpodcasting/?p=67#audio-67-1>

[PRX](#) and [KUER](#), the NPR station in Salt Lake City, Utah, launched a faith podcast called [Preach](#) that talks about the messiness of religion. Season one opened 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.



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<https://pressbooks.pub/toolsforpodcasting/?p=67#audio-67-2>

Video Trailer

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](#).

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

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](#)."



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[https://pressbooks.pub/
toolsforpodcasting/?p=67#oembed-3](https://pressbooks.pub/toolsforpodcasting/?p=67#oembed-3)

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 podcast 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, former host of “[It’s Been A Minute](#),” made his request for reviews.



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How to Do Podcast Reviews

Reviews of podcasts are done most commonly on [Apple Podcasts](#) or on [Podchaser](#) – 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 for 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.

CHAPTER 10: AUDIENCE, INCOME, JOBS

Learning Objectives

- Understanding audience **metrics**
- Generating **income** from podcasts
- How to **look for work** in podcasting
- Early career and **mentoring** opportunities



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

Chapter 10: Audience, Income, Jobs

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 the number of listeners is just one metric of success. It can be equally as important to reach a small but active group of engaged listeners.

However, if you want to impress a boss, a client or have paid ads you do need to pay attention to the number of listeners.



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

While only a podcast publisher knows the actual number of listeners and downloads, there are a variety of chart rankers, metrics in podcast apps, and ratings and review services to evaluate podcast listening. You can also pay for data assembled by companies like [Rephonic](#).

What is Download Success for a Podcast?

Libsyn is one of the oldest and largest podcast hosting platforms and offers the following [statistics](#):

- A podcast live for 30 days averages 141 downloads.
- More than 3,400 downloads, you're in the top 10% of podcasts.
- More than 9,000 downloads, you're in the top 5% of podcasts.
- More than 50,000 downloads you're in the top 1%.

[Buzzsprout](#) is also one of the largest podcast hosting platforms and makes its [global data](#) available to everyone. By [looking at thousands](#) of its podcasts they have determined that if the new episode gets within 7 days of release. The company says even the

most popular episodes see fewer than 29 downloads in the first 30 days.

- More than 29 downloads puts you in the top 50% of podcasts.
- More than 101 downloads puts you in the top 25% of podcasts.
- More than 386 downloads puts you in the top 10% of podcasts.
- More than 838 downloads puts you in the top 5% of podcasts.
- More than 4683 downloads puts you in the top 1% of podcasts.

Avoid just looking at downloads as a measure of success because a download doesn't mean the episode was listened to.

As James Cridland, editor of [Podnews](#) explains, a show with 4,000 downloads doesn't mean there were 4,000 listeners because with automatic downloads the episode may never have been listened to. Only a *listen*, or *play* indicates when a human has pushed the play button.

In addition, a small, niche show might not have large numbers but can bring in a very engaged audience who spends a lot of time listening and that is of great value to a podcaster as well as advertisers. Still, a show with fewer than 1,000 per episode is hard to [monetize](#).

Finding Your Podcast Metric

Apple Podcasts has an [average consumer metric](#) in which podcasters can see how much time and attention their podcasts are getting by looking at their analytics. To find the numbers for your podcast log into your Apple Podcast Connect account, go to Analytics, pick an episode and look for the graph that shows listeners over time. Spotify calls this metric “episode performance.”

Beyond downloads, success for a podcast can be measured in other significant ways:

- Serving underserved populations.
- Influence (a podcast could have a small number of listeners but they have a large influence).
- Amount of ad revenue.
- Reviews & Critiques (can help in marketing and promotion efforts).
- Engagement (includes getting listeners to take action or time spent listening).

Metrics Are Confusing

Every podcast hosting service has its own analytics, research companies have their own podcast rankers and podcast companies have their own charts so there can be considerable

differences because of methodology and whether the podcast was downloaded, played or streamed.

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.”

It’s also difficult to compare audience size when some podcast rankers emphasize monthly downloads while others focus on weekly audience size.

Podcast Rankers

[Companies](#) that have earned the “[seal of approval](#)” for podcast measurement systems, verified by [IAB Tech Lab](#), give an added measure of confidence for publishers and advertisers about the accuracy of audience counts.

Among companies that do podcast rankings, [Podtrac](#) offers free monthly rankings of downloads for [Top 20 Podcasts](#) and [Top 20 Podcast Publishers](#). However, the rankings only count 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.

For a fee, you can see Podtrac rankings on [audience categories](#) – such as Arts, Sports or True Crime.

PODTRAC		PODCAST INDUSTRY RANKING			
		TOP PODCAST PUBLISHERS			
		US AUDIENCE: NOVEMBER 2022 - REWIND*			
RANK	PODCAST PUBLISHER	US (WEEK) MONTHLY AUDIENCE	GLOBAL STREAMS & DOWNLOADS	ACTIVE SHOWS	SALES CONTACT
1	HeartPodcasts	32,210,000	492,463,000	779	HeartPodcasts
2	Wondery	24,342,000	172,281,000	309	Wondery Brand Partnerships
3	NPR	19,491,000	176,672,000	49	National Public Media
4	NBC News	11,636,000	68,137,000	66	
5	New York Times	11,279,000	121,523,000	12	
6	DailyWire	9,094,000	66,196,000	14	
7	The Walt Disney Company	8,927,000	47,636,000	119	Disney Ad Sales
8	Berman Sports	8,666,000	32,942,000	109	Berman Sports Sales
9	PRX	8,523,000	68,994,000	99	Soundfire
10	Paramount	8,940,000	48,112,000	114	
11	DMN	8,666,000	61,289,000	97	WarnerMedia Ad Sales
12	Fox Audio Network	8,516,000	41,279,000	66	Fox Ad Solutions
13	Buzz Media	4,660,000	48,904,000	18	Buzz Media
14	PodcastOne	3,686,000	26,112,000	153	PodcastOne Sales
15	WNYC Studios	3,611,000	21,661,000	54	
16	American Public Media	3,281,000	17,282,000	32	
17	All Things Comedy	3,281,000	19,673,000	67	
18	This American Life	2,891,000	9,656,000	1	
19	BBC	2,774,000	8	857	Acad
20	TED	2,546,000	16,686,000	19	

Unique Identity 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.

8-68,342,000 for September 2022 based on data for 858 shows

NOTE: November 2022 Global Downloads exclude downloads from the Dailym user agent

* This version is revised from a previously published version which did not account for removal of Dailym downloads from US Audience counts

The [Podcast Consumer Tracker](#) (PCT) is a subscription product from Edison Research. It lists the top 30 podcasts in America by *reach* — not downloads — among weekly podcast consumers. Reach is the percentage of weekly podcast listeners who say they have listened to any one of these shows in the last week.

[Triton Digital](#) offers *monthly* measurement based on weekly











downloads over a four-week period and has some different publishers than what appears in Podtrac rankings and requires publishers to opt-in.

[Edison Research](#) ranks the top ten [podcast networks](#) with quarterly reports and the 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 and does not measure downloads or users.

[The Apple](#) podcast "Top Shows" charts do not measure downloads and not everyone uses Apple to listen to podcasts. They are generally understood to be a *trending* chart – what is popular at the moment – rather than a measure of how big or influential a podcast is overall. [The Verge](#) says the Apple charts can be easily gamed.

Podcast Charts

Apple Podcasts — United States of America — All Podcasts

1		Dear Media Back to the Beach with Kristin and Stephen
2		NBC News Dateline NBC
3		Morbid Network Wondery Morbid
4		audiochuck Crime Junkie
5		The New York Times The Daily
6		Jason Bateman, Sean Hayes, Will Arnett SmartLess
7		Wondery The Execution of Bonny Lee Bakley
8		Netflix You Can't Make This Up
9		NBC News Dateline: Missing In America
10		Glennon Doyle & Cadence13 We Can Do Hard Things with Glennon Doyle

July 2022

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*.

Worldwide, a [Global Top 200](#) podcast chart by measurement company Chartable, looks at 20 different *countries* based on weekly changes among the 5,000 podcasts using their proprietary feed integration. They are opt-in, so a publisher has to decide to join, free of charge.

Global Top 200 Podcasts		Global Trending Podcasts	
1	 The Daily Wire The Ben Shapiro Show	1	 Fox Audio Network What About Holly?
2	 audiochuck Crime Junkie	2	 NBC News The Thing About Pam
3	 NBC News Dateline NBC	3	 ETtoday 尚恩帶你上車
4	 Morbid Network Wondery Morbidity	4	 iHeartPodcasts Stealing Superman
5	 Jason Bateman, Sean Hayes, Will Arnett SmartLess	5	 iHeartPodcasts Cornbread Mafia
6	 iHeartPodcasts Stuff You Should Know	6	 iHeartPodcasts and Comedy Central The Daily Show Podcast Universe
7	 Cumulus Podcast Network Dan Bongino The Dan Bongino Show	7	 American Public Media Terrible, Thanks For Asking
8	 Emma Chamberlain and Ramble Anything Goes with Emma Chamberlain	8	 NBC News Killer Role
9	 Exactly Right My Favorite Murder with Karen Kilgariff and Geo...	9	 Sky News سكاي نيوز عربية نقاشية
10	 Glenn Doyle & Cadence13 We Can Do Hard Things with Glenn Doyle	10	 Kast Media Lost In Panama

Global Top 200 »

Global Trending Podcasts »

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 is available to anyone.



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

NPR would like to see this app as the new industry standard to measure listening. [Tags](#) are placed within a podcast that allows 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](https://www.pixabay.com)

Deep Dives Into Podcast Ranker Stats

- [Why Every Podcast Chart Is So Different](#) (Amplifi Media).
- [How To Understand Podcast Stats](#) (James Cridland, Podnews).
- [4 Metrics For Podcast Advertisers](#) (Kat Shereko, Portent Marketing).

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.

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](#).



Photo by Sharon McCutcheon on [Unsplash.com](https://unsplash.com)

The [common standard](#) for podcast ads is based upon CPM – Cost Per Mille – which charges a set rate per thousand downloads. In [July 2022](#) the rate was \$18 for a 30-second ad and \$25 for a 60-second ad. Categories in the categories of Business, Kids and Family and Health & Fitness earned a higher \$28 CPM.

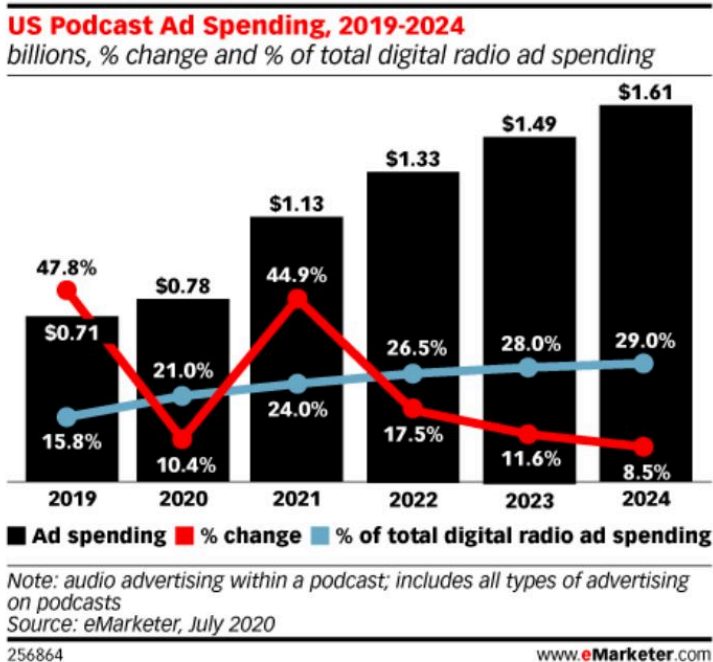
The [position](#) of an ad – when it appears – also impacts price. A pre-roll runs at the beginning of a podcast, a mid-roll occurs during an episode and a post-roll is at the end of an episode and has the least expensive price.

Podcast Advertising Sees

Growth & Influence

Podcast advertising will grow as much in the next two years as it did in the past decade, according to studies done by [Price WaterhouseCoopers](#), surpassing \$1 billion in 2021 and growing to \$2 billion by 2023.

Other forecasts are for slightly [lower](#) numbers.



A [study](#) by media intelligence company MAGNA and Spotify found that consumers are more receptive to podcast advertising than TV advertising. As for the length of podcast ads, [SXM Media](#) says their research found that 15-second ads (which are usually found just before and just after a podcast)

are very effective for recall and awareness while longer 30-second or 60-seconds ads are more effective in driving understanding and moving listeners to act.

Most effective are [host-read ads](#) 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.’”

Building Revenue



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Photo by Sharon McClutcheon on [Unsplash.com](https://unsplash.com/photos/665638-unsplash)

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.
- **Sponsorship** is where you endorse a company's service or products in exchange for payment, i.e. [\\$18 per 1000 \(listens\)](#) for a 30-second pre-roll.
- **Affiliate marketing** is where you refer listeners to purchase a product or service and you get a commission when it's purchased.
- 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.
- Create and sell **market swag** for your podcasts (mugs, T-shirts, bags, pens).
- Offer **premium content** such as live events and behind-the-scenes interviews.

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.

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

Graphtheon TOP CREATORS - ALL CREATORS - MORE -											Log in with Patreon	Search Creators	
Top 50	Podcasts	Games	Video	3D Printing	Comics	Music	Adult Games	Adult Animation	Adult Photography	Adult Video	More -		
Monthly Ranking for Patreon Creators Monthly ranked list of the most popular Patreon creators including top earners. Top 1000 Creators													
<	21	Aug 2021	Sep 2021	Oct 2021	Nov 2021	Dec 2021	Jan 2022	Feb 2022	Mar 2022	Apr 2022	May 2022	Jun 2022	Now >
1		True Crime Obsessed Creating podcasts of the non-garbage variety							Patrons 49,589				Launched Jan 2018
2		The Tim Dillon Show Creating a podcast							Patrons 43,799	Per month \$224,517	Per patron \$5.13		Launched Aug 2019
3		Maintenance Phase Creating podcasts!							Patrons 39,927				Launched Dec 2020
4		DankPods Creating Videos about portable music/headphones and tech junk.							Patrons 37,013	Per month \$39,140	Per patron \$1.06		Launched Mar 2020
5		Chapo Trap House Creating Chapo Trap House Podcast							Patrons 36,767	Per month \$161,984	Per patron \$4.41		Launched May 2016
6		Matt and Shane's Secret Podcast Creating Hot Casts							Patrons 34,627				Launched Aug 2017
7		DarkCookie Creating Summertime Saga					NSFW		Patrons 31,357	Per month \$75,245	Per patron \$2.40		Launched Aug 2016
8		Dungeons and Daddies Creating premium dad audio content							Patrons 26,819				Launched May 2019
9		The Cum Boys Creating Cum Town Podcast							Patrons 24,863	Per month \$107,052	Per patron \$4.31		Launched Jun 2016
10		the yard Creating a podcast							Patrons 24,716	Per month \$165,766	Per patron \$6.71		Launched Aug 2021
11		Not Another D&D Podcast Creating Audio Adventures							Patrons 24,419				Launched May 2018

Independent podcasters such as Tamar Avishai, creator of [The Lonely Palette](#), 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.

Careers in Podcasting

Since podcasts are being done by large and small news organizations from traditional legacy media such as [The Washington Post](#), [NPR](#), national TV and radio news outlets as well as hometown digital news outlets, there are growing career opportunities. But that's just the start.

Creators include [major corporations](#), smaller entrepreneurs, local, state and federal government, religious organizations, political organizations, public interest groups, sports franchises, entertainers, book authors, and educational institutions — you name it.



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

All of these organizations need to hire hosts, reporters,

producers, scriptwriters, 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.

Some Job Layoffs & New Hires

Sadly, as 2022 ended several media organizations had layoffs including those at [Spotify's podcast studios](#), which canceled 11 of its original podcasts from in-house studios Gimlet and Parcast. Staffers were told it was because of [low listenership numbers](#) but some of it happened because of staffing changes at Spotify. In the case of Gimlet, their biggest show, Reply All, ended because of accusations of a toxic work environment.

However, other companies such as the Obama's media company, [Higher Ground](#), are expanding their audio teams by [hiring](#) a trio of executives.

Podcast Job Titles

Job titles are determined by the employer and by the style of storytelling — nonfiction vs fiction or narratives, dramas, interviews, and such. Someone with the job title of producer in one workplace may be called a story editor elsewhere and it's not uncommon for one or two people to do multiple jobs.

That can be fulfilling or frustrating depending upon your workload.

To professionalize the industry a coalition of about 40 partners in the podcasting industry developed descriptions and published in [Podcast Taxonomy](#). This is an effort to develop standardized roles and help in job search and creation.

Defining Major Podcast Jobs

From [Podcast Taxonomy](#) (additional roles defined in a [White Paper](#)):

- **EXECUTIVE PRODUCER:** “The Executive Producer is the lead producer on a production. The role can range in terms of creative control with some “EP”s owning the creative direction of a podcast (in effect taking the role of director), while others may take a more hands off approach. Executive produce may have raised the money to fund the production, but it is not a necessary responsibility of the role.”
- **SENIOR PRODUCER:** “The Senior Producer is the second most senior producer of the production (second to the Executive

Producer). They supervise producers and the general direction and logistics of the entire production.”

- **PRODUCER:** “The Producer coordinates and executes the production of the podcast. Their duties can include helping craft the creative direction of a project, budgeting, research, scheduling, and overseeing editing and final production.”
- **REPORTER:** “The Reporter finds and investigates news or stories for the podcast, often interviewing subjects and conducting research. The Reporter can be an on-air position as well, as they convey the insights of their investigation.”
- **HOST:** “The Producer coordinates and executes the production of the podcast. Their duties can include helping craft the creative direction of a project, budgeting, research, scheduling, and overseeing editing and final production.”
- **WRITER:** “The Writer has written the story or dialogue of a podcast. They are often involved in the creative arc of a production, but this is not a necessary requirement.

Writers may work in scripted podcasts, in both fictional or non-fictional contexts, and may work on their own or in partnership with 1-2 other writers if necessary. Given the requirements of a podcast, the script that a Writer produces may be read word-for-word on a published podcast episode.”

- **STORY EDITOR:** “The Story Editor is responsible for broad stroke direction of the story arc and character development of a podcast. Often seen in fiction and documentary podcasts.”
- **AUDIO EDITOR:** “The Audio Editor cuts and rearranges audio for clarity and storytelling purposes. The Audio Editor may also perform general audio processing and mastering.”
- **PRODUCTION ASSISTANT:** “The Production Assistant helps support an executive member of a podcast (often a director or producer), helping prepare them in a variety of ways including scheduling, logistics, communications, and more.”
- **MARKETING MANAGER:** “The Marketing Manager is responsible for the promotion of a podcast’s content through various awareness

strategies such as social media campaigns, cultivating a web presence, managing public relations and communications strategies, and other creative techniques to acquire and retain listeners. Also known as: Podcast Marketing Coordinator, Podcast Marketer.”

What Does a Producer Do?

Typically the producer oversees the management of a show from concept to writing scripts, scheduling guests, doing interviews, and hiring any contractors needed for editing, distribution, or promotion but the job duties can differ widely depending upon the size of the employer and style of the podcast.

To find a podcast job or to hire a producer you can go to:

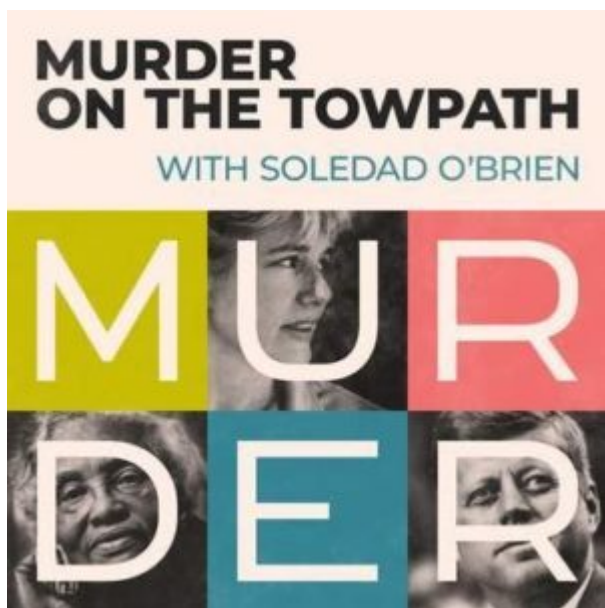
- [Podjobs](#), the daily free newsletter.
- [Fiverr.com](#) or [Music Radio Creative](#).
- Join the [membership-based](#) marketplace, [Podcast FreeLancer Hub](#).
- In your own community, you could look for freelancers on a Facebook group of local podcasters.

What Does An Editor Do?

An editor could be involved in story structure or editing audio or both.

[Catherine St. Louis](#) is senior editor of podcasts at [Neon Hum](#). In episode 10 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.

Mentoring & Early Career Opportunities

Ongoing Opportunities

Application dates vary but many return annually so keep an eye on rolling deadlines.

- [AIR Mentorship Program](#) offers an opportunity for audio rookies to learn from seasoned producers and editors.
- [AIRMedia New Voices](#) program for underrepresented and early-career voices in public radio and podcasting.
- [Dustlight Productions Apprentice](#) program for POC, trans, and queer people with a passion for audio, but with little to no experience.
- [Google News Initiative Startup Boot Camp](#) helps aspiring news entrepreneurs in

the U.S. and Canada.

- [Public Media Journalists Association](#) pilot mentoring program matching journalists of color with an experienced mentor.
- [The Next Generation Radio Project](#) is a 5-day journalism and audio training project with a mentor.
- [Vox Media Audio Fellow](#) is a yearlong remote fellowship that is salaried with benefits.

What's the Income For Top Podcasters?

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.



Photo by Justin Lim on [Unsplash.com](https://unsplash.com).

[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. [Stylist](#) offers their list of the 20 best celebrity podcasts.

Work Rates

It’s a valid question whether you can turn your passion project

podcast into a paid professional gig. Salaries for podcast jobs as producers, editors, production assistants, writers, and website creators fluctuate depending upon the employer, show format, and market location.

Salaries vary depending upon whether you are on staff for a media company or as a freelancer. Some companies pay by the hour, others by the day or project. You also need to pay close attention to job titles because what one employer calls a production assistant job might be labeled as an associate producer job at another, so be sure you are clear on defining the role.

Sample Day Rates

In a Twitter thread, [Dustlight Productions](#) CEO Misha Euceph posted some freelance day rates:

- \$300 day rate for entry to mid-level podcast producer.
- \$85 an hour+ (20 hours = \$1700).
- \$150-200 an hour for tape sync or recording two-way interview on location, plus mileage or Uber.
- \$1000 day rate for a consultant on podcast/ audio strategy.

- \$150K for low-budget non-fiction podcast;
\$350K-\$750K for high budget.

The Podcast Host has information on [negotiating fair rates](#) for freelance podcasters.

New York City now has a [new transparency law](#) requiring employers with four or more workers to provide a “good faith” salary range for open positions, including a salary minimum and maximum.

Sample Annual NYC Salaries (now required by law)

SLATE: [Network Podcast Producer](#) \$66,000 – \$90,000 [Podcast Host ICYMI](#) \$100,000 – 115,000

PUSHKIN INDUSTRIES: [Audio Producer Podcast and Audiobooks](#) \$70,000 – \$85,000

AT WILL MEDIA: [Supervising Producer](#) \$80,000

[Executive Producer](#) (Non-fiction originals)

\$110,000

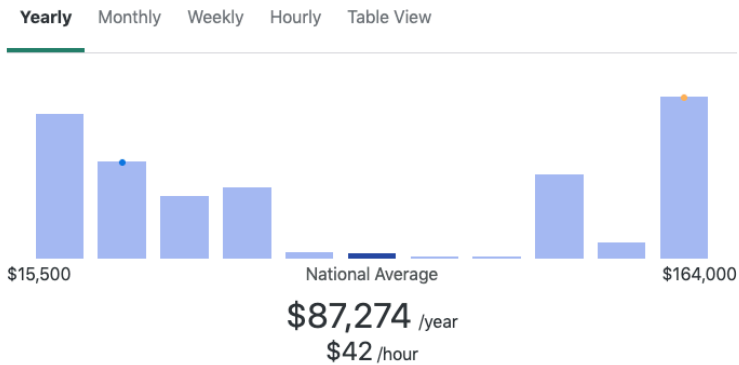
AUDACITY/PINAPPLE STREET STUDIOS: [Sr.](#)

[Editors of Original Partner/Partner Editorial Podcasts](#)

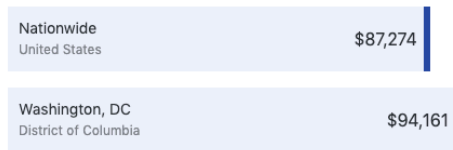
\$110,000 – \$120,000

Managers and hosts earn the most according to a survey by [ZipRecruiter](#), which offers a [free tool](#) to type in the name of a city to find average salaries. They quote the average podcast host is paid more than \$87,000 with above-average host salaries in San Jose, CA., with Oakland, CA. and Tanaina, AK. close behind.

Podcast Host Salary



Podcast Host Salary Comparison by Location



Graphic by ZipRecruiter

Freelancers will find one particularly helpful resource in [AIR](#) – the Association of Independents in Radio. This network of audio industry professionals – podcasters, journalists, story editors, audio producers, documentarians, engineers, sound designers and media entrepreneurs crosses 47 states and 30 countries. They publish a [Code of Fair Practices](#) for working with audio professionals as well as [AIR Rate Guides](#) for services. A beginning production assistant could have a day rate of \$330 while a senior producer’s day rate could be \$570.

In his newsletter, [The Audio Insurgent](#), podcast creator and strategist [Eric Nuzum](#) says the most important thing for podcast creators is “knowing how to build a production budget.” He offers sage advice on [people costs](#) for creating production budgets with staff and collaborators and on [additional costs](#) like hiring freelancers and marketing.

Union Contracts For Podcasting

Gimlet Media and The Ringer (owned by Spotify) ratified a three-year [collective bargaining agreement](#) with the Writers Guild America-East, (WGAE):

- Salary minimums at The Ringer are \$57,000 plus overtime as an entry-level floor, and Gimlet Media beginning at \$73,000 for Associate Producers.
- Limitations on the use of contractors within bargaining unit positions.
- Half of the candidates for open unit positions who make it to the stage after the phone interview will be from traditionally under-represented groups (BIPOC, LGBTQ+, people with disabilities, military veterans).

- Elimination of post-employment non-compete agreements for all employees who make under \$155,000, and removal of post-employment non-competes in individual agreements.
- Minimum of 2% guaranteed annual increases.
- Minimum severance of 11 weeks for all employees, regardless of tenure.

[Click here](#) to view the full Gimlet Media collective bargaining agreement.

[Click here](#) to view the full The Ringer collective bargaining agreement.

FINDING JOBS: Newsletters

One of the best ways to find a job in the podcast industry is to look at [job ads](#) and understand the qualifications. Subscribe to industry newsletters such as [Podnews](#) by James Cridland for [podjobs.net](#) and [Hot Pod](#) by Nick Quah.

**podjobs.net**Jobs in podcasting - from [Podnews](#)

Jobs by email

[About](#) · [Add a job, free](#)

Got jobs? Podjobs, run by [Podnews](#), your daily briefing for podcasting and on-demand, is a free place to post jobs. We'll promote them in front of Podnews's 19,559 subscribers for free, too! [Add a job now](#)

Countries: [Australia](#) [Canada](#) [UK](#) [Mexico](#) [USA](#)

Jobs in podcasting

[Lead Producer - Long-form Narrative](#), Novel
 Remote, working with a UK-based team

[Data Engineering Internship](#), NPR
 Remote, working with a USA-based team



[Podcast Planner](#), ARN's iHeartPodcast Network Australia
 Sydney / Melbourne NSW / VIC, Australia



[Podcast Host](#), Wavelength Creative
 Melbourne Victoria, Australia

[Social Media Manager/Content Creator](#), Ebonistas Podcast
 Remote, working with a USA-based team



[Senior Associate, Market Development & Strategy, Digital Audio Measurement](#), Triton Digital
 New York NY, USA



[Executive Producer - Entertainment Shows \(New York\)](#), Somethin' Else
 New York NY, USA



[Sr. Content Acquisition Manager - Podcasts](#), Amazon Music
 Mexico City MX, Mexico



[Assistant Manager, Client Relations](#), Sports Podcast Group
 Remote, working with a USA-based team

FINDING JOBS: Publishers, Independents

PODCAST INDUSTRY RANKING			
TOP PODCASTS			
US UNIQUE MONTHLY AUDIENCE: NOVEMBER 2022			
RANK	PODCAST	CHANGE	PUBLISHER
1	The Daily	-	The New York Times
2	Up First	2	NPR
3	Dateline NBC	-1	NBC News
4	Morbid	-1	Wondery
5	NPR News Now	-	NPR
6	The Ben Shapiro Show	-	Daily Wire
7	SmartLess	-	Wondery
8	Stuff You Should Know	-	iHeartPodcasts
9	The Dan Bongino Show	1	Dan Bongino
10	Pardon My Take	-1	Barstool Sports
11	My Favorite Murder with Karen Kilgariff and Georgia Hardstark	-	Exactly Right
12	This American Life	-	This American Life
13	2 Bears, 1 Cave with Tom Segura & Bert Kreischer	1	YMH Studios
14	FOX News Hourly Update	-1	FOX Audio Network
15	CNN 5 Things	1	CNN Podcasts
16	Rachel Maddow Presents: Ultra	1	NBC News
17	Wait Wait... Don't Tell Me!	-	NPR
18	Hidden Brain	2	Hidden Brain Media
19	Today, Explained	7	Vox Media
20	Radialab	-1	WNYC Studios

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.

- Look at top podcast publishers with audience charts created monthly.
- 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 [Earos](#) — founded by women.

The Big Players In Podcasting



[SXM Media](#) (shows include Conan O'Brien, Hidden Brain, Office Ladies).

[Spotify](#) (owns AnchorFM, Gimlet, Megaphone, Parcast, The Ringer).

[iHeart Radio](#) (shows include Stuff You Should Know, The Ben Shapiro Show, Crime Junkie).

[NPR](#), [PRX](#), [APM](#) (public radio media accounts for 30% of the audience in [Podtrac's Top 20 Publishers](#)).

[Wondery](#) (shows include owns Dr. Death, Dirty John, Business Wars).

FINDING JOBS: Media & Professional organizations

Careers in Journalism

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](#), look under Journalism.
- [Journalismjobs.com](#).
- [JournalismNext.com](#).
- [Mediabistro.com](#).
- [National Association of Black Journalists](#).
- [Online News Association](#).



Photo by Christina @wocintechchat.com

Paid Membership Organizations:

- [AIRmedia.org](#) is a network of audio industry professionals in public

broadcasting, journalism, podcasting and narrative storytelling; jobs and training are available via [membership](#) with discounts for students.

- [Professional Journalism Organizations](#) – an extensive list from the American Media Institute. Several offer job opportunities with paid memberships.
- [RTDNA.com](#) (Radio-Television Digital News Association); discount [membership](#) for students.

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

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

Chapter 11: Avoiding Legal Trouble

Podcasters need to be aware of [legal issues](#) – with the biggest red flags concerning the podcast name, interview rights, and the use of music and sound effects. Don't count on not being sued just because you are the “little guy” or don't make any money from your podcast.



Photo by Succo on [Pixabay.com](https://www.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, and video games.

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.

Do You Need Guest Release?

The podcast community is somewhat split on the issue of whether you need to have guests sign a release form before they appear on your show.

After all, the guest would not have agreed to the interview if they were not willing to make themselves available, so it's not necessary. On the other hand, a guest might come back years after an interview and decide they no longer want their interview to be public.

To protect your show rights you could ask them to sign a release form [like this one](#) available for download, or [this one for video](#) podcasts.

Buzzfeed's Q & A Podcast talked with experts at thepodcastlawyer.com about the pros and cons of guest releases.



One or more interactive elements has been excluded from this version of the text. You can view them online here:

[https://pressbooks.pub/
toolsforpodcasting/?p=71#oembed-1](https://pressbooks.pub/toolsforpodcasting/?p=71#oembed-1)

Another option, perhaps more practical for hobbyist podcasters, is to get an oral agreement. While recording ask verbally for permission to tape the interview, edit and put it online, on social media and for other promotional efforts. And be sure to save that audio!

Copyright Protects Music

Music is a feature of most podcasts but fortunately, there are several free sources for audio. However, keep in mind that just because music websites allow you to *listen* to audio clips for free 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. 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.com](https://unsplash.com)

Myths About Using Music

Music and sound effects in podcasts help draw the attention of listeners to 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](https://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](https://unsplash.com)

Legal Resources To Use

[Creative Commons](https://creativecommons.org/) 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

When you find the 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.

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.}

How To Search Creative Commons

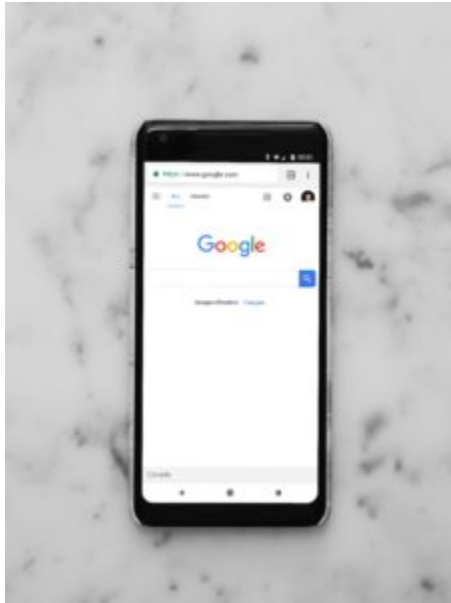


Photo by Charles on [Unsplash.com](https://unsplash.com)

To search CC, use the [platforms](#) for music. Here are some [best practices](#) on how to attribute works under a Creative Commons license that uses the acronym TASL (title, author, source, license). Look carefully among the choices below for free or low-cost music. In addition, several podcast host services offer free music for their clients.

Free & Paid Music Resources

Music Resources

- [Creative Commons](#) should be a first stop for podcasters looking for free audio, music, photos, and video that is legally licensed.
- [CCMixter.org](#) has musicians from around the world.
- [Chillhop.com](#) allows creators to use tracks from their albums in their own not-for-profit work (with credit given appropriately).
- [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.
- [Free Music Archive](#) has free high-quality songs for podcasts; requires credit and permission to use is granted on an invitation basis under CC.
- [GarageBand](#), which comes with every Mac,

offers some musical loops.

- [Incompetech](#) has free music as long as credit is given, (voiced on the podcast) suggested donation of \$5; lots of genres.
- [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.
- [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.
- [Musopen.org](#) is a nonprofit with royalty-free classical music.
- [Pixabay.com](#) has royalty-free stock music (also images and video), with no artist credit or fee required.
- [Purple Planet Music](#) provides downloadable tracks by clicking on the tab; must give credit.
- [909 Music on Soundcloud](#) has royalty-free music with more contemporary music, no attribution is needed.
- [YouTube Music Library](#) offers a huge selection of royalty-free music for free use.
- [Videvo.net](#) offers some free royalty-free music

and sound effects as well as paid service.

PAID SERVICES: [Audiojungle](#); [Audiomicro](#); [Getty Music](#); [Jamendo](#); [MusicBakery](#); [Pond5](#); [Premium Beat](#); [Stockmusiccom](#); [Soundstripe](#); [NEOsounds](#), [Other subscription services](#).

PREMIUM Resources: [Artlist.io](#) has a license for \$199/yr for unlimited use and valid forever; [Epidemic Sound](#) is similar with pricing starting at \$15 a month; [Soundstripe](#) begins at around \$13 a month; [SnapMuse](#) begins around \$7 a month.

[Boom Library](#) provides professional-quality sounds so expect to pay if you want to create a soundbed of chickens; [Ghosthack.de](#) is a place for horror, spooky sound.

Sound Effects & Sound Libraries

Sound effect and sound library sites provide audio clips just 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 and Paid Sound Libraries

- [BBC Sound Effects](#) will allow students, teachers, and researchers use for non-commercial services.
- [Free Sound](#) is licensed under Creative Commons.
- [Soundbible](#) has a library of free sound effects.
- [Soundly](#) has free and paid resources.
- [Videvo.net](#) has free and paid sound effects.
- [ZapSplat.com](#) has free and paid sound effects.
- Paid resources: [Sound Dogs](#), [Soundsnap](#), [other subscription services](#).

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](https://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 a 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, and avoid copyright infringement and defamation.

What is Fair Use?

Stay clear from using music created by popular stars because

such use violates the 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](https://www.flickr.com/photos/jeff_eaton/)

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](https://unsplash.com)

The [Digital Media Law Project](#) has a helpful list of state laws regarding [wiretapping-related statutes](#). The rules for [international](#) phone recording vary across nations.

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

While guests voluntarily participate in podcasts, you should protect yourself by obtaining either oral or written permission. 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 of 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

As the world's dependency on digital media increases, web accessibility is a growing issue. The World Health Organization estimates that [2.5 billion](#) people will have some hearing loss by 2050. In the U.S. [one-in-eight](#) people have hearing loss in both ears.



Photo by Mark Paton on [Unsplash.com](#)

In December 2021 [accessibility lawsuits](#) were launched against SiriusXM, Stitcher, and Pandora for not prioritizing transcripts on their podcast networks. [The National Association of the Deaf](#) (NAD) and [Disability Rights Advocates](#) (DRA) say that because the content is not

accessible to Americans who are deaf and hearing impaired, the companies are in violation of the [Americans with Disabilities Act](#) (ADA).

In addition, a class-action [lawsuit](#) has been filed against [Gimlet Media](#), owned by streaming giant Spotify, for not providing closed captioning. These subtitles are “produced from a transcript of a show, timed to display alongside the video,” according to Podnews Editor, [James Cridland](#). The area is a bit murky because the courts have not [settled](#) how the ADA applies to the web.

Meantime, Spotify says it will [auto-transcribe](#) certain exclusive and original shows and will make visual changes to its app to make it easier for those with low vision to navigate.

But the legal issue aside, it’s the right thing to do as well as good policy for expanding your audience to have a podcast website with transcriptions. In addition, any [website](#) should comply with global standards for accessibility.

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.

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 with both free and paid versions.

[Earbuds Podcast Collective](#) – Free newsletter with weekly podcast recommendations on a theme curated by a different person each week, also has tips, interviews and with an accompanying podcast [Feedback with EarBuds](#).

[Podcast Bestie](#) is a newsletter about podcasting and with job tips.

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

[Podcastingseriously.com](#) is a weekly newsletter from Lantigua Williams & Co., which also offers resources and low-cost webinars for creators.

[The Audio Insurgent](#) by veteran podcaster and strategist Eric Nuzum comes out every two to three weeks.

[Inside Podcasting](#) by Skye Pillsbury offers news about the industry and interviews with podcasters via a weekly email.

[Podcast Perspective](#) by Jeff Umbro covers podcast news and trends and lives within LinkedIn.

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

[AIR](#) has a newsletter with grants, gigs and jobs and with a paid membership (\$100 for professionals, \$45 for students), has resources for independent audio careers.

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

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

Podcast Publications

[NPR's Podcast Start Up Guide](#) by NPR's Arts Desk Editor Glenn Weldon is a wealth of information by pros in audio journalism; NPR also has [online training](#) guides.

[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.

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

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

Podcast Recommendations:

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

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

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

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

[Earbuds Podcast Collective](#) is a weekly newsletter with five podcast episodes curated by a different person each week on a theme.

[Elena Fernandez Collins](#) is a podcast reviewer that specializes in “the indie podcast community and marginalized podcasters.”

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

[Find That Pod](#) is a weekly newsletter with five new podcasts.

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

[Great British Podcasts](#) is a weekly newsletter that recommends British shows.

[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.

[Podcast Maniac](#) offers recommendations, podcast playlists.

[Podcast The Newsletter](#) offers podcast show recommendations, interviews, and notes from founder Lauren Passell.

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

[7 on 7 podcast reviews](#) offers seven podcast recommendations.

[Sara’s Podcast Newsletter](#) offers recommendations every other week or so.

[The Listener](#) offers three podcast episode recommendations every day.

[This Week In Podcasts](#) summarizes new releases and episodes with notable guests.

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

Podcasts about Podcasting:

[Between Two Mics: The Remote Recording Podcast](#) has practical tips and conversation with Zachariah Moreno, Arielle Nissenblatt and Rockwell Felder of [Squadcast.fm](#).

[Feedback with EarBuds](#) is the audio version of [Earbuds Podcast Collective](#) a free weekly newsletter with podcast recommendations on a theme curated by a different person each week.

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

[How To Start A Podcast, According To The Pros At NPR](#), June 28, 2021

[How to Start A Podcast](#) from Mark Asquith, co-founder of Captivate + Rachel Smith, Content Executive at Captivate cover how to design and build your podcast.

[New Media Show](#) interviews prominent players in the new media and podcast space with Todd Cochrane, CEO of Blurbry and Rob Greenlee from Libsyn

[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 Notes](#) takes notes on popular shows.

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

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

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

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

[Podcasting 2.0](#) is a weekly news and technology podcast with Adam Curry and Dave Jones.

[Podcast Junkies](#) takes deep dives with how podcasters have developed their brands with entrepreneur and podcaster Harry Duran.

[Podland](#) provides weekly coverage of podcasting news with James Cridland, editor of [Podnews newsletter](#), and Sam Sethi, host of [Sam Talks Technology](#)

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

[Podmotion](#): The Art of Podcast Production & Promotion has tips about podcast production, marketing, and promotion.

[Podcast Pontifications](#) is a short-form podcast that provides critical commentary, from Evo Terra, podcast producer, editor.

[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.

[Podsauce](#) is a podcast discovery show available at Podsauce.com, as well as YouTube, Twitter and Facebook.

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

[Servant of Pod with Nick Quah](#), covered the growing podcast business and the people who shape it through March 2021.

[She Podcasts](#) supports women and non-binary podcasters with Jessica Kupferman and Elsie Escobar.

[Sounds Profitable](#) is about the podcast adtech industry.

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

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

[The Feed](#) is one of the oldest podcast covering the industry

with tips, advice and reviews with Rob Walch and Elsie Escobar of Libsyn

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

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

[The Podcast Accelerator](#) with Mark Asquith, co-founder of Captivate covers everything from marketing to work flow.

[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.

[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:

[AIR \(Association of Independents in Radio\)](#) is a global community of independent audio producers. The organization offers valuable advice, jobs and training, freelancer tools, and talent.

[Audio Dramatic](#) is a newsletter about the writing of audio dramas.

[Podcast Problems: Wil Williams](#) offers podcast writing and criticism for the audio drama community.

[The Daily Goody](#) has a daily tip to make better podcasts.

[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:

[Women in Recorded Sound](#)

[Radio Preservation Task Force](#)

[Radio Women Rule the World](#)

[Podcasts!](#)

[Podcast Brunch Club](#)

[Podcasts We Listen To](#)

[Podcast Movement](#)

[Podcasters' Support Group](#)

[History Podcasts](#)

[Just History Podcasts](#)

[The Podcasters' Hangout](#)

[She Podcasts](#)

[Podcast Movement](#)

[Podcasters' Support Group](#)

[She podcasts](#)

Podcast Conferences

[Podfest Expo 2023](#) in Orlando FL, USA – Jan 26-29, 2023

[She Podcast Live](#) Washington, DC June 19-22, 2023

Documentary:

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

APPENDIX B: RESOURCES A-Z: HELPFUL TIPS & ARTICLES

TOP PODCASTS OF 2022:

While [Bello Collective](#) was a treasure-trove of podcast curation, critiques, and recommendation lists for five years, that collection came to an end. But you can find a number of other ‘best of’ lists, here are some of them.



Photo by Spencer Imbrock on Unsplash.com

[Apple Lists](#) of Top Shows, New Shows, Followed Shows, and more. Apple’s first-ever ‘Show of the Year Award’ for outstanding quality, innovation, and impact went to [Slow Burn Roe v Wade](#).

[Esquire](#): The 30 Best Podcasts of 2022.

Lauren Passell’s [favorite podcasts of 2022](#).

[Livewire](#): The 30 Best Podcasts of 2022.

[Mashable](#): The 20 Best Podcasts of 2022.

[Men’s Journal](#): Best Podcasts of 2022

[Nick Quah’s Best of 2022](#).

NPR’s [best podcasts to listen to](#) before 2023.

[Oprah](#): 13 of the Best Podcasts of 2022.

Podtrac offer a list of [Top 25 New Podcasts](#) of 2022 based on average downloads per episode.

[Schedulicity](#): 29 Best Wellness Podcasts of 2022.

[Slate](#): The Best Chat Podcasts of 2022.

[The Economist](#) Best Podcasts of 2022.

[The New York Times](#) Best of 2022 (there is a paywall).

[The New York Times](#) Best Podcasts of 2022 (has a subscriber pay wall).

[Time Magazine](#) 10 Best Podcasts of 2022.

[Tink Media](#) offers their lists for categories that includes news to investigation to fiction and more.

[The New Yorker](#) Best Podcasts of 2022.

[Toast](#): 20 Best Food Podcasts of 2022.

[Variety](#) offers its Best New Podcast of 2022.

[Vogue](#): The 30 Best Podcasts of 2022.

[Vulture 1.5 x Speed](#) Newsletter top podcasts survey by Nick Quak picked by podcasters.

Most Powerful People in Podcasting

[The Hollywood Reporter](#) takes a look at the influential creators and people behind the megadeals – from the Talent to Executives to Agents.

[Podcast Magazine](#) serves up a list of the 50 most powerful people in podcasting from establishment types to indies.

How-To Videos/Audio:

[Podcasting 2022 Year in Review](#) (video 14:00 from Buzzsprout)

[How to create attention-getting podcast artwork](#) (The Podcast Host).

[Three tips for training your voice](#) (NPR).

[Everything you need to know about music in your podcast](#) (NPR 8:00 podcast)

[Show Notes: The simple template to match your podcast findable](#) (59:00 from SquadCast)

[Sound School Podcast](#) (Rob Rosenthal/PRX/Transom.org) The back story to audio storytelling.

[Sound Judgment Podcast](#) (Elaine Appleton Grant) How hosts can bring magic to storytelling.

Spotify's [Elevate for Podcasters](#) program empowers professional podcasters with disabilities, providing the funding, mentorship, equipment, and accommodations they need to level up their careers.

Finding Podcasts

[Podcast Guide](#) is a community podcast directory that is episode-first so you can find new podcasts based on content, including ratings and comments.

Podcast Competitions for Students

[NPR’s Student Podcast Challenge](#) for middle and high schoolers; [signup](#) for newsletter; [2022 winner](#).

The College Podcast Challenge runs from September-December, 2023; the [2022 winner](#) and [honorable mentions](#) for 2022.

Diversity in Podcasting

[Sound Up](#) is Spotify’s program operating in 12 countries to help aspiring podcasters in underrepresented communities get their feet and mics in the door.

Spotify’s The [Creator Equity Fund](#) showcases creators who have been historically underrepresented in the audio industry.

[RADAR for Podcasters](#) is a podcast-creator version of the Spotify program designed to spotlight emerging voices worldwide.

The [Africa Podcast Fund](#), is Spotify’s first-of-its-kind initiative to support burgeoning podcasters through financial grants, workshops, and networking opportunities.

Articles of Interest

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:

[Comedians vs. The News](#) is a podcast hosted by two New York comedians and aired on BBC World Service Radio.

[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, Libysn.

[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 On Writing 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.

[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.

Income:

[AIR](#) is the Association of Independents in Radio is a network of audio industry professionals – podcasters, journalists, story editors, audio producers, documentarians, engineers, sound designers, and media entrepreneurs across 47 states and 30 countries. They publish a [Code of Fair Practices](#) for working with audio professionals as well as [AIR Rate Guides](#) for services.

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.

APPENDIX C: PODCAST ASSIGNMENTS & EXAMPLES



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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:

1. Describe/critique the podcast name, description, music and artwork;
2. How interesting or compelling is the content? Think in terms of quality, style, format, genre;
3. How well is the technical portion of the podcast done? Think about audio quality and speaking;
4. 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**, [see Ch. 11](#)
- 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 and send to your instructor.

{Audio Example}



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has been excluded from this
version of the text. You can view them
online here: [https://pressbooks.pub/
toolsforpodcasting/?p=75#audio-75-1](https://pressbooks.pub/toolsforpodcasting/?p=75#audio-75-1)*

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}



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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}



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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.

1. 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](#).

2. 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}



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has been excluded from this
version of the text. You can view them
online here: [https://pressbooks.pub/
toolsforpodcasting/?p=75#audio-75-4](https://pressbooks.pub/toolsforpodcasting/?p=75#audio-75-4)*

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.

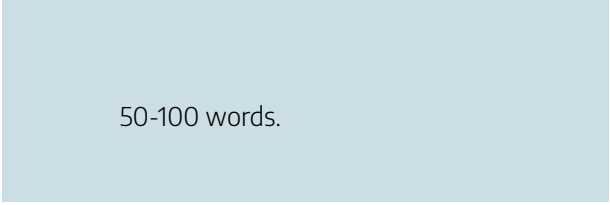
- Create a **blog** or **website** for your podcast using WordPress or another blog tool.
- **Embed** the podcast audio.
- Include a host **bio**; **photo**; **contact** information; **name & description** of the podcast; use of the podcast artwork.
- Include a show **transcript**, **show notes**, **links** to additional resources.

Assignment: Discussion Board

Each week during the course you will listen to **one podcast of your choice** and dissect it to analyze content, style and production.

Put your critique into the class Discussion Board to identify the following:

1. Describe/critique the podcast name (and put in live link), description, music, artwork
2. How interesting or compelling is the content? Think in terms of quality, style, format, genre
3. How well is the technical portion of the podcast done? Think about audio quality and speaking clarity, pace
4. Identify one thing from that you DO or DO NOT want to imitate
5. Reply to one classmates' post in around



50-100 words.