*"**Audio conveys emotion better than any other medium**"*
(Siobhan McHugh, 2016)

[photo: Martin Frey]

Podcast Making Toolkit

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WELCOME!
This toolkit can help you make a podcast. Podcasts are a great way to bring new life to words on a page, create new connections, expand your audience and experiment with storytelling through sound.

Safety First:
Please remember that, if you're choosing to share your podcast in publicly, you'll want to keep yourself safe. You'll want to avoid references to your home address, your personal telephone number, and possibly your personal social media accounts. You can also choose to make an anonymous podcast, with no identifying information in the content of the podcast.

Set up - Required to record sound:
(A) Access to a computer with Adobe Audition CC software (Mac/PC)
(B) memory space on computer/USB for recording (minimum 16gb recommended)
(C) earbuds or headphones to monitor sound
(D) internet access for sharing your recorded files

Note: **Audition** is part of the **Adobe Creative Cloud.** If you're not able to access Audition software, you can also use the free, open source Audacity software (Mac/PC).

Let's get started!

STEP 1: SCRIPT

Transform **information** into **emotion** by:

      a. telling a story instead of stating facts
      b. being more personal than general
      c. using conversational language
      d. using your voice (expressions, intonations, etc)
      e. creating a certain mood (with music and pacing)

Your Assignment:
[Describe podcast project assignment specific to your course].

The podcast should be [enter desired duration] minutes long[1]. You may also choose to include some sounds effects and/or music (royalty-free music and sound effect resources are provided in the "editing" section of this toolkit).

Podcast Title & Signature
Name your podcast. It can help build an audience if the title points to the topic and is intriguing or curious in some way. Create a signature intro and outro to tag your podcast with. If you were going to produce multiple episodes, your intro and outro would be used consistently across all episodes. A simple and pretty slick example for an intro is from the podcast 99% invisible: "This is 99% invisible. I'm Roman Mars" (https://podcasts.apple.com/gb/podcast/99-invisible/id394775318)

Story Structure
Develop a structure for the main content (after your intro and before your outro) of your podcast. Depending on your group's creative approach, this may take the form of an outline that guides you through a kind of 'performance,' or it could be a fully written script that your group follows when reading/reciting the script aloud for the podcast. If you are using an interview format, it could be a set of interview questions and pre-written prompts or segues from the host(s). While your content may not take the form of a story, there should still be a

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[1] Keeping the podcasts to a short duration helps to ensure it will be feasible for students' peers and instructor to be able to listen to students' podcasts in their entirety. You can adjust this to suit your purposes. Between 5 and 10 minutes is a recommended duration.

sense of narrative development that carries listeners on a journey from the start to the end of the podcast.

Host/listener Intimacy
The sense of connection and intimacy that is often established between host and listener is an important distinction of podcasts (McHugh, 2018). This is made possible through the choice of language. Write and speak conversationally - when adapting an academic text for podcast, a good practice is to use contractions like "I'm" instead of "I am." Speak directly to your listener as if you are speaking 1-on-1 to an individual. Stay close to your microphone (within 6-8 inches of your computer when using your computer's built-in microphone).

Emotional Affect
As Dan Cohen, in his keynote, *Bridging the Academic-Public Divide Through Podcasts,* at Harvard's *Sound Education Conference* (2018) so succinctly points out, "The human voice can thus communicate one's humanity to the listener in a way that most academic writing has enormous trouble with—and…was never really structured to do." When you're hearing the human voice-and in real time as is the case with podcasts-you're hearing all the meaning embedded in the sound: tone, cadences, rhythms, pauses, hesitancy, little laughs, gulps, etc (McHugh, 2016). This can be deeply affecting. You're also revealing important information about background and context. For example, what's the speaker's accent? How old do they sound? What style of language are they using? Different accents and language styles allow us to experience the rich diversity within the English language.

Genre & Format
There are a wide range of genres for podcasts (i.e. news/history, arts and culture, politics, etc). There are generally around 4 different formats for podcasts: (1) Monologue; (2) Chumcast, where 2 people chat; (3) Interview; and (4) Narrative (storytelling with focused topic). The genre and format of your podcast will vary depending on the approach you choose to take.

Some examples of different genres:
https://bellocollective.com/100-outstanding-pieces-of-audio-for-2017-c328b3cae530
Art Criticism Podcasts:
https://player.fm/podcasts/Art%2520Criticism
Educational Podcasts:
https://discoverpods.com/educational-podcasts/

Language(s)
Podcasts can embrace multilingualism in innovative ways, for example, having multiple versions (representing multiple languages) of the same episode, or providing verbal translation of content within an episode.

STEP 2: COLLABORATIVE PODCAST MAKING

Note: This step will, of course, only be relevant if you are collaborating in the making of your podcast.

Planning the Process
As a collaborative project, your group will need to discuss and plan logistics around how you will record and edit your project while working online from separate locations/computers. You might each record your part of a bigger piece, then send them to one person in the group designated to edit the pieces together into one podcast (one sound file). You might have one person record/edit a piece, then send this to the next person to build on, and then send this to the next person to build on, etc. until you arrive at a final podcast. You may choose to use a third-party software, such as Zoom, that enables group calls and screen-sharing to chat while one person is editing pieces together. You might try what is called a "double-ender." In this method, each guest or co-host takes responsibility for recording their own audio at the source. That might mean opening up their recording/editing software, and running that to record their voice as they talk to their fellow participants.

To record a group chat, live with your co-hosts and guests around the world, you can use a **Call Recorder app**. Whether you run an interview show, or have a remote co-host,

you need to know how to record a podcast online with multiple voices/sources at the same time.

How to record (free) Zoom calls:
https://support.zoom.us/hc/en-us/articles/201362473-Local-recording
*Note - saves files in .MP4 (video) and .M4A (audio). The host can record each participant's audio streams as a separate audio file, one file for each participant. To do so:

1. Open the Zoom client and click Settings.
2. Click the **Recording** tab.
3. Enable **Record a separate audio file for each participant.**
4. Record and save the meeting to your computer.
5. Once the meeting is over and the recording has processed, open the recording folder. You will find an 'Audio Record' folder here containing all the recorded audio files.

Cleanfeed is a free, live **HD quality** audio recording software for group calls.
The minimum requirements are just a browser and a microphone.
Only one party needs a Cleanfeed account; just send a URL. Anyone with a **Chrome browser** (*only) can connect from Mac, Windows, Linux or Android. Bring together everyone on the same session. You can also record everyone on separate tracks. Save audio files in uncompressed .WAV format. *Note: all people on the call need to wear headphones so you don't get audio feedback. Cleanfeed tutorial:*
https://www.youtube.com/watch?v=s5nKTYD-8JQ

STEP 3: RECORD

Recording 'Studio'
Choose a quiet place indoors to record. Close windows. Switch off machines. Your 'studio' can be your bedroom if it's just you doing a solo read. It can be in your closet, under a duvet - anywhere that absorbs sound well and is relatively quiet. Make sure it is a quiet room without echoey/reverb elements such as a lot of glass windows or bare surfaces. Carpet is good. So are curtains. Use a **pop filter** between you and your microphone/computer to minimise noises your breath can make on the microphone. Check out this video tutorial on how to make your own easily: https://www.youtube.com/watch?v=zr0AOOUoaKk

Performance
Speak to directly to your listener, use conversational language, and consider your mood, tone and pacing. Most importantly, be yourself and have fun!

> **Record a Podcast in Adobe Audition:**
> Please note that this section is based on the situation where you are recording by yourself at home using your laptop and your laptop's built-in microphone.
>
> Part 1: Recording Your Voice (4:02 min) | https://youtu.be/xkFd9kxyUl4
> Part 3: Recording the Host & Interviews (1:33 min) | https://youtu.be/lrB90gvRe_M
> Part 6: Recording an End Segment (1:42 min) | https://youtu.be/lfpp8DaXyXs

If you are using an external **USB microphone** connected to your computer, here's a short video tutorial on setting up your USB microphone in Adobe Audition (2:00 min) **Setting up your USB Microphone in Audition**

If you need to **record using your smartphone**, or prefer to, please check out these video tutorials for Smartphone Sound recording:

A) Android Smartphone Recording with RecForge II App (4:43 mins)
https://vimeo.com/431920301/504d6fd604

B) iOS Smartphone Recording with Voice Record Pro App (5:46 mins)
https://vimeo.com/431920965/d4410102bf

STEP 4: EDIT

> **Make a Podcast in Adobe Audition:**
> Part 2: Adding Music & Sound FX (5:48 min) | https://youtu.be/7YmKQn04ymE
> Part 4: Pacing & Room Tone (4:09 min) | https://youtu.be/hV6trmEOLSs
> Part 5: Volume, Fades & Sound Mix (4:49 min) | https://youtu.be/n2yykALSbn4
> Part 7: Exporting Your Podcast (1:24 min) | https://youtu.be/B3_NPaUmBa4

How to record, edit & export podcast in **Audacity:**
https://www.youtube.com/watch?v=Zw9nkEHQ5B8

If you need to edit sound using your smartphone, or prefer to, please check out this video tutorial on Smartphone Sound Editing with (free) **BandLab** app (11:29 mins)

Adding Sounds Effects & Music:
Select fitting, royalty-free music and/or sound effects which best suit your piece. Alternatively, you can create your own music or find other royalty-free music. Below are some sources for royalty-free sound effects and music:

Royalty-free Sound effects:
http://soundbible.com/
https://freesound.org/
http://bbcsfx.acropolis.org.uk/

Royalty-free Music:
http://dig.ccmixter.org/film
http://www.mobygratis.com/
https://www.bensound.com/royalty-free-music/
https://freemusicarchive.org/

Why use music?
The right music can add emotional depth and weight to serious moments. It can provide a rhythm or metre that not only pushes the podcast along but gives you, the creator and editor, an idea of where you should trim your audio. Words and music should be harnessed together to tell that story.

Punctuation	Highlight characteristics of a person or place, or even highlight important information/momentous events.
Information	Communicate intangible aspects such as culture or geographical location.
Mood	Enhance a particular emotion you want your listener to feel. Give the listener insight or an insider's perspective.

Think carefully about where music comes in and where you take it out. This is where it achieves impact. If you keep music unchanging behind a speaker all the way through, it starts to negate its own effect. It's about using it as **emphasis**, to underline a phrase; as **mood** setter or changer: as a **bridge** to transition to a new idea; as **reflection**, to allow the listener to take something in. Use instrumental music only, unless you are referring to a specific song. Song lyrics and the host's voice overlapping can be confusing.

STEP 5: PUBLISH

**Publish & Share Your Podcast:**
In terms of how you submit this assignment, you will be required to record your podcast and upload it to a password-protected Soundcloud page, providing the passcode. Post a link to the Soundcloud page to the relevant course Forum page, along with the passcode, so that everyone can listen to everyone else's podcast.

Uploading Your Podcast to Soundcloud:
https://youtu.be/nZNVNKwUVJ0

Cover Image & Tagline (Optional):
Design the Cover Image/Cover Art; Decide on a Tagline. For Apple Podcasts, cover art needs to be at least 1400 x 1400 pixels and can go up to 3000 x 3000 pixels.
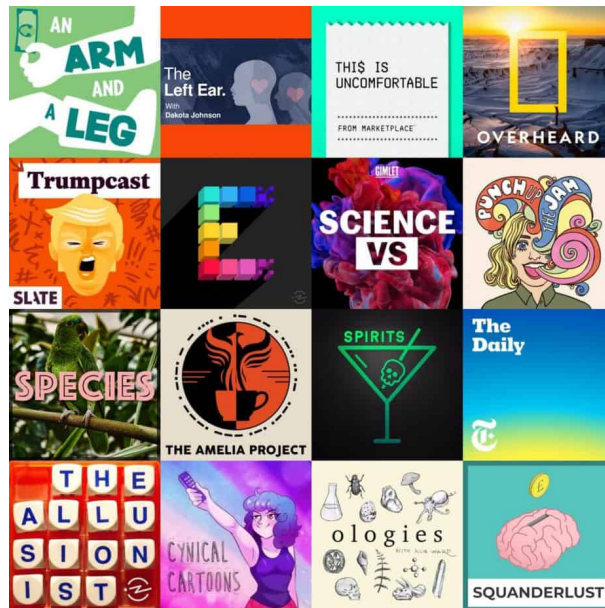
[podcast cover art source: https://discoverpods.com/start-a-podcast/]

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