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# PODCASTING

Radio 2.0



# What is it?

- \* Podcasting: Like Kleenex it is the ultimate iPod marketing tool.
- \* Radio Delivered ... Differently
  - \* Episodic content that is streamed or downloaded.



# Popular Podcasts/Revenue

- \* Twit Network

Leo Laporte makes 1.5 million a year

- \* NPR/RadioLab WNYC

GENIUS GRANT



# Popular Podcasts/Revenue

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## Talking Tech and Building an Empire From Podcasts

By JON KALISH  
Published: December 26, 2010

Balancing on a giant rubber ball in a broadcast studio and control room carved out of a cottage in Petaluma, Calif., Leo Laporte is an unlikely media mogul.

[Enlarge This Image](#)



From that little town in California wine country, he runs his empire, a podcasting network, [TWIT](#). For 30 hours each week, he and the other hosts on his network talk about technology — topics like the best e-book reader or how to get rid of a computer virus — for shows that he gives away online.

Nerdy, yes. Silly, no. TWIT gets its name from Mr. Laporte's [flagship podcast](#), "This Week in Tech," which is [downloaded](#) by a quarter of a million people each week. He

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TOUCH. TALK. DRIVE.

STARTING FROM **27,999<sup>1</sup>** | 11.2 L/100KM CITY\* 7.4 L/100KM HWY\*  Drive one.



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# Popular Podcasts/Revenue



TV



ONLINE



PRINT



RANKING



VIDEO

## »»» COLUMNISTS

### *RadioLab* Finally Gets Its Recognition: Host Jad Abumrad Named MacArthur 'Genius'

by Colby Hall | 10:45 am, September 20th, 2011



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AUDIO

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The MacArthur Foundation has announced their new crop of 'Genius Grant' recipients, and among the beneficiaries of the \$500,000 is **Jad Arumbad**, host and producer of indie-darling public radio program *RadioLab*. Despite a very loyal, if not cultish, following, *RadioLab* hasn't received a ton of media attention apart from some [brief mentions here and there](#). Hopefully this reward will bring some much deserved attention to the under-the-radar program

*RadioLab* is a super-smart and outrageously entertaining public radio program produced hosted by **Jad Abumrad** and **Robert Krulwich**, and syndicated by New York public radio station WNYC. It's easier to describe the show by its insanely



# Tools of the Trade

- \* Microphones - Omni, Cardiod, Directional [**Throw**]
- \* Software - GarageBand, Audio HiJack, Skype Call Recorder (QT)

# How to write for Podcasts

- \* Thematic (Interviews, Informational/Educational)
- \* TEACH SOMETHING
- \* Niche Audience (TWIT example)
- \* Introduce topic, hosts and ending

Radio Lab Example



# How to write for Podcasts

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Radio Lab Example

# How to write for Podcasts

- \* Interests, Passion (Gary V - WineLibrary TV) (B-B)
- \* Conversational Writing for intro (Jargon is OK)
- \* Style - Pro/Am
  - \* **Scripted** - exploration of a particular topic/issue or commentary
  - \* **Informal** - conversation/interview style (Radio)
  - \* Skype Interviews (Audio HiJack Pro/Skype Recorder)



# The Rundown


- \* **Tease** - On the show today
- \* **Theme** - Jingle
- \* **Intro** - BG and show theme reiteration - Sweeper/Interstitial
- \* **Content** - Interview, Commentary etc.- Sweeper/Interstitial
- \* **Extro** - Thanks, Summation, Good-bye's - Sweeper/Interstitial
- \* **Ending** (Theme, Promo, Sponsor etc.)

# The Art of the Interview

- \* How do you know that?...What makes you say that?...What happened next?...What does that mean?...Can you give me an example?...How often does that happen?...What's that like?...And? (John Sawatsky)
- \* Watch CNN to learn how NOT to interview people (overcomplicate things)
- \* Don't forget, do it somewhere quiet



# Important Elements



**TWiT.TV**  
with Leo Laporte & Friends

**Our Shows**

- this WEEK in TECH
- MacBreak Weekly
- Windows Weekly
- Security Now
- net@night
- this WEEK in GOOGLE
- Daily Giz Wiz
- FLOSS Weekly
- this WEEK in FUN
- Munchcast
- The Tech Guy
- Abby's Road
- Roz Rows

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## net@night with Amber and Leo

September 9th, 2009

**net@night 117: We Live In Public**

Hosts: **Amber MacArthur** and **Leo Laporte**

An interview with the creator and subject of the movie about Pseudo.com, the original live Internet reality netcast.

Guests: **Ondi Timoner**, **Josh Harris**, and **Jason Calacanis**

**Show notes**

Audible pick of the week: **1984: New Classic Edition**, Unabridged, By George Orwell, Narrated by Simon Prebble. For a free audiobook, visit **Audible.com/night**.

Bandwidth for net@night is provided by AOL Music and **Spinner.com**.

Running time: 57:42  
[Download MP3 file](#)

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**Episode Guide**

<< Next Prev >>

**157** October 1st, 2009  
**net@night 120: Live On The Internet**  
GDGT, the social network about gadgets.


**156** September 23rd, 2009  
**net@night 119: vidly.com**  
Sarah and Leo talk with the founders of vidly.com, a service that lets you share video on Twitter.

**155** September 16th, 2009  
**net@night 118: fonolo**





# Important Elements



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with **Amber MacArthur**

Running time: 57:42  
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# Important Elements

[page](#) [discussion](#) [edit](#) [history](#)

Log in / create account

## Net@night 117

navigation

- Main Page
- Shows
- Community portal
- Bulletin board
- Community requests
- Recent changes
- Random page
- Help

search

toolbox

- What links here
- Related changes
- Upload file
- Special pages
- Printable version
- Permanent link

Contents [hide]

- 1 Net@night 117: We Live In Public
  - 1.1 Guests
  - 1.2 Topics
  - 1.3 Video of the week(Twitter friend)
- 2 Sponsors
  - 2.1 Audible
    - 2.1.1 Picks
- 3 Production Information

Net@night 117: We Live In Public

[edit]

Guests

[edit]

- Jason Calacanis
  - <http://mahalo.com>
- Ondi Timoner
  - <http://www.interloperfilms.com>
  - <http://www.weliveinpublicthefilm.com>
- Josh Harris
  - [http://en.wikipedia.org/wiki/Josh\\_Harris\\_\(internet\)](http://en.wikipedia.org/wiki/Josh_Harris_(internet))

Topics

- [We Live In Public The Movie](#)
- [Squarespace Tries to Attract More Users with New Importing Tool](#)

The blogging space is cluttered with lots of options including WordPress, Blogger, TypePad, MovableType, Squarespace, and many more. Today Squarespace is releasing a new blog importing tool that hopes to attract many bloggers over to Squarespace's blogging engine. Squarespace had originally provided a simple importing tool to its users.
- [Google launching online version of Monopoly](#)

Video of the week(Twitter friend)

[Auto-Tune the News](#)

Net@night Episode 117



with **Amber MacArthur**

**"We Live In Public"**

Hosts: [Leo Laporte](#) and [Amber MacArthur](#)

Topic: [We Live In Public The Movie](#)

Recorded: [September 8, 2009](#)

Published: [September 9, 2009](#)

Duration: [57:42](#)

[Transcript](#)

[Previous episode](#) – [Next episode](#)





# Important Elements

- \* Downloads (MP3, Hosting)
- \* Streaming Live (Behind the scenes) TWIT (Ustream, Qik)
- \* SHOW NOTES !!! (links discussed)
- \* RSS/iTUNES (weeks for approval)





# GarageBand Basics



Create New Podcast

# Hosting

- \* Archive.org - (LibSyn) - Podbean
  - \* OR blip.tv YouTube etc if it is an enhanced podcast
- \* Upload, embed on blogspot or copy link location
- \* Flash Player Code, save file to your WebFolder



# Sample Script

INSERT MUSIC JINGLE: JAZZ – 44<sup>th</sup> Street Short

Welcome to Online Corporate Communications at Sheridan College.

This is Podcasting 101.

Today we'll be learning how to create our own podcasts, from start to finish in a few easy steps.

When planning a podcast, there are several steps you will need to follow.

ADD SWEEPER

First you will need to choose a topic of interest and research information on it.

Decide what style your podcast will be – polished or freestyle.

A polished, professional sounding podcast, is similar to what you might hear in a news cast or documentary. The script is written out and rehearsed prior to recording. Generally this podcast may have particular themes that are explored in sequential order, demanding more structure and precision.

Freestyle recordings are most similar to live radio shows or television interviews.

For our purposes, we'll be using the polished format.

ADD SWEEPER

Now that you have written and rehearsed your podcast, you are ready to record using GarageBand.

Once your recording is complete, add music jingles to create audio interest to your podcast. Sweepers also help to transition from one idea to the next.

Finally you will want to playback your podcast and edit any unwanted audio. If you are happy with the final product then you are ready to save and share your podcast with the world.

INSERT MUSIC JINGLE: JAZZ – 44<sup>th</sup> Street Short

That's all for today's intro episode of podcasting 101. Thanks for joining us today. We'll see you next time!

\*

# Assignment

## Assignment: Create a Polished (Scripted) Podcast

All students will plan, write, record and edit their own audio podcast.

Length: approx. 1 – 4 1/2 minutes

Students will save the final recording as an mp3 or AAC

Share > Export Podcast to Disk – (choose mp3 encoder & musical podcast)

### **Technical (10):**

Does the podcast follow all technical instructions?

(length, script, format, includes jingles and sweepers, saved to proper file format, emailed as an attachment)

### **Content (10):**

Is the podcast interesting and does it provide relevant information? Does it have a good flow? Is there an appropriate introduction and sign-off/closing?

### **Overall Presentation (5):**

Does the narrator sound professional? Do the jingles and sweepers fit the presentation?



# Livestreaming

- \* Mobile is the next internet
- \* Justin.tv - lifecasting
- \* iJustine

# Tools

- \* Livestream (Twit Cam)

- \* Ustream

- \* Qik

- \* Stickum

- \* iPhone



# When to do its

- \* Breaking news
- \* Blog Posts
- \* Insight
- \* Be Relevant and stick to your core
- \* Great way to get “Reach” for your product/brand (blog)
- \* Don’t Forget, this is Public Speaking