PODCASTING

Radio 2.0

What is it?

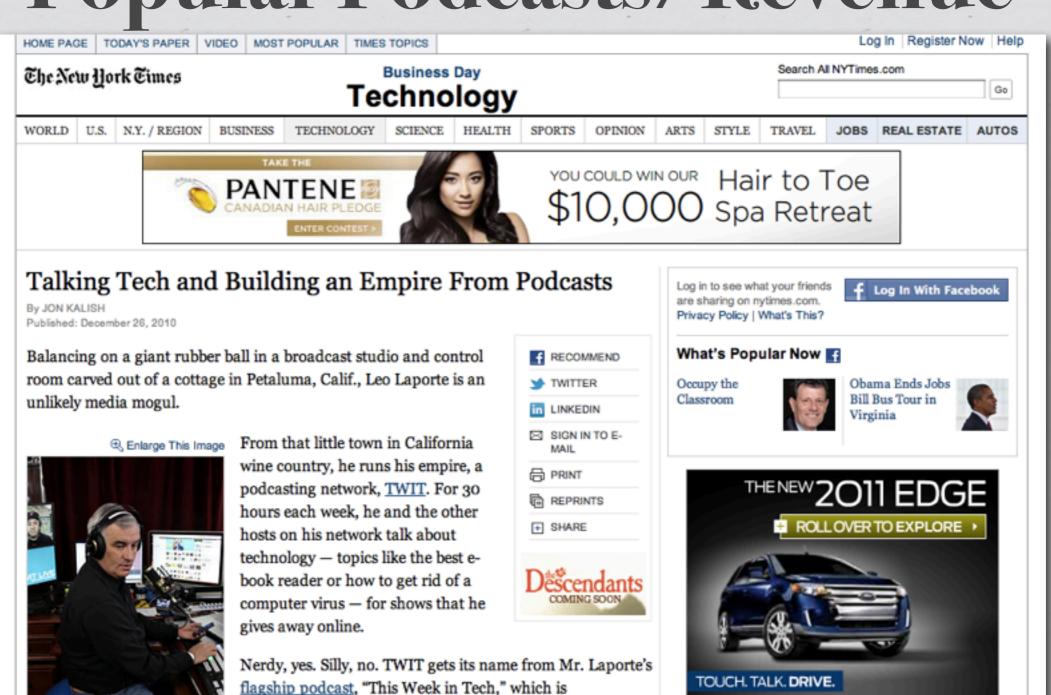
- * Podcasting: Like Kleenex it is the ultimate iPod marketing tool.
- * Radio Delivered ... Differently
 - * Episodic content that is streamed or downloaded.

* Twit Network

Leo Laporte makes 1.5 million a year

* NPR/RadioLab WNYC

GENIUS GRANT



downloaded by a quarter of a million people each week. He

* Twit Network

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GENIUS GRANT













»» COLUMNISTS

*

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

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

AUDIO



Like 498 people like this. Be the first of your friends.

» 11 comments



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

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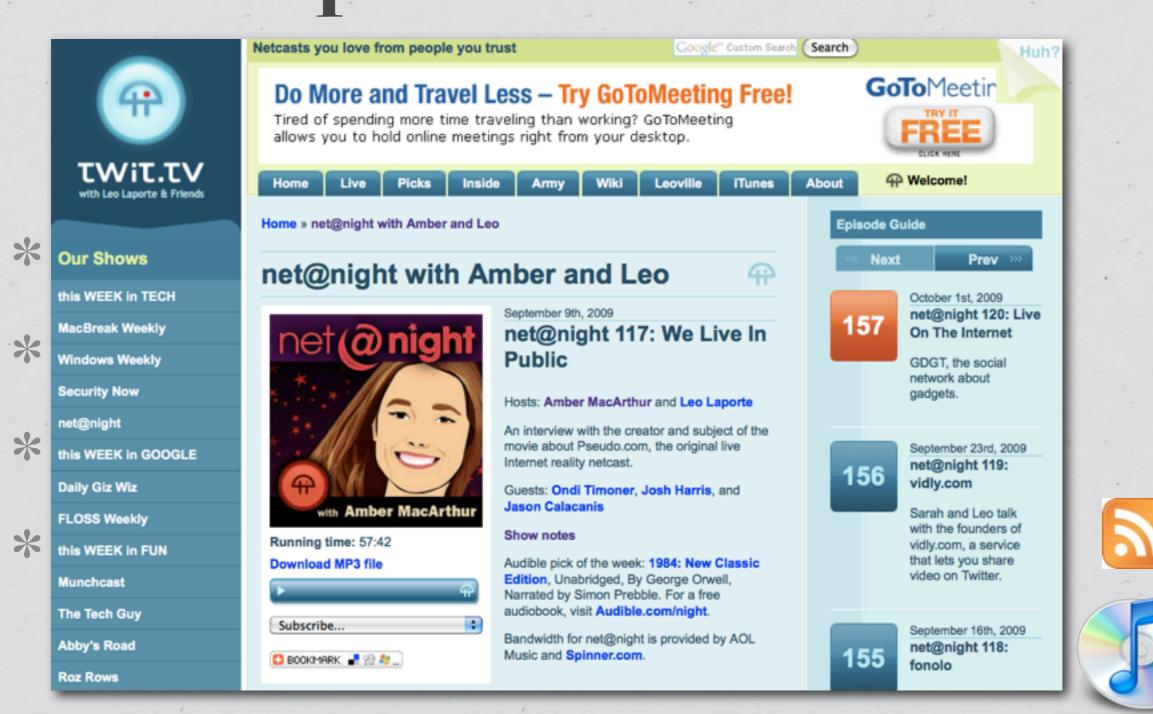
- * Interests, Passion (Gary V WineLibrary TV) (B-B)
- * Conversational Writing for intro (Jargon is OK)
- * Style Pro/Am
 - * Scripted exploration of a particular topic/issue or commentary
 - * Informal conversation/interview style (Radio)
 - * Skype Interviews (Audio HiJack Pro/Skype Recorder)

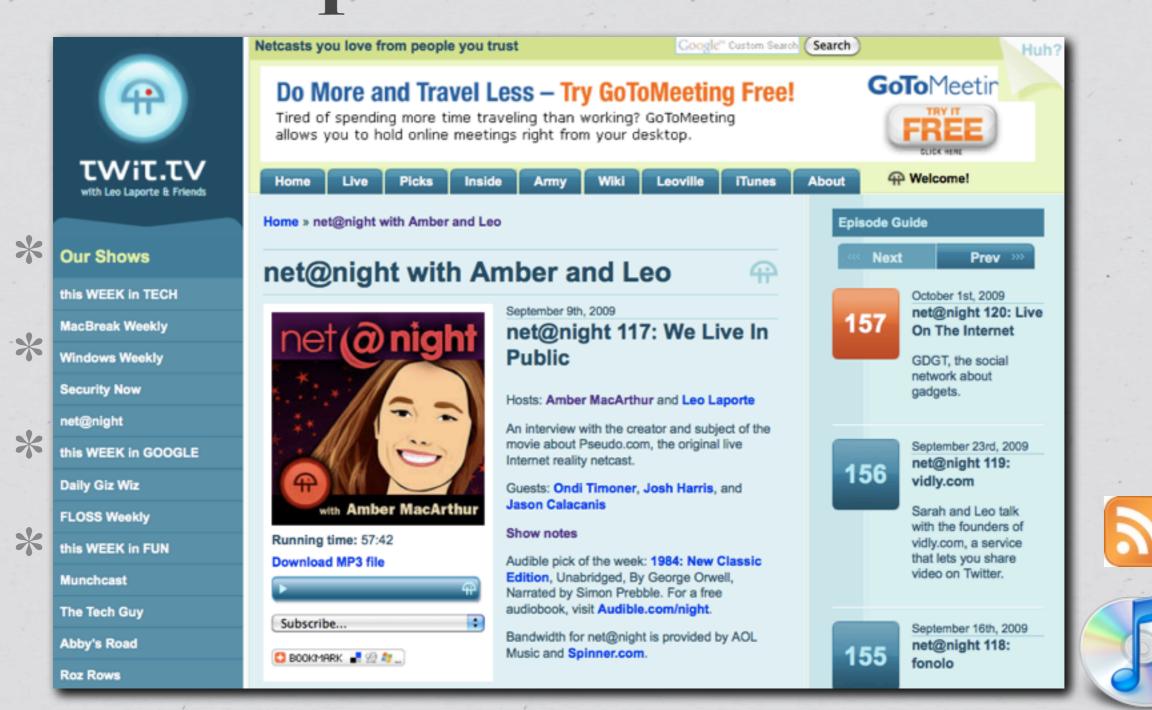
The Rundown

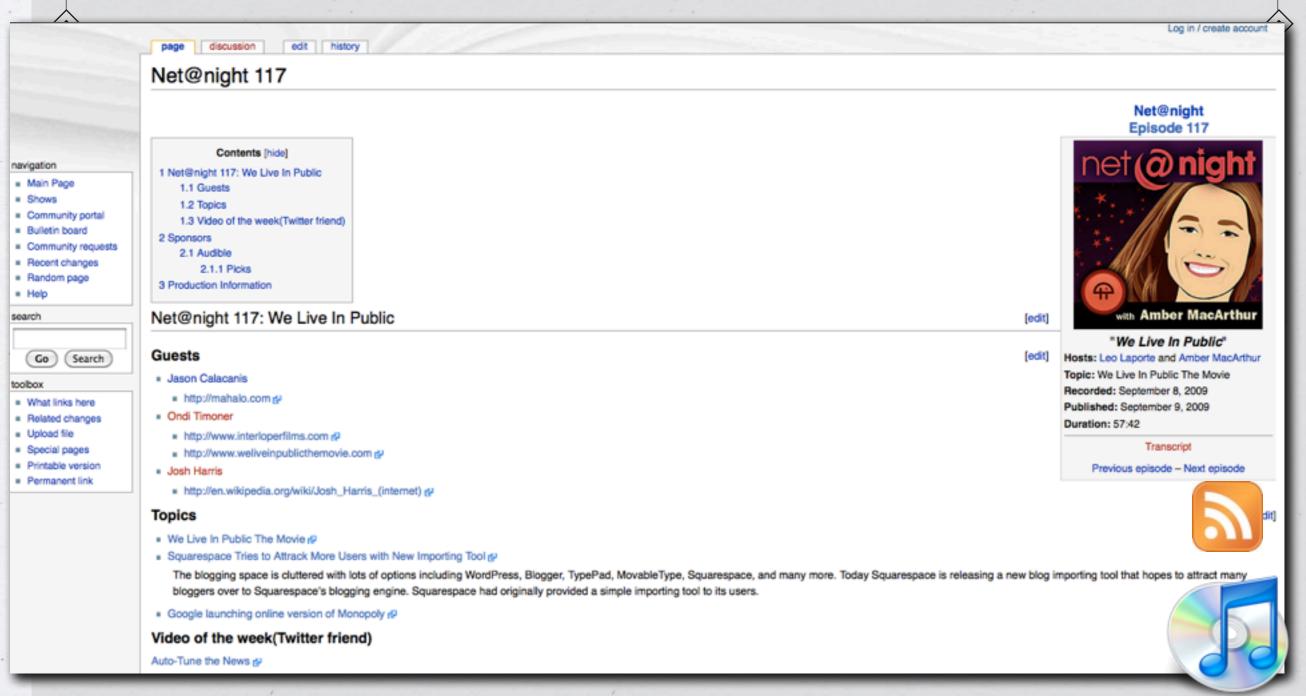
- * Tease On the show today
- * Theme Jingle
- * Intro BG and show theme reiteration Sweeper/Interstitial
- * Content Interview, Commentary etc. Sweeper/Interstitial
- * Extro Thanks, Summation, Good-bye's Sweeper/Interstitial
- * Ending (Theme, Promo, Sponsor etc.)

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







- * 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 - 44th 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 – 44th 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. I - 4 I/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