Slide 1

OLIVE SIGNATURE

A workshop by Alison Innes

INVASION *of the* **PODCASTERS**

Centre for Digital Humanities
Wed. 11 March 2020
11 am to 1 pm
TH253

They come from *another world!*

Brock University

Faculty of Humanities

Invasion of the Podcasters: Podcasting 101

Alison Innes
Social Media Coordinator, Faculty of Humanities

Wednesday, 11 March 2020
Centre for Digital Humanities

Twitter: @InnesAlison, @BrockHumanities

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Slide 2

What's a pod?

2

Slide 3

The Rise of the Podcast

- Podcast= *iPod + broadcast* (coined 2004), in the days of MP3 players
- Podcatcher (podcast client)= app for downloading & listening to
- Audio on demand, usually listened to on a smart phone
- Free, although some podcasts offer bonus content for a fee
- Subscriptions through sites such as Apple Podcasts, GooglePlay, Spotify
- Produced by anyone from amateurs to various organizations, major broadcasters, magazines and newspapers
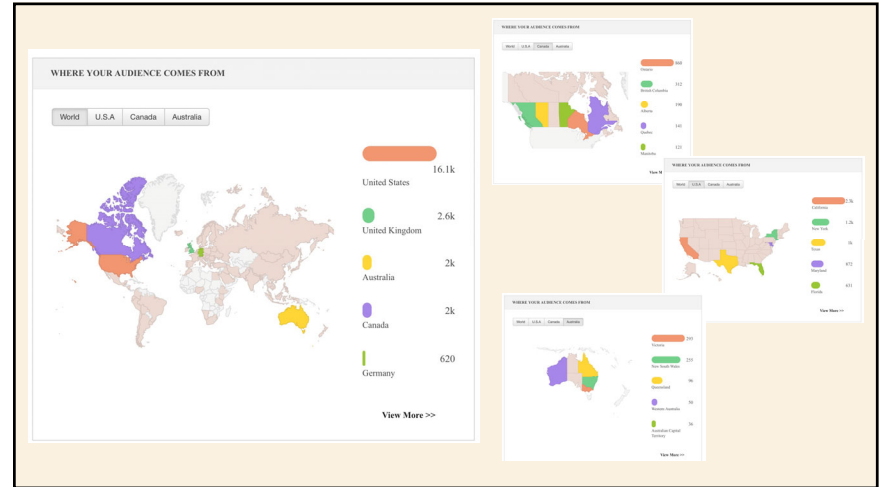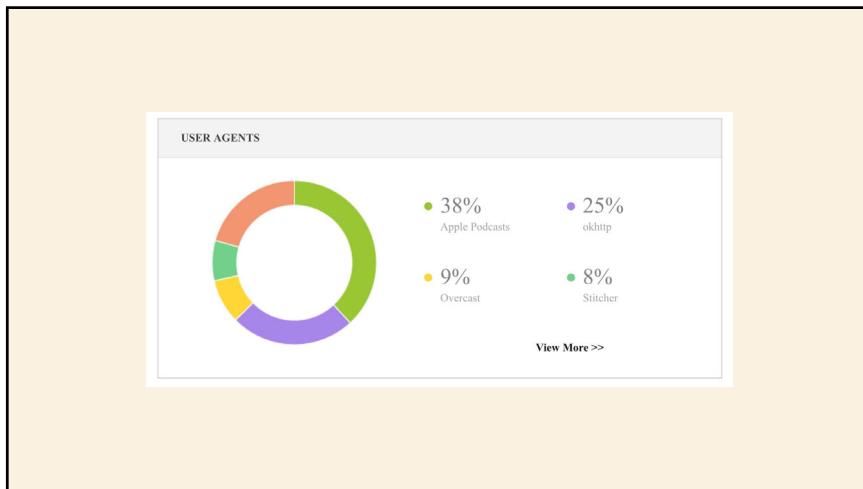
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Slide 4

Resistance Was Futile

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Slide 5:

M

*myth*Take

A fresh take on ancient myth.

- April 2016—Jan 2019
- Made in Audacity
- Hosted on PodBean
- 30 episodes
- 38,981 downloads
- Website: https://mythtake.blog/
- Twitter @mythtakepodcast

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Slide 6:

WHERE YOUR AUDIENCE COMES FROM

| World | U.S.A | Canada | Australia |

United States — 16.1k
United Kingdom — 2.6k
Australia — 2k
Canada — 2k
Germany — 620

View More >>

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Slide 7:

USER AGENTS

- 38% Apple Podcasts
- 25% okhttp
- 9% Overcast
- 8% Stitcher

View More >>

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Slide 8:

Here's what's happening with your podcast.

| 7 YESTERDAY | 106 LAST 7 DAYS | 573 LAST 30 DAYS | 39.0k ALL TIME |

TOP 10 EPISODES

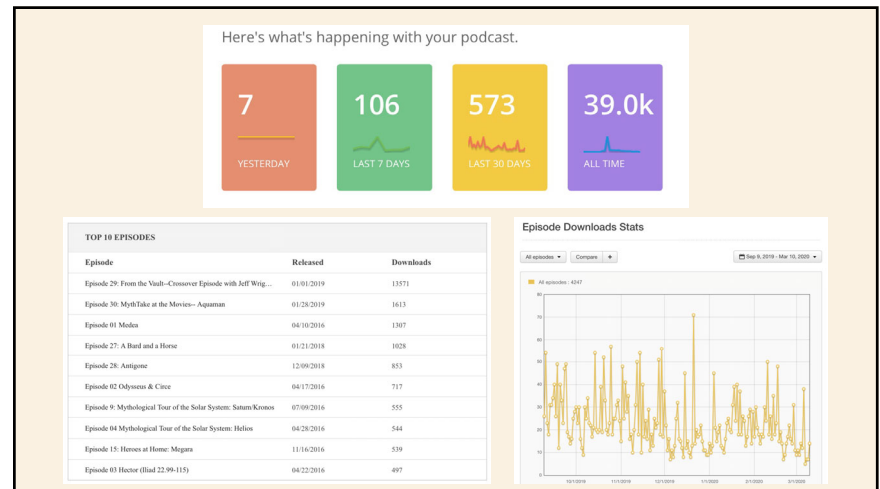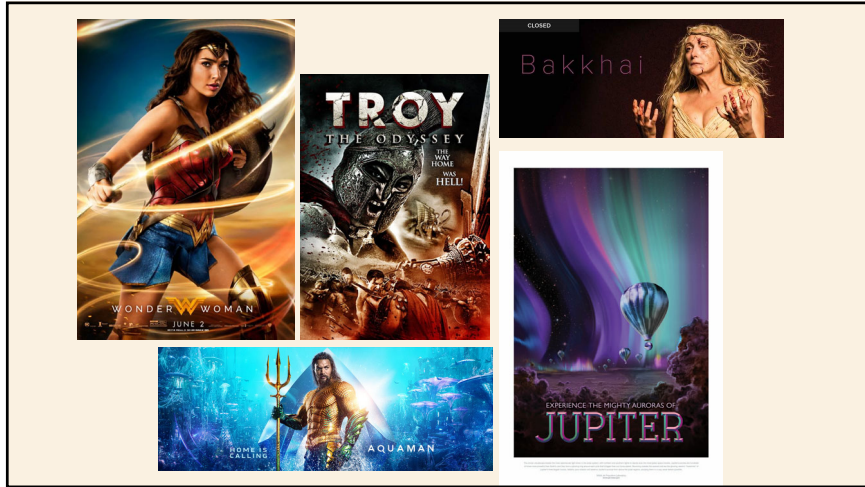| Episode	Released	Downloads
Episode 29: From the Vault--Crossover Episode with Jeff Wrig...	01/01/2019	13571
Episode 30: MythTake at the Movies-- Aquaman	01/28/2019	1613
Episode 01 Medea	04/10/2016	1307
Episode 27: A Bard and a Horse	01/21/2018	1028
Episode 28: Antigone	12/09/2018	853
Episode 02 Odysseus & Circe	04/17/2016	717
Episode 9: Mythological Tour of the Solar System: Saturn/Kronos	07/09/2016	555
Episode 04 Mythological Tour of the Solar System: Helios	04/28/2016	544
Episode 15: Heroes at Home: Megara	11/16/2016	539
Episode 03 Hector (Iliad 22.99-115)	04/22/2016	497

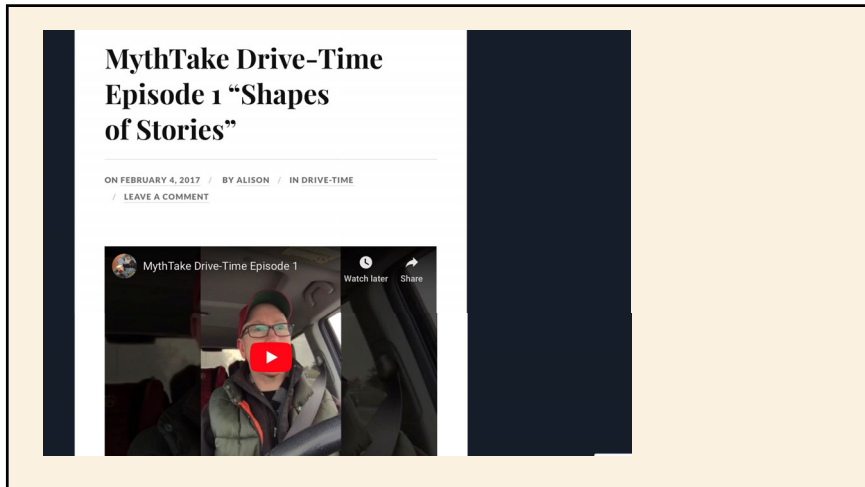Episode Downloads Stats

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9

10

11

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Opportunities & Challenges
- #HumanitiesPodcasts community
- Blogging; guest blogging
- Crossover episodes
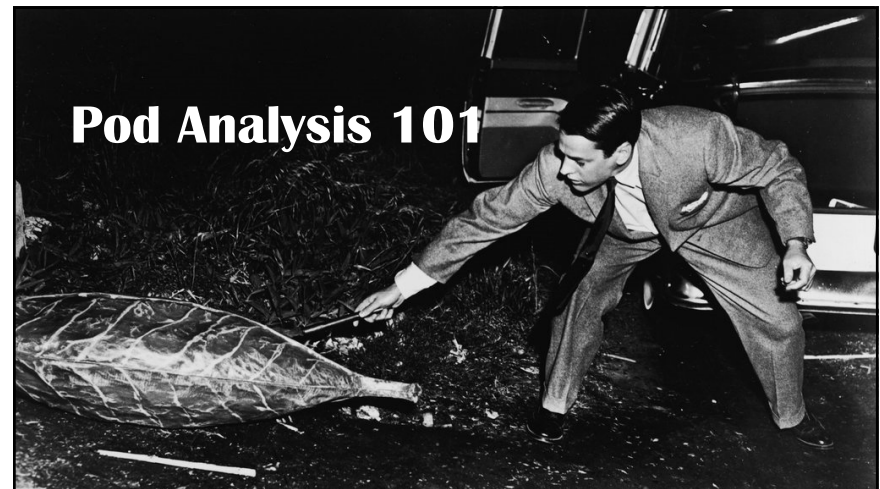- Speaking engagements
- Tech skills
- Scheduling

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Coming May 2020

Foreword

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Pod Analysis 101

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Getting started:
What do we need to know?

17

Just because you can
doesn't mean
you should.

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Starting is the easy part

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The Technical Stuff

What You Need

- A good USB podcasting microphone, eg Blue Snowball or Blue Yeti
- A device to record on to (smart phone or computer)
- Editing software (Audacity, GarageBand, etc)
- Something to say
- A quiet place to say it– minimize ambient noise or echo. Eg, closet, space with eggcrate foam, a big box

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The Technical Stuff

What You Do

1. Assemble equipment and record podcast.
2. Edit in Audacity—lots of help in online forums
    1. Cutting, trimming, volume adjustments
    2. Add in intro, outro, sound effects
    3. Noise reduction
    4. Equalization, Compression, etc
    5. Metadata
3. Upload to a podcast service, eg PodBean, SoundCloud, Lisbyn.
4. Test your podcast .
5. Submit your podcast to iTunes (via iTunes Connect), GooglePlay, Spotify. Note specific requirements of the service (graphic, file size and type, etc)—approval can take up to several weeks.
6. Promote your podcast.

Available on **Podbean**

Listen on **Apple Podcasts**

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Monetization

Donations

patreon

Ko-fi

Full-Service Printing

TEEPUBLIC

REDBUBBLE

Do-It Yourself

Printful   Moo.com

Shopify

Local business

Website plug-ins

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Format Length

what a day   The Economist, The Intelligence   DEAR HANK & JOHN   You're Wrong About…

The Daily   FOOTNOTING HISTORY   THE DAILY ZEITGEIST   FOR ALL WOMEN STANDARD ISSUE   THIS PODCAST WILL Kill YOU

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Format

scripted   **ad lib**

TROJAN WAR THE PODCAST   FOOTNOTING HISTORY   The Endless Knot   M mythTake

THE HISTORY OF ANCIENT GREECE   You're Wrong About…   THIS PODCAST WILL Kill YOU   ologies

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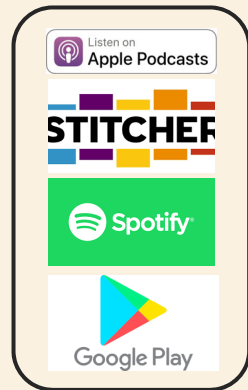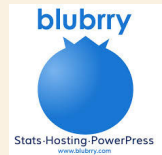## Format: Hosting

Single

Couple

Team

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Frequency

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Availability & Accessibility

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Sources & Transparency

https://www.gonnageek.com/2020/02/better-podcasting-219-rebooting-a-podcast/
https://mythtake.blog/2019/01/28/episode-30-mythtake-at-the-movies-aquaman/
https://www.footnotinghistory.com/home/napoleon-bonapartes-near-fatal-christmas

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Audience Engagement

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What can podcasting offer you?

30

Go forth and pod!

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Sources & Resources

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- Gonna Geek. *Better Podcasting*.
- Innes, Alison, and Darrin Sunstrum. MythTake.blog #HumanitiesPodcasters.
- LimeLink. "3 Options for Selling Podcast T-Shirts."
- Naughton, Pete. "What is a podcast and where can I find the best ones to listen to?" *Guardian*. Online.
- Podcast Insights. "31 Best Podcast Hosting Sites for 2020"
- Podcast Motor. "How Long Should Your Podcast Be?"
- RSS.com "How Often Should You Release a Podcast?"
- Siegel, Don. Director. "Invasion of the Body Snatchers" (1956), Starring Kevin McCarthy, Dana Wynter, King Donovan, and Carolyn Jones.
- "Should you script, ad-lib, or outline your podcast episodes?" *The Audacity to Podcast.*
- Stanford University Libraries. "What is Fair_Use"?
- University of British Columbia. "Digital Privacy—Canada Copyright Law".

Find my collection of links to online resources at https://wke.lt/w/s/AbrKb4

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