



The Beginner's Guide to How to Create Your Own Podcast Series

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Introduction

What is podcasting? Podcasting was first known as audioblogging and got its start back in the 1980's. However, podcasting didn't really get popularized until 2004 when electronics like Apple's iPod came to the market and the internet became more multifunctional.

Before podcasting was around, people would listen to the radio to pass the time. The radio was an innovative invention as far as communication and entertainment goes, because broadcasters could get information/music/etc. out to the masses for their enjoyment. This also created new jobs and new hobbies for people across the globe.



It's no surprise that people loved the radio, they were able to immerse themselves in entertainment while doing chores, cooking dinner, or while doing other hobbies like fixing up a car. However, traditional radio has taken a hit to it's popularity because their shows are overrun with commercials and they seem to be narrowing their demographics.

Podcasts have become more popular today because they don't really pander to certain demographics, rather they appeal to interests. There's a podcast out there for every interest in the world and listeners are able to pick and choose what they want to hear and know they're going to get content they like every time. Instead of trying to tune a radio to a station that has music you like and hosts you can relate to, podcasting gives you the option of listening to a variety of your favorite topics at the tip of your fingers.

This document plan is designed for podcasting beginners and describes the process of creating, recording, and editing podcasts. This document presents this discussion in three sections:

- the different equipment and software you will need to record and edit your podcast;
- the specifics about the content of your podcast;
- and the recording and editing processes.

SECTION ONE

Podcasting: The Basics

This section discusses the basics of podcasting: equipment and content.

Equipment

The equipment you use to record a podcast is as important as the podcast itself. You could have a brilliant podcast, but if the audio quality is low due to low quality equipment, you might drive a potential listener away.

System to Work On

To record a quality podcast, you must assemble the following: a computer of any brand, a microphone, and editing software.

Editing Software

Although there are other options available to edit your podcast, such as Audacity or GarageBand, I recommend the Adobe Audition, via Creative Cloud, because Audition is widely used in professional contexts.

Recording Equipment

You will need three components: a microphone; headphones; and an audio interface/mixer.

Microphone

The microphone is the most important part of your recording equipment.

One microphone that I would recommend is the **Samson Go** mic because it is relatively cheap and is portable. This mic is great for recording on the go, but the audio quality won't be as good as a studio mic would be. The **Samson Go** mic would set you back \$32.30 if you buy it from Amazon.com.



Figure 1, Samson Go mic www.amazon.com

Another microphone I recommend is the **Shure SM58-XLR** microphone because it produces great audio quality. The **XLR** can be purchased stand alone or with the cable, so you should purchase the set that includes the cable unless you already have one. If you buy the mic from the Shure website, it'll set you back \$99-\$109. You'll also need a stand for it, I would recommend the ChromaCast CC-DMIC that you can purchase on Amazon.com for \$9.05.

Headphones

Headphones help you hear sound dynamics during the recording and editing process.

You can use traditional headphones/earbuds like the Philips In-Ear Headphones that you can get on Target.com for \$8.99-\$9.99. These earbuds aren't going to be the highest quality, but they'll get the job done for a low cost and you probably have a pair of headphones like these already in your possession.

I would also recommend the **Sony MDR-7502** headphones because they allow you to have a better listening quality. They have wrap around cushions that deliver better sound insulation and feature a closed-ear design. These offer better outside sound insulation and come with the jack to hook into your sound board. These headphones will set you back \$55.09 on Amazon.com.

Audio Interface/Mixer

The last piece of equipment you'll need to produce your podcast is either an audio interface or mixer, which will give your podcast a more professional sound.

I would first recommend getting an audio interface rather than a mixer because they are easier to use. The one I suggest getting is a **Focusrite Scarlet 2i2** because it is USB compatible and easy to use. The Focusrite bridges the gap between microphone and computer and allows you to plug in your headphones. This model includes two ports for microphone plug ins, which will be helpful if you plan on having a co-host or regular guests on your show. One of these will set you back \$149.99. Focusrite does offer a "Solo" model, with only one microphone plug in port, that will only set you back \$100.00. Which one you buy will largely depend on these factors: which microphone you buy; what headphones you buy; if you will have a co-host/regular guests; and your budget.



Figure 2, Shure Mic
<http://www.shure.com>



Figure 3, Sony MDR-7502
<https://www.amazon.com>



Figure 4 Focusrite Scarlet 2i2
<https://store.focusrite.com>

If you want to have more control over: sound levels, how your audio sounds, and want to be able to control your inputs and outputs, I would recommend getting an audio mixer. One of the best entry level mixers you can buy on a budget, is the **Behringer Xenyx 1204USB**. I recommend this mixer because it is relatively easy to use, produces great sound quality, and can be used for podcasting with up to four people. This model has faders (sliders) to adjust the volume, which is a feature that is arguably more precise and easier to adjust than knobs. This mixer will set you back \$149.99 on amazon.com.



Figure 5, Behringer Xenyx 1204USB
<https://www.amazon.com>

Final Budget

I have provided a budget breakdown of each of the products, so you can decide what equipment fits your budget. I have included a final estimated budget, which is a total of all the equipment listed, so you know what the maximum is that you'll be spending.

Samson Go Mic	\$32.30 via Amazon.com
Shure Mic	\$99-\$109 via Shure.com
ChromaCast Mic Stand	\$9.05 via Amazon.com
Philips Headphones	\$8.99-9.99 via Target.com
Sony Headphones	\$55.09 via Amazon.com
Focusrite Scarlet Solo	\$100.00 via Focusrite.com
Focusrite Scarlet 2i2	\$149.99 via Focurite.com
Behringer Xenyx	\$149.99 via Amazon.com
Final Estimated Budget	\$615.41 (without tax/shipping)

SECTION TWO

Podcasting: Your Content

What is your podcast going to be about? Once you've got a concrete idea, you will need to write a basic outline that you should follow for all your shows.

Your Podcast Idea

You should make sure your podcast idea is broad enough that you can continuously make content without exhausting topics, resources, guests, etc. For instance, if you wanted to make a podcast series about the conspiracy theory that the 1969 moon landing was fake, you will probably be able to cover the whole conspiracy within a few episodes. It would be more beneficial to create a podcast about conspiracy theories in general.

Then you need to decide if your podcast is going to entertain your audience, if it's going to inform your audience on a specific topic, or if it's going to be a mixture of the two. Knowing who your audience is, is essential because you don't want to be creating specific content for your audience when they might not want to hear it.

Tip: If you're going to be creating an informational podcast where you are stating facts to support or oppose an argument, it is pertinent that you do research before you record and reference your resources when you state your facts to maintain credibility.

Creating/Writing a Script

Writing a script is helpful to keep you on track and drive conversation with any guests you might have.

Intro

Besides the intro music, the first thing you hear in a podcast is a "welcome to the show" kind of introduction. You'll notice that most, if not all, podcast series always have introductions that are virtually the same every time because it establishes familiarity between content creators and their audiences.

When you're thinking about establishing a phrase to say for your intro, keep it simple and quick so your audience can recognize that it's you immediately.

After you've introduced yourself, you're going to want to do an overview of the podcast—this doesn't have to be super detailed, but give your audience an idea of what to expect to hear in the episode. Lastly, you'll want to introduce your guest onto your show if you have one.

- Intro
 - Music, fade out
 - Welcome
 - Overview of podcast
 - Introduce the guest

Figure 6 Introduction Specifics

Tip: It's always a good idea to make sure you introduce yourself every time because you never know when you'll have a new listener.

Body

The next portion of your script is going to be the show content. Here you are going to map out your talking points for yourself, and a guest if you have one, and expand upon the ideas. If you have a guest, you're going to want to ask them open ended questions to create conversation. Figure 7 on this page is an example of what your show content script should look like.

- Show content
 - Talking points (these will be general, as this is the first episode)
 - Why are the shows so popular?
 - Personal opinions of myself and guest
 - Opinions of those online (cited)
 - Why are the characters so popular?
 - Personal opinions of myself and guest
 - Opinions of those online (cited)
 - What character arcs are most popular?
 - Personal opinions of myself and guest
 - Opinions of those online (cited)
 - Any character pairings that are still relevant today (i.e. Ross/Rachel, Jim/Pam, etc.)
 - Personal opinions of myself and guest
 - Opinions of those online (cited)
 - Open-ended Questions for Guest
 - Favorite characters
 - Favorite episodes
 - Favorite quotes

Figure 7 Body--Show Content

Outro

Just like the introduction, your outro should be simple and quick. You should be polite and thank your audience for listening and if you have a guest on your show, thank them for sitting down and talking with you. Give a little hint as to what you're working on for the next episode and include outro music after you're done speaking.

SECTION THREE

Podcasting: Actually Doing It

This section describes the recording and editing process of your podcast within the program Adobe Audition.

Recording

One of the biggest mistakes first time podcasters make is recording their podcast in an area that has background noise in it. Before you start recording, consider your work space environment and decide if that's the best place to record in.

Once you've set up your recording equipment in a quiet area, open Audition to get started. Figure 9 on the following page is what the main screen of Audition looks like.



Figure 8, Set Up



Figure 9, Audition Main Screen

To start recording your podcast, follow these steps:

- 1.) open Audition and press the record button (Figure 10);



Figure 10, Recording Steps One and Step Four

- 2.) name your audio file and press okay, Audition will automatically start recording once you finish this step (Figure 11);
- 3.) begin recording your podcast, and;
- 4.) once you are done recording, press the record button again to end the session (Figure 11).

Editing

Once you've recorded your podcast, you're going to need to edit it. The way you edit your podcast will make it or break it, so you never want to slack on your editing.

Editing can take a long time to do it correctly, so make sure you leave yourself enough time to edit your podcast thoroughly and listen to your finished product. For instance, if you record a ten minute podcast I would allot myself two hours to edit and an additional ten minutes to listen to my final product.

To edit your podcast, follow these steps:

- 1.) You will need to create a multitrack file so you can edit your .wav audio file. In the upper left-hand corner of the screen, click on the "Multitrack" option to create a multitrack file (Figure 12).

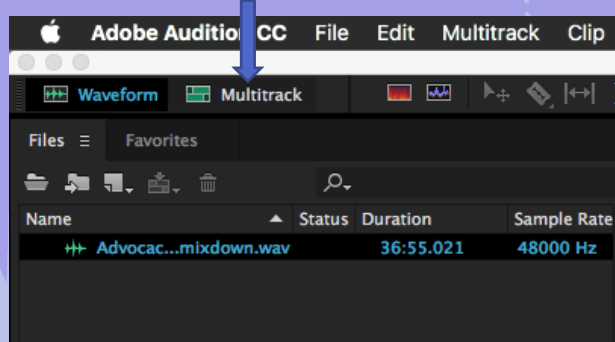


Figure 12, Editing Step 1

- 2.) You will then need to title your podcast, so give it a name and press "ok" (Figure 13).

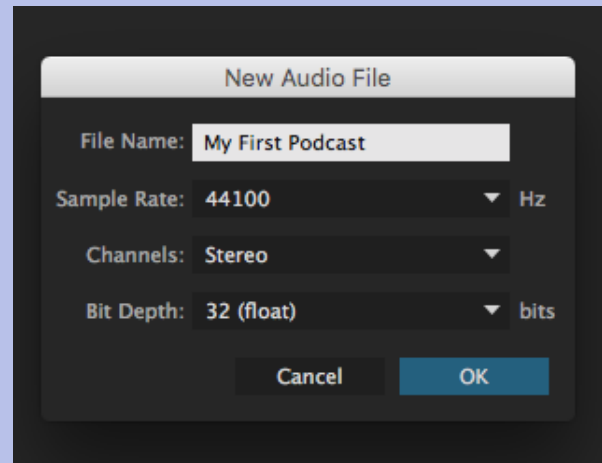


Figure 11, Recording Step Two

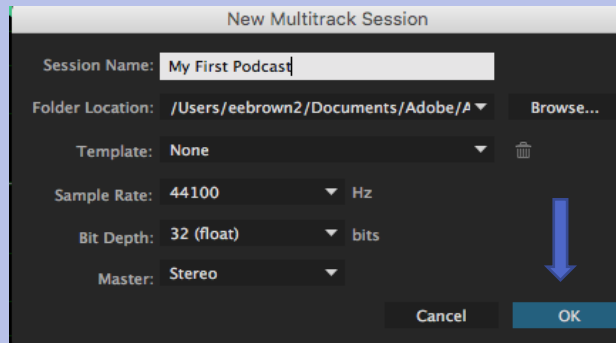


Figure 13, Editing Step 2

- 3.) Next, you'll need to click and drag your WAV file into the "Track 1" slot to convert the file to a multitrack file. Once you've completed this step, your screen should look like the example in Figure 14.

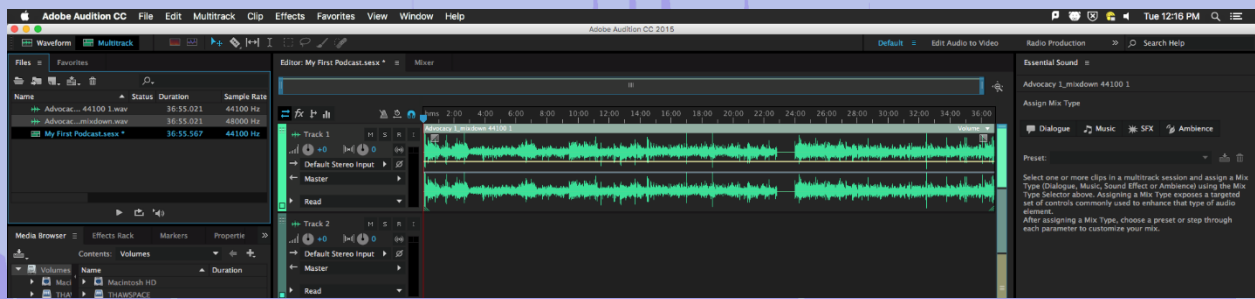


Figure 14, Editing Step 3

- 4.) Next, you will need to listen through the whole podcast and mark spots on the audio file that you think need to be deleted.
- Edit out excess filler words, such as "um" or "like". However, keep in mind that fluid conversation will still have filler words, so keep in a few of them so conversation still sounds natural.
 - Edit out any spots where conversation was at a lull, that's off topic, etc.
 - Edit out offensive content if you're making a podcast for "all ages".

You can mark the spots that need help by clicking on the blue or yellow lines on the track to create a marker (Figure 15).

Tip 1: the yellow line controls volume, the blue line signifies time.

Tip 2: Use the scroll bars on the top and right-hand sides of the audio clip to enlarge (or shrink) the clip so you can see what you're doing better.

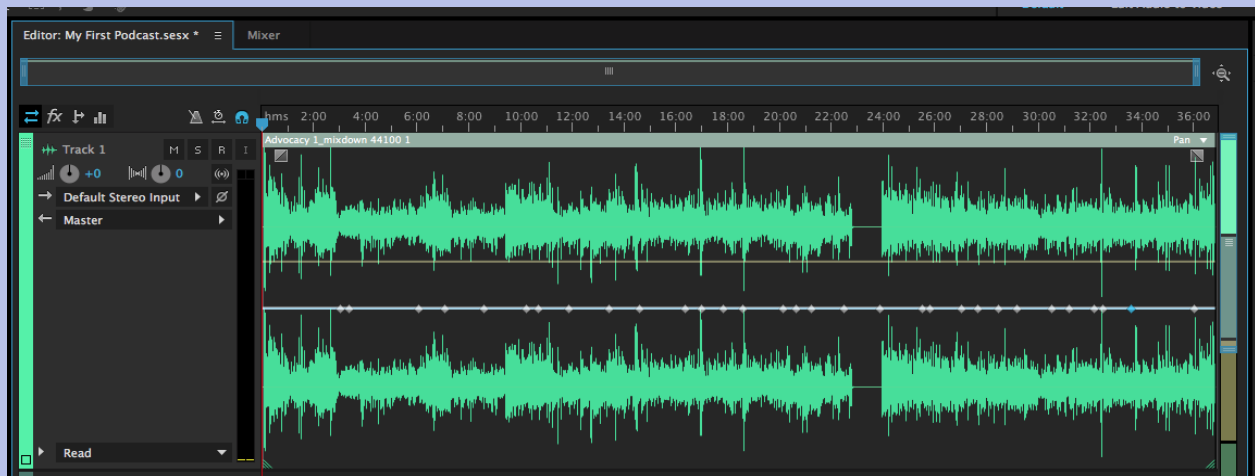


Figure 15, Editing Step 4

5.) Once your audio file has been marked up completely, you will need to start trimming out the content you don't want to keep. There are three primary tools, located towards the top of the screen, that I use to edit my podcast and those are the move tool, razor tool, and slip tool.

a.) The razor tool is used to cut your audio file. When using it, you will want to cut the file on either side of the content you want to edit out and delete the portion that needs to be cut out (Figures 16 and 17).

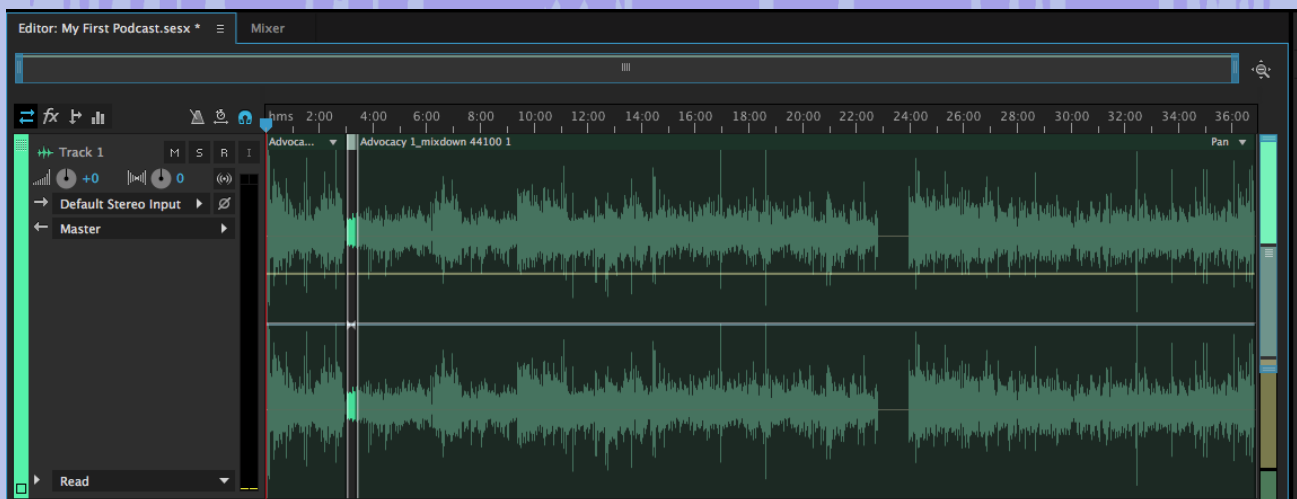


Figure 16, Editing Step 5.a

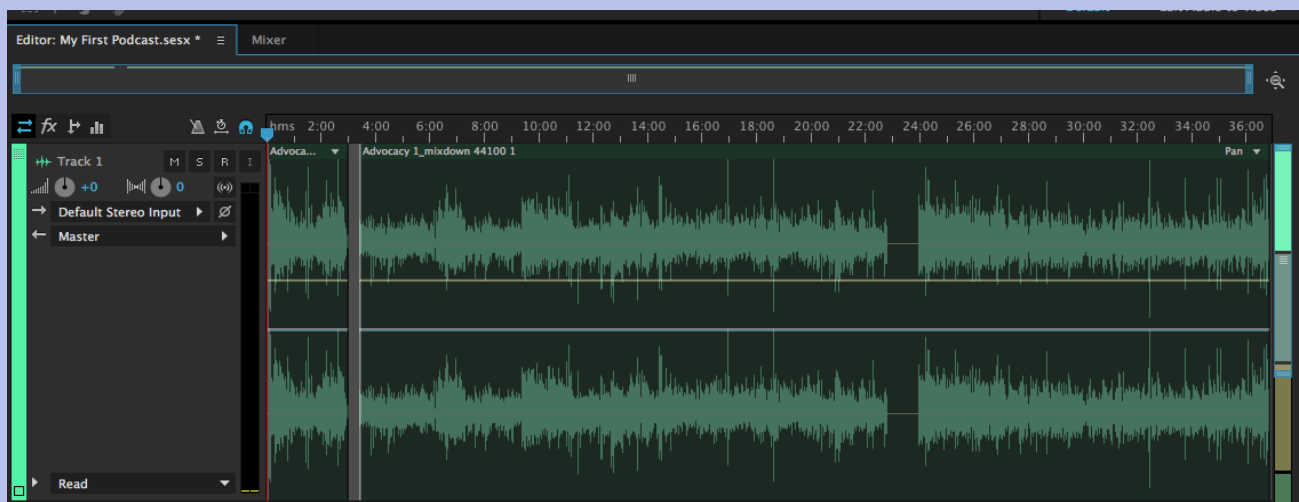


Figure 17, Editing Step 5.a

- b.) The move tool is self-explanatory: you use it to merge two separate clips together or to move your clips around the tracks (Figure 18, next page).

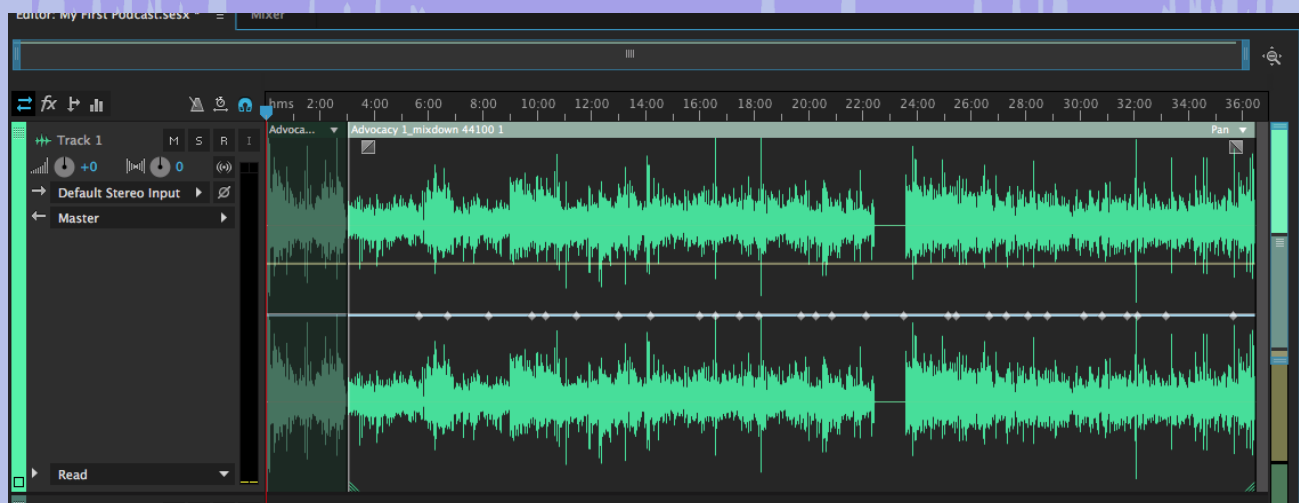


Figure 18, Editing Step 5.b

- c.) The slip tool is something I use if I accidentally trimmed off too much, or too little, when using the razor tool. To use this tool, place it on either end of the audio file and click and drag it back and forth to the desired content in or out of the track.

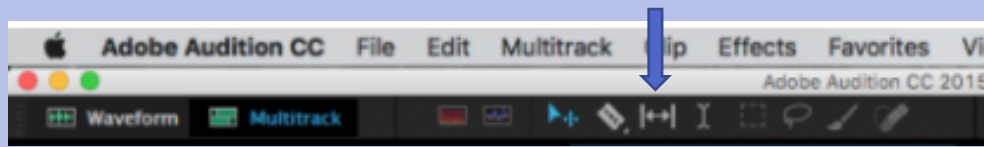
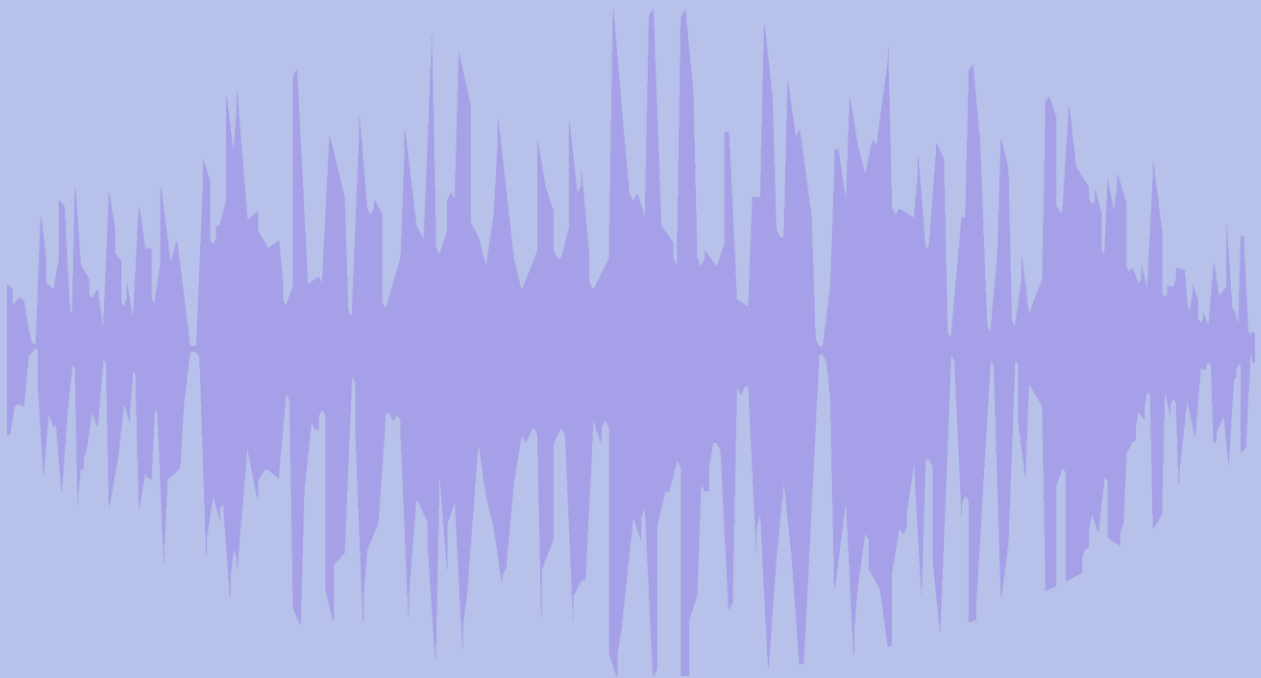


Figure 19, Editing Step 5.c



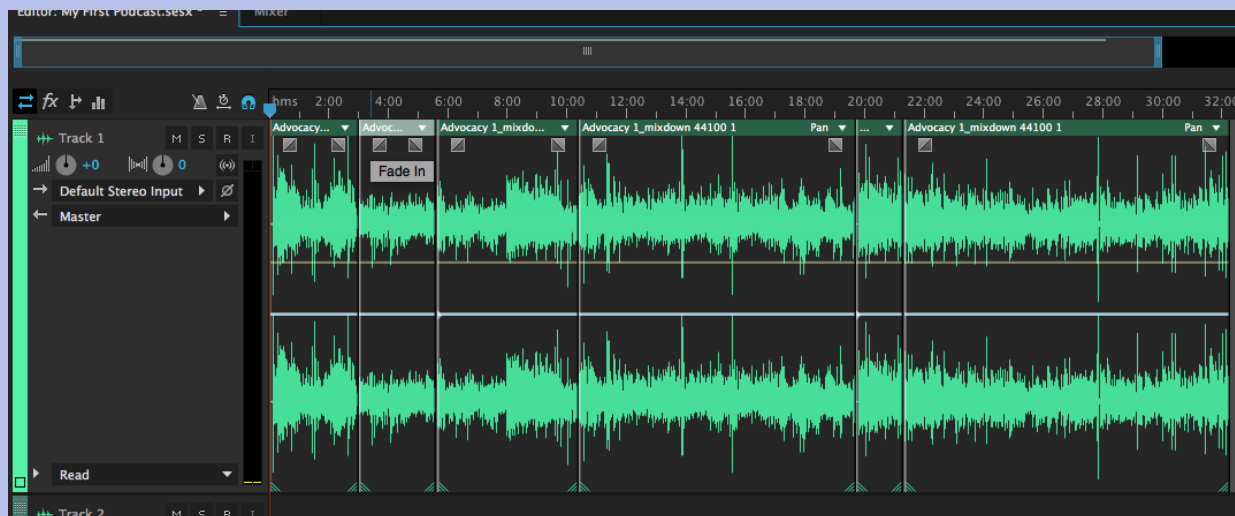


Figure 20, Editing Example

- 6.) Once you've got your editing completed, your audio file should look something like Figure 20. Once you're satisfied with how it sounds, you'll want to merge all of the separate clips together. To do this, click and drag to highlight all of the clips, right click on the highlighted clips, and select "merge files" (Figure 21)

- 7.) Next, you should add in intro music. Your intro music can be something you make yourself, or you can go

Tip: I recommend the website Purple Planet Music, they have a lot of different kinds of music to choose from with great sound quality.

onto a royalty free website and pull music already made, so long as you credit the site. Intro music is typically 8-15 seconds long and should fade into the intro to your podcast, I usually start the fade halfway through

the clip. To do this you should click on the yellow sound line halfway through the clip to create a marker, then click on the end of the sound line to create a second marker and click and drag the line down to fade it out. Then, you should drag the audio clip of my podcast "into" the music clip so that you can hear the intro over the fade of the music (Figure 22).

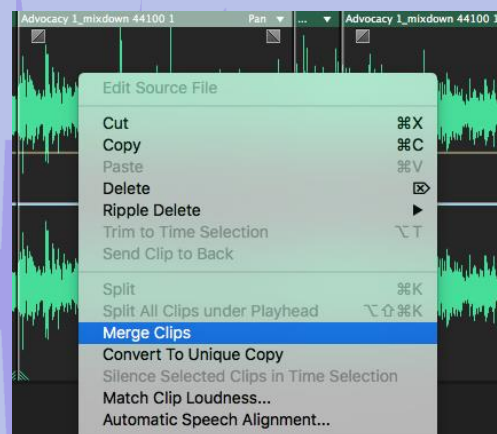


Figure 21, Editing Step 6

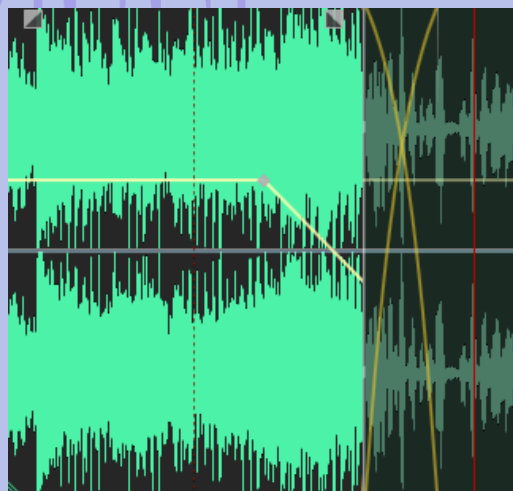


Figure 22, Editing Step 7

- 8.) The last step of creating your podcast is adding outro music. I typically start the outro music halfway through thanking my guests for being on the show and let it get gradually louder as I finish my outro. However, you should have your outro music start to fade out before your podcast is over so it doesn't end abruptly (Figure 23).

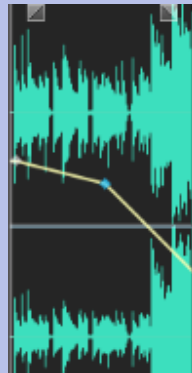


Figure 23,
Editing Step 8

- 9.) After you've added your intro/outro music and you are satisfied with how your podcast sounds, you'll need to export the file as an MP3. To export the audio, go to file, export, multitrack mixdown, and click entire session (Figure 24). This will bring up the window of Figure 25, where you will select the format you want to export your file in and click "ok".

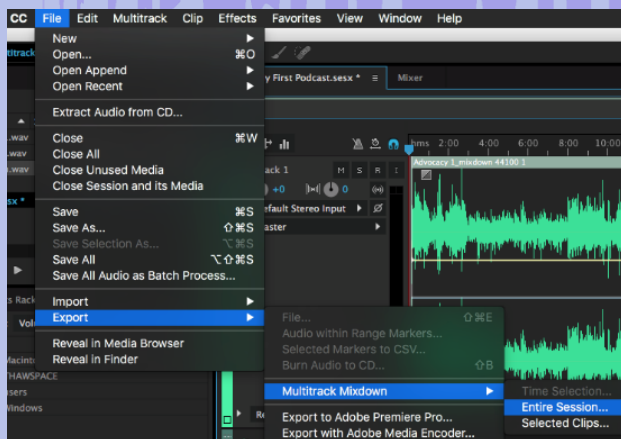


Figure 24, Editing Step 9

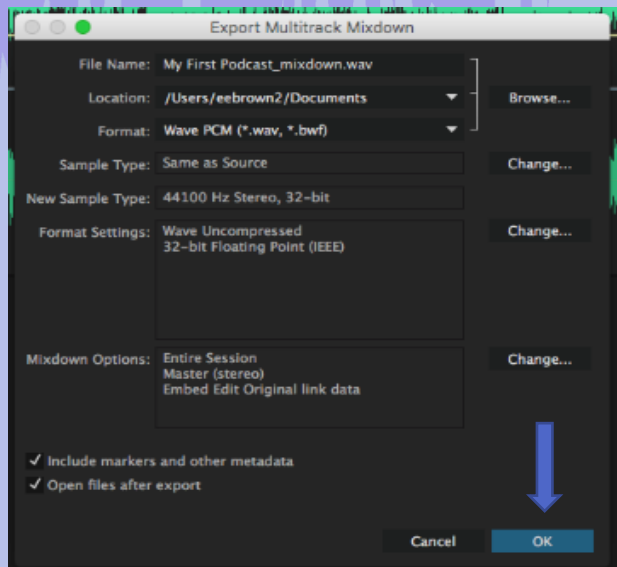


Figure 25, Editing Step 9