Guide to podcasting

Podcasting as training material
Getting started
Pre-production
Recording
Editing
Publishing
Disseminating

Lucy Sabin, Amsterdam UMC, November 2024
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Podcasting as training material

- Podcasts offer effective methods of communication for research and education

- Strengthened transdisciplinary relationships through dialogue

- Storytelling a way to connect, reflect, share learning and build a sense of community

- Sound is immersive and can engage audiences on an emotional and imaginative level

- Podcasts are especially useful when supplementing other forms of dissemination

- You can also re-use podcast audio (for example in an online module or as audio for a short film)

See Interesting literature on podcasting

Podcasting as training material

Benefits

- Geographic reach
- Cost-effective
- Engaging & immersive
- Space for storytelling & complex scenarios
- Multi-purpose & intertextual
- Diverse voices

Limitations

- Accessibility – we will always use a transcript with time codes & can produce accompanying visual content
- 'Digital divide' – but members of our training target groups are working age and already consume digital media
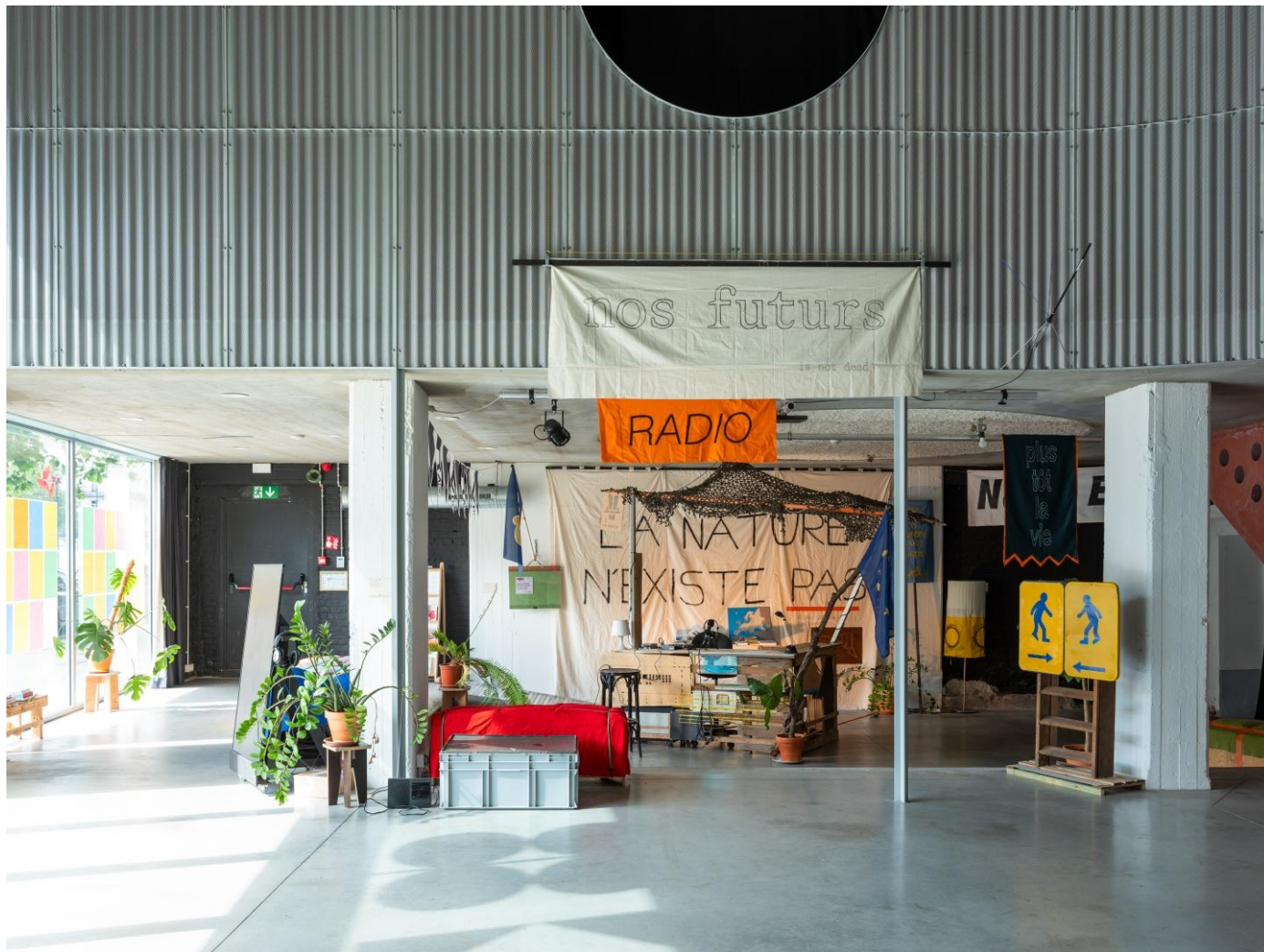
Nos futurs radio
by Le Biais Vert
@Naturarchy exhibition
iMAL, Brussels 2024

Getting started

Physical:

Microphone
    USB vs XLR (needs mixer)
    USB, Blue Yeti (€110)
Headphones
Laptop
Editing Software
Guests

Theoretical:

Series theme
Episode themes (sub-categories)

Pre-production

Once you've sorted the equipment and have an idea for a series, there's a couple more things to think through:

Episode storyboarding

GDPR data guidelines (consent forms, 'licensing' of voices)

Compensation for guests*

*Monetary compensation is not something we would necessarily offer with RE4GREEN. Instead, we could co-develop episode themes with guests so the discussion benefits them professionally. We would build ongoing relationships and community.

Recording tips

Get to know the equipment and audio editing software before the interview. It's very useful to learn about audio 'gain', directional recording (depending on the microphone), and how to record at the right levels **before** you record an interview.

Audio can be fixed in post, but it'll always be better quality the closest you can get to 'perfect' in the recording

Tips: Small, quiet room, turn 'gain' down as low as you can, speak loudly and clearly towards the mic

Editing

Software

Audacity (free software)

Sound design

Field recording (iPhone)
Open source sound library (freesound.org)
Music production (Abby Litchfield)

Essential skills

Cutting and pasting
Fade in/out
Noise reductions
Sound normalisation
'Ducking' audio (auto-duck)

Other useful skills:

Bass and treble editing
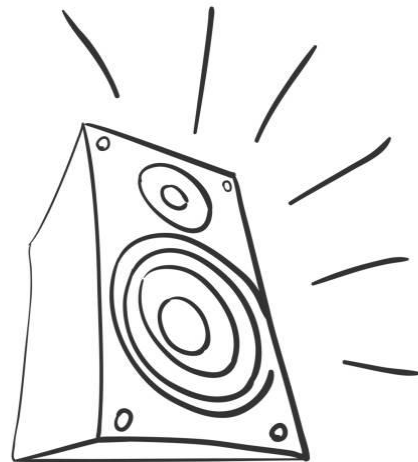Changing speed, tempo, pitch

Publishing

To publish a podcast, you need to find a place to 'host' it.
You use an 'RSS' feed to upload across all platforms:

      Podbean

      Buzzsprout

      Acast

      Spotify for Podcasters

We would also create a landing page (Embassy):

      Direct to website

      Transcript (could use free 'Riverside FM AI Transcription'

      Headshots and additional photos / media content

      Increase engagement

Disseminating

Produce social media content to promote each episode (e.g., audiograms)
Feature new episodes via Embassy Newsletter

Share episodes across our network – actively (e.g., LinkedIn reposts) and passively (e.g., in email signatures)
Invite podcast guests to actively share among their networks and incorporate episodes in their curricula

Use within training programs on Embassy and elsewhere
Physical presence at events – QR codes, installations