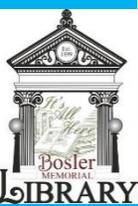


Create-A-Podcast: Written Tutorial

Bosler Memorial Library

Summer 2021 Program



Hello and welcome to this video tutorial by Bosler Memorial Library on how to create a podcast! A podcast is a series of voice recordings about any topic. It can be downloaded as an MP3 (audio recording file) and uploaded to a podcast station, such as Spotify. In this written tutorial, I'll show you how to choose your podcast theme, create your podcast, and publish your podcast with free and/or low-cost resources. This is a basic introduction to how to create a podcast, so feel free to view Buzzsprout and Spotify for more detailed instructions. See the accompanying written tutorial for further explanation and instructions.

1. Determine the Purpose of Your Podcast

- ✚ Define Your Goal(s). Do you want to inform, persuade, and/or entertain? Who will your audience be – children, teens, young adults, or older adults? The type of message you are conveying as well as the type of audience will determine the tone and mood of your podcast. Also, determine the type of location you would like to target. Are you intending this podcast for your local community or across the world? For example, your goal could be to “inform young adults in Pennsylvania about your favorite places to travel.”
- ✚ Choose Your Concept. What kind of podcast idea do you have – favorite places to dine, interviews with your pet/family member, etc. For example, your concept could be your “favorite places to travel.”
- ✚ Name It. The name of your podcast is crucial for enticing viewers. What kind of feel do you want your name to have (i.e. funny, spooky, etc.)? For example, you can give it the name “Favorite Places I’m Dying to Travel – Podcast with [Your Name].”

2. Choose Your Podcast Format

- ✚ Decide on the type of format. Will you be doing interviews, news stories, or educational information? This part also may differ based your comfort level interviewing people. If you do not feel comfortable interviewing others or do not have the necessary location or requirements to do so, you may consider interviewing a family member or putting snippets of interviews from online into the podcast. One example could be that you are “Interviewing your best friend about their favorite places they have been dying to travel to.”
- ✚ Choose the podcast length. Do you want your podcast to be 20 sessions of 5-minute sessions on specific places to travel for young adults? For example, you could feature “5-minute podcast sessions with guests about their one place they love to travel to.” Or you could do 20 sessions of hour-long podcast sessions on their destination to travel and where they would like to travel to next.”
- ✚ Decide the Podcast Schedule. Will you have the podcast weekly, monthly, or yearly? If you choose weekly, you could choose to do a podcast every other day or once a week. For example, you set a “weekly podcast once a week interviewing guests on travel destinations.” If you choose to do a monthly podcast, decide which day and time in the month you would like to prerecord and air the podcast sessions.

3. Decide on Podcast Equipment/Software

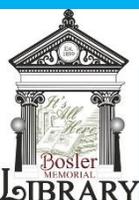
- ✚ Choose the Type of Software. Are you looking to record with your smartphone, a foam ball, audio-technica, etc.? If you do not have a smartphone, you can also record the podcast on your computer with Audacity or use a computer at your local community college or library, if available. For example, you can “create a podcast with your smartphone using Anchor.”
- ✚ Choose Your Equipment. Are you looking to record at home, over long distances, and/or with little equipment? If you want to record at home, what computer do you have and how much equipment would you be able to afford and use? If you have a Windows computer, you can use Audacity to record the audio portion and then upload to your preferred podcast station. For example, you can “record your travel podcast on Anchor on your smartphone or record your travel podcast on a computer with Audacity or a general voice recorder.”

4. Record Your First Episode

- ✚ Write the Outline for Your Episode. Outlines are important ways to prepare your podcast and ensure you include the necessary topics and information in a certain order and timeframe. You will need to outline your episode on paper, on your phone, or on a computer. First, outline the start of the episode, which includes introducing yourself and the general podcast theme and highlighted topic points. Then, outline the middle part of your episode, which will include the reason why you created the podcast and what or who inspired you. Lastly, outline the conclusion of the podcast, which includes mentioning the schedule of the episodes, topics, guests, and sponsors for music and/or the episodes. You will need to do this for each episode of your podcast, so that it flows well and records all necessary information.
- ✚ Pick A Place to Record. Do you feel more comfortable recording at home, at a local library, and/or a community college? Think about what space gives you the most privacy and inspiration to record your deepest thoughts and feelings. Also consider the WiFi in your recording area, lighting in the area, and any distractions that may arise, such as animals, family members, or people surrounding the area. For example, you may choose to record the sessions in your bedroom near a desk and window.
- ✚ Set Up Recording Equipment. How much equipment do you need to record your podcast? Determine the type of technology you are using (i.e. computers, microphones, and others), additional equipment (i.e. USB or other cards). For example, you may need to “set up a USB for your computer, plug in earphones, and plug in a microphone set. After plugging in the equipment, it is crucial to test the quality of the sound of your voice, the quality of the background audio for the podcast (i.e. music or commercials), and any distractions that you may need to edit.

5. Edit Your First Episode (and Future Ones)

- ✚ Create An Introduction. Introductions are vital for in-person impressions and for podcasts. They set the scene for the theme of the podcast and what viewers or listeners can expect for each episode. Do you want to cut straight to talking about the episode topic or do you want to warm up listeners with



music or a clever ad? For example, you can “play scenes from a travel episode that you watch and/or music of the ocean to introduce your listeners.”

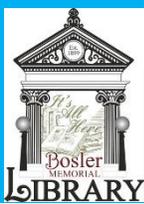
- ✚ Create artwork, categories, and show notes/comments. Colorful and engaging artwork is critical for marketing your podcast. Do you want the cover image to feature yourself or the title of the podcast? What colors would be best to highlight the theme? Bright colors, such as yellow, orange, and blue can entice the viewer versus black and white colors. For example, you can create a cover image with “a picture of a beach you traveled to with a glass of piña colada”. You can choose to design this cover image in Canva, Adobe Photoshop, or hire a professional graphic designer to design the cover image. The next part is writing your description and category or categories. Tell your audience the who, what, when, and where of the podcast (i.e. who you are, what the podcast is about, when the podcast will air and where it will air). Lastly, choose a category; categories are important for increasing the chance viewers will listen to your podcast and will make you more visible on the podcast station. For example, you can choose “travel” as your category.
- ✚ Further Tips. Organize Your Episodes into Separate Files with Specific Titles. For example, separate your audio files into “Travel Episode 1, Travel Episode 2” and so on. Get Knowledgeable on Editing Techniques, such as trim, cut, select, grab, split, and fade. Trim allows you to pick specific places in the audio, drag, and clip out the parts you don’t want. For example, if dogs start barking or a lawnmower starts mowing, you can delete those parts and close the gap before the next part. Another editing technique is to fade (fade in/out/crossfade) between episodes. These allow a smoother transition between episodes, especially if there are lots of cut-out parts or short transitions. Some other questions to ask include the following, “Am I directing the listener’s focus?” or “Might these sounds distract the listener?”

6. Submit Your Podcast

- ✚ Upload your Podcast. Once you are finished editing and putting last touches on your podcast, it is time to upload the podcast. You can choose to create an account with Spotify, Google Podcasts, Apple Podcasts, Stitcher, and/or Pandora, among many others. These are the top podcast stations, which means your podcast may be in the “95% category”! To create an account, go to Spotify or another station of your choice, and fill in your name and contact information. After that, choose a platform to display your platform, such as Anchor, Spotify or YouTube. Once you are finishing doing that, go to the podcast station (i.e. Spotify) and copy the RSS link or find the RSS feed link by right-clicking the page and choosing “view page source.” Go to “Add Your Podcast” and click “Get Started”. Then, put your company name or your first name into the name section. After putting your name and RSS link into the selections, put your description into the description area and more about the podcast. After filling in all required podcast description information, it will ask you to sign a Podcast License Agreement. After signing this agreement, it will let you review the title, description, and show notes of your podcast. Click “Submit” and Spotify will publish your podcast and notify you when the podcast is added.

7. Podcast Assignment

- ✚ Hopefully, this tutorial helped you learn about podcasts and how to create one. Now, I am going to give you an assignment that features a chance to win a secret prize! You will be asked to make a 3-



episode podcast with the theme of summer. You can choose to make a podcast about your favorite summer activities, interview guests about their favorite summer hobbies, and/or feature books that remind you of summer. Those who complete the challenge will be entered into a prize drawing and also have the chance to have their podcast featured on our website,

<https://www.cumberlandcountylibraries.org/BOS> and/or our Facebook page, <https://facebook.com/bosler>.

Note that this written tutorial is a basic introduction to creating a simple podcast. Go to Buzzsprout, <https://www.buzzsprout.com/how-to-make-a-podcast>, and/or YouTube to find out the types of podcasts, the specific steps (with technical details) to create a podcast, and how to publish a podcast. Contact our Information Services department at (717) 243-4642 extension 2237 for additional help on equipment used for a podcast and/or related information about podcasts. Learn about the kind of prize you can get by contacting our Community Relations department at (717) 243-4642 extension 2226. Find out more about this podcast program under “events.” Click the plus (+) button under the July 7 events, and choose “Create-A-Podcast.”

See the Below Resources Used in this Tutorial:

Editing a Podcast in Audacity – YouTube: <https://www.youtube.com/watch?v=Zw9nkEHQ5B8>

How to Edit a Podcast – Buzzsprout: <https://www.buzzsprout.com/blog/how-to-edit-a-podcast>

How to Make a Podcast – Buzzsprout: <https://www.buzzsprout.com/how-to-make-a-podcast>

