



**Podcasting 101:
Share your program with the world!**



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What is a **podcast**?

- innovative way of distributing audio and video via the web
- name originally combined “iPod” with “broadcast”, later “pod” became “**P**ortable **O**n **D**emand”

What is Podcasting?

How is this unique?

- Different than simply posting audio on a website method of distribution
- With podcasting your audience can **subscribe** using a podcasting app
- Subscribers are notified via device notifications of new episodes that helps keep them updated about your latest content

Why podcast?

- Easy! Free! Fun! It works!
- Build a personal connection with your audience
- Reach a large audience
- Innovative technology
- New generation = digital age

Who's my audience?

- parents
 - students
 - the community
 - other teachers
-
- Accessible 24/7

What can I put on a podcast?

- Lectures
- Supplemental instruction
- Remedial instruction
- Audio Newsletters
- Announcements
- Student projects
- Capture live moments
- Presentations
- Interviews
- A “Radio Show”

Use your imagination...

How do I listen to a podcast?

- Computer, phone, tablet with internet access
- **Podcasting App**
 - Apple Podcasts, Spotify, Google, Amazon, etc.
- Search for a topic or podcast title
- Subscribe to the podcast
 - all new episodes are automatically downloaded

Sample Podcast

Performance Invitation

Sample Podcast

Reaction to a Performance

Sample Podcast

Announcements/Audio Newsletters

Sample Podcast

Interview

How do I make one?

PREREQUISITES:

- An audience for your podcast
- Basic computer knowledge
- A device to record audio
 - Computer, phone, stand alone recorder
- An account on a Podcast host, such as anchor.fm

What materials do I need?

- A computer or other recording device to create digital audio files
- A microphone (from \$5 to \$500)
- An account on an Podcast host, such as anchor.fm
- Recommended: An audio editing program, such as Audacity, Adobe Audition, Garageband, or Logic Pro

I. Record your program

- **Option #1** - Use your computer's audio application (Audacity, Garageband, etc.) and record to hard drive
 - built-in microphone vs. external
- **Option #2** - Use a digital recorder
 - Many digital recorders to choose from
- **Option #3** - Record directly through web browser

If recording remote, try Zoom!

- While Zoom is meant for video, there is a unique setting that enables a separate audio recording of each participant - very handy!



Podcasting best practices:

- ★ It's good to have a script, but it's not totally necessary.
- ★ Keep your podcast episodes brief.
- ★ Keep audience interested:
 - ★ Make high-fidelity recordings
 - ★ Use intro, fill, and exit music
 - ★ Create regular episodes

2. Save your recording

- Save your recording in **.MP3 format**
- MP3 is the most widely used compression format and works well with Windows and Mac
- 256k bps setting is decent quality for a podcast

3. Gather the episode details

- **Episode title** - what the listener sees
- Recommended:
 - **Episode description** - what is the podcast about? You can include hyperlinks, emails, hashtags, etc.
 - **Episode Art** - a photo/graphic that may go along with the episode. This will show while the episode is being played to the listener.

4. Upload the audio file, enter the details

- Create an account on a podcasting website like anchor.fm
- Anchor is FREE!
- Anchor creates the Podcast RSS feed. A feed is like a menu which contains information about the podcast and each episode.

5. Distribute the podcast

- Post a link to the podcast on your social media or website
- Send out emails with links to your podcast or keep it in your email signature
- Embed the podcast on your website

Demo

How can I get more information?

- Google “how to make a podcast” or something similar
- Many resources available online
- Visit my website at:
orchestrateacher.net

"The Orchestra Teacher" Podcast



Special Thanks...



Contact me!



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@charleslaux

Slides and more available at:

www.OrchestraTeacher.net





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