

Introduction to Podcasting



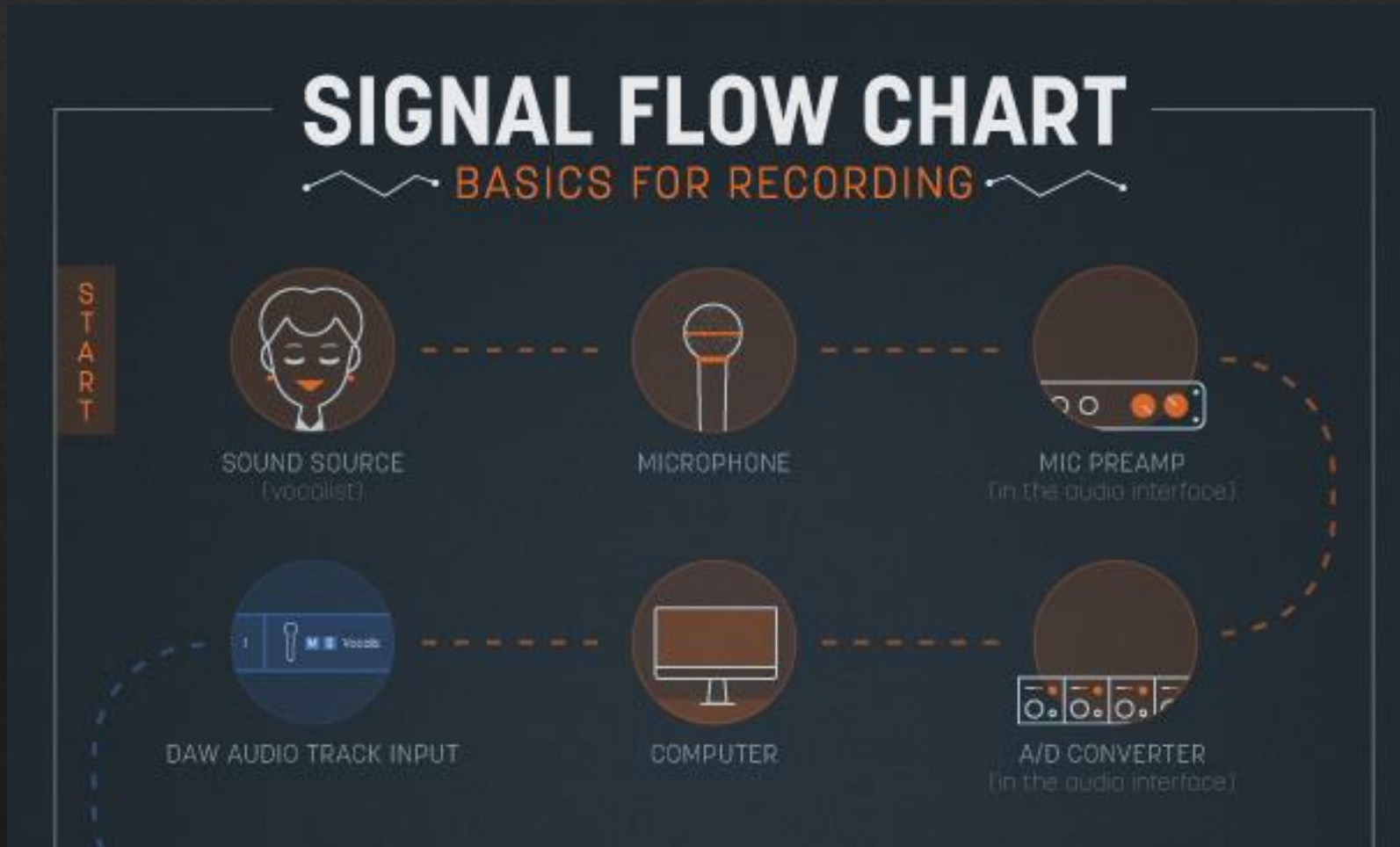
Things You Need for Podcasting

1. Idea/Topic
2. Microphone
3. Audio Interface
4. Recording/Editing software
5. Podcast Host Site

Topic & Format

- Why are you making a podcast?
- Who is your audience?
- What is your topic?
- What format will your podcast be?
- How long and how often?

Audio Recording



Equipment – USB Microphones



Rode Podcaster



Blue Yeti

Equipment – Dynamic Microphones



Shure SM7B



MXL BCD-1



XLR connection

Equipment – Audio Interface



Focusrite Scarlett 2i2



RØDEcaster Pro

Equipment – Miscellaneous

- Headphones
- Pop Filter
- Headphone Amp/Splitter
- Microphone Stand/Shock Mount



Software – Digital Audio Workstations

Mac Only:

- GarageBand- free
- Logic- one time purchase \$300



Windows Only:

- Cakewalk- free

Software – Digital Audio Workstations

Mac & Windows:

- Pro Tools- monthly subscription
- Pro Tools First- free
- Adobe Audition- monthly subscription
- Audacity- free
- Reaper- free trial, one time \$60 purchase

Podcast Hosting



Buzzsprout

| Free | \$12 /month | \$18 /month | \$24 /month |
|---|--|--|--|
| Upload 2 hrs Each Month | Upload 3 hrs Each Month | Upload 6 hrs Each Month | Upload 12 hrs Each Month |
| Episodes Hosted for 90 days Limited to 2 hours each month | Episodes Hosted Indefinitely Upload more content for (\$4 per hour) | Episodes Hosted Indefinitely Upload more content for (\$3 per hour) | Episodes Hosted Indefinitely Upload more content for (\$2 per hour) |
| * Ads on Podcast Website ✓ Advanced Stats ✓ Unlimited Team Members ✓ Upgrade to Remove Ads | ✓ Advanced Stats ✓ Unlimited Storage ✓ Unlimited Team Members ✓ Import Podcast for Free | ✓ Advanced Stats ✓ Unlimited Storage ✓ Unlimited Team Members ✓ Import podcast for free | ✓ Advanced Stats ✓ Unlimited Storage ✓ Unlimited Team Members ✓ Import podcast for free |
| Magic Mastering not available on free plans. | Add Magic Mastering for \$6/month. | Add Magic Mastering for \$9/month. | Add Magic Mastering for \$12/month. |

Simplecast

BASIC \$15 /MO

\$13.50 /mo if prepaid annually

EVERYTHING NECESSARY TO LAUNCH A PODCAST

- ✓ 2 team member seats
- ✓ Unlimited storage & uploads
- ✓ Distribution to everywhere your audience listens
- ✓ Basic analytics
- ✓ Customizable show website with custom domain
- ✓ Manage multiple shows with one account
- ✓ Embeddable episode web player
- ✓ Recast for you (and your listeners)
- ✓ A secure (HTTPS) site and RSS feed
- ✓ 20K downloads included per month
- ✓ Email support

ESSENTIAL \$35 /MO

\$31.50 /mo if prepaid annually

EVERYTHING IN BASIC, PLUS ESSENTIAL TOOLS FOR THE GROWING PODCAST

- ✓ 4 team member seats
- ✓ Additional web players
(Mini & Show)
- ✓ Compare analytics across 2 episodes
- ✓ Location analytics
(country & state/region)
- ✓ Unique Listener reports
- ✓ Web Player analytics
- ✓ Technology analytics
(apps, browsers)
- ✓ 50K downloads included per month

GROWTH \$85 /MO

\$76.50 /mo if prepaid annually

EVERYTHING IN ESSENTIAL, PLUS COLLABORATION TOOLS AND DEEPER INSIGHTS

- ✓ 9 team member seats
- ✓ Compare metrics across 5 episodes
- ✓ Location analytics
(+ detailed metro areas)
- ✓ Detailed Device analytics
- ✓ Web Player Embed Location analytics
- ✓ Network (ISP) analytics
(home, office, mobile)
- ✓ Technology analytics
(+ device details)
- ✓ 120K downloads included per month

Resources

Lynda.com – video tutorials

Email: digitalservices@balibrary.org

library
barrington area