Madeleine Wolske
Business Librarian

Susan Winkler
Technology Librarian

Champaign Public
LIBRARY

Monday
Mar 21
7 pm

The Art of Podcasting

Welcome!

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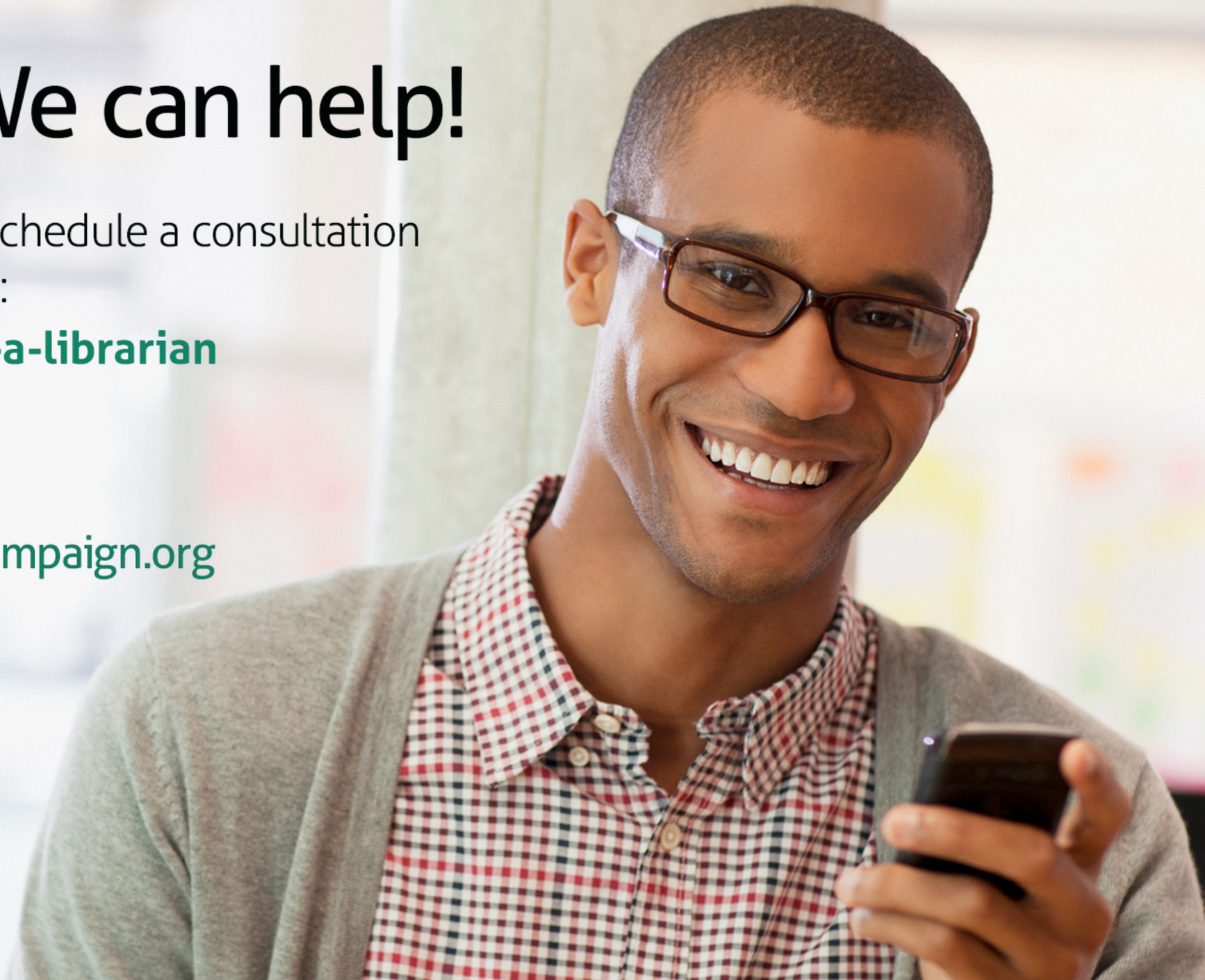
Questions? We can help!

- **Book-a-Librarian** Schedule a consultation with one of our experts:
  champaign.org/book-a-librarian
- **Live Chat**
- **Email** librarian@champaign.org

Champaign Public
LIBRARY



Niche-cast

Community through choice

“Podcasts allow for an infinite range of topics and ideas. In broadcasting, there’s obviously a limit to what you can put on in a 24- hour period. And that means that there are gatekeepers who determine what is worthy of those time constraints. In podcasting, there are no constraints. You can focus on things that would probably never make it to terrestrial radio because terrestrial radio was and is designed to appeal to the greatest numbers of people listening at that given moment. That is the key difference between what podcasting does and what terrestrial broadcasting does.”

-Guy Raz, creator, *How I Built This with Guy Raz*, cocreator, *TED Radio Hour* and *Wow in the World*

Podcast Production

01
Concept
The **why** and **what** for your podcast. "Why am I starting a podcast?" "What is my podcast about?"

02
Format
How long will your podcast be? Will it be a series? Will you be interviewing or bantering?

03
Schedule
Is everyone on board with the podcast outline? What's your time frame? What components do you need to consider?

04
Production
Let's record and produce our podcast!

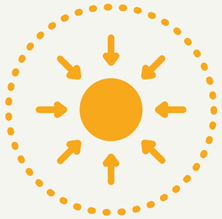
05
Launch
Create artwork, content, descriptions, get listed. Will you have a grand opening? How will you market?

Creating a Concept

"Find something interesting to talk about, then see if there is a reasonably sized audience out there for that idea."
-Argin Hutchins, NPR Training Specialist

Find Your Target Audience

List potential audiences as liking ***most*** of what you will cover, ***some*** of what you will cover, and **generalize** it even more.



Specializing Your Topic

What ***specific*** aspects of a topic will I cover? What will I say about this topic that ***hasn't already been said***?

Adding to the Podcasting Space

What makes your podcast ***unique***? What problems are you solving? Consider the listener's perspective, "***What's in it for me***?"

Elevator Pitch/Focus Sentence

Explain what your story is about

Taken from *Out on the Wire: Story Secrets from the New Masters of Radio* by Jessica Abel.

What's the Conflict?

Somebody does something.
Because _____.
But _____.

_____

What's the Story?

I'm doing a story about _____ (Topic).
And what's interesting about it is _____ (Story).

_____

Why Should I Care?

This happened _____ then this _____ then this _____, and then you wouldn't believe it but _____!
And the reason that it is interesting to every single person walking on the face of the earth is _____.

Find Your Format

Styles

- Interview
- Roundtable/Panel
- Performance Program
- Narrative
- Hybrid

Consider

- Energy/Tone/Brand
- Ideal length for your audience
- How will you hook your listener?
- What are similar podcasts?

Content Example

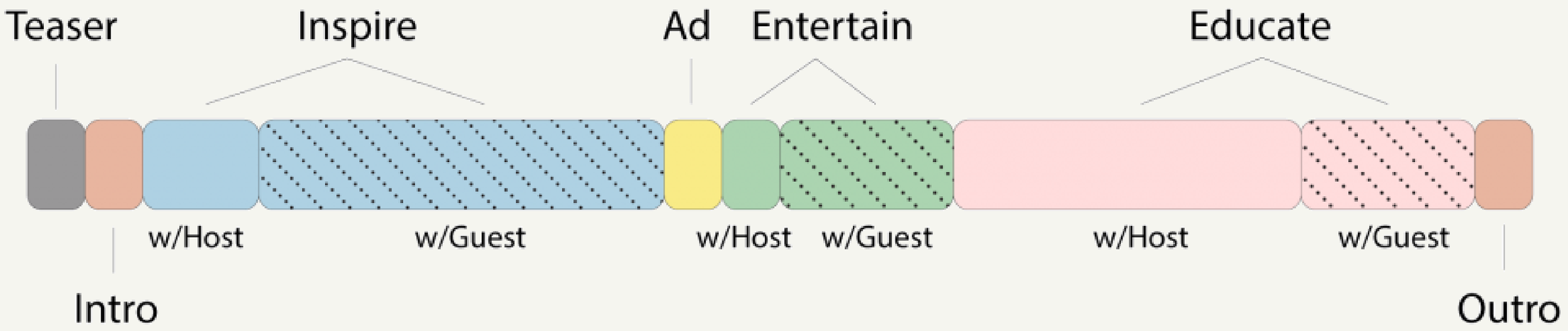


Image from PodcastMovement.com

Stick to a Schedule

Time + Money + Passion

The Value Equation

Learning Curves

If you're a DIY operation, nurture your premium assets of time and passion by thinking of ways to build in time for learning and to keep your passion/energy strong.

Time Banks

Take your intended schedule and *increase it*. Hit pause and practice. Before you publish anything, finish several episodes for less sweat or publish less often.

Change the Format

Consider shortening the length, getting a co-host, turn to your community, outsource the most time-intensive processes, or narrow your podcast scope.

Think Like a Company

Understanding tasks through roles

Editor The Taskmaster

Beats the podcast's structure and story into shape.

Producer The Workhorse

Handles/oversees audio production, technical editing, sound design, mixing. May also edit, plus possibly many other tasks.

Host The Brains n' Brawn

Creates (often) and delivers (always) the story.

Sound Designer The Sound Master

Develops, obtains, and/or creates the sounds needed to make the story effective.

Mixer The Minister of Detail

Fine-tunes audio quality.

Engineer The Perfectionist

Does the final polish.

Composer The Cleftomaniac

Writes original music or licenses existing music for podcast theme, and/or for individual episodes.

Art Designer The Visualist

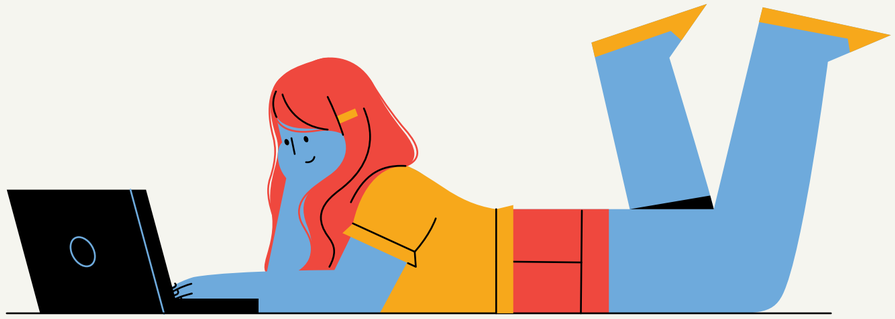
Creates the podcast artwork.

Preproduction Example

1. Start conceiving your episode
2. Make interviewee/guest list
3. Research
4. Draft script/outline
5. Edit script/outline
6. Book interviews/guests
7. Pull clips to play during interview, if any
8. Send interview releases and permission requests
9. Prepare interview questions

Production Example

1. Record interview(s)
2. Collect sound
3. Fact-check
4. Revise and finalize script or outline
5. Record your script or outline
6. Audio editing
7. Mixing



Postproduction Example

1. Insert ads (if any)
2. Transcription
3. Write show notes
4. Prepublication promotion

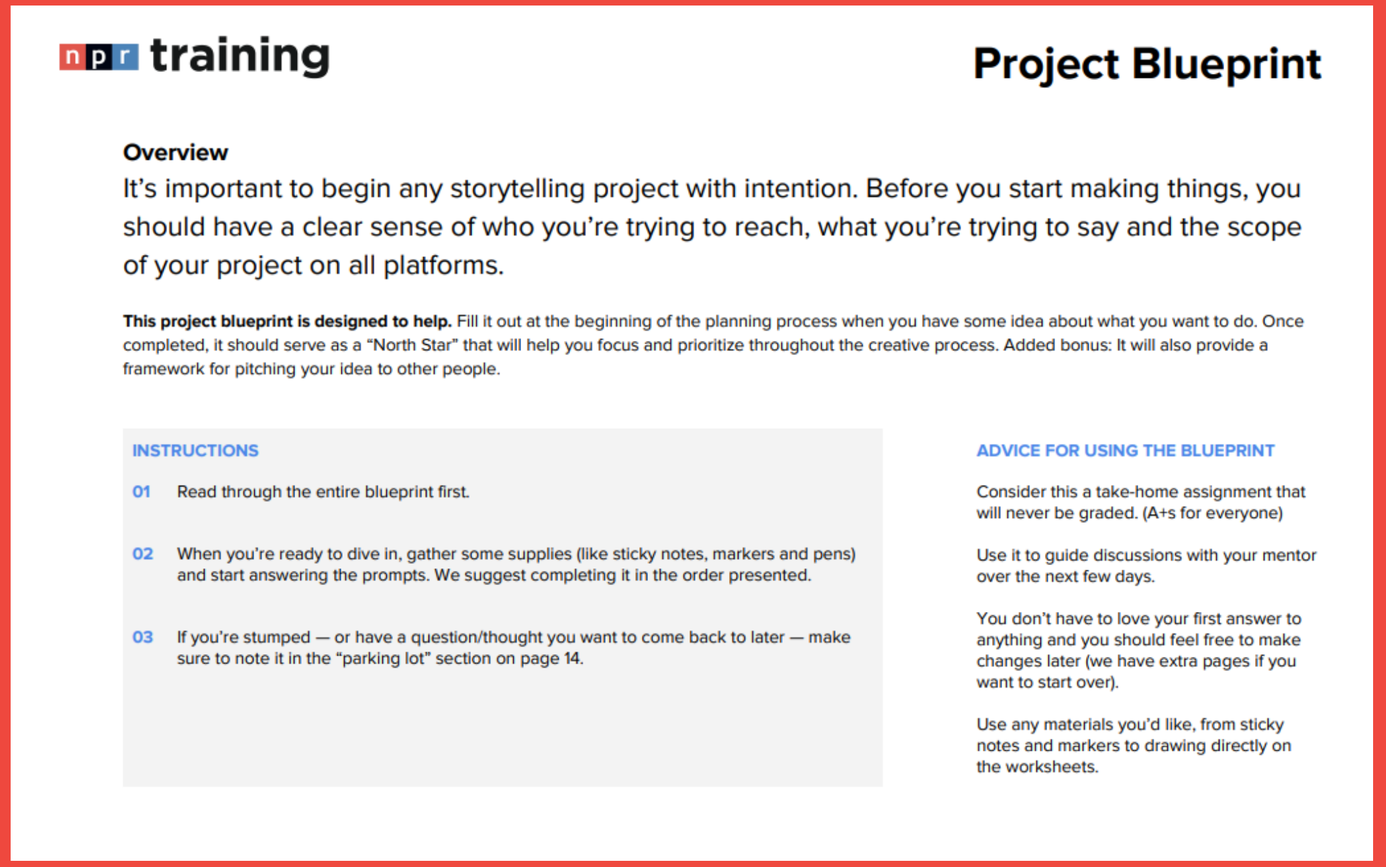
Publication Example

1. Publish episode
2. Promotion
3. Thank-yous with a link
4. Analyze and recoup

Ready,

Set,

Go!



npr training

Project Blueprint

Overview

It's important to begin any storytelling project with intention. Before you start making things, you should have a clear sense of who you're trying to reach, what you're trying to say and the scope of your project on all platforms.

This project blueprint is designed to help. Fill it out at the beginning of the planning process when you have some idea about what you want to do. Once completed, it should serve as a "North Star" that will help you focus and prioritize throughout the creative process. Added bonus: It will also provide a framework for pitching your idea to other people.

INSTRUCTIONS

01 Read through the entire blueprint first.

02 When you're ready to dive in, gather some supplies (like sticky notes, markers and pens) and start answering the prompts. We suggest completing it in the order presented.

03 If you're stumped — or have a question/thought you want to come back to later — make sure to note it in the "parking lot" section on page 14.

ADVICE FOR USING THE BLUEPRINT

Consider this a take-home assignment that will never be graded. (A+s for everyone)

Use it to guide discussions with your mentor over the next few days.

You don't have to love your first answer to anything and you should feel free to make changes later (we have extra pages if you want to start over).

Use any materials you'd like, from sticky notes and markers to drawing directly on the worksheets.

So You Want to Start a Podcast!

with

Anchor® by Spotify

Why Anchor?

Free

Easy to get started

App-based or web-based

Ability to publish to multiple platforms

Favorable online reviews

Steps According to Anchor

Step 01

Make an Episode

Step 02

Set up Your Podcast

Step 03

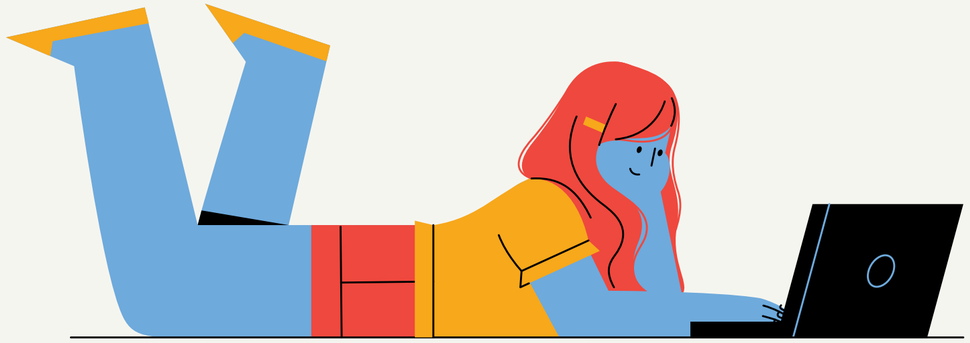
Distribute Podcast

Step 04

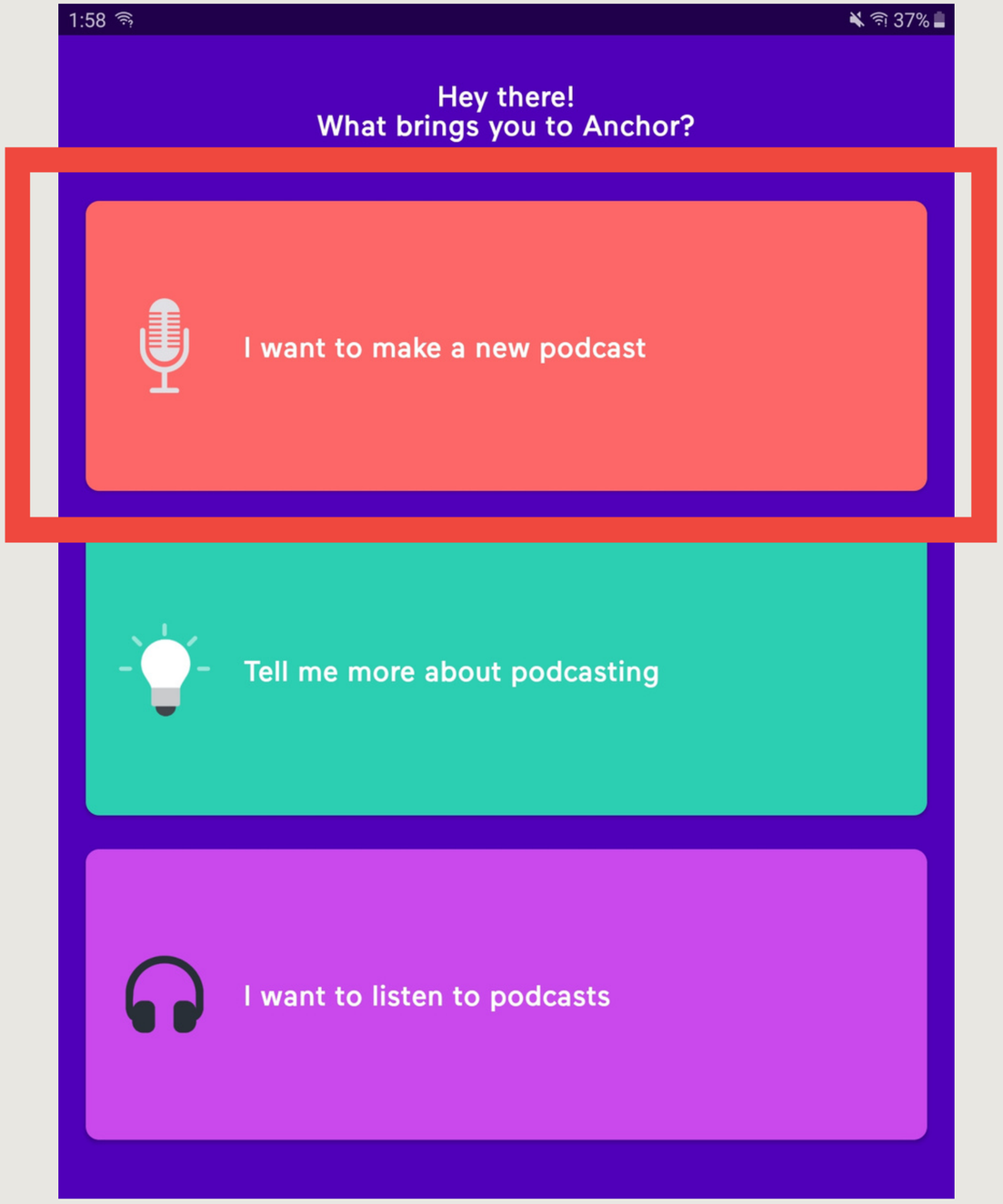
Monetize
(Optional)

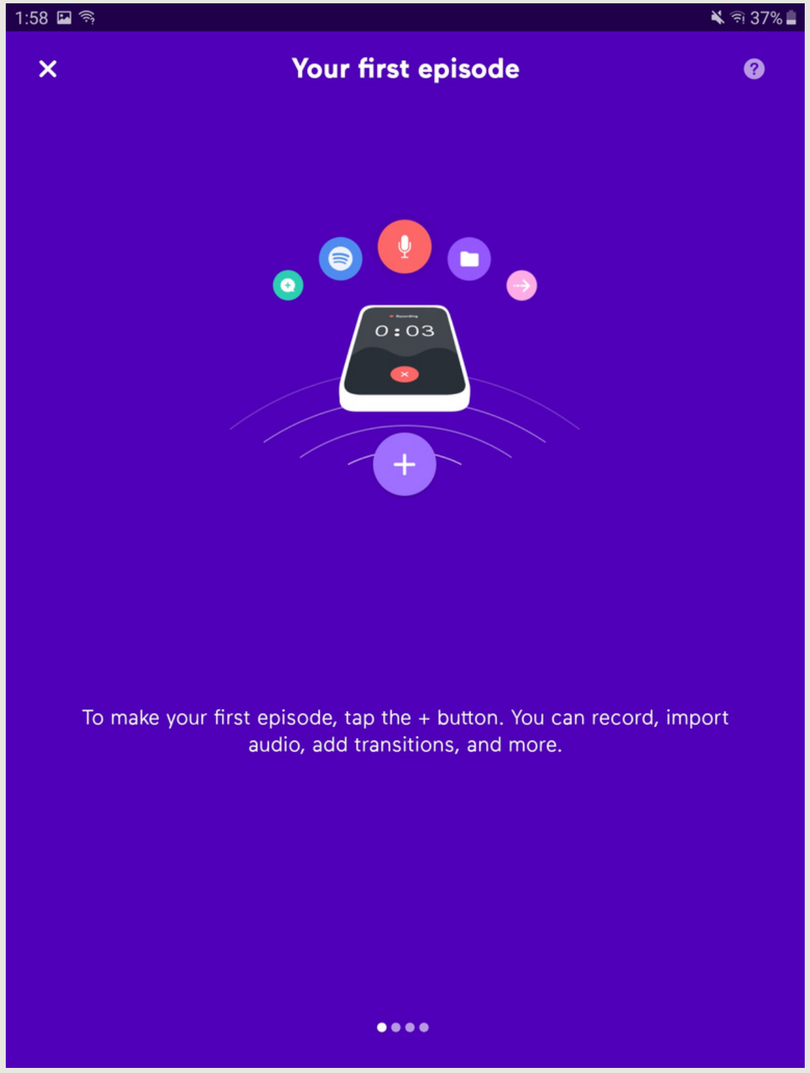
Step 05

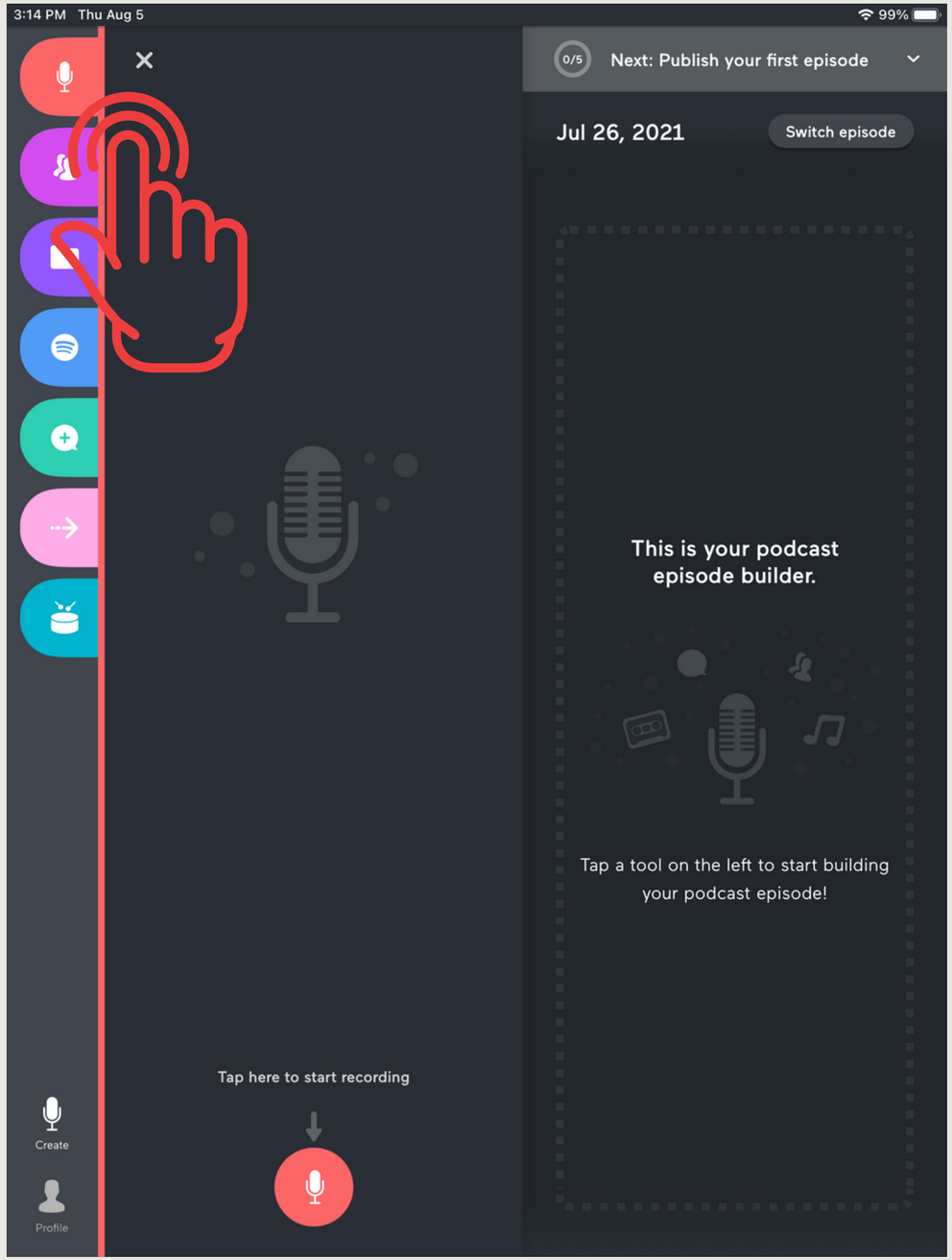
Get
Listeners



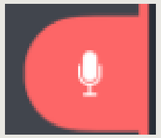
Make an Episode

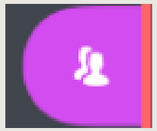


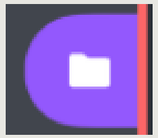


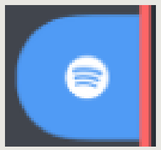


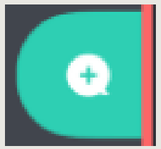
Make an Episode (iOS)

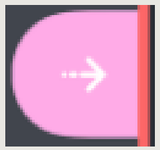
Tap  to start recording

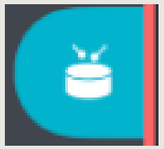
Tap  to record with friends

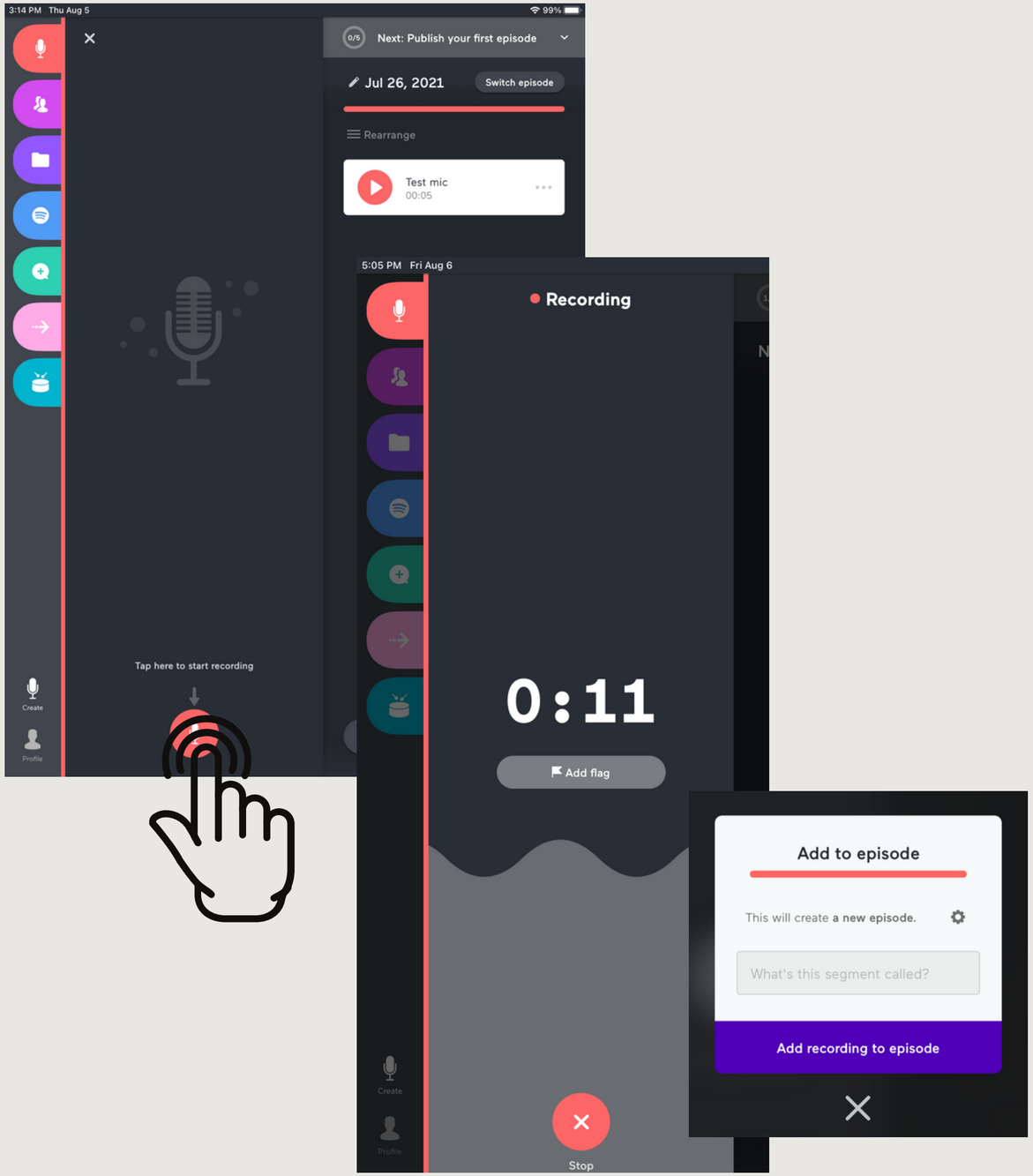
Tap  to see saved files

Tap  to add songs from Spotify

Tap  to see voice messages

Tap  to add Interludes

Tap  to add Sounds



Make an Episode

Record Segments

Tap the *Microphone* to begin recording

Tap *Stop* when finished

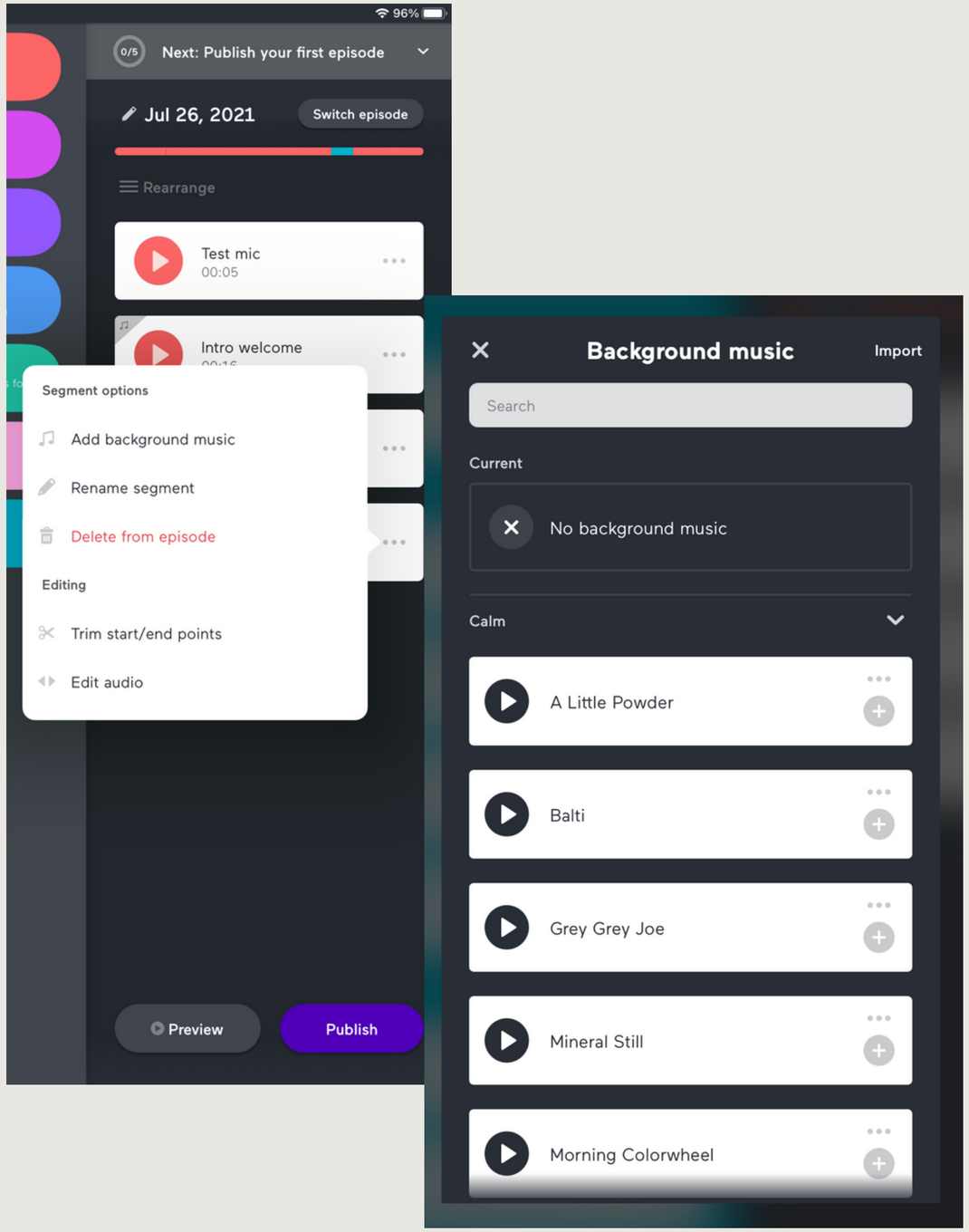
Add flags to the audio file for parts you want to revisit for editing

Give each segment a meaningful name

Notes:

Allow Anchor permission to record audio on this device

Record up to 15 minutes in one segment



Make an Episode

Add Background Music to Recorded Audio with Segment Options

Tap the "..." on any recorded audio segment

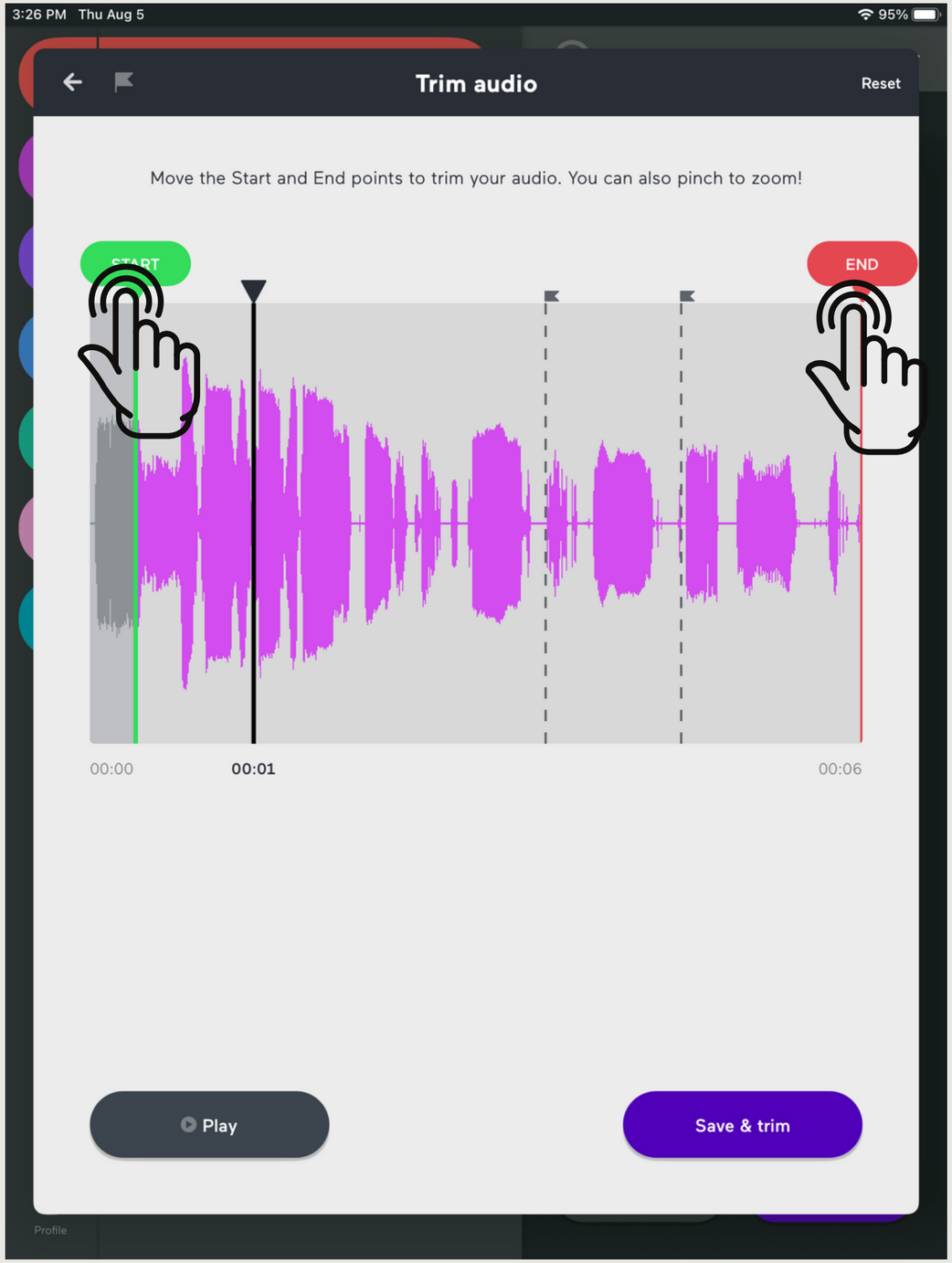
Tap *Add background music*

Browse categories or search for a specific piece

Tap *Play* to preview music

Tap + to add to segment

Tap "..." to add to Favorites



Make an Episode

Edit Recorded Audio with Segment Options

Tap "..." to see *Audio Editing* options

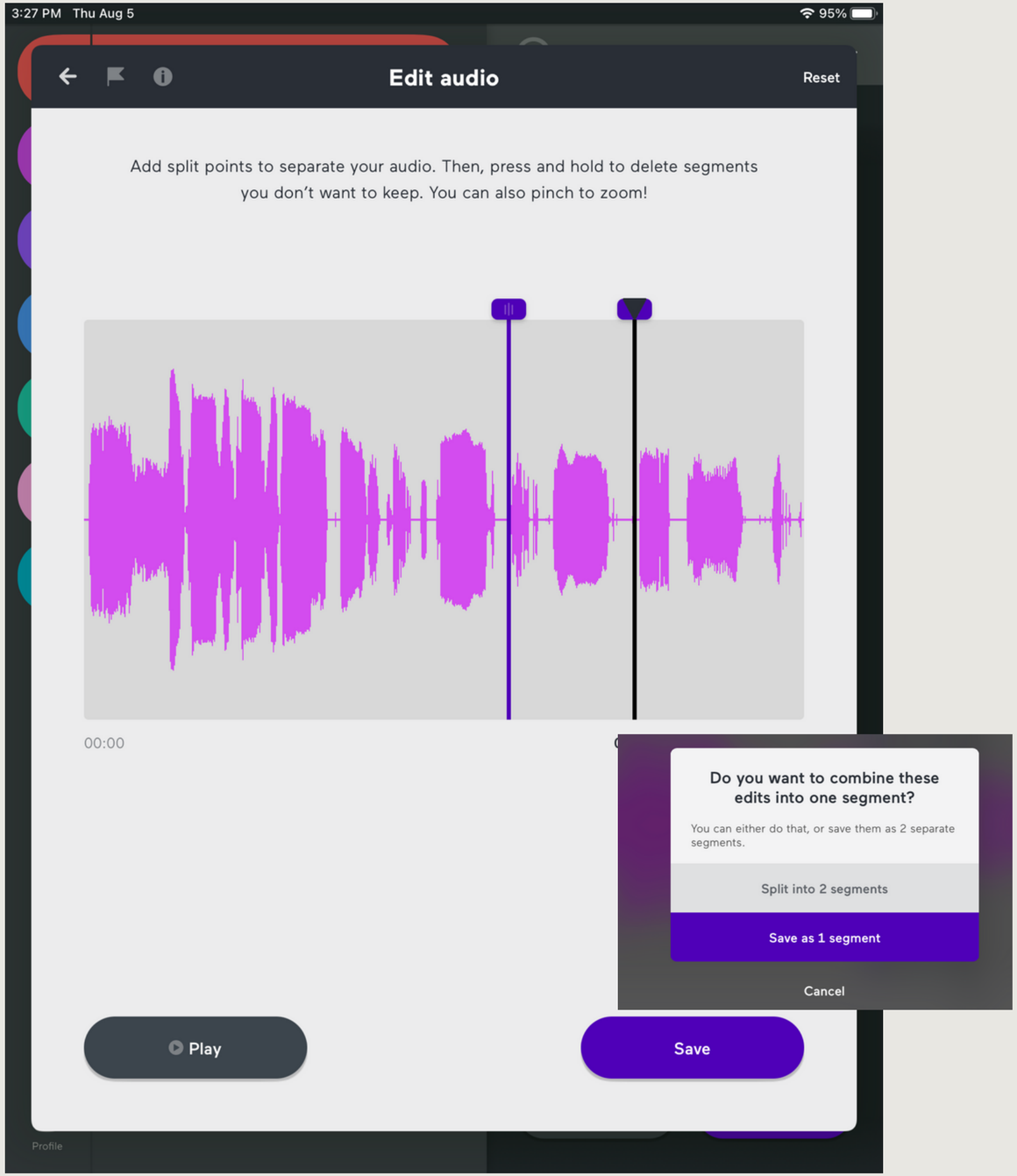
Select *Trim Start/End Points* (iOS only) to clip out the beginning or end of a segment

Tap *Play* to listen to the clip in real-time while editing

Long press and drag your finger to select new start and end points

Tap *Save & Trim* to complete the edit

Tap *Reset* to return to previous Start and End points



Make an Episode

Edit Recorded Audio with Segment Options

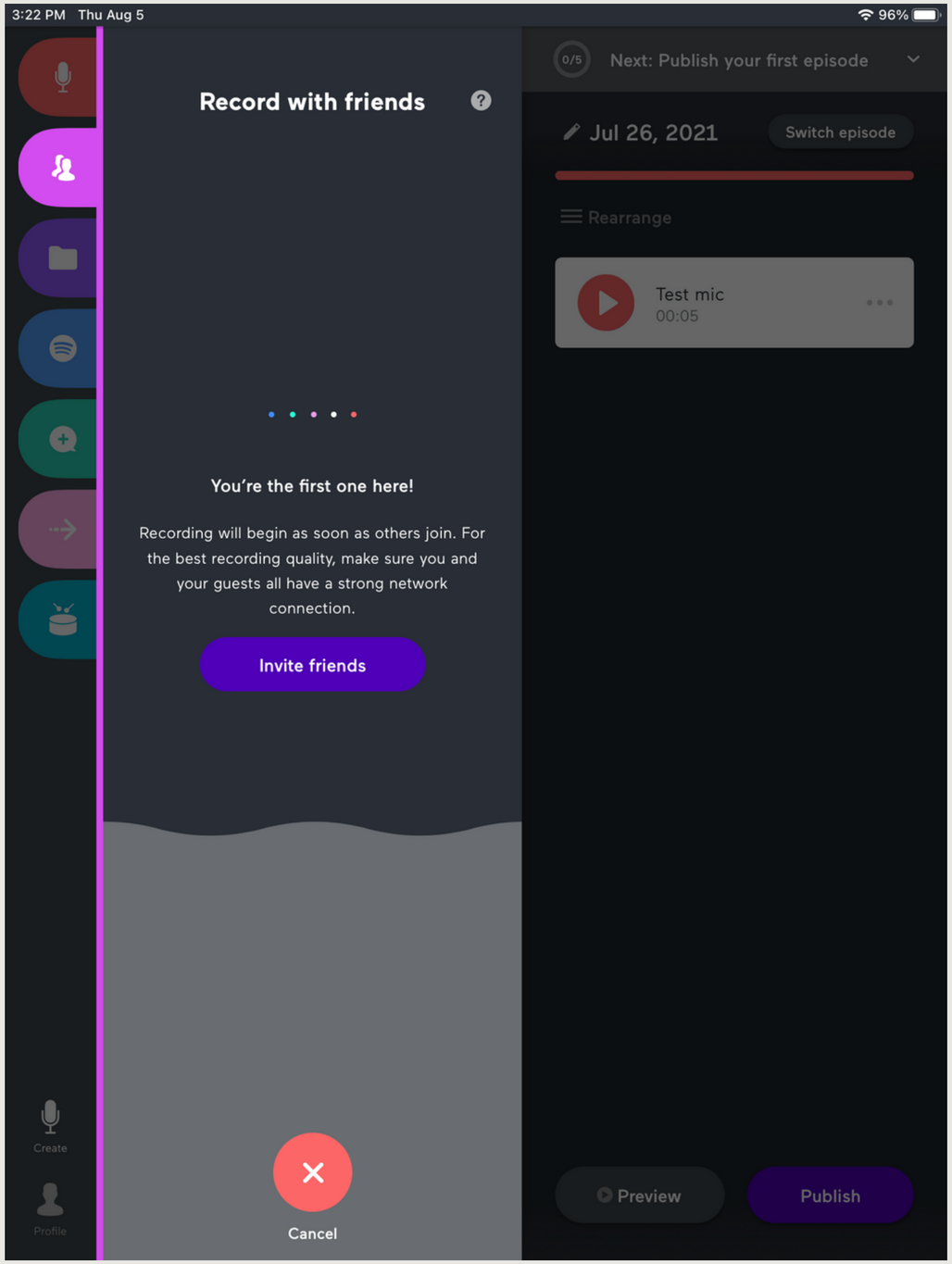
Tap "..." to see Editing options

Select ***Edit Audio*** to split recording (edit out a cough or pause, etc)

Drag purple bars to desired spots then *press and hold* to delete the portion you don't want

Rename resulting segment(s) in Library and add to episode

Note:
****Saved split segments can be found in the Library, then added to the episode****



Make an Episode

Record with Friends

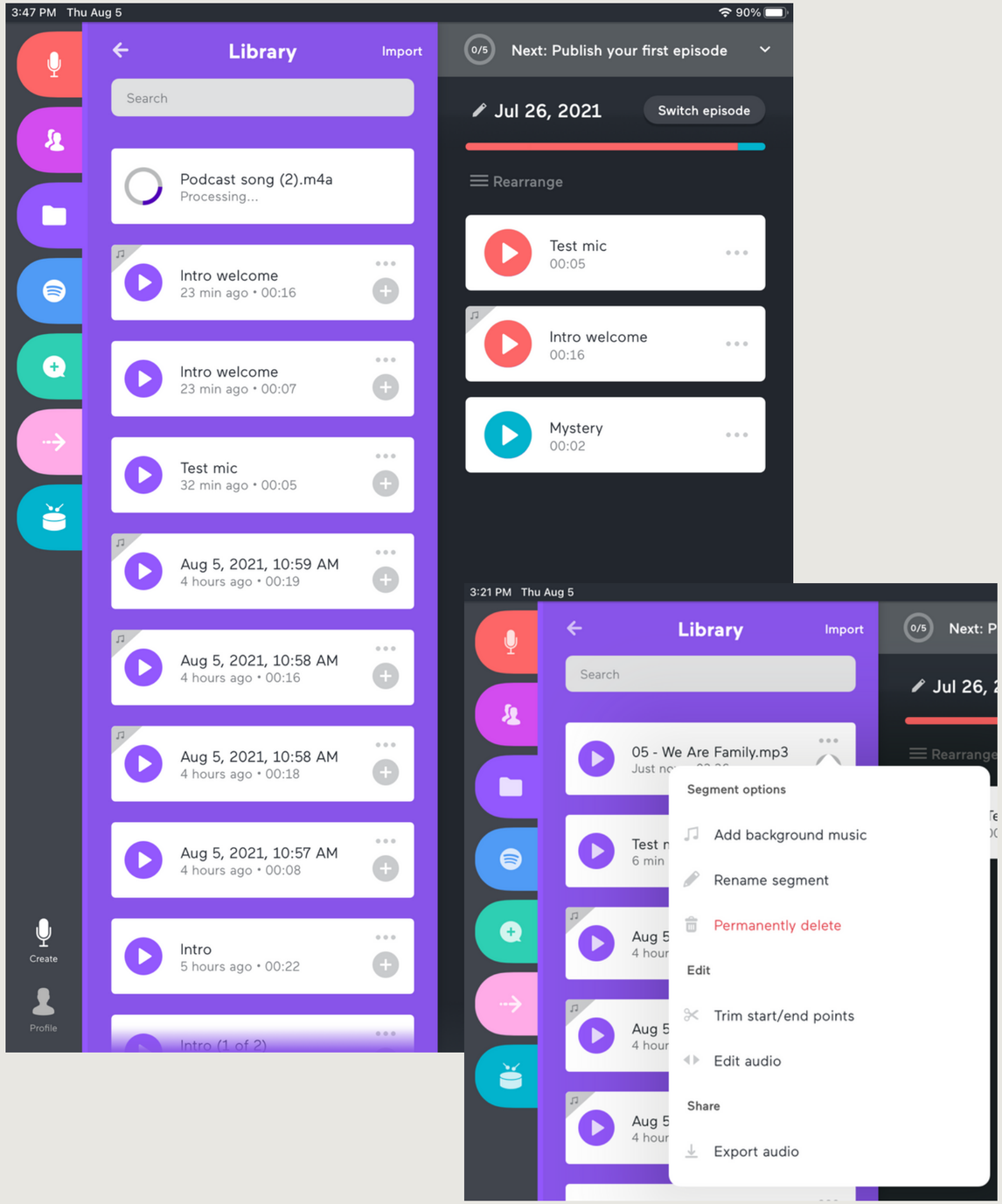
Tap *Invite Friends* to record live conversations with others.

Tap *Stop* when finished.

Add flags to the audio file for parts you want to revisit for editing.

Edit recording using "..." and Segment Options.

Note:
****Up to 5 friends at once****



Make an Episode

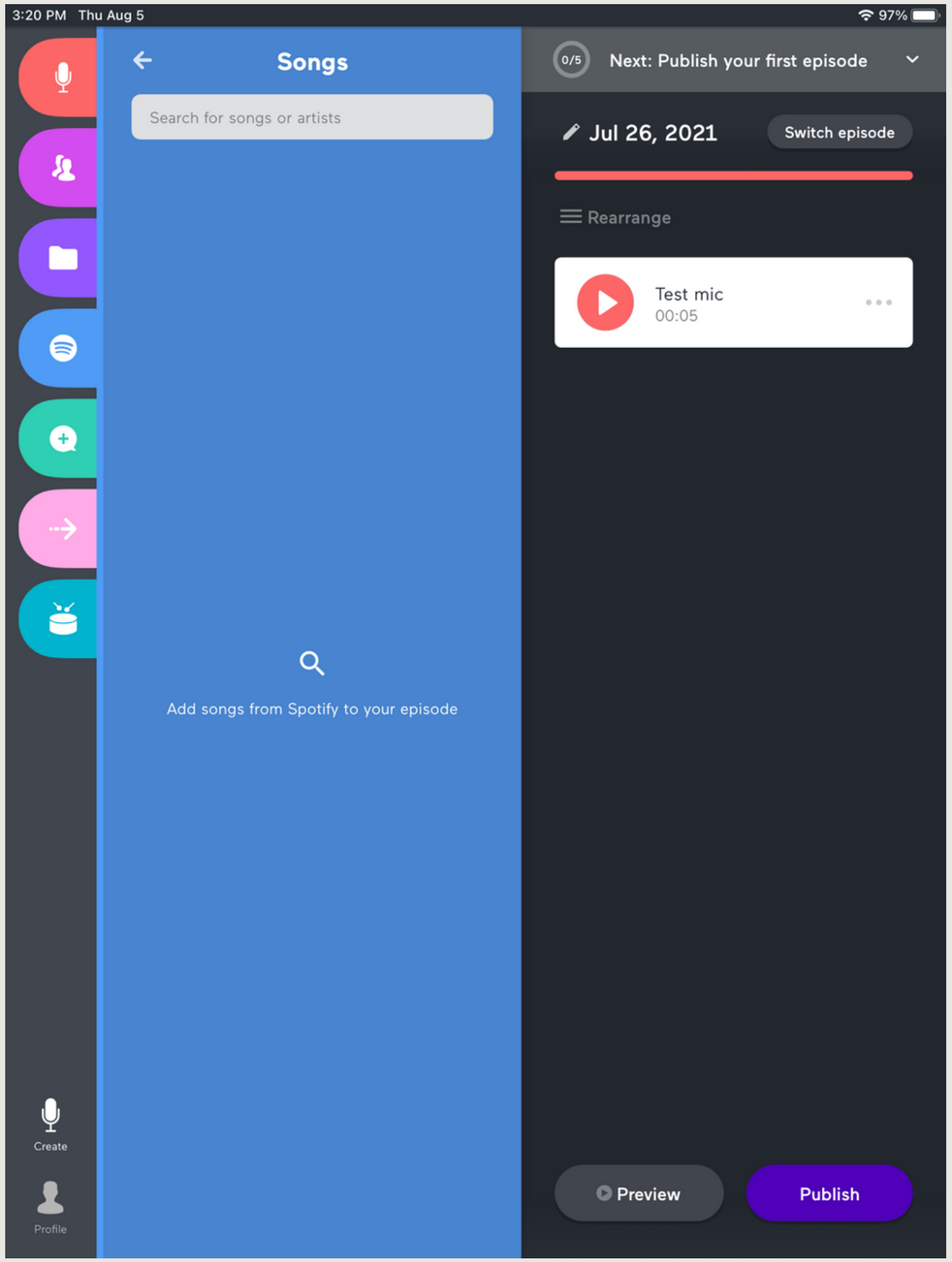
Add Files from Library

Tap ***Folder*** icon to add previously recorded segments to an episode

Tap ***Play*** to preview Library segments

Tap ***+*** to add a Library segment to the episode

Tap ***"..."*** to see Segment Options



Make an Episode

Add Music from Spotify

Tap ***Spotify symbol*** to add songs via Spotify to episode

Tap ***Magnifying Glass*** to search for a specific artist or song or genre

Tap the + button to add the song to your podcast

Notes:
****Spotify has specific terms of use regarding songs, please check out their FAQ for more information****
****Songs are not editable****

https://help.anchor.fm/hc/en-us/articles/360050639171-FAQs-Using-Anchor-s-Music-Talk-Tool

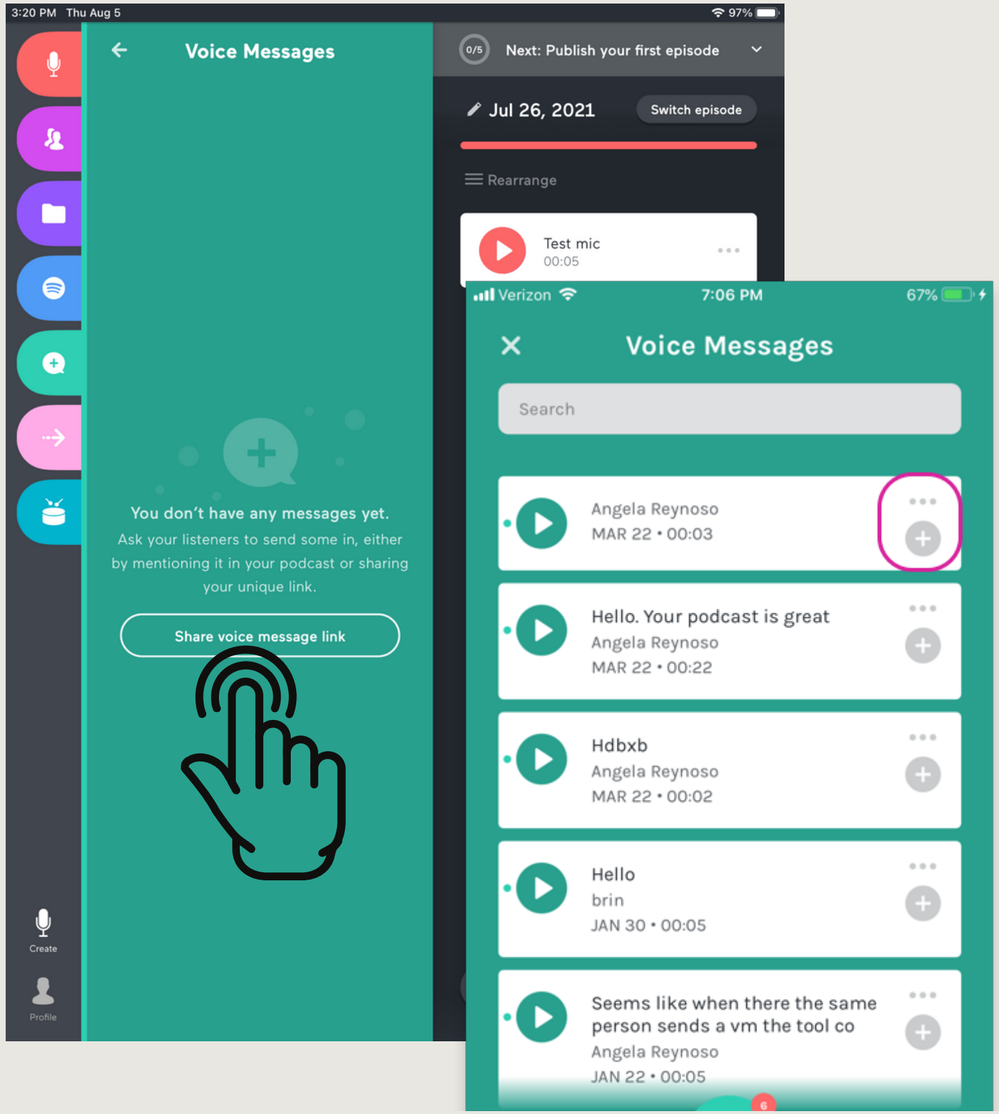


Image from Anchor Help

Make an Episode

Add Voice Messages

Tap **Bubble with + sign** to add recorded voice messages to an episode

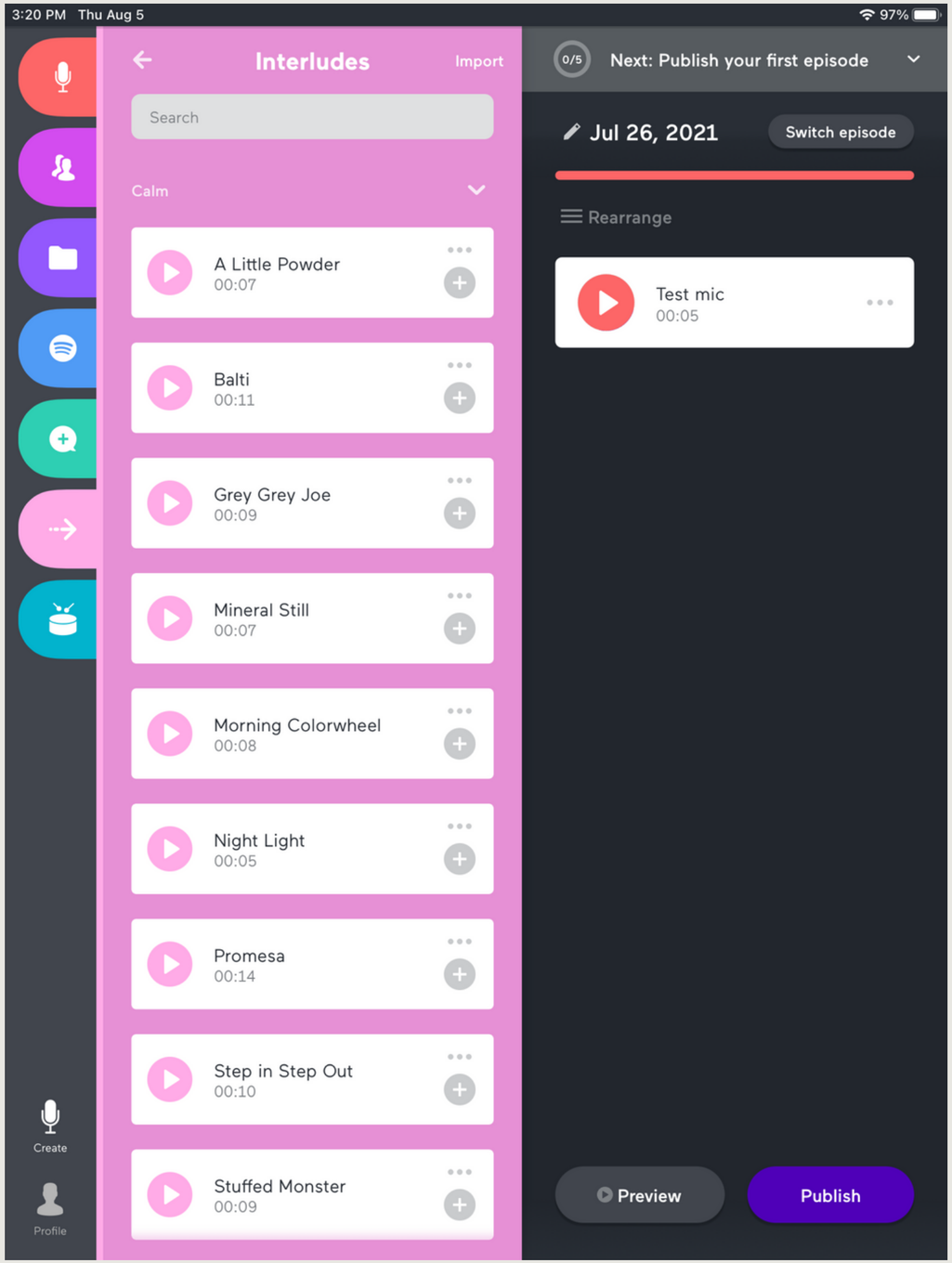
Tap *Play* to preview voice messages

Tap *+* to add a voice message to the episode

Tap "..." to see Segment Options for voice messages

Note:
****Anchor sends an email when a new voice message is available.****
****Anyone can send a message via the podcast's page, if you toggle the button to "on" in your podcast settings****
****Share voice message link with others for them to leave a message****

https://help.anchor.fm/hc/en-us/articles/360001018972-Sending-and-receiving-Voice-Messages-on-Anchor



Make an Episode

Add Interludes

Tap **Right facing arrow** to add interludes to an episode

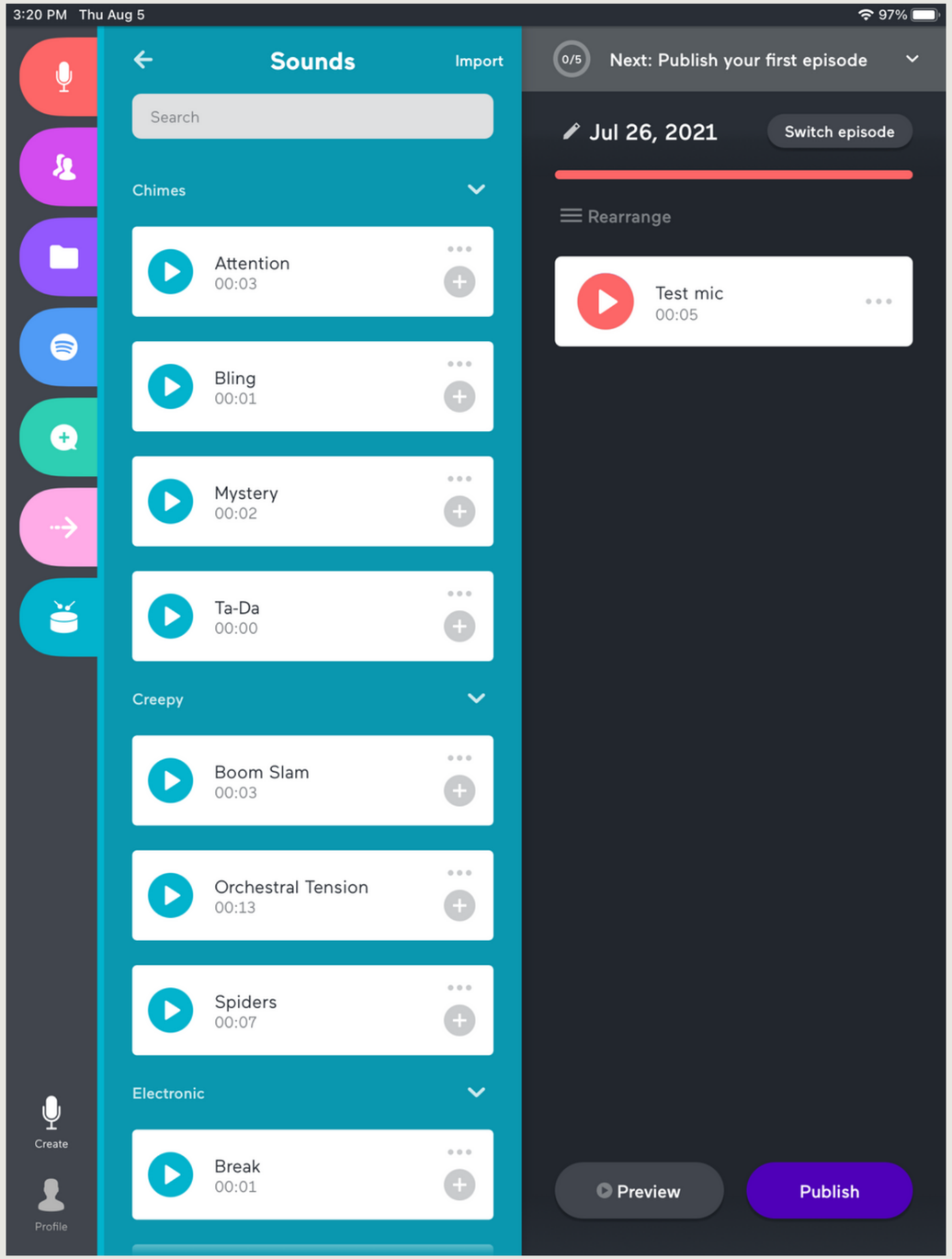
Tap *Play* to preview an interlude

Use search to find specific interludes, or browse by genre

Tap *+* to add an interlude to the episode

Tap "..." to add an interlude to your favorites

Note:
****Interludes are not editable.****
****Favorites will appear as top category****



Make an Episode

Add Sounds

Tap **Drum icon** to add Sounds to an episode

Tap *Play* to preview a sound

Use search to find specific sounds, or browse by genre

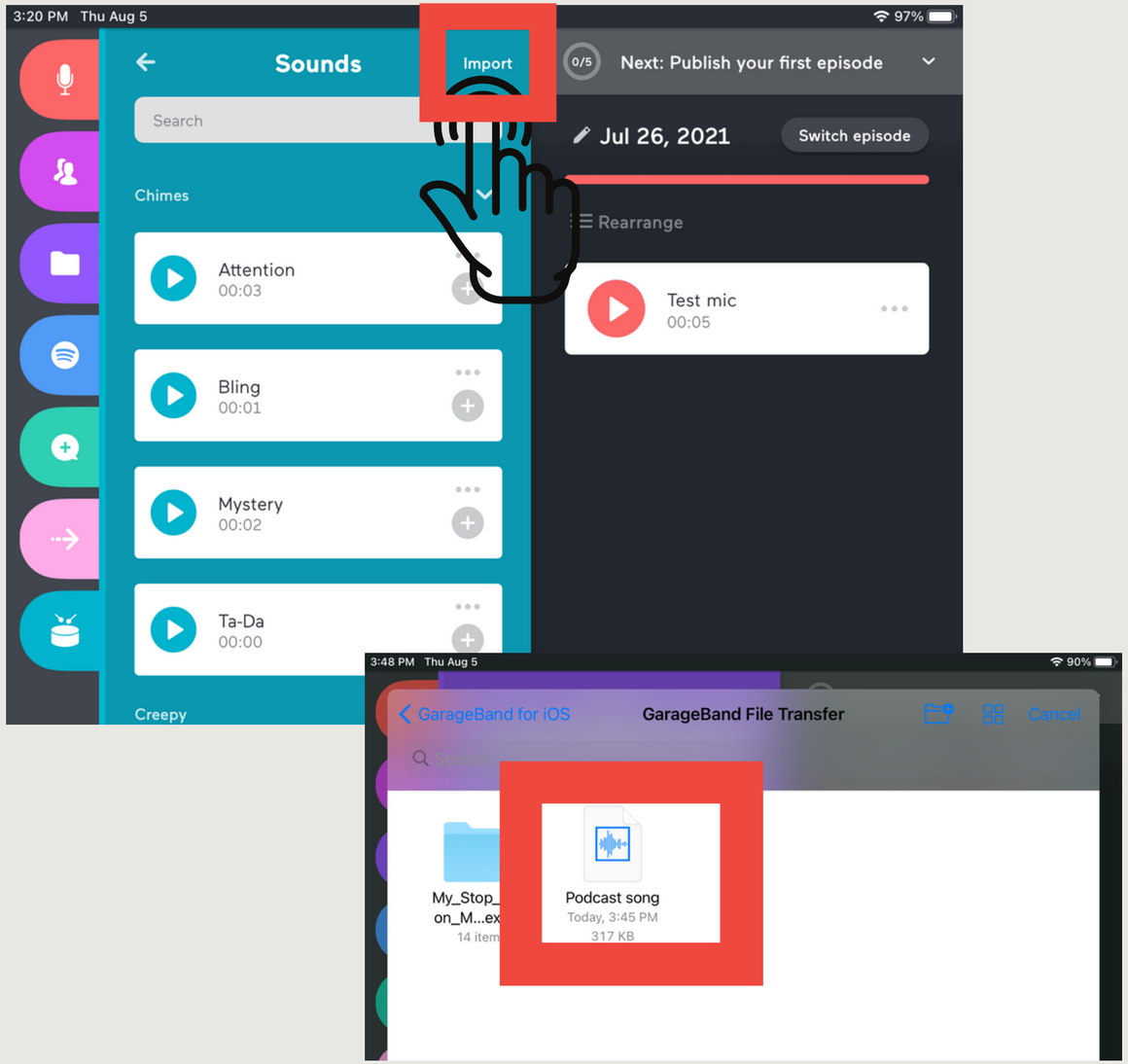
Tap *+* to add a sound to the episode

Tap "..." to add a sound to your favorites

Note:
****Sounds are not editable.****
****Favorites will appear as top category****

Make an Episode

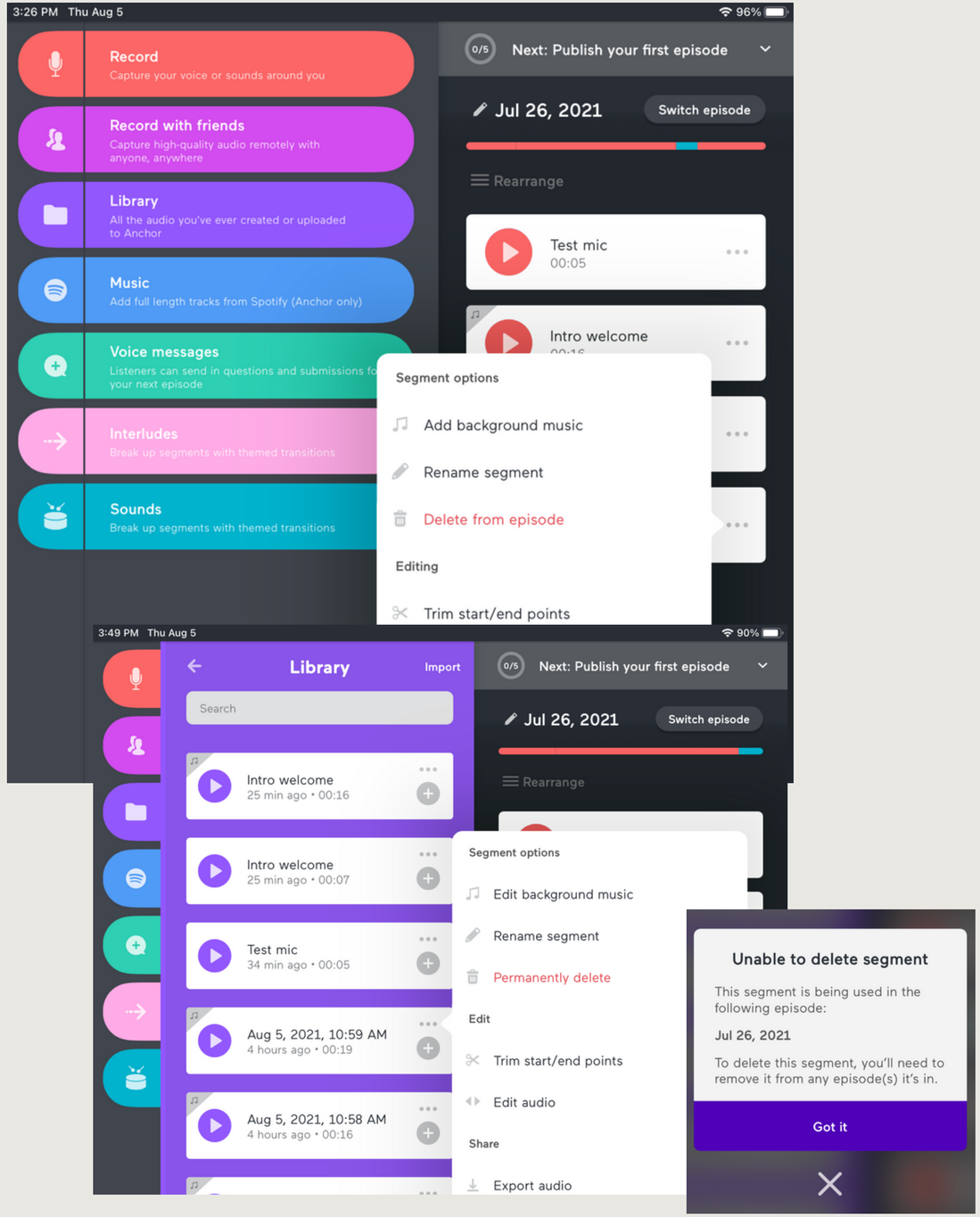
Import Files from Elsewhere



Tap ***Import*** to add previously recorded files from other applications to Anchor.

You can import files, interludes, background music, and sounds for use within an episode.

https://help.anchor.fm/hc/en-us/articles/115001185452-Uploading-importing-audio-and-video-files-into-Anchor



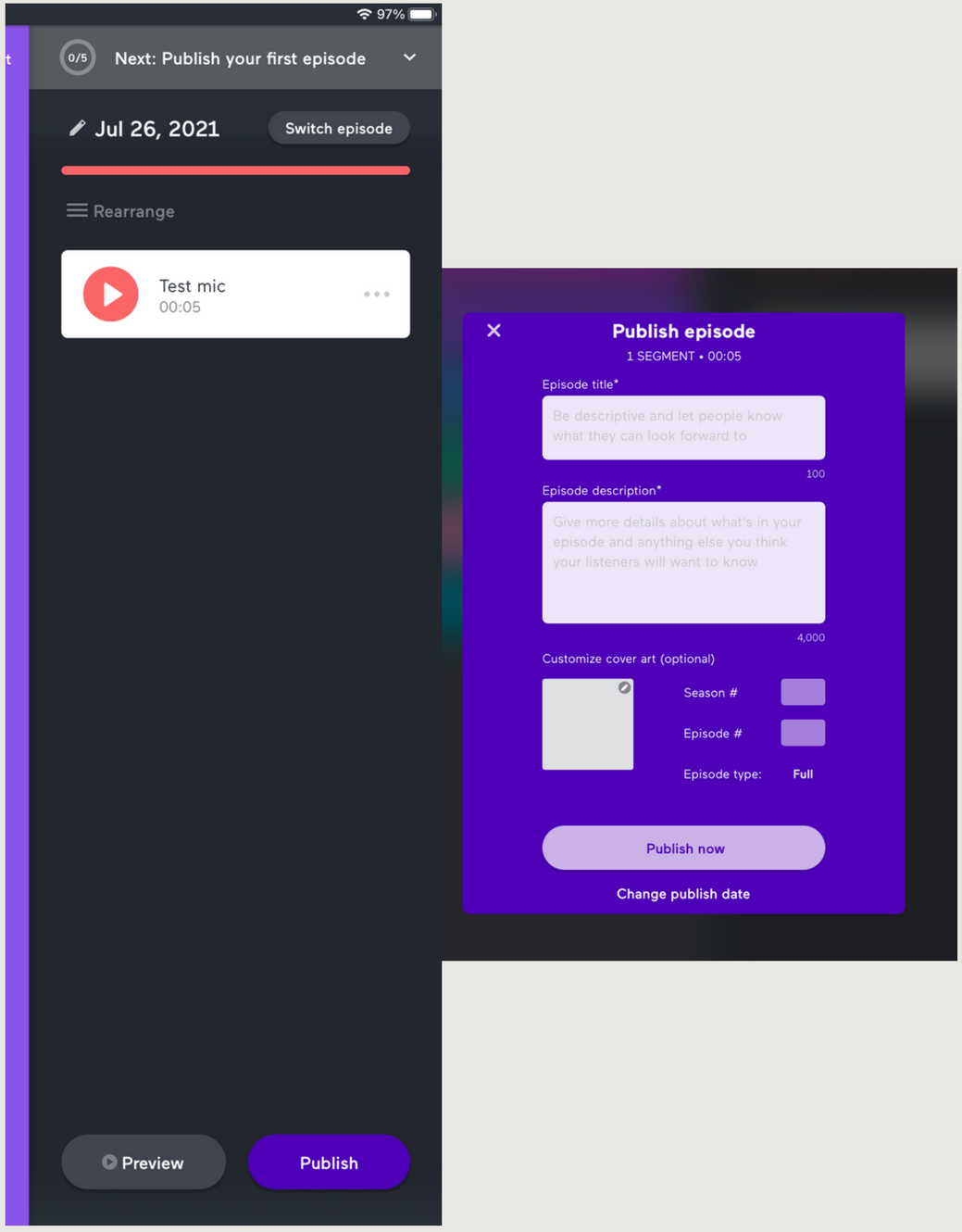
Make an Episode

Delete Segments

On Episode Builder screen:
Tap ***"..."*** for any segment, then select ***Delete from episode*** to remove a segment

On Library screen:
Tap ***"..."*** for any segment, then select ***Permanently Delete*** to delete segment from Anchor entirely

Note:
****A warning will pop up in the Library if the segment is used in a draft episode****



Make an Episode

Preview and Publish Episode

On Episode Builder Screen:
Tap *Preview* to listen to your full episode.

Tap *Publish* to publish the episode to various platforms.*

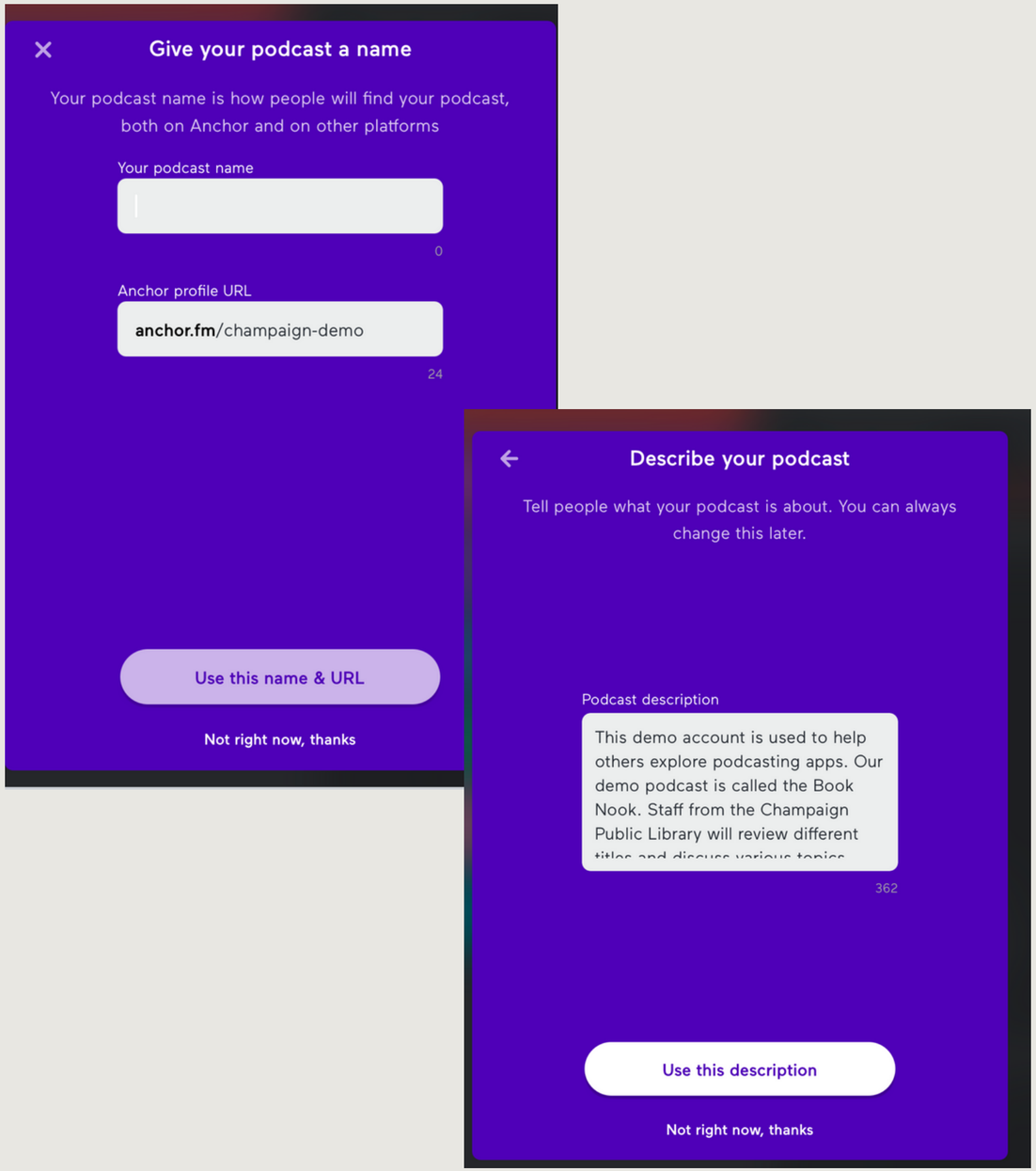
Follow Pop-up prompts:
Give the episode a title, description, season number and episode number.

Upload custom cover art if desired (from photo library)

Publish now or schedule publish date

Platforms:

- ***Spotify, Apple Podcasts, Breaker, Castbox, Google Podcasts, Overcast, Pocket Casts, RadioPublic**

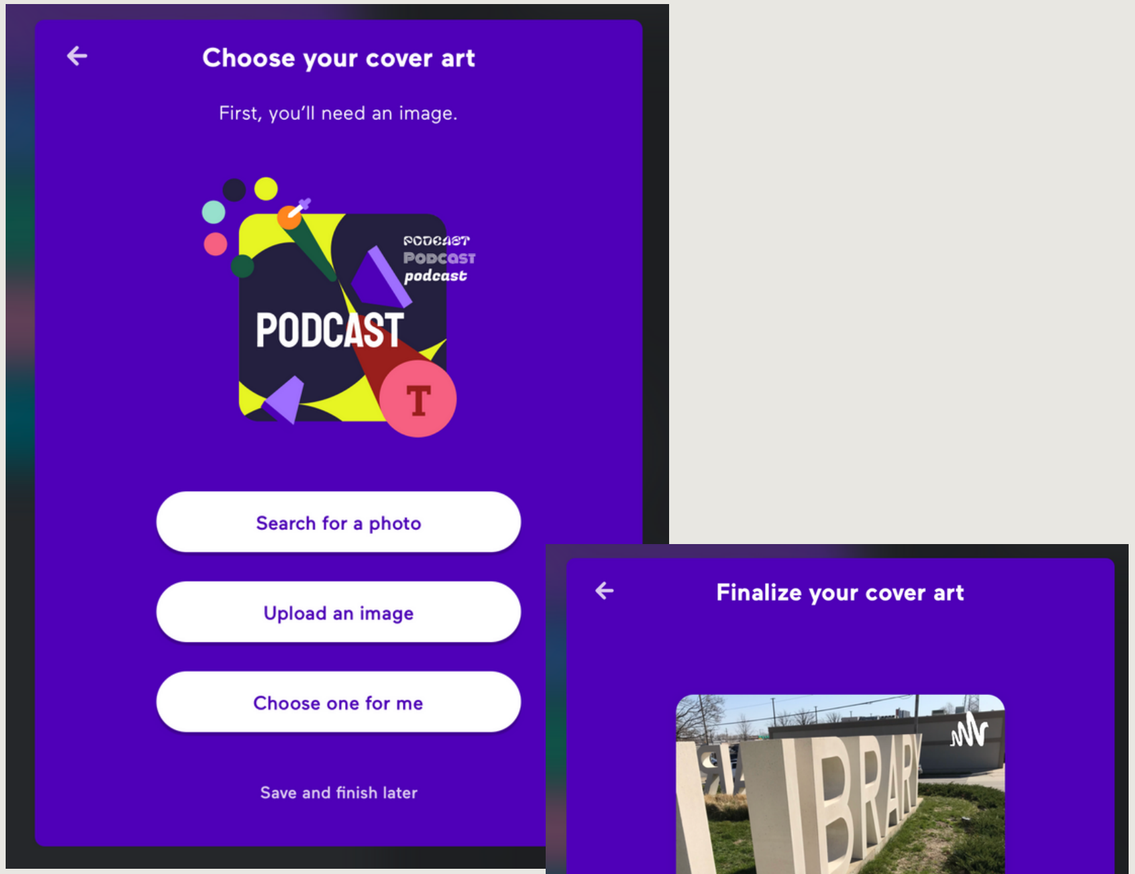


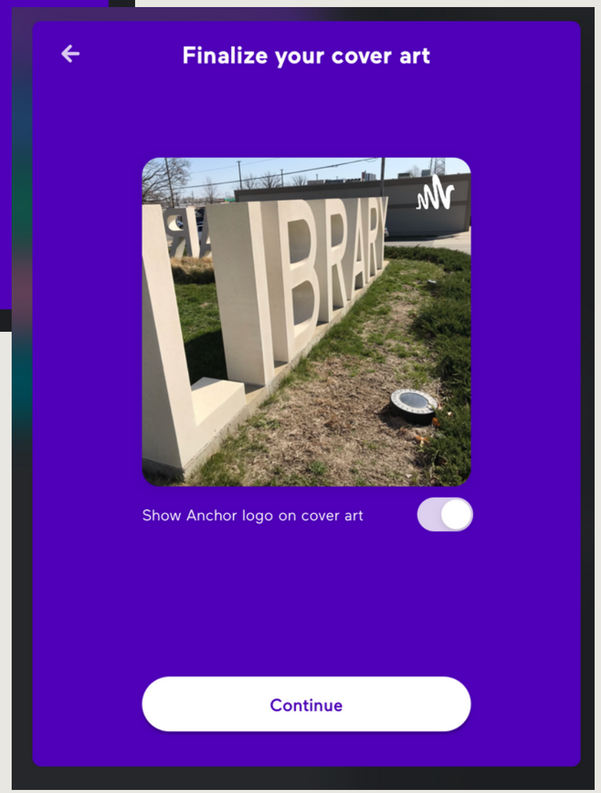
Set Up Your Podcast

Name and Description

Follow on screen prompts to set up your podcast. Review info later in *Profile* then *Podcast Settings*

Give your podcast a name, confirm the profile URL, then add a description.



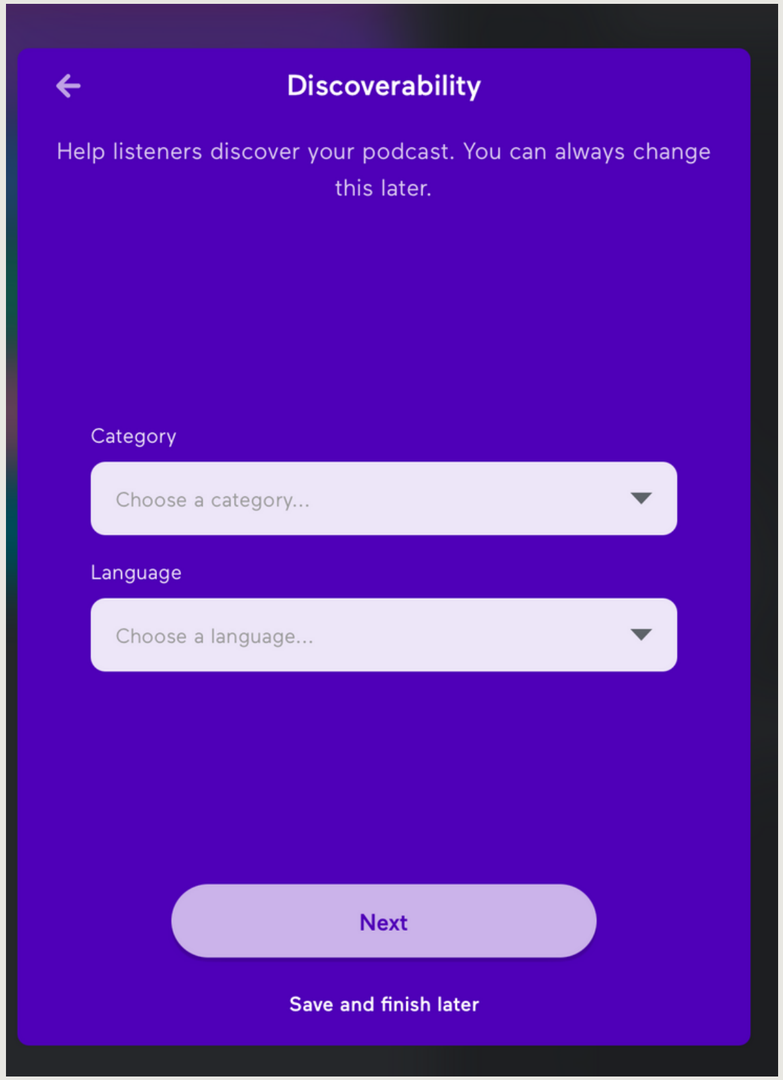


Set Up Your Podcast

Cover Art

Follow on screen prompts to set up your podcast. Review info later in *Profile* then *Podcast Settings*

Choose cover art. Use Anchor's options or upload your own.

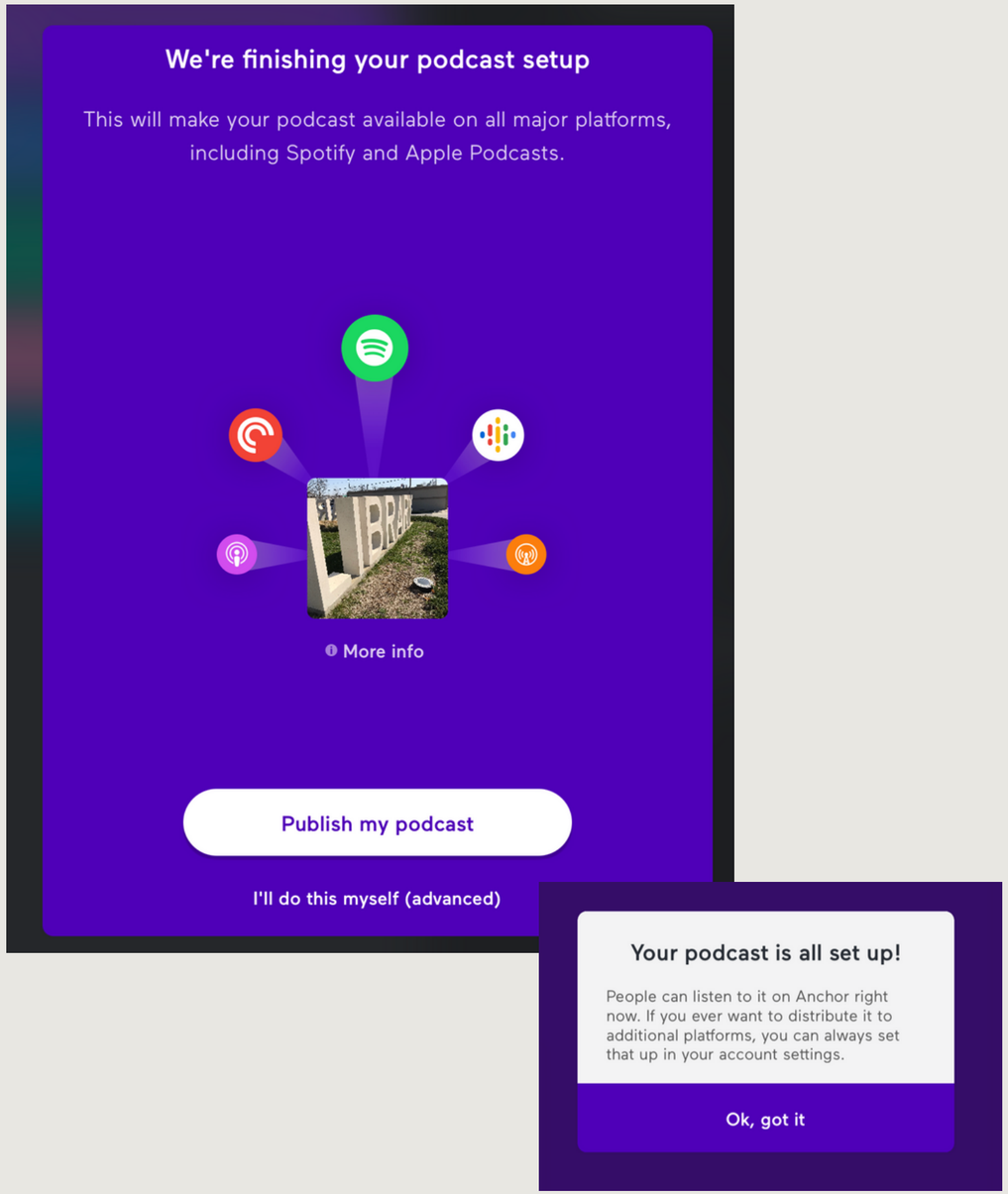


Set Up Your Podcast

Discoverability

Follow on screen prompts to set up your podcast. Review info later in *Profile* then *Podcast Settings*

Choose a category and language for your podcast. Anchor will use this information to place your podcast in searches for the category.



https://help.anchor.fm/hc/en-us/articles/360004954351-How-Anchor-s-one-click-distribution-works

Distribute Your Podcast

Publish Podcast & Distribute

Follow On screen prompts:
Tap *Publish my podcast* for Anchor to publish your podcast and make it discoverable to others through various platforms.

Find information about distribution of episodes and your podcast through your *Profile* and *Podcast Distribution* section.

Note:
****It can take up to 10 days for some partner platforms to distribute the podcast.****

****You need at least 1 published episode or trailer in order to publish and distribute your podcast****

Monetize Your Podcast

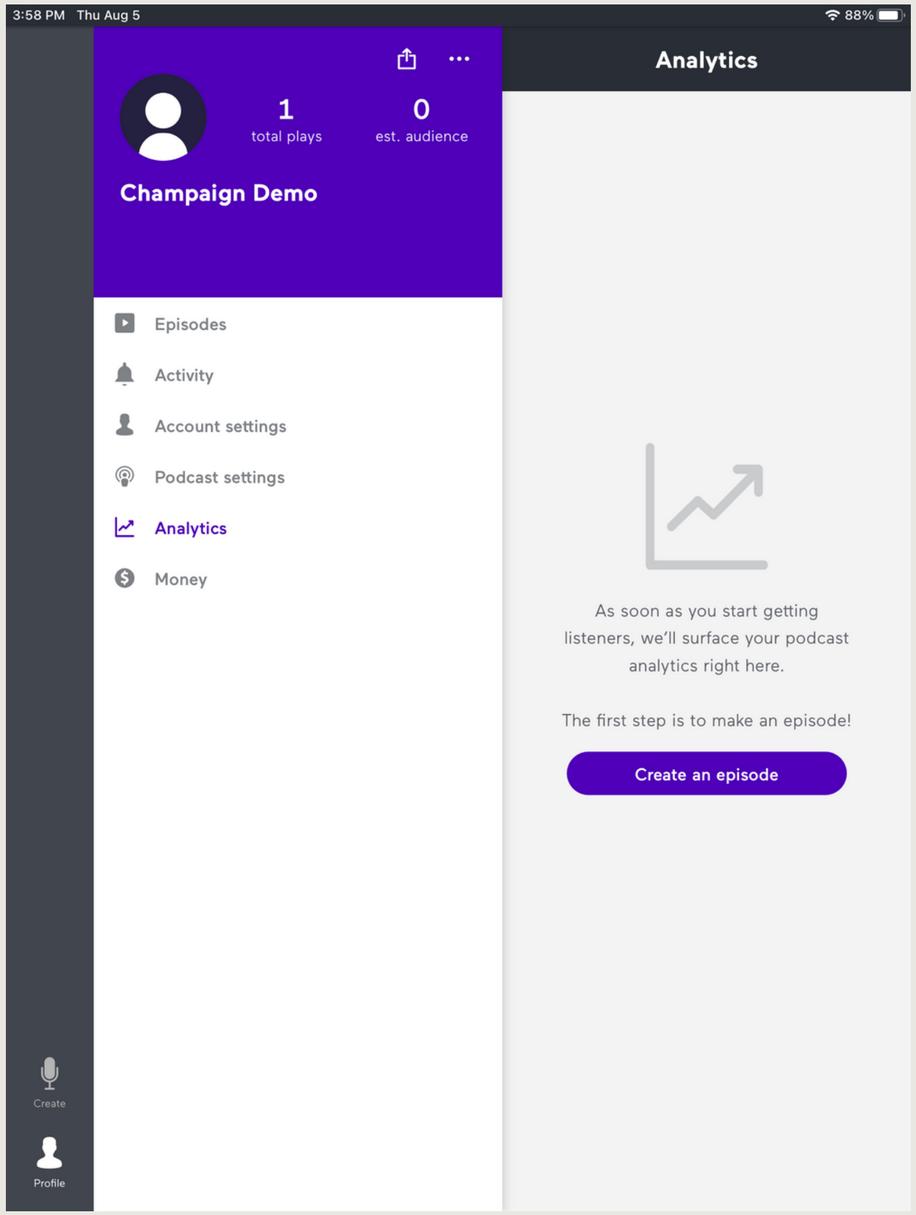
OPTIONAL

Set up sponsorships and ads with Anchor's help.

Once you have 50 unique listeners, you'll have the option to source sponsors.

See the FAQ guide for more information

https://help.anchor.fm/hc/en-us/articles/360018999351-Anchor-Sponsorships-Overview-



Get Listeners

Build Your Audience

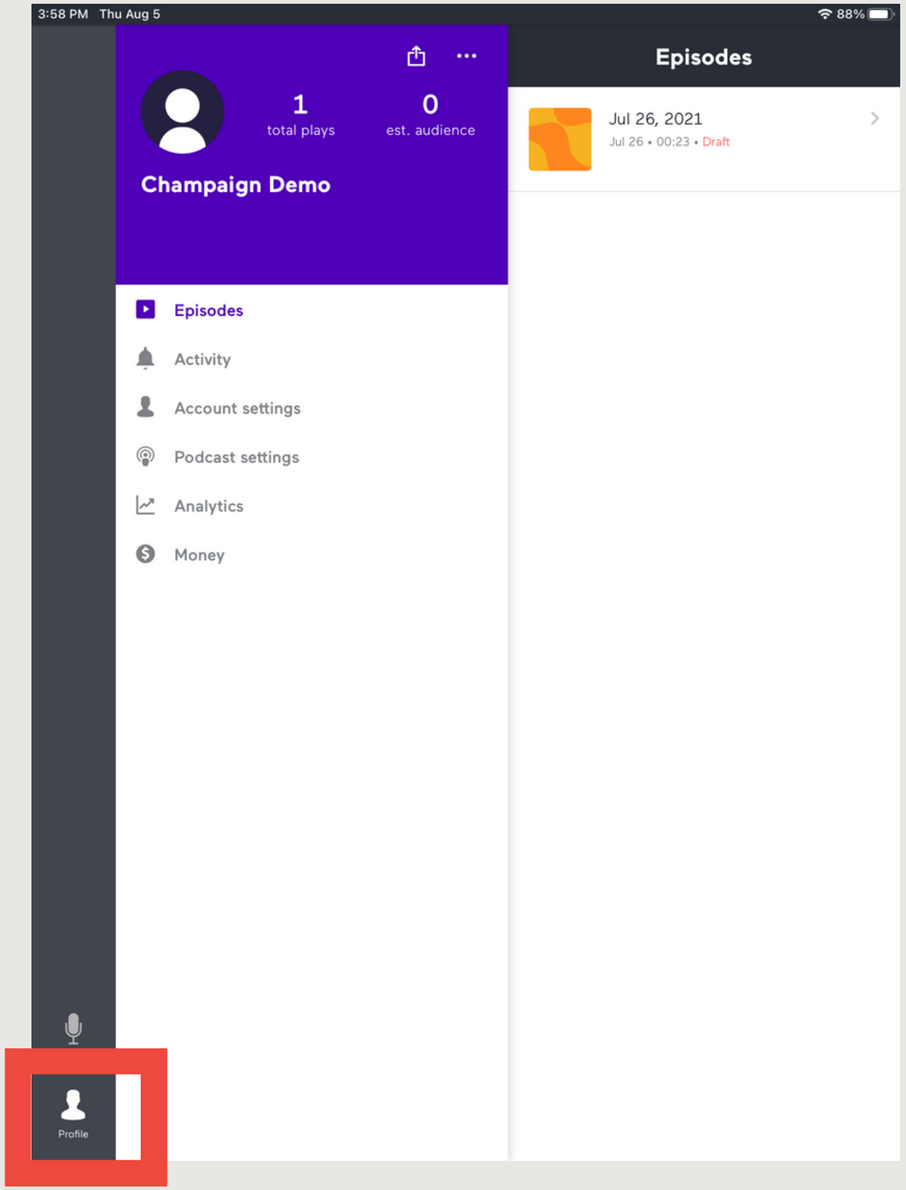
Create a podcast trailer to share on social media:

https://help.anchor.fm/hc/en-us/articles/360035899531-How-to-record-a-great-podcast-trailer

Tell your family, friends and social networks!

https://help.anchor.fm/hc/en-us/articles/115001181191-Building-your-audience

Profile Section



https://help.anchor.fm/hc/en-us/articles/360001012432-Understanding-your-podcast-analytics

Episode List, Activity, Settings, Distribution, Analytics, Money

Episodes: See Draft and Published episodes.

Activity: Tracks listener feedback

Account Settings: Change personal info, custom URL

Podcast Settings: Edit name, description, categories and options

Analytics: Total Plays, Estimated audience size, Plays per episode, Top 10 episodes, Listener location, Apps & devices data

Money: Track sponsorships and earnings

Let's Launch!

How will you get the word out?

- Establish Home Base
- Collaborate
- Create a Media Kit
- Find Community
- Engage
- Encourage Reviews

The 1-Page Marketing Plan

Allan Dib

Before (Prospect)

1. My Target Market

2. My Message To My Target Market

3. The Media I Will Use To Reach My Target Market

During (Lead)

4. My Lead Capture System

5. My Lead Nurturing System

6. My Sales Conversion Strategy

After (Customer)

7. How I Deliver A World Class Experience

8. How I Increase Customer Lifetime Value

9. How I Orchestrate And Stimulate Referrals

Branding

Conveying your pod visually

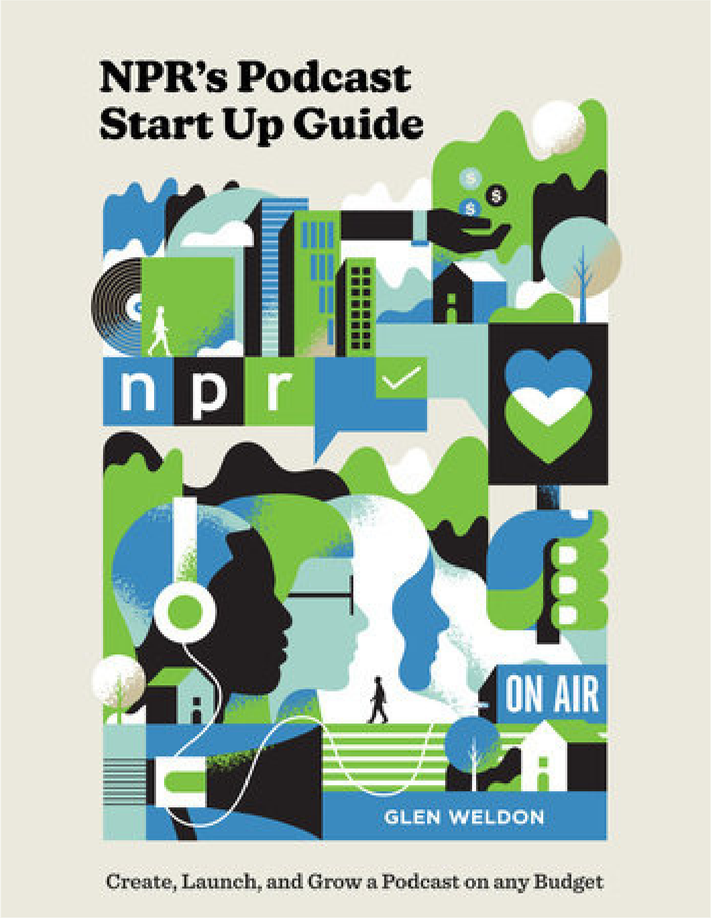
Visual artwork, social media posts, & logos

Be consistent with your tone of voice, writing style, & hashtag use

Define Success for YOU

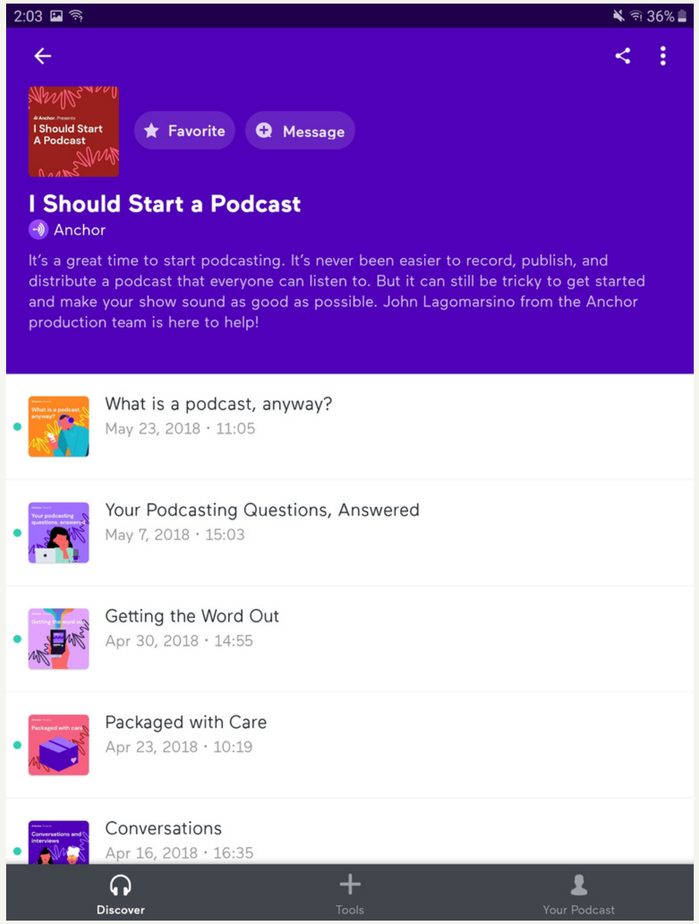
- How big do you want your podcast to get?
- Do you want to make this financially viable? Monetize?
- Use concrete examples and metrics with SMART goals
- Reframe failure

Additional Resources



NPR's Podcast Start Up Guide

by Glen Weldon



Anchor.fm
I Should Start a Podcast

https://anchor.fm/startapodcast

Any Questions?

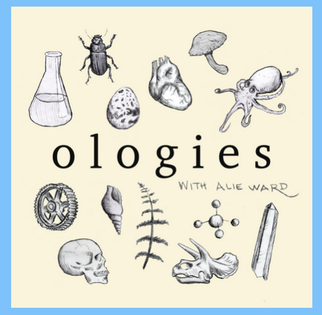
Madeleine Wolske

Business Librarian
mwolske@champaign.org

Susan Winkler

Technology Librarian
swinkler@champaign.org

CPL Staff Recommends...



CHAMPAIGN CENTER PARTNERSHIP

Champaign Public LIBRARY

LEVERAGING EVENTS IN CHAMPAIGN CENTER

12 - 1:30 PM | MAR. 24 @ CHAMPAIGN PUBLIC LIBRARY + ZOOM

A PANEL DISCUSSION WITH

40NORTH CHAMPAIGN COUNTY ARTS COUNCIL

CHAMPAIGN PARK DISTRICT

ILLINOIS Student Affairs

VISIT champaign county

DSC

Tech Questions? We can help.

APRIL · Tuesdays, 2 pm

5 VIRTUAL: Intro to Google Docs, Sheets, & Slides

12 Getting to Know iPhones & iPads

19 Getting to Know Android Phones & Tablets

26 Taking Pictures with a Smartphone or Tablet

Getting Started with Tech Workshops

SPECIALTY TECH

Space + Astronomy

Travel with Virtual Reality

with Erik Johnson, Director
of Staerkel Planetarium

Monday
Apr 11
6:30 pm

MAIN LIBRARY

Sign up! champaign.org/events

SPECIALTY TECH WORKSHOP

Getting Started with Coding: Intro to Python

with Eta Kappa Nu, UIUC honor society

Tuesday
Apr 19
6:30 pm

MAIN LIBRARY

Watch webinars anytime on our YouTube channel
champaign.org/youtube
YouTube

LEARN ABOUT UPCOMING EVENTS & PROGRAMS

Sign up for Business or Technology monthly messages

Sign up

For our monthly email about Free Tech Workshops

Email: *

First Name: *

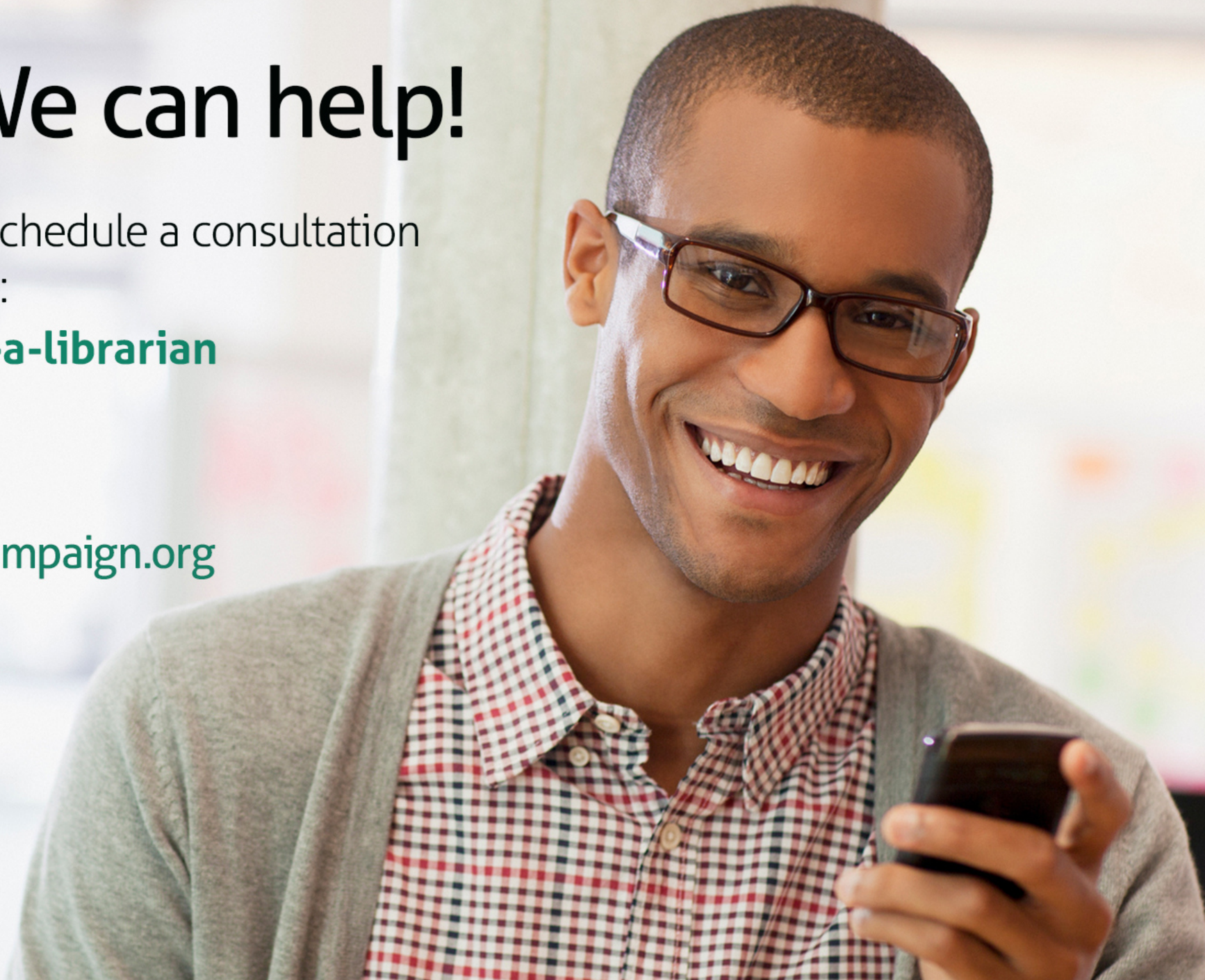
Last Name: *

Sign Up

Questions? We can help!

- **Book-a-Librarian** Schedule a consultation with one of our experts:
  champaign.org/book-a-librarian
- **Live Chat**
- **Email** librarian@champaign.org

Champaign Public
LIBRARY



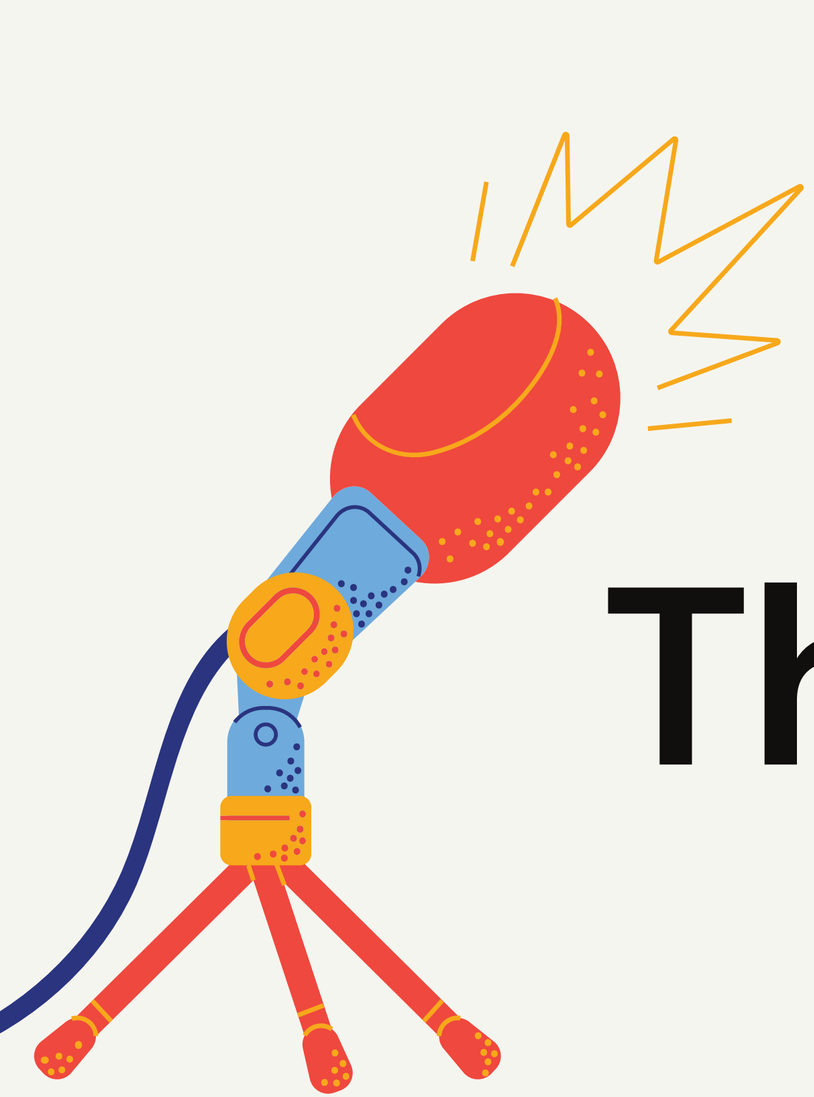
LET'S CONNECT

www.champaign.org

librarian@champaign.org

217-403-2070

Champaign Public
LIBRARY



Have a great evening!

Thank you!