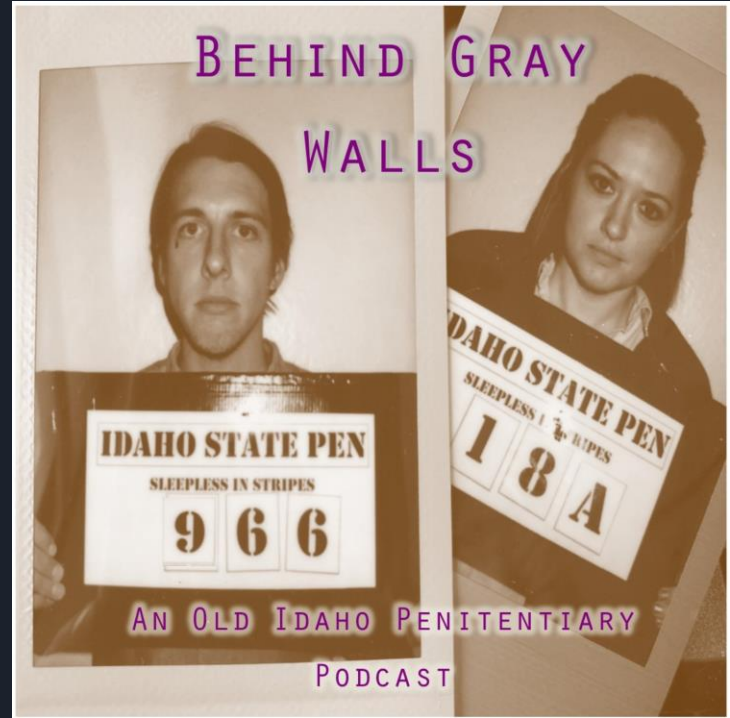




# Podcasting 101

Skye Cranney and Cameron Green





# Podcasting 101

## What is a podcast?

**Podcast:** a program (as of music or talk) made available in digital format for automatic download over the Internet. - *Merriam Webster Dictionary*

## Why podcast?

Podcasts are contact zones in which individuals and groups such as cultural institutions and professionals in the fields of cultural management, public history, and information management can interpret cultural materials to a broader audience beyond the individuals or groups traditional reach.



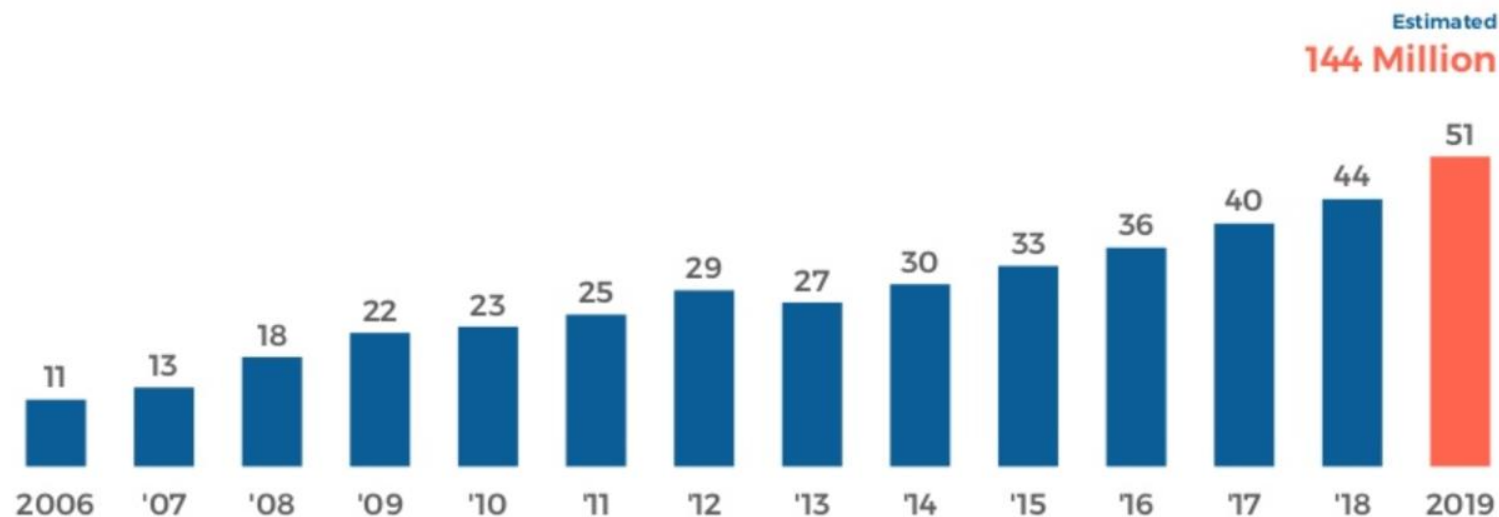
## Why a Podcast

- Popular

# Podcasting Listening

TOTAL U.S. POPULATION 12+

% EVER LISTENED TO A PODCAST



Estimated:

# 17 Million

more persons in the U.S. are  
aware of podcasting than in 2018

Estimated:

# 20 Million

more persons in the U.S. have ever  
listened to a podcast than in 2018

Estimated:

# 17 Million

more monthly podcast listeners  
in the U.S. than in 2018

Estimated:

# 14 Million

more weekly podcast listeners  
in the U.S. than in 2018



# Why a Podcast?

- Popular
- Easy
  - For consumers to access
  - To consume
  - To educate



# Podcast Logistics

- Finding a Subject
  - What do you want your podcast to do?
  - What information isn't already accessible?
  - What are you passionate about?
- Finding Your Audience
  - Who are you trying to reach?
  - How big do you want your podcast to be?
    - STAY LOCAL





# Creating Content

- Question to ask yourself while preparing and creating content:
  - How will we release episodes?
  - How do we want to format the episodes?
  - How will we engage the audience?
  - What editing program will we use?



# Creating Content

- Production Schedule
  - Good Research and Writing
  - 20+ hours/episode



Two most important keys to  
podcasting:

**Patience!**

**Flexibility!**



# Saddle Lore



With Mike Kassel



# Budgeting

How will you fund your podcast?

Things to consider:

- Staff hours?
- Technology and equipment
- Grants/seed money

Sponsorships?



# Production Schedule

- How do I build a production schedule?
  - Determine how many episodes a month you want to release?
  - Podcast production takes two weeks complete (content creation, recording, editing, re-recording, editing, upload, promotion).
  - 1 Month example:
    - Saddle Lore is released every 2nd Thursday of the Month
    - The initial recording for Saddle Lore is complete the Tuesday week before the launch of the episode with the script due the Friday before recording.
    - Re-recording if needed is done the Tuesday before the launch.
- The most important part of having a podcast is staying consistent! Listeners need consistency!
  - If you are going to do an once a month podcast release on the same day and same time,
  - If you are going to do a twice monthly podcast make sure you release two podcast each month on the same days and same times.



# Technology

Tier 1: Zero to Minimal Cost

- Voice recorder App

Tier 2: \$100

- USB Microphone with Studio Headphone Set 192kHz/24 bit MAONO AU-A04H  
Vocal Condenser Cardioid Podcast Mic

**\*All pricing is based on Amazon**



# Technology cont...

## Tier 3: \$200

- Rockville 2-Person Podcast Podcasting Recording Kit w/Mics+Stands+Headphones

## Tier 4: \$626

- Zoom H6: \$300 - \$328
- MXL BCD-1 Dynamic Mic for Live Broadcasts, Podcasting, Vocal Recording Bundle with Microphone Windscreen, Blucil Boom Arm Plus Pop Filter, and 10-FT Balanced XLR Cable: \$149 per kit





# Hosting

What is a hosting platform?

How to pick the right one for you?

- **Buzzsprout**
  - Simple to use
  - Wordpress plugins
  - Embeddable
  - Custom Domain
  - Limit Bandwidth and Storage - \$12 per month for 3 hours
- **Soundcloud**
  - Easy to use
  - Wordpress friendly
  - Free up to 3 hours
  - More storage available starting at \$6 per month
- **Anchor.fm**
  - Easy to use
  - iPhone and Android Apps
  - Record and sound library on phone or computer
  - Free Unlimited storage



# Distribution

- Difference between distribution and hosting?
- How does it work:
  - RSS Feeds: “really simple syndication”
    - simple text files with basic updated information—news pieces, articles, that sort of thing. That stripped-down content is usually plugged into what is called a “feed reader” or an interface that quickly converts the RSS text files into a stream of the latest updates from around the web.
- Distribution:
  - Apple Podcast
  - Spotify
  - Google Podcast
  - YouTube



# Record/Edit

- Recording (depends on technology decisions)
  - Anchor.fm app
  - Voice Recorder App
  - Audacity
  - DAW
  - Pro Tools, PreSonus, Logic
- Editing
  - Anchor.fm app editing tools
  - Audacity, Pro Tools, PreSonus, Logic
  - DAW



# Sound Clips/Audio Libraries

- Music
  - If you want to use your favorite songs you will need to go to the proper channels. Your music choice will affect your budget and ability to monetize. Don't rely on fair use
- Royalty Music
  - Synch Licenses:
    - Publishing Fees: \$1500-\$2000
    - Master Fees: \$1500 - \$10,000
- Royalty Free Music
  - Epidemic Sounds: \$15/month; \$144/annual
  - Artist.io: \$25/month(music + sfx) \$16/month
  - Audiojungle.net: pay per music/sfx
- Hosting Sound Libraries
  - Most hosting sites provide stock music and sfx.

More info on royalties: <https://rainnews.com/podcast-music-licensing-4-things-you-need-to-know/>



# Questions?? + Answers

## Contact Information

Skye Cranney

Cameron Green

[scranny@mail.smu.edu](mailto:scranny@mail.smu.edu)

[cameron.green@oldwestmuseum.org](mailto:cameron.green@oldwestmuseum.org)

**Behind Gray Walls** (available on Apple Podcasts, Stitcher, Spotify, Google Play, and Soundcloud)  
Anchor.fm)

307-778-7289

**Saddle Lore**



# More Learning Material

Anchor.fm

Buzzsprout.com

Buzzsprout channel on YouTube

[https://www.youtube.com/channel/UCbaDmeVvDpc3bOGsS\\_-zseA](https://www.youtube.com/channel/UCbaDmeVvDpc3bOGsS_-zseA)