



How to make a podcast

Podcasts are a great way to reach people at home, on the road, in the gym, in essence, wherever they are.

There are two key elements to making a podcast, content and production. The key to content is to decide what you want to do. Good questions to ask when deciding on content are:

- What makes our podcast different?
- What do we want to achieve with this podcast?
- What kind of podcast would I like to listen to?
- Do other podcasts exist like mine?

Once you've decided on the content it's all over to the production side. In terms of production there are three elements to consider: recording, editing and listening.

Recording

Recording a podcast has never been more accessible. There are lots of way to record audio but I will talk about three options. The first is through your mobile phone or a Dictaphone. This isn't the most advisable, as the quality is very variable, but it does work. Most phones can record a voice note and the closer the phone is to the sound source, the better the quality will be.

A second option is using a podcasting microphone plugged into a computer. There are several options, the blue yeti being the most popular. These microphones come with a USB attachment and plug straight into a computer. You then need some recording software, there are many options for this but to recommend two free ones: Audacity is a great free software for both Mac and PC and Garage band is free on Mac and has lots of features.

A third option is to use microphones that have an XLR input (this is the industry standard for microphones and will be on any that you have from



events). These don't connect directly to your computer, but you can connect these through a digital interface or a mixing desk that has a USB output on it. You can then record using recording software, such as Audacity or Garage Band as above or using more advanced recording software's such as Adobe Audition or Logic.

The advantage to this is that you can record separate tracks of audio at the same time (multitrack) giving you greater control, more options when editing and improved quality on your audio, as well as allowing you to use equipment such as microphones which your service may already own.

Editing

Once you have recorded your podcast it is time to edit it. At this stage you will need to use recording/editing software. The good news is that Audacity, Garage Band, Logic, or Audition all work brilliant for this, as do most recording software. The editing process allows you to both adjust the sound of the recorded content, by increasing/decreasing the volume, changing the tone of the recording using EQ, adding music or jingles. It's also when you can remove parts of the content and delete mistakes to provide a more streamlined product.

Editing can seem quite daunting but basic editing isn't and there are lots of great tutorials on YouTube. Once you have edited your podcast you have to export it and the usual format is MP3.

Uploading

Once you have created your podcast you need to host it on a platform such as You Tube, Spotify, iTunes or Soundcloud in order for your followers to be able to listen to it.

David Kell
Bury Libraries and Archives