



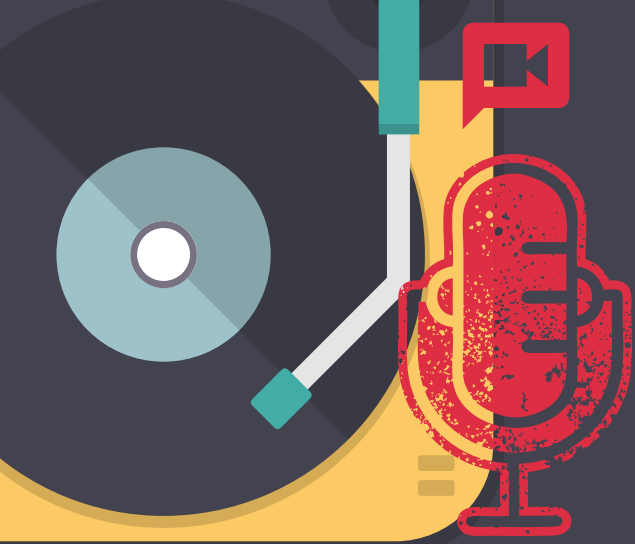
Podcasting

AJ BARSE; M.ED
ATUS : STC : HH225 : X7222



what the?

Podcasting is simply an audio file, typically as .mp3, that is recorded and mixed into a 'radio show,' then distributed through a feed call RSS.
(really simple syndication)



Internet age of broadcast

AKA ON DEMAND CONTENT

WHERE DOES THE RSS THING GO...

- iTunes
- Google Play Podcast
- SoundCloud
- Spreaker
- iHeart Radio
- TuneIn Radio
- Stitcher
- Spotify Podcasts

HOW CAN PODCASTS MAKE \$

- Crowd Sourcing
- Sponsors
- Self Funding as Promotion



Are you tuning in?

& WHAT ARE YOU LISTENING TO?

REMEMBER:

YOUR
CONTENT

~~COSTS!~~
has value



What do you Need?

GEAR

- A GOOD IDEA!
- Microphone
- Audio Recorder
- Phone
- Laptop
- PATIENCE

HOSTING

- Website
- --Wordpress wp.wvu.edu
- Podcast Host
- --SoundCloud
- MicroBlog*





A tale of two shows...

& WHAT TONE DO THEY HAVE?

LORE

Aaron Mahnke

THE BELLINGHAM PODCAST

TECHNOLOGY : TRAVEL : WATCHES : OUTDOORS : GEAR : EDC : LOCAL



"PNW LIFE & VIEWS FROM THE CITY BY THE SALISH SEA"



Ok...so, now what?

WHAT DO YOU NEED TO GET GOING?

The Rise of Mobile Production

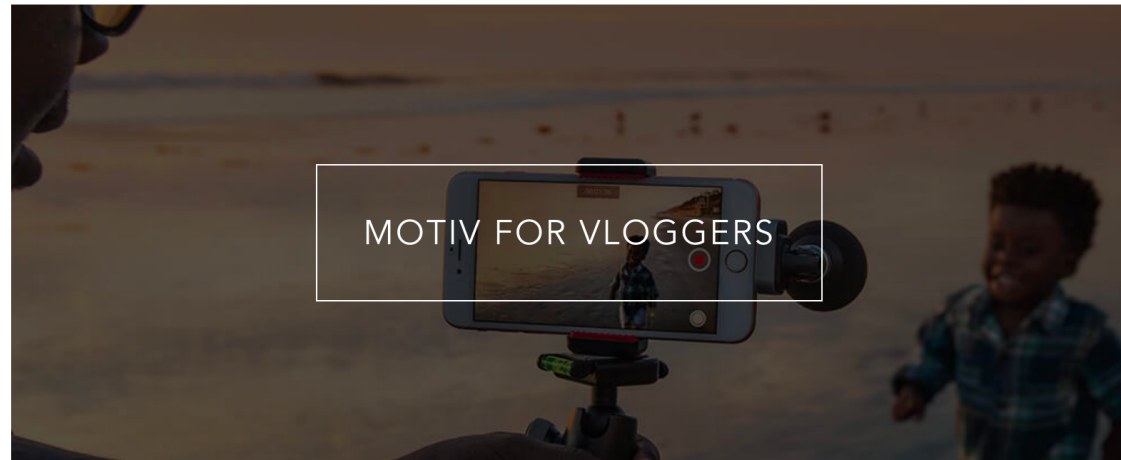
SHURE MOTIV APP

MOTIV

<http://www.shure.com/americas/motiv/overview>



MOTIV FOR PODCASTERS

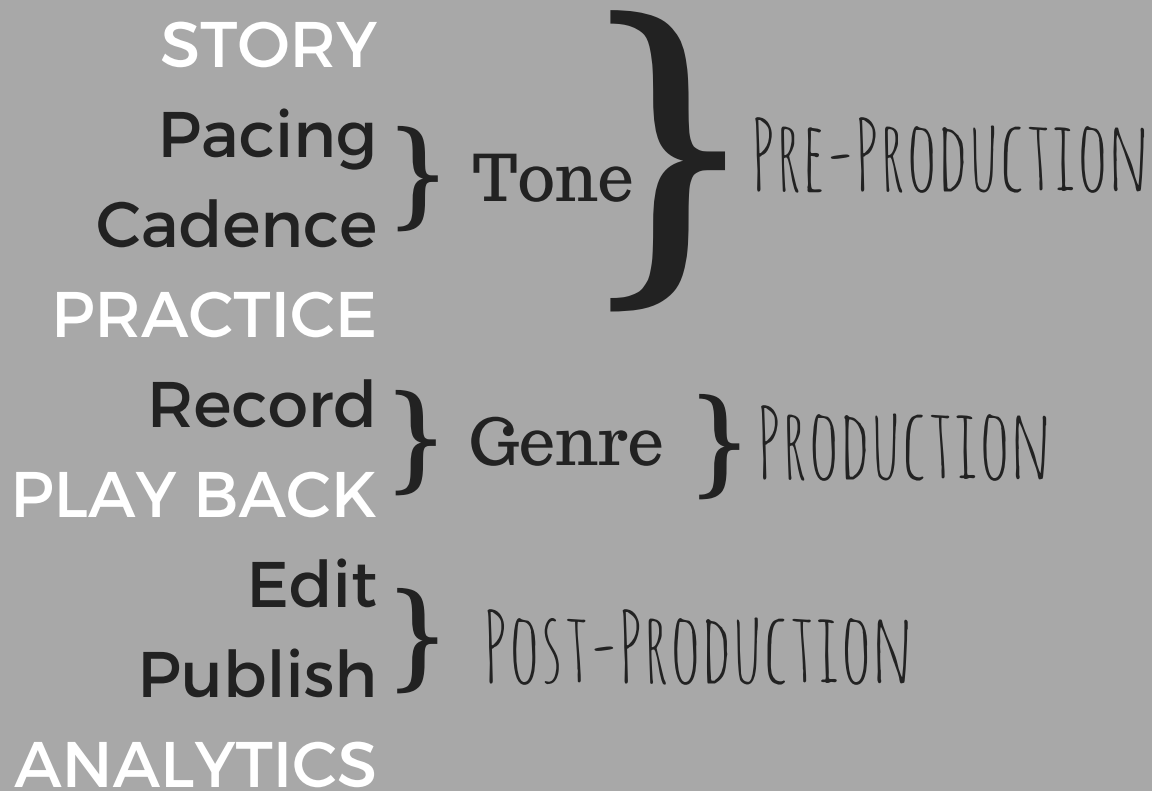


MOTIV FOR VLOGGERS



MOTIV FOR MOBILE JOURNALISTS

Podcast Potion #9



Mac



GarageBand

Free!

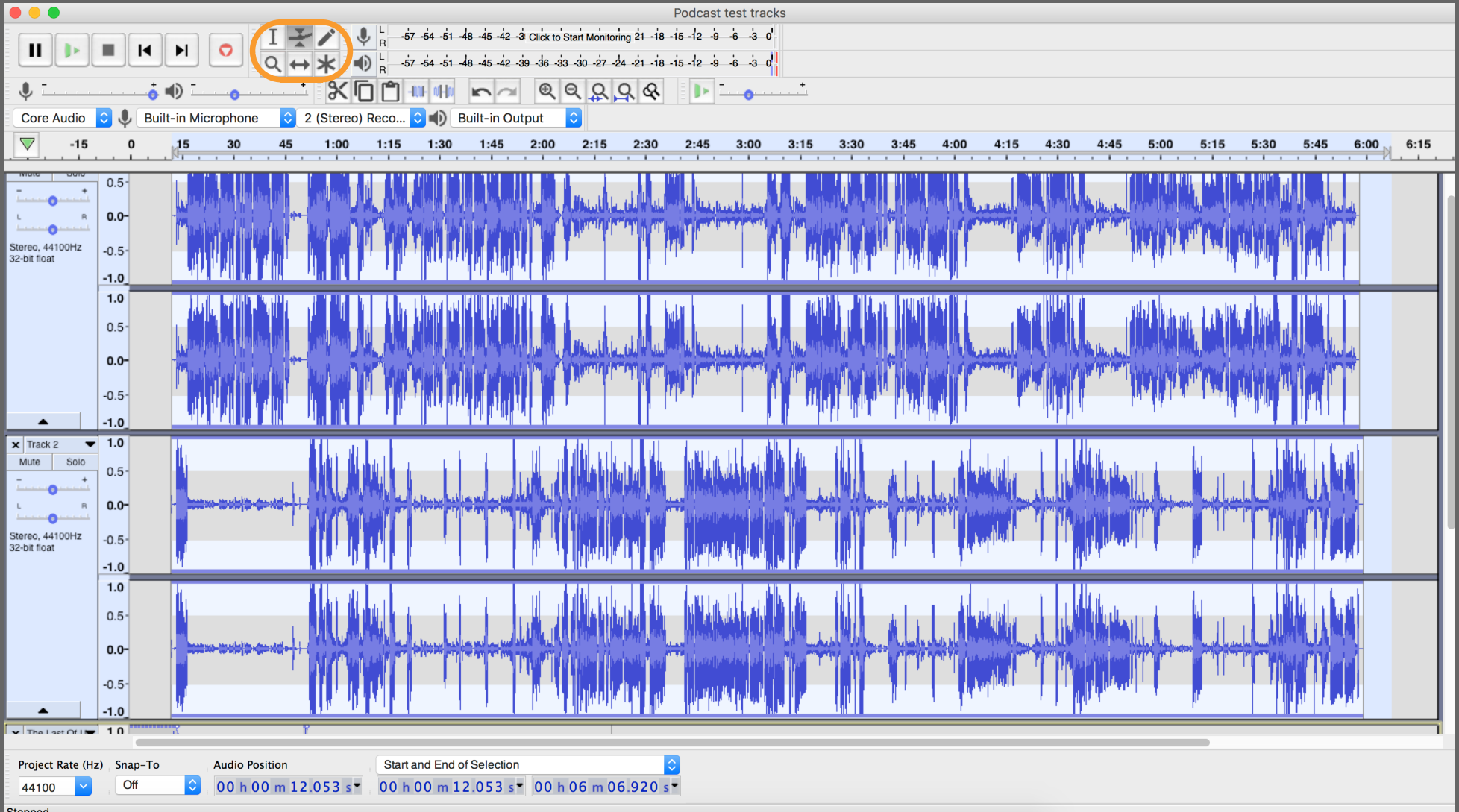
PC and Mac, Linux too



Audacity®



Ctrl + I (split clip)

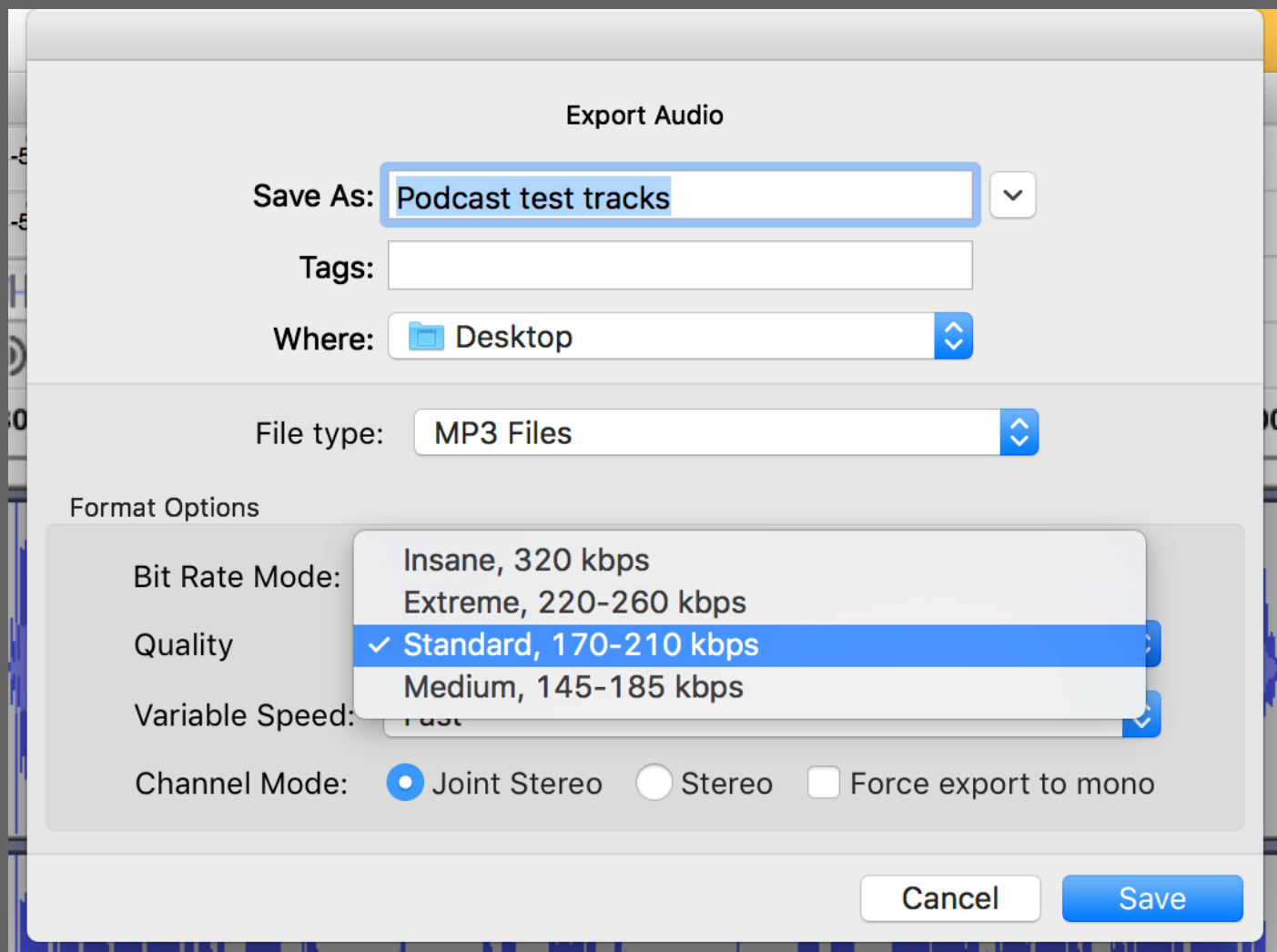


Podcast test tracks

Core Audio Built-in Microphone 2 (Stereo) Reco... Built-in Output

Project Rate (Hz) Snap-To Audio Position Start and End of Selection

44100 Off 00 h 00 m 12.053 s 00 h 00 m 12.053 s 00 h 06 m 06.920 s





To add "Sound Automation" click on a track and press "A" key

The screenshot displays the GarageBand interface. At the top, there is a transport control bar with play, stop, and record buttons, a time display showing 00:21:07.70, and a volume slider. Below this is the track area, which contains two tracks: "2018-04-20 15.21.14" and "f-book.1". Each track has a volume knob and a "Volume" label. A red arrow points from the "A" key icon in the top-left corner of the track area to the "f-book.1" track. The bottom section of the interface shows the "EQ" control panel, which includes a frequency response graph with a gain slider on the right and various filter icons at the top.



Demo

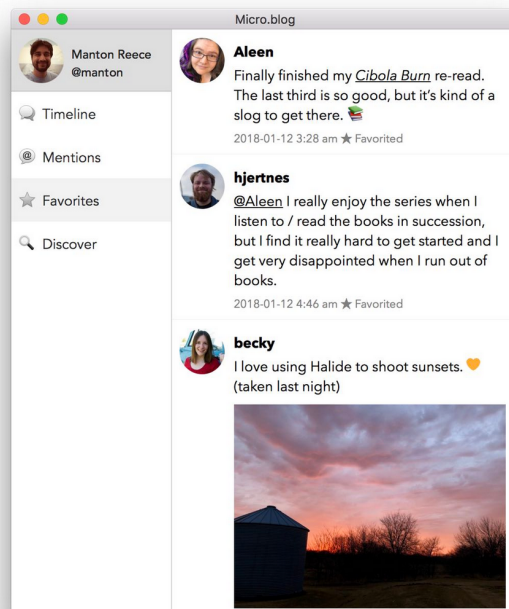
AUDACITY



Simple. Solo. Podcasting.

MICROCAST

MICROBLOG + MICROCAST



★ Micro.blog

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Me



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