

Podcasting Crash Course

Tyson Bird, NYPA 2023



[KUT  KUTX]
STUDIOS

THE DISCONNECT

Power, Politics and the Texas Blackout

About Me



Former innovation designer and product strategist at Gannett

Current Digital Strategy Manager at Texas Highways, the official travel magazine of Texas

Wrote a Google News Initiative grant to expand audio storytelling in local newsrooms

Special thanks

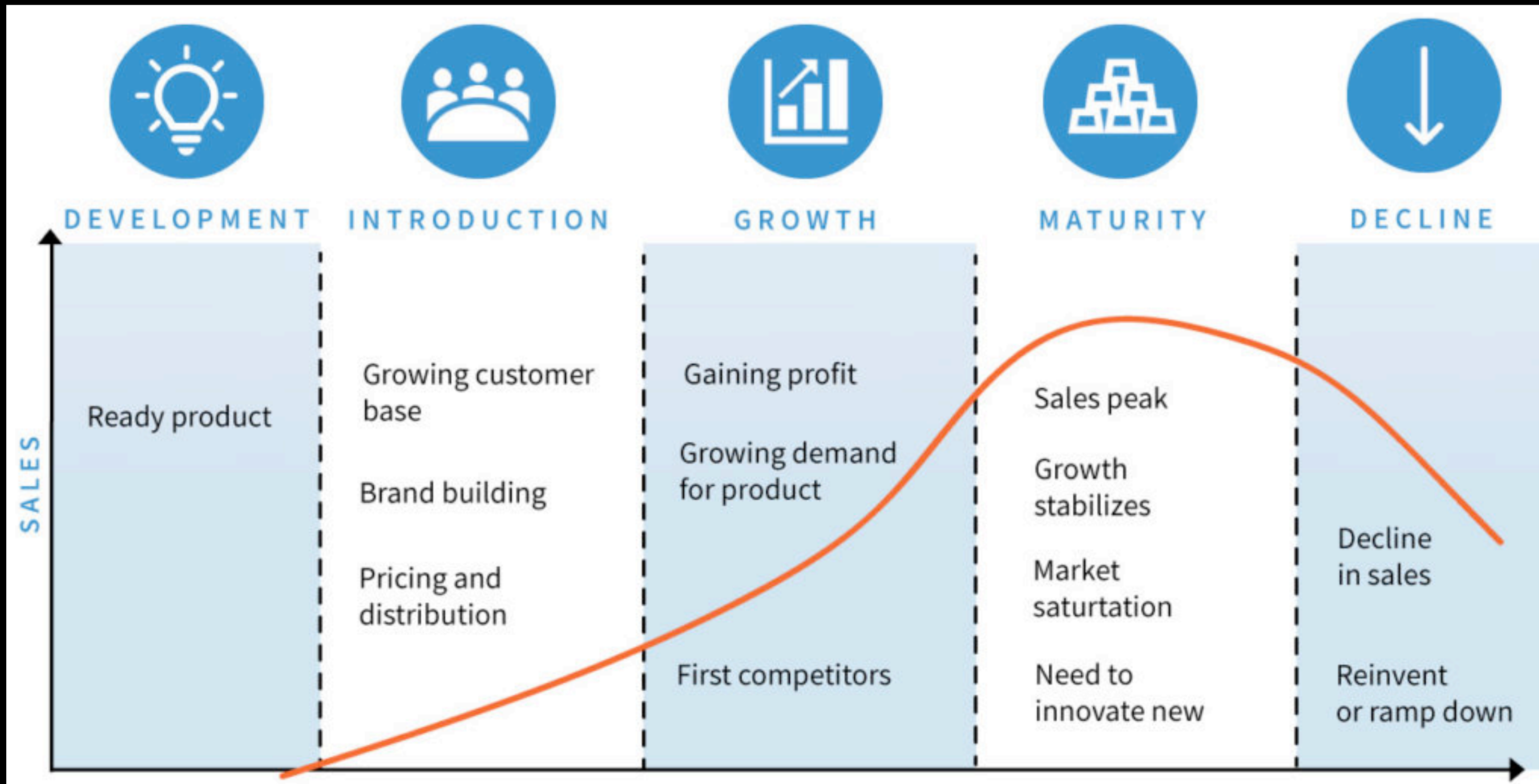
This presentation was developed in partnership with Katey Psencik Outka, associate director of The Drag podcast house and lecturer at the University of Texas at Austin



Everyone has a podcast

“Podcasting has emerged out of years of rapid growth and a pandemic boom to face an identity crisis as its ecosystem contracts, advertisement slows and the medium eases into maturity.”

“Podcasts lose their edge,” Peter Allen Clark, Axios - Feb. 2023



“Product Development Lifecycle,” Haltian

9TH YEAR ON THE LIST

ONE-TO-FEW NETWORKS

WHAT IT IS

Creating a personal media brand has never been easier. Use out-of-the-box tools to launch newsletters, websites, and podcasts, and establish your own group of followers. The result is a patchwork of niche communities in which focused memes and narratives can flourish and fester.

HOW IT WORKS

The recommendation engines of platforms like TikTok give networks of individual creators the ability to broaden their reach. Those small communities can develop cultural norms and build loyal audiences, all without attracting the attention of the host platforms. A research team at the Georgia Institute of Technology studied the ways pro-eating disorder creators thrive on Instagram using a carefully selected group of tags and keywords that evade Instagram's moderation algorithms but remain accessible to interested users.

WHY IT MATTERS

Technologies and platforms that enable one-to-few publishing make it easier for consumers to find exactly the content they want—and lower the barriers to entry for competitors to legacy media companies.

The disruption caused by Elon Musk's purchase of Twitter made lots of people reconsider where they wanted to participate online. The flood of meta-discourse about where defecting Twitter users would continue to engage online—Mastodon, Substack, and others, including the option of remaining on Twitter—highlighted the available choices. The loss of a de facto digital public square may fracture user behaviors across platforms: People who post online to blow off steam or connect with like-minded individuals might gravitate toward platforms focused on sharing and following, while those who post to generate revenue might be lured to distribution channels that have dedicated creator monetization tools like Substack or Patreon.

Today's Session

Podcasting Crash Course

Developing a Podcast

How to leverage existing storytelling into an excellent narrative podcast

Launching a Podcast

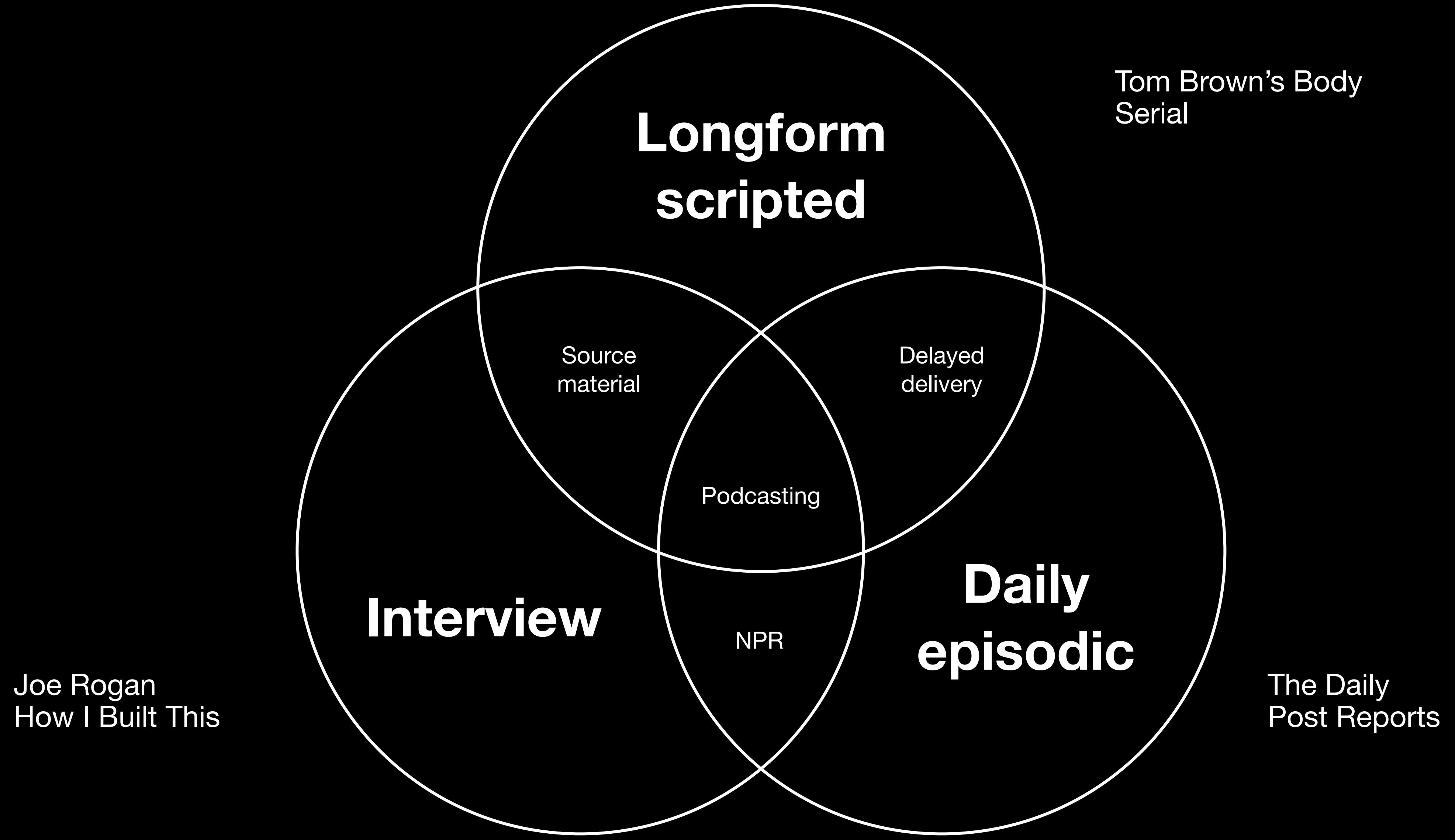
Where to begin: script writing, equipment, editing, and distribution

Partnering on a Podcast

Develop partnerships with radio stations or universities to easily expand

Developing a Podcast





**Longform
scripted**

Tom Brown's Body
Serial

Source
material

Delayed
delivery

Podcasting

Interview

NPR

**Daily
episodic**

Joe Rogan
How I Built This

The Daily
Post Reports

Longform scripted

Primary focus of this session

Excellent format for people
familiar with storytelling

Requires conversion from
written story to script

Podcast-able stories

- Already episodic
- Unique or well-known in your community
- Dynamic characters
- Something you (the storyteller) are passionate about

Does it make sense for audio?

- Is there vivid imagery, or can I add some?
- What do I think the audience will do while listening?
- What is a listener expecting from this story?
- Do I have natural sound, or will I need to collect it all?

Story to Script

Audio terms

RTs

Reporter tracks

Your voice and narration

SOTs

Sound on tape

Quotes from sources

Sometimes called 'acts'

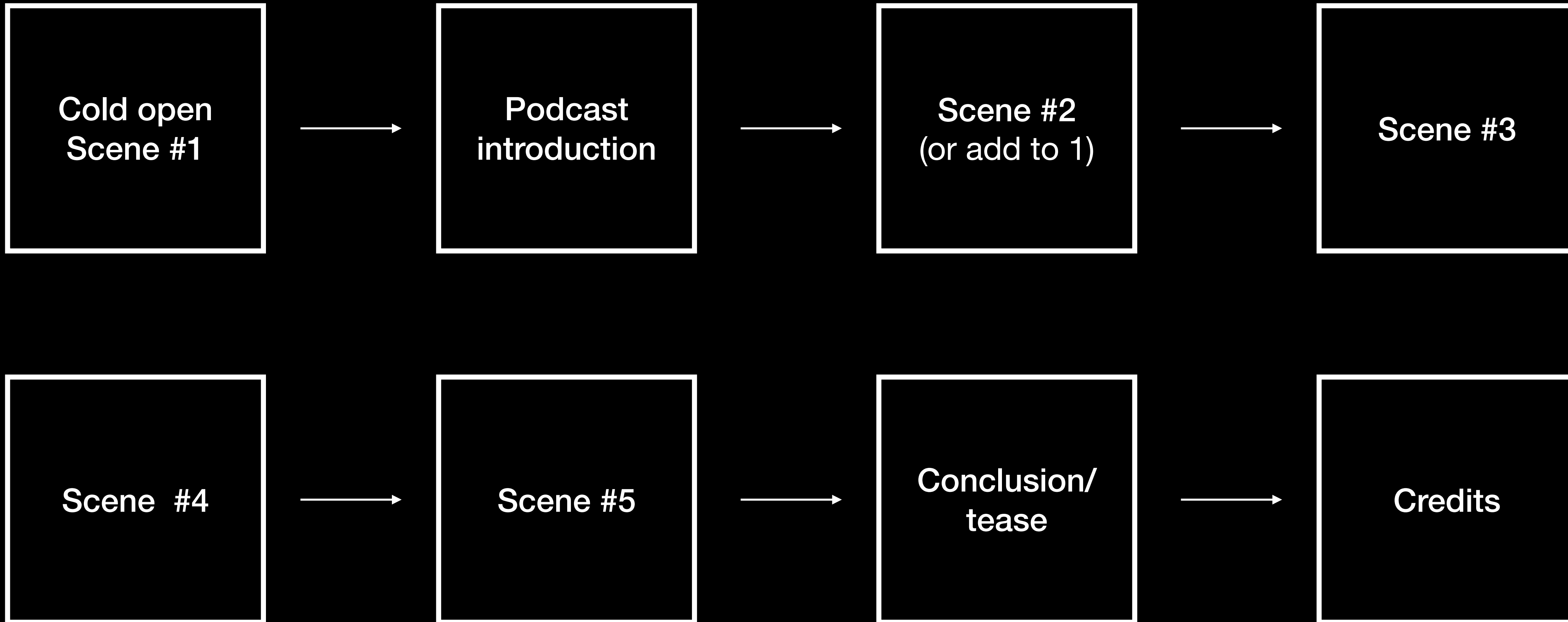
Nats

Natural sound

Extra sound used to set the scene

Sometimes called 'ambi'

Basic episode structure



Scenes

Writing tips

- Not too far from longform characters, sections, or scenes
- Typically set in one place with one set of characters, like a film
- Weave facts in-between rather than all up front
- Write conversationally, in the active voice
- Keep sentences short

An aerial photograph of a road with a white car driving on it. The road is surrounded by trees, and the overall scene is bathed in a warm, golden light, suggesting a sunset or sunrise. The text and interactive elements are overlaid on this image.

CHAPTER TWO

Tom's Loop

"My gut tells me he hasn't left Hemphill County. I think he's here somewhere, and I don't know if he intends to come out in the next day or two."

[READ STORY](#)



00:00 / 42:50

Scenes

Writing tips

- Don't be afraid to insert yourself
- Use descriptive language and write for the ear, that is:
- Write into the script what you **hear** and **see**

RT

It's nearly noon on March 12, 2018. 75-year old Esperanza Herrera is spending the morning like she spends every morning: caring for her 93-year old mother in the ground-floor apartment they share in south Austin.

The name Esperanza is a Spanish word that translates to *hope* in English. She uses both names to introduce herself...

SOT

“Esperanza Hope Herrera”

Scenes

Final tips

- Write in pauses and pronunciation guides, even if you know the story well
- Don't be afraid to repeat yourself
- When in doubt, read it out
- Think about ways to transition to the next scene—guide the listener more than you would in a print story

The script is written

now time for 'smoothing'

- Read the script out loud to yourself before ever picking up a microphone
- What details are missing? What could make the scene stronger?
- Ensure that the language used sounds more conversational and descriptive than a written story

Want more?


npr training / sources

AUDIO

Want to start a podcast? Read this first

ALISON MACADAM • JUNE 19, 2018

SHARE TWEET EMAIL



Equipment

Equipment

Microphones and mic patterns

Omnidirectional

- Picks up equally from all directions

Cardioid

- Picks up sounds from the front/sides, but not behind the mic

Shotgun/directional

- Rejects sounds from other directions

Condenser studio mic

- Very detailed pickup for delicate sounds, higher frequencies

Dynamic studio

- Good for louder sounds

Lavalier

- Wear on lapel, “out of sight”

Equipment

Basic kit



**TASCAM DR-40X 4-channel
Handheld Recorder**

\$168, Amazon

Equipment

Basic kit



**MAYBESTA Professional
Wireless Lavalier Lapel
Microphone for iPhone, iPad**

\$26, Amazon

Equipment

Basic kit



**MAONO USB/XLR Podcast
Dynamic Microphone, Studio
Mic Kit**

\$60, Amazon

Equipment

Basic kit



**Audio-Technica AT875R Line/
Gradient Shotgun Condenser**

\$170, Amazon

Equipment

Basic kit



**Sony - ZX Series Wired
On-Ear Headphones**

\$10, Best Buy

Editing and Distribution

Distribution

All-in-one

Spotify for Podcasters

Somewhere in-between?

Descript

Hand-built

Adobe Audition

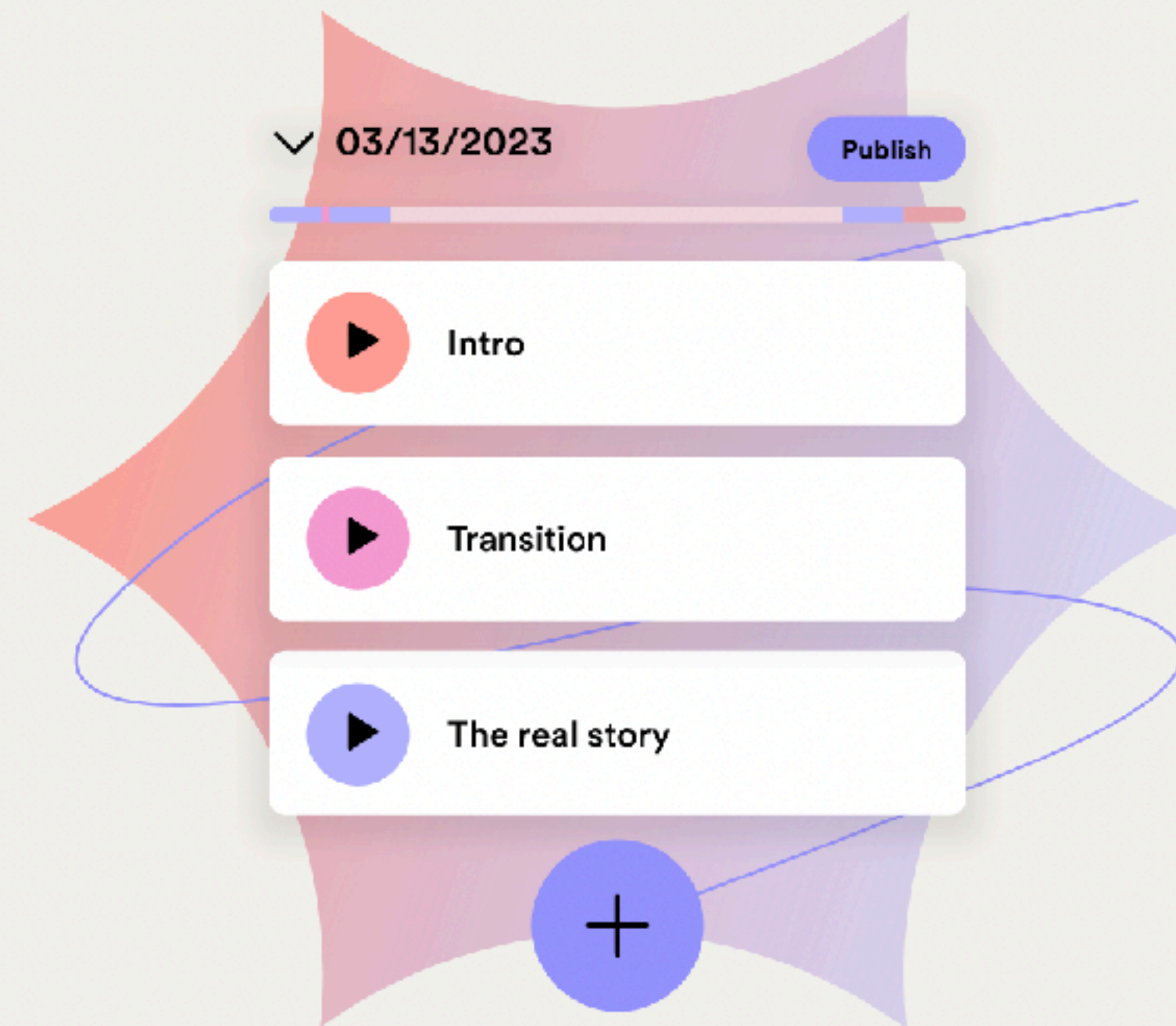
Audacity

Spotify for Podcasters

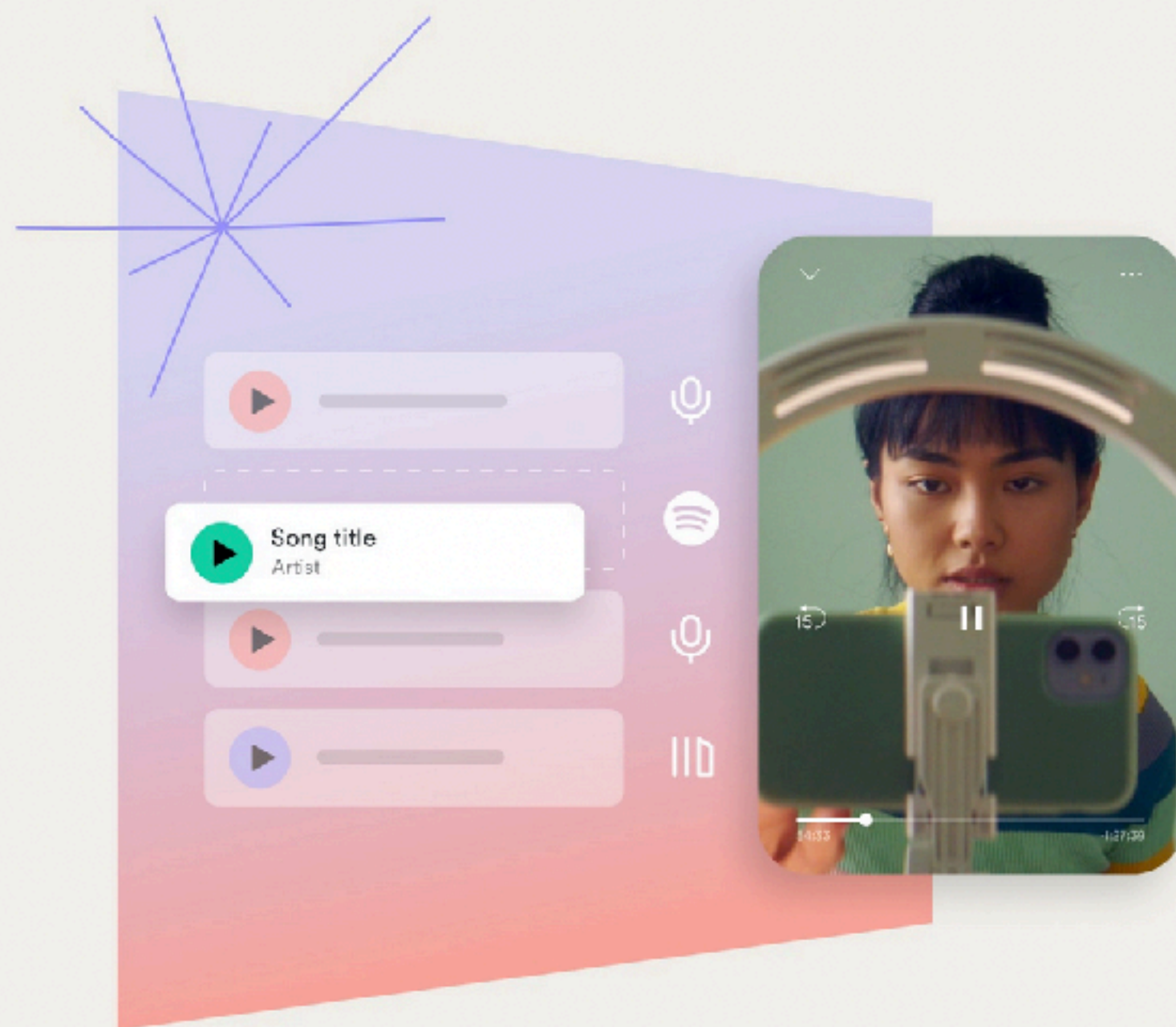
All your tools, all in one place

Creation couldn't be easier. Just record and edit your audio, arrange your segments, add transitions and background music, and you're set.

If you make episodes somewhere else, simply upload your file and publish.



Spotify for Podcasters



Get creative with exclusive formats

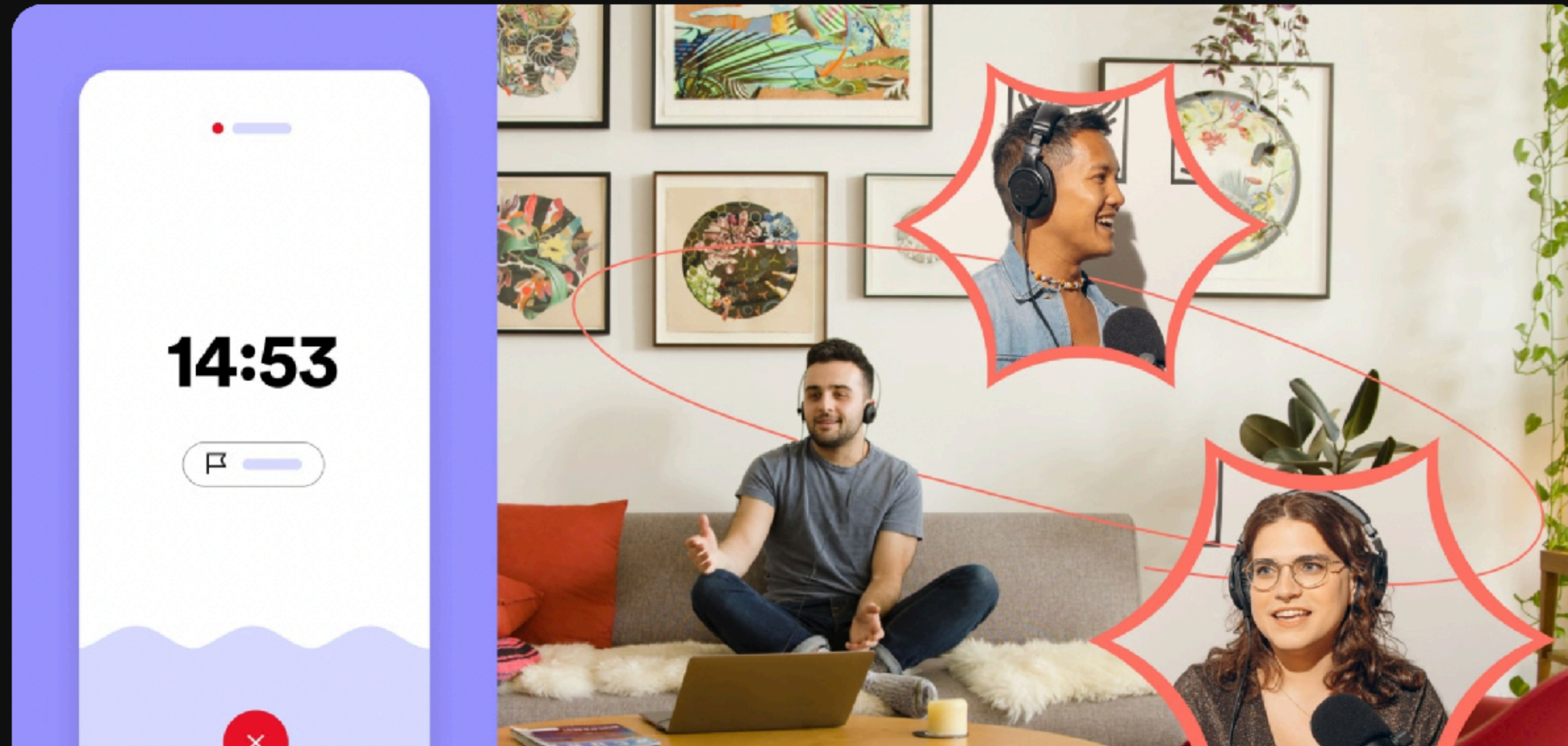
Branch out into new podcast formats. With Video Podcasts on Spotify you can show your story and engage more deeply with your fans.

Music and Talk shows on Spotify allow an entirely new type of show by combining your talk content with the Spotify music catalog.

Spotify for Podcasters

Record with Friends

We know that your co-host might not be sitting right next to you all of the time. Record with Friends turns the Spotify for Podcasters mobile app into your remote recording studio. Simply invite your co-hosts, guests, or fans into your episode and have a conversation. Record together - no matter where you are.



Spotify for Podcasters

Ad programs

Fan-support tools

EARN WITH	HOW IT WORKS	QUALIFICATIONS	AVAILABILITY	WHO READS THE AD
Ambassador Ads	Host-read ads spreading the word about Spotify for Podcasters to listeners. These ads play across Spotify and other listening platforms where your podcast is distributed.	<ul style="list-style-type: none">• Show is hosted/managed through Spotify for Podcasters• 100 listeners on Spotify in the past 60 days• Published an episode in the past 60 days	US only (Coming soon internationally)	Show host
Automated Ads	Access to ads from third-party sponsors, targeted to your listeners with the Spotify Audience Network. Sponsor-read ads are automatically inserted into host-selected ad breaks. These ads play across Spotify and other listening platforms where your podcast is distributed.	<ul style="list-style-type: none">• Show is hosted/managed through Spotify for Podcasters• Invite only—currently in closed beta.	US only (Coming soon internationally)	—

Editing and Distribution

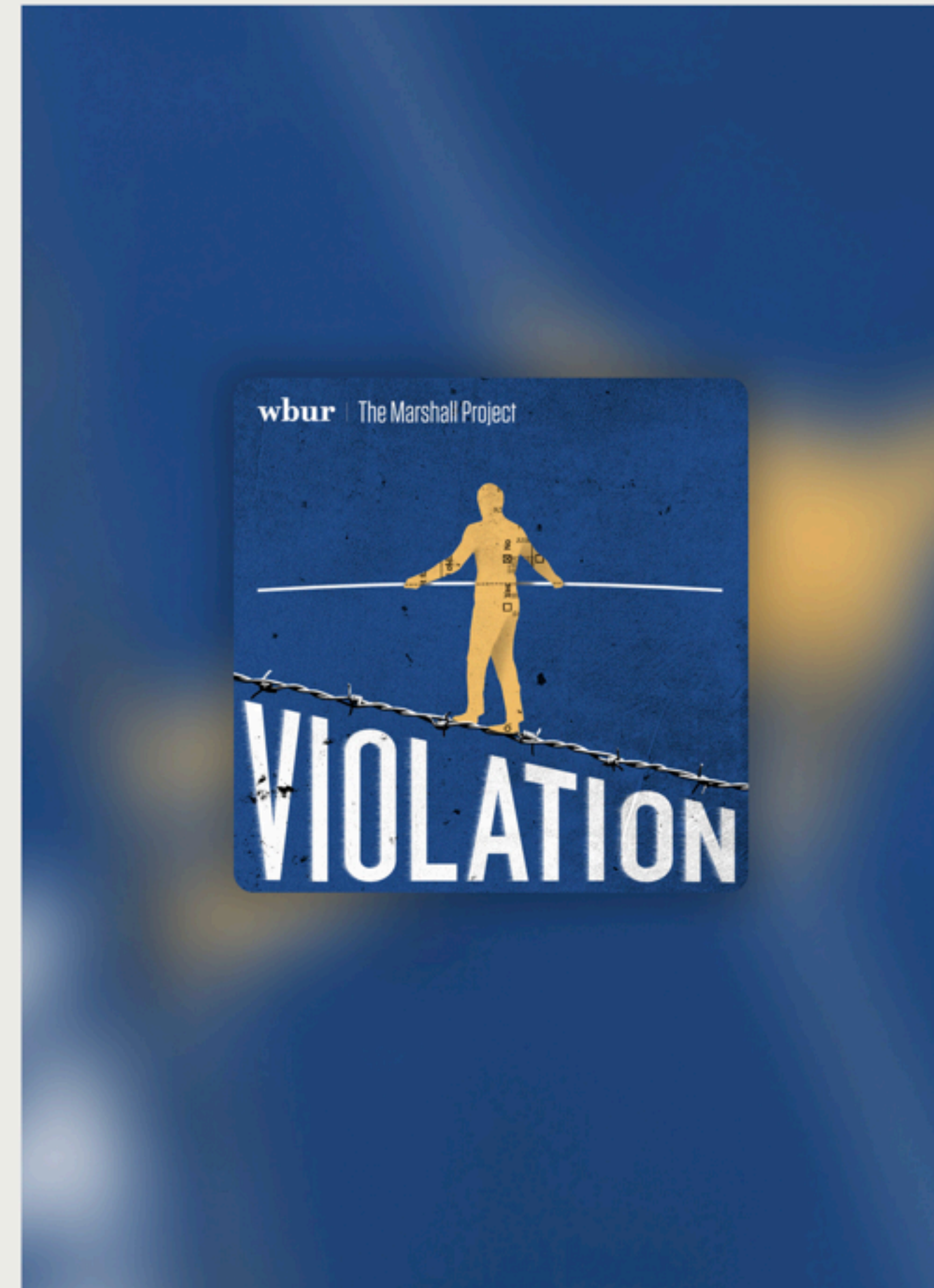


PODCAST

Introducing 'Violation,' a Podcast From The Marshall Project and WBUR

Violence. Power. Privilege. The series explores these themes through one case – and pulls back the curtain on the secretive world of parole boards.

FILED 6:00 a.m. 03.08.2023



Podcast Partnership

- Hosted and reported by The Marshall Project
- Edited and produced by WBUR
- Distributed by both

Partnership Opportunities

- Local radio
- Local/regional NPR
- Universities

“This was a rare opportunity to pair The Marshall Project’s investigative reporting on an often opaque system with our rich audio storytelling. We’re excited for people to experience the twists and turns of this case while learning about some of the underreported flaws in our country’s parole system.”

-Ben Brock Johnson,
executive producer, WBUR Podcasts

Partnership Opportunities




- University of Texas students
- Austin's NPR station, KUT 90.5
- Extremely well-known true crime near UT campus
- 6m total listens, featured in Apple Podcast crime section



Like what you hear?

August 16-19
Austin, TX
podatxfest.com

 The University of Texas at Austin
Moody College of Communication

Texas
Student
Media



Thank you!

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