

Guide to Creating Podcasts at UNE

une Digital Education
Learning Media



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University of
New England

YAY!! You've decided to make a podcast! Podcasts are a brilliant way to engage with your audience and establish returning visitor engagement model. Now that you've decided to make a podcast, you probably want to know what to consider in planning. This guide will give you some practical advice and an overview of how the processes work.

Podcasts are often thought of as a simple 20-minute exercise, jump in the studio and out comes a beautiful podcast. In reality, to design a podcast series takes organisation, and plenty of forethought about the final product. In a typical podcast, you'll need to time to write and refine the script, consider who might be involved, organise talent (guest speakers), prepare talent release forms, and time to review the edit in post-recording. Whilst we aim to make that process as easy as possible, you have to ask yourself these questions:

- Do I have the time?
- Should I plan a project manager/producer to run the show?

Understanding how much time goes in to creating a 20 minute episode is key!

Pre-Production

This is the planning / organising stage.

This is when you need to nail down on a couple of questions.

1. How is it being broadcasted?
2. What is it going to be about?
3. Who is your audience (school leavers, students, the average person, academics)?
4. How many episodes?
5. Will there be guests on the show? Are they all based on campus?
6. Who are going to be the guest's?

Some audio design principles to consider. These will help produce a quality podcast that will help facilitate learning. The following audio design principles may be beneficial in a recording process:

- Write for listening, not reading. Your spoken cadence is important here, we recommend speaking words before committing to the final script.
- Avoid complex sentences and use familiar words.

- Employ short phrases and pauses in your script, that will give the listener time to comprehend and synthesize the material.
- An informal conversational style is best. Use the direct "you".
- Avoid any wording that would cause the narrator to falter.
- Be sure to choose a credible narrator and one who is appropriate for the audience.
- Two or more voices add variety and can increase attention and interest.
- The delivery rate must be suitable to the audience and the subject matter [a typical rate of delivery is about 180 words per minute].
- Be sure the narrator uses correct pronunciation and emphasis.
- Have you considered what music/background sounds you might add? Try to avoid any musical score that might compete with the narration.
- Vary the tone of delivery and the style of conversation.
- Encourage active listening and participation by posing questions, problems, etc

Organising time to record

This is your duty to organise the talent and to narrow down a time that works for everyone.

You should allocate about an hour to record a half an hour show. that seems a lot, but when you consider that you arrive at 11:00 – 12:00, you arrive at 11:00 you get comfy you have a little bit of chit chat, the microphones are moved to the correct height an audio check is done and the you start recording at 11:15, you will probably talk for 30-40 which brings you to 11:55.

Recording

Safety is our number one priority - even more so when you consider our equipment (microphones) and other guests to the studio. If you or the talent is sick, please email to arrange a new time.

What to bring

- Water bottle or Cup (we have a water filter up here)
- A basic script/questions – printed or on tablet.
- Your phone on aeroplane mode or turned off.
- Please take off any loud jewellery (jangly bracelets and necklaces)

What to expect

- You will be guided to the audio booth where you will take a seat.
- The microphone will be adjusted (this can be a little fiddley)
- The studio has 2 doors due to sound proofing – these will be closed
- Put on the headphones, this is so you can hear yourselves as well as the control room.
- You will both be asked to chat briefly to get the audio levels correct and to adjust your headphone levels.

NOW WE RECORD!!!

During Record

Once the recording has begun, don't worry about the control room – if there is an issue we will talk to you. So have a chat with the guest and if you make a mistake just take a breath and try again, there is no need to stress, this is why we have post-production.

We aim to make this as enjoyable as possible.

Post-Production

This is where we'll do the final touches on your recording.

- You will be sent a OneDrive folder which will be the central repository for this recording. It will contain all documents (mentioned below) and the unedited audio recordings.
- Inside the folder, you will find an edit sheet for you to jot down the times and changes you'd require. This can take some time so make sure you give your self enough to do this step. It will speed up editing and review time.
- Once you're content with all the changes you'd like, send it back to us, and we will make the changes.
- A draft will be put in the OneDrive folder, this will be your opportunity to ask for changes.
- The final edit will upload to OneDrive for you to upload to where it needs to go.
- We recommend a delivery platform such as Whooshka as they will deliver it to the streaming service you wish to be present on. (Whooshkaa is a paid service)

Intro and Outro

Intro and outros normally have a bit of music playing under them, so have a thought about what you would like to be your intro / outro music.

A general script to follow for the introduction is:

Welcome to "Shows Name"

This podcast is brought you by

University of New England,
Australia.

When you're ready to get started email yor request to mediarequests@une.edu.au and let us know your plans and we can help bring them to life.

