



A guide to creating podcasts

Your guide to creating
engaging media at **UNE**.

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Why create a podcast?

So, you've decided to create a podcast - that's an exciting first step to create engaging media!

At UNE, podcasts are a fantastic way to connect with students, colleagues, and the wider community. They offer a personal and engaging format for sharing ideas, stories, and expertise in ways that go beyond traditional written content.

Essentially, a podcast is a conversation - between two or more people - that invites listeners to join in, reflect, and learn. Podcasts have become increasingly popular as an alternative way of consuming information, offering a flexible and mobile-friendly experience that fits easily into busy lives. Whether someone's commuting, exercising, or simply taking a break, podcasts allow people to listen, learn, and connect anytime, anywhere.

One of the great things about podcasting is how approachable it is. With some thoughtful planning and the right setup, it's possible to create high-quality, professional content without needing a full production background.

Podcasts are also a relatively easy and cost-effective way to produce quality media content. They can complement other communication channels, helping UNE share research, teaching insights, or student experiences in a fresh and accessible way.

A few key ingredients for a great podcast include:

- **The right talent** - choosing hosts and guests who bring energy, authenticity, and expertise.
- **A natural conversational style** - using your voice with rhythm, tone, and pauses that sound engaging and real.
- **Compelling topics** - exploring ideas and stories that your audience will genuinely want to hear.

Pre-production

Pre-production is the planning and organising stage - the part where your ideas start to take shape.

Taking the time to plan now will make recording smoother and your final podcast much stronger.
Start by clarifying a few key questions:



How will the podcast be broadcast?

This is an important first distinction, here you have two options:

1. Internal podcast.

For students and staff within UNE's learning environment.

This option is straightforward — we can use UNE's existing media platforms to make your podcast available to students in your unit/s. The Learning Media team will support you in getting your episodes embedded and accessible where they need to be.

2. External podcast (the most popular option).

For public distribution on platforms such as Spotify, Apple Podcasts, or Google Podcasts.

To publish externally, you'll need a podcast aggregator. This service hosts your episodes and distributes them to major streaming platforms on your behalf. Aggregators usually involve hosting or subscription costs, so it's a good idea to plan ahead and ensure funding is available before you begin.

If you'd like guidance, the Learning Media team can recommend aggregators and tools we've used previously. However, the setup and ongoing management of the aggregator will remain with you as the podcast host.

Guiding questions for your podcast

Now we have the how, now we'll flesh the what:

- **Who is your audience?**
Are you speaking to school leavers, current students, academics, or the general community?
- **How many episodes will there be?**
Is it a one-off, a short series, or an ongoing project?
- **Will there be guests?**
If so, are they based on campus or are they external contributors?
- **Who will your guests be?**
Who can offer insights, stories, or expertise that support your topic?
- **What format will the podcast follow?**
Will it be an interview, panel discussion, narrative/storytelling, Q&A, or a mix? Choosing a format early helps guide scripting and guest preparation.
- **Are there any accessibility considerations?**
Do you need transcripts, captions, or alternative formats? Planning for accessibility early avoids delays later.

How will people find your podcast?

Even the strongest content relies on being discoverable. In our experience, little or no promotion typically results in very low listener engagement. It's important to plan how you'll spread the word about your podcast.

- **Where is your audience already active?**
Consider any existing social media pages, online groups, or communities where your listeners spend time. Sharing your episodes in places they already follow can help your podcast gain early traction.
- **Will you need promotional materials or cross-promotion?**
Think about whether paid ads, posters, newsletters, or partnering with other podcast series could help extend your reach. Cross-promotion is a powerful way to connect with listeners who are already interested in similar topics.
- **Can UNE's social media team support your promotion?**
UNE's social media team may be able to help you amplify your message across official channels. Exploring a coordinated, cross-channel approach can significantly increase visibility and listener engagement.

Organising recording time

You'll need to coordinate the recording session and find a time that works well for everyone involved.

As a general rule, **allow about one hour to record a 30-minute episode**. This gives space for setup and conversation.

If your recording is booked for 11:00–12:00, then an example could be:

- **11:00** - Arrive, get comfortable, adjust microphones, and run a quick audio check.
- **11:15** - Begin recording.
- **11:45 -11:55** - Wrap up and review takes.

Building in this buffer helps keep the session relaxed and ensures you capture your best material.

Rule of thumb:

Allow about **one hour** to record a **30-minute** episode.

Audio design principles

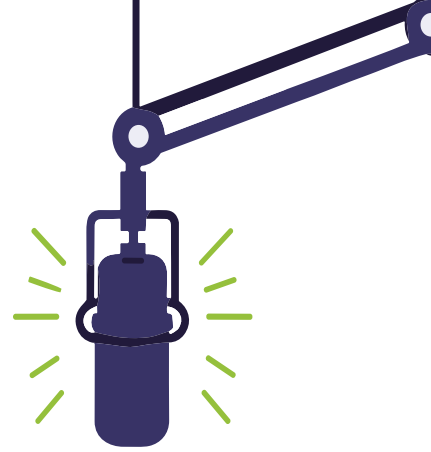
Good audio design helps turn information into an engaging listening experience. The following principles can help you create content that feels natural, professional, and easy to follow:

- **Write for listening, not reading.** Speak your script aloud as you draft it - written language sounds very different when heard.
- **Keep sentences simple.** Avoid complex phrasing and use familiar, conversational words.
- **Use short pauses.** This gives listeners time to absorb and reflect on what's being said.
- **Adopt an informal tone.** Speak directly to the listener using "you".
- **Make narration smooth and confident.** Avoid wording that might cause the speaker to stumble.
- **Choose a credible and relatable voice.** Your narrator should suit the topic and audience.
- **Include multiple voices when possible.** Two or more speakers can add variety and hold attention.
- **Match delivery speed to your audience.** Around **180 words per minute** is typical.
- **Pay attention to pronunciation and emphasis.** Clear, confident delivery builds credibility.
- **Select music carefully.** Background music should support the narration, not compete with it.
- **Vary tone and pacing.** Natural rises, falls, and pauses make the content sound authentic.
- **Engage your audience.** Encourage active listening by posing questions or short reflections throughout.



Recording day

Recording day is when everything comes together. To make sure the session runs smoothly and everyone feels comfortable, here are a few helpful reminders.



If you're unwell

If you or any of your guests are unwell, please email the Learning Media team to arrange a new time. Recording while sick can affect both audio quality and comfort, so it's always best to reschedule.

What to bring

- **Water bottle or cup**
There's filtered water available in the studio area.
- **A printed or digital copy of your script or questions**
This helps you stay on track.
- **Your phone on aeroplane mode or switched off**
To avoid any technical interference or distractions.
- **Quiet clothing and accessories**
Please remove any noisy jewellery such as bracelets or necklaces that might jingle during recording.

What to expect

When you arrive, you'll be shown to your seat and the microphones will be adjusted - this can take a moment as we make sure everything is at the right height and distance.

The studio has two doors for soundproofing, so once you're ready, both will be closed to create a quiet recording space. You'll then put on your headphones - this allows you to hear yourself, your co-host or guest, and the control room clearly.

Before recording starts, you'll be asked to do a quick sound check. This helps us set the correct audio levels and make any last adjustments to your headphones or microphone position.

Feeling comfortable

It's normal to feel a little nervous at first, especially with the lights and microphones. Try to relax and treat the session as a natural conversation rather than a performance.

Smiling as you speak adds warmth to your voice, and brief pauses help listeners absorb what you're saying. Remember, small stumbles can always be edited out - aim to sound authentic, not perfect.

Post-production

Post-production is the final stages - editing, polishing, and preparing your podcast for release.

It's the stage where your conversation becomes a finished, professional piece of content.

Here's what to expect:

1. Accessing your files

You'll receive an email with a link to a Dropbox folder. This folder will contain all your supporting documents and the raw audio recordings from your session.

2. Reviewing your audio

The recordings you receive won't be edited yet. Take the time to listen through and make notes about sections you'd like trimmed, rearranged, or enhanced.

3. Using the edit sheet

An edit sheet is at the end of this document. Use it to mark timecodes, note preferred takes, and outline any specific edits or adjustments you'd like. This step can take a little time, so make sure you allow enough space in your schedule to do it carefully - it will make the editing and review process much faster later on.

4. Editing and review

Once your edit sheet is complete, send it back to the Learning Media team. Your episode will then be edited based on your notes and feedback.

5. Receiving your draft

When a draft version of your podcast is ready, it will be uploaded to the same Dropbox folder. This is your opportunity to review the episode and request any final changes.

6. Final delivery

After approval, the final version of your podcast will be uploaded to Dropbox for you to access and distribute wherever it needs to go - such as the UNE website, your learning site, or other podcast platforms.



Editing sheet

Print this editing sheet to log your edits during playback.

Edit	Content	Start time	First few words	End time	Last few words
e.g.	<i>Feature length films</i>	<i>0:20</i>	<i>Australia was the</i>	<i>10:02</i>	<i>the salvation army</i>
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