

# Storytelling through Podcasting

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<https://lib.davidson.edu/stkpodcast>





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# Storytelling through Podcasting

This workshop will guide participants through the essential elements of creating compelling podcast content, from understanding your audience to the technical aspects of recording. Whether you're a beginner or looking to refine your skills, this workshop will provide you with the tools and knowledge to produce captivating podcasts that resonate with listeners.

# What to Expect

## Goals

Participants will:

- Understand the Process of Podcast Development
- Walk away with resources for creating their own podcast.

## Plan of Action

1. Why a Podcast?
2. Planning Your Podcast
3. Recording Your Podcast
4. Editing Your Podcast
5. Publishing Your Podcast

How might creating a  
podcast be similar to  
your past writing  
experiences?

How might creating a  
podcast be different from  
your past writing  
experiences?

# Why a Podcast?



# What Story Do You Want to Tell?



# Is a Podcast the Right Lens to Tell Your Story?

- A podcast is a form of media comprised only of audio
- Most typically episodic
- Different types of formats
  - Interview
  - Deep Reporting
  - Commentary
- Most podcasts are not one single type

## Key things to identify early in the process

- **WHY** create a podcast?
- For **WHOM** are you creating a podcast?
- **WHAT** will the podcast be about? **WHAT** type/style?
- **HOW** will you get this done? Consider
  - Your time, including competing demands on your attention
  - Your labor (this will take more time/labor than you think)
- **WHERE** will the podcast fit with your scholarly identity?

# Planning Your Podcast



# Writing for Reading vs. Listening

- Punctuation and visual cues
- Attention expectations
- Less conversational
- Conversational
- No visual cues
- Must rely only on audio to create the mood
- Where will your listener be? On the move? Driving in the car?

# Create Your Plan Before Recording

- What is your **goal/purpose**?
- Who is your **audience(s)**?
- What is your **argument** or throughline?
- What is absolutely **essential**?
- What is **optional** / would be nice to include?
- What content do you **have** / **need**?

Start small and scale up. Break it down into manageable steps.

# Storyboard & Scripting

- A visual representation of the story you are hoping to tell
- Outline for the different scenes
- Different ways to create a storyboard
- Helps to avoid awkward pauses and rambling



# Recording Your Podcast



## Make a Recording Plan

- What format is your Podcast? How many voices do you have?
- What softwares do you have available to you?
  - Zoom, Voice Memos: m4a
  - Audacity and Garageband: Recording and Editing
- What spaces and equipment do you have available to you?
  - Microphones
  - Studio
- What is your knowledge and capacity?



# Recording Equipment & Software

- Davidson College Podcasting Studio
- Yeti Mics Available for checkout
- Software for Recording: Audacity, GarageBand, Adobe Premiere Pro



## Configure Zoom Recordings

- By default, Zoom recordings produce a standalone **.m4a** audio file that combines all voices
- You can configure your settings to ALSO create an audio file for each participant (speaker)

# Preparing Your Voice for Recording

- Rest
- Hydration:
  - Drink lots of water
  - Avoid Caffeine
- Simple vocal warm-ups
- Posture:
  - Body language
  - Facial expression
  - Movement

# Using Your Voice

- Vary your **rate** of speech
  - Quick: Passion
  - Slow: Emphasis
- Increase **volume**: Confidence and authority
- Play with **pitch** and **melody**
  - Higher Pitch: Great for questions and enthusiasm
  - Lower Pitch: Seriousness and Conviction
- Think about your **tone**
  - Emotions: Use your facial expressions
- **Pause** for emphasis

# Marking Up a Script

- Add commas and slashes when you want to pause.
- Up/Down arrows cue to raise or lower your voice, tone or change pace.
- All CAPS tells you to yell.
- Bold or underline words to give them emphasis.
- Tonality: H for a happy, E for excited, C for calm

## DREAM WEAVER

C Anything can happen in my Dream Factory, / as long as you can imagine ↓ it. I power the creation of all dreams, and the pods in my factory give us direct access to the dreams of all. The waste ↑ of my creation is the nightmare goo. It can form moving shapes and if it touches your skin it will plunge ↑ you into horrible nightmares. Beware my lord, / you can still be hurt within dreams.

# What Do You Notice?

**Version 1**



**Version 2**



**Version 3**



# Editing Your Podcast



# Free Software for Podcast Editing

## Audacity

- Works for both PCs and Macs
- Free software downloaded from the web

## GarageBand

- Comes preinstalled on all Apple products



# File Formats

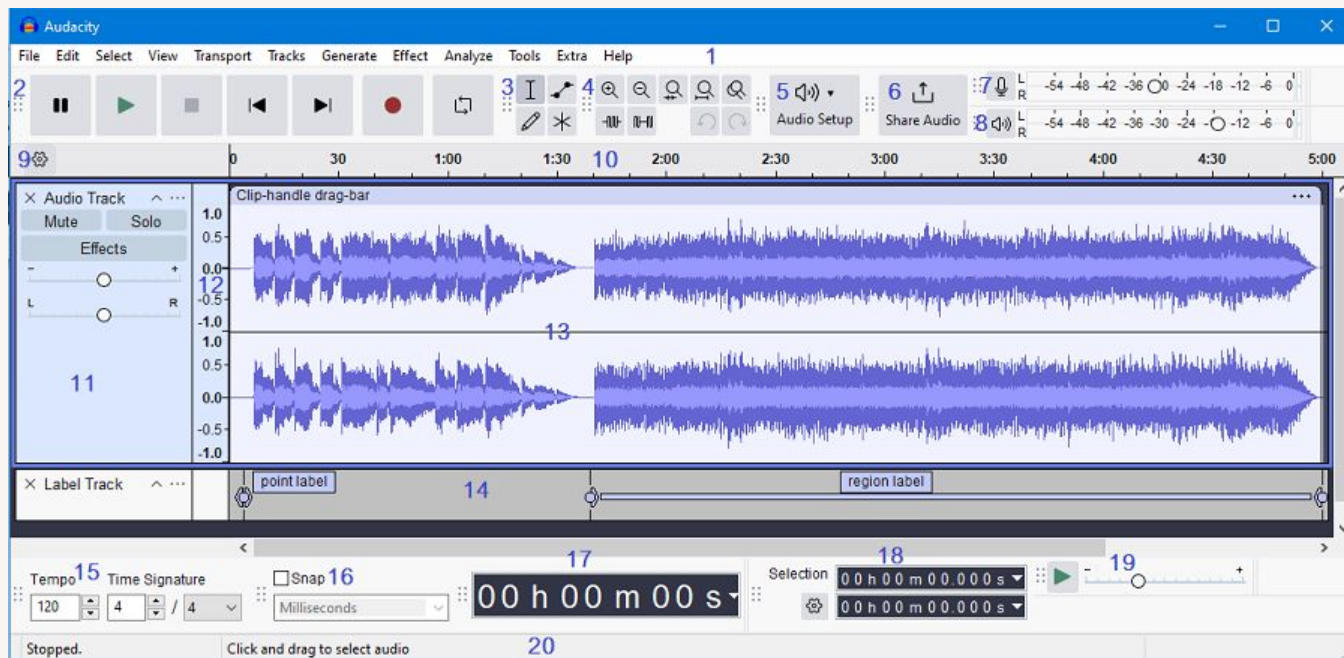
## Audacity

- Works best with wave and mp3 files
- m4a (Voice Memos and Zoom files) are not supported without conversion
- Exports as mp3 or wave
- Workspace: Projects are saved as .aup3

## GarageBand

- Works with wave, mp3 and m4a files
- Exports as mp3 or wave
- Workspace: Projects are saved as .band (workspace)

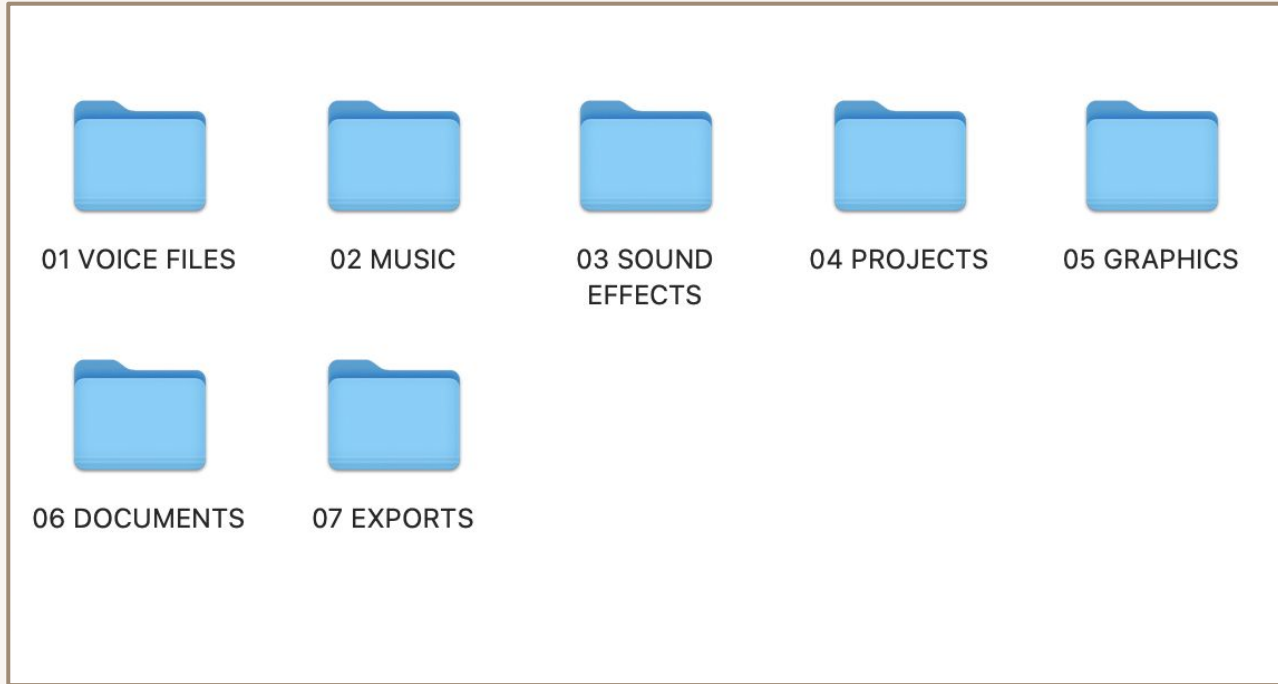
# Appearance: Audacity



# Appearance: GarageBand



# Collect All Your Files BEFORE Editing



# Finding Music and Sound Effects

- You need a license a song in order to use it
- Popular media is expensive to license
- Start with searching public domain/creative commons licensed music
  - [Pixabay](#): Music and SFX
  - [Openverse](#): Music and SFX (check Creative Commons license)
  - Youtube Audio Library: Music
- Give credit to creators in show notes and script if possible

# Publishing Your Podcast



# How do listeners access podcasts?

Variety of ways to listen to podcasts:

- Subscribe to shows through podcast platforms and apps
- Visit show websites to listen directly in the browser

No matter how people enjoy podcasts, shows need to live somewhere online, and rely on RSS feeds to push content to subscribers - "Wherever you get your podcasts"

# Hosting Options

- Podcast hosting service, such as
  - [Spotify for Podcasters](#): Free and user-friendly
  - Automatically pushes to other sites like Apple Podcasts
- Standalone websites to embed podcasts and additional content
- Other options for self-hosting through Davidson Domains



# Cover Art

- Cover art is required. There are several ways to create it:
  - Canva podcast [cover art templates](#): Free with Davidson Login
  - [Adobe Express](#): Accessible on All Campus Computers
- Upload to Hosting Platform

# Show Notes and Transcripts

## Show Notes

- Brief description with information about guests, links to more information or citations, transcripts, music credits, and production team

## Transcripts

- Help to make your podcast more accessible

# Transcripts

- Transcription Software:
  - Zoom
  - [Microsoft Word Web Browser](#)
  - Hosting Platform
- Transcripts should include:
  - Include timestamps and who is talking
  - Minimal errors and proper grammar
  - Descriptions of the soundscape
  - Name songs and musical descriptions

# What to Expect

## Goals

Participants will:

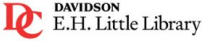
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- Walk away with Resources for creating their own podcast.

## Plan of Action

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# Scholars Toolkit Landing Page

<https://lib.davidson.edu/scholars-toolkit>




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## Scholars Toolkit Workshop Series: Home

Access recordings of individual workshops in the Scholars Toolkit Workshop Series.

# SCHOLARS TOOLKIT



### Asynchronous Online Courses

- How to Read a Scholarly Article  
This workshop will be available beginning October 1, 2024.

### Workshop Registration

Registration is required for in-person attendance. Please register for workshops at [lib.davidson.edu/events](https://lib.davidson.edu/events).



# Thank you!

Please take a moment to  
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<https://lib.davidson.edu/stw8>

