

A blue and red toy car is partially buried in a mound of brown dirt. The background is a clear blue sky with some light clouds. The text is overlaid on the image.

**A DOWN & DIRTY GUIDE
TO LAUNCHING
YOUR PODCAST**

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It's All Journalism

Journalism is not dying. It's changing. Join the conversation.

[Podcast](#) [Blog](#) [FAQ](#) [Welcome](#)



#155 – Long-form writing and avoiding a terrible lede

A barber once rescued Stephen Fried from a terrible lede. Fried, an author and long-form writer, was struggling to come up with a good headline for a story he



#154 -NPR One: Making audio storytelling personal

Dan Newman and Tejas Mistry are part of the team behind NPR One, public radio's digital app that curates stories for you personally. Newman and Mistry see NPR One as...

[Read More](#)



#153 – FIU journalists report on Florida's tidal rise

Few places in the United States are as vulnerable to the



#152 – An alternative take on Salt Lake City

It's not quite "Rocky Mountain High" — Colorado is one state over — but there will be



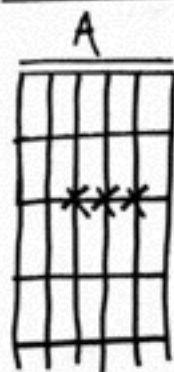
#151 – Journalism education reimagined

The rise of digital technology has not only changed the journalism industry, it's altered the institutions of journalism, where young storytellers learn the craft of reporting the news. This week, ...

[Read More](#)

It's All Journalism
itsalljournalism.com @AllJournalism

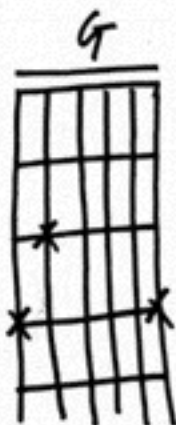
PLAY IN IN THE HAND...FIRST AND LAST IN A SERIES.....



THIS IS A CHORD



THIS IS ANOTHER



THIS IS A THIRD

NOW FORM A BAND

Podcasting Is Easy

- 1. Record**
- 2. Edit**
- 3. Post**
- 4. Promote**
- 5. Repeat**

1. Record

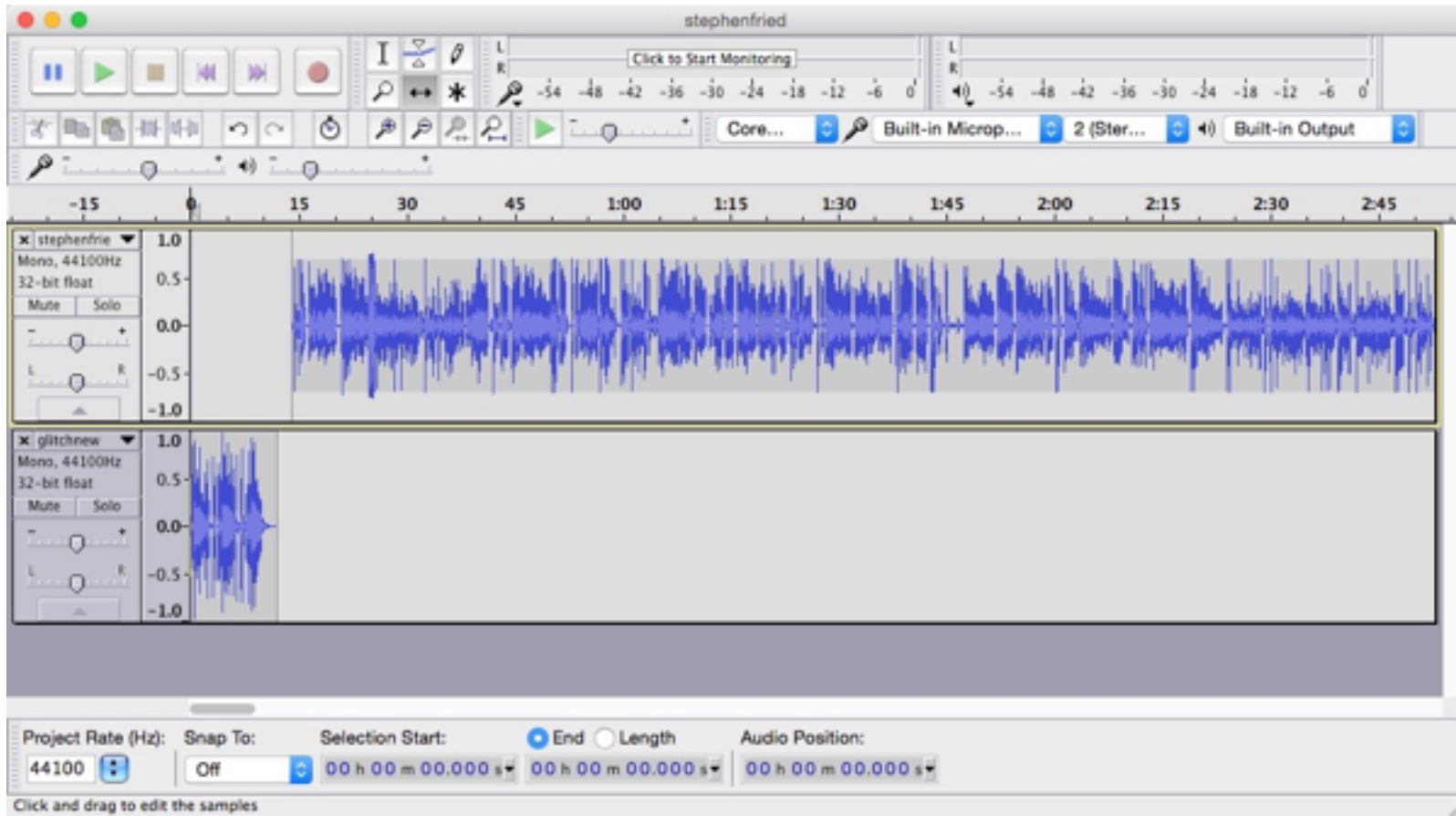
Hardware:

- * **Computer**
- * **Portable Digital Recorder**
- * **iPhone/Smartphone**
- * **Microphones**
- * **Headphones**

Software:

- * **Adobe Audition**
- * **Audacity**
- * **Garage Band**
- * **Voddio App (iPhone)**

2. Edit



Audacity Screenshot

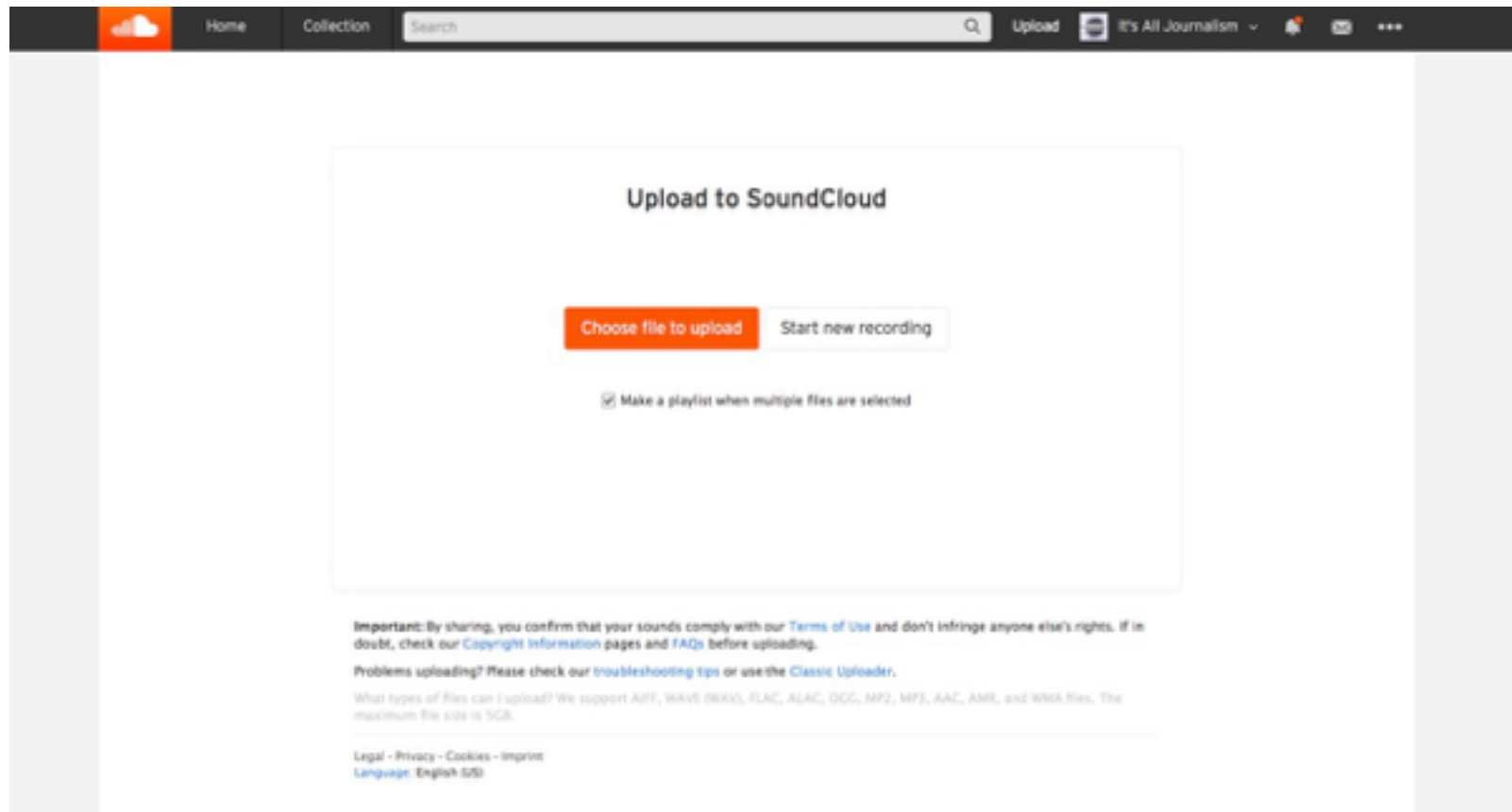
3. Post*

- SoundCloud**
- Stitcher**
- AudioBoom**
- iTunes**
- Blubrry**
- PodBean**

SoundCloud

The screenshot displays the SoundCloud web interface. At the top, there is a navigation bar with 'Home', 'Collection', a search bar, and user options for 'Upload' and 'It's All Journalism'. Below the navigation, the main content area is titled 'Stream Explore' and features the text 'Hear the latest posts from the people you're following'. The first track is 'In Love With A Boy' by Kaya Stewart, promoted, with 139,404 plays, 5K likes, 705 reposts, and 141 comments. The second track is '#155 - Stephen Fried, Long-Form Journalist & Author' by 'It's All Journalism', with 10 plays, 2 likes, and 1 comment. The third track is '#154 - NPR One: Making audio content personal' by 'It's All Journalism', with 48 plays, 1 like, and 0 comments. The right-hand sidebar includes a 'Go Mobile' promotion, a 'Statistics' section showing 11 plays in the last 24 hours and 32 in the last 7 days (total 3,600 plays), and a 'Who to follow' section with recommendations for USA TODAY TalkingTech (742,450 followers), BBC World Have Your Say (56,701 followers), and Bauer (411,131 followers).

Upload to SoundCloud



The screenshot shows the SoundCloud upload interface. At the top, there is a navigation bar with the SoundCloud logo, 'Home', 'Collection', a search bar, 'Upload', and a user profile for 'It's All Journalism'. The main content area is titled 'Upload to SoundCloud' and contains two buttons: 'Choose file to upload' (highlighted in orange) and 'Start new recording'. Below these buttons is a checked checkbox labeled 'Make a playlist when multiple files are selected'. At the bottom, there is a disclaimer: 'Important: By sharing, you confirm that your sounds comply with our Terms of Use and don't infringe anyone else's rights. If in doubt, check our Copyright Information pages and FAQs before uploading.' This is followed by a link for 'Problems uploading? Please check our troubleshooting tips or use the Classic Uploader.' and a note about supported file formats: 'What types of files can I upload? We support AIF, WAV (WAV), FLAC, ALAC, OGG, MP2, MP3, AAC, AMR, and WMA files. The maximum file size is 5GB.' The footer contains links for 'Legal', 'Privacy', 'Cookies', and 'Imprint', along with the language setting 'Language: English (GB)'.

Home Collection Search Upload It's All Journalism

Upload to SoundCloud

Choose file to upload Start new recording

Make a playlist when multiple files are selected

Important: By sharing, you confirm that your sounds comply with our [Terms of Use](#) and don't infringe anyone else's rights. If in doubt, check our [Copyright Information](#) pages and [FAQs](#) before uploading.

Problems uploading? Please check our [troubleshooting tips](#) or use the [Classic Uploader](#).

What types of files can I upload? We support AIF, WAV (WAV), FLAC, ALAC, OGG, MP2, MP3, AAC, AMR, and WMA files. The maximum file size is 5GB.

[Legal](#) - [Privacy](#) - [Cookies](#) - [Imprint](#)
Language: English (GB)

Upload Screen

The screenshot shows the SoundCloud upload interface. At the top, a navigation bar includes the SoundCloud logo, 'Home', 'Collection', a search bar, and a progress indicator 'Uploading 25%'. The main heading is 'Upload to SoundCloud', with buttons for 'Choose file to upload' and 'Start new recording'. A progress bar shows '9.18MB of 37.34MB uploaded' and a 'Cancel upload' link. The 'Basic Info' tab is active, displaying a large image placeholder with an 'Update image' button. To the right, the 'Title' field contains 'Trevor Knoblich ONA 2015 Final' and a URL. The 'Tags' field is empty. The 'Description' field is a text area with the placeholder 'Describe your track'. Below these fields, there are radio buttons for 'private' and 'public' (selected), and social sharing icons for Facebook, Twitter, and LinkedIn. At the bottom, there is a '* Required fields' note, 'Cancel' and 'Save' buttons, and a disclaimer about terms of use and copyright information.

Home Collection Search Uploading 25% It's All Journalism

Upload to SoundCloud

Choose file to upload Start new recording

9.18MB of 37.34MB uploaded Cancel upload

Basic Info Metadata Permissions

Title *
Trevor Knoblich ONA 2015 Final
soundcloud.com/its-all-journalism/trevor-knoblich-ona-2015-final

Tags *
Add tags

Description
Describe your track

Update image

Track will be private public Share on

* Required fields Cancel Save

Important: By sharing, you confirm that your sounds comply with our [Terms of Use](#) and don't infringe anyone else's rights. If in doubt, check our [Copyright Information](#) pages and [FAQs](#) before uploading.
Problems uploading? Please check our [troubleshooting tips](#) or use the [Classic Uploader](#).


Home Collection Search Processing 61% It's All Journalism

Upload to SoundCloud

Choose file to upload Start new recording

We are processing your track for playback ... Cancel upload

Basic Info Metadata Permissions






Update image

Title *
#156 - Trevor Knoblich, Online News Association
soundcloud.com/its-all-journalism/156-trevor-knoblich-online-new

Tags *
#Trevor Knoblich #Online News Association #ONA #ONA15

Description
The conference will also spotlight The Boston Globe's award-winning investigation into abuses by the Catholic Church.
ONA15 takes place Sept. 24-26, at the Hyatt Regency Century Plaza in Los Angeles. For more details, go to the ONA15 website [http://ona15.journalists.org/program/]

Track will be private public Share on   

* Required fields Cancel Save

Ready to Post

The image shows a screenshot of a SoundCloud post page. At the top, there is a navigation bar with 'Home', 'Collection', a search bar, 'Upload', and the user profile 'It's All Journalism'. The main content area features a video player for a 22-second audio clip titled '#156 - Trevor Knoblich, Online News Association' by Trevor Knoblich. To the right of the player is a large image of a globe with the text 'It's All Journalism' and an 'Update image' button. Below the video player are social sharing icons and a 'More stats' link. A description follows, mentioning Trevor Knoblich's role at the Online News Association and the 2015 ONA Conference. Below the description is a 'Show more' link. To the right, a 'Recommended' section lists three other audio tracks from the 'It's All Journalism' channel. At the bottom right, there is a 'Go mobile' link.

Home Collection Search Upload It's All Journalism

It's All Journalism 22 seconds
#156 - Trevor Knoblich, Online News Association Trevor Knoblich

Update image

1 More stats

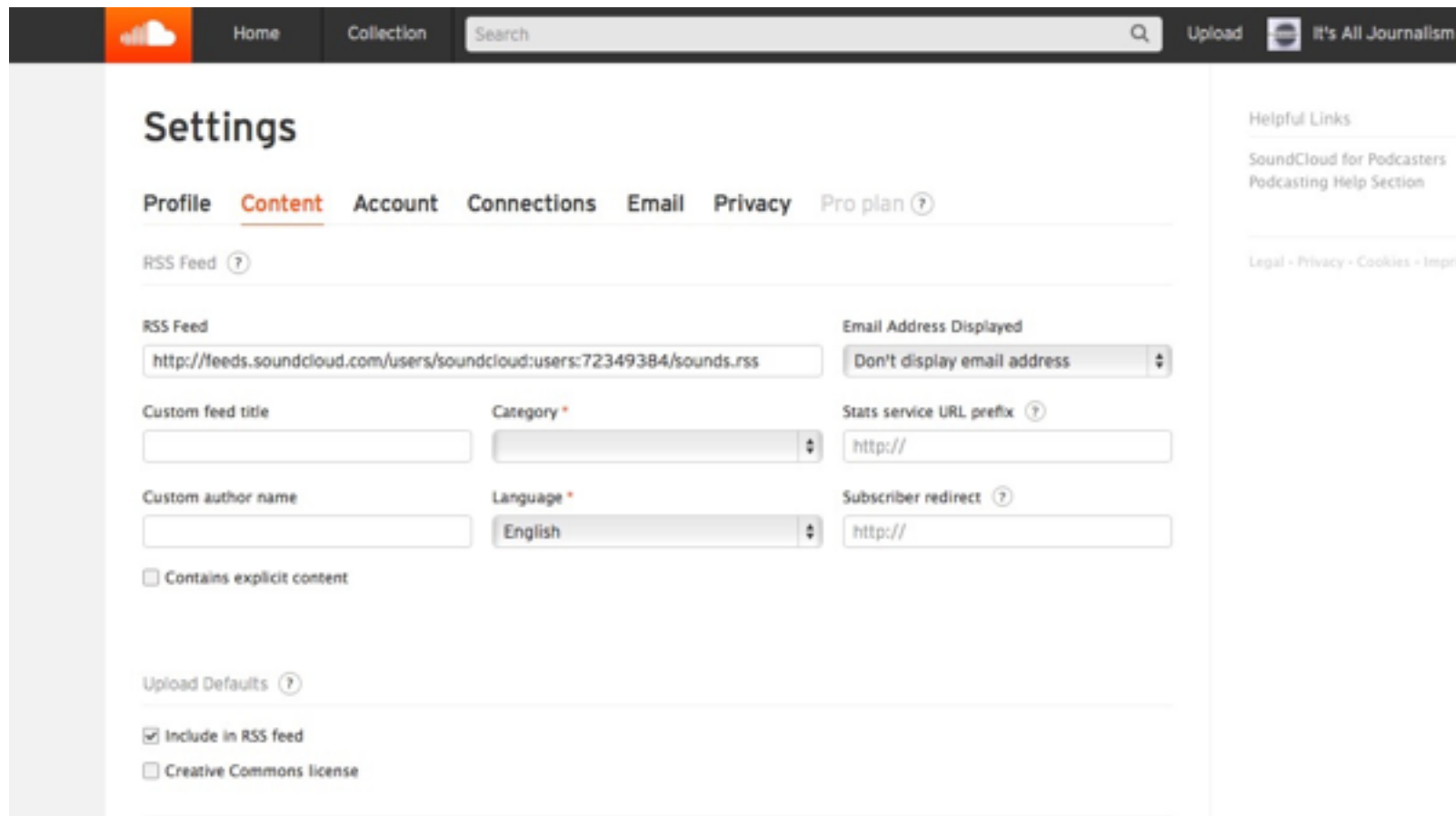
Recommended View all

- It's All Journalism #155 - Stephen Fried, Long-Form J... 10 2 1
- It's All Journalism #154 - NPR One: Making audio con... 1 1
- It's All Journalism #153 - Robert Gutsche Jr., EyesonL... 1 1

Go mobile

Post Page in SoundCloud

*RSS FEED... Settings/Content



The screenshot shows the SoundCloud user settings page, specifically the 'Content' tab for the RSS Feed. The page has a dark navigation bar at the top with 'Home', 'Collection', a search bar, 'Upload', and 'It's All Journalism'. Below the navigation bar, the 'Settings' page is titled, and the 'Content' tab is selected. The 'RSS Feed' section is expanded, showing various configuration options. The 'RSS Feed' field contains the URL 'http://feeds.soundcloud.com/users/soundcloud:users:72349384/sounds.rss'. The 'Email Address Displayed' dropdown is set to 'Don't display email address'. Other fields include 'Custom feed title', 'Category', 'Stats service URL prefix', 'Custom author name', 'Language' (set to 'English'), and 'Subscriber redirect'. There is also a checkbox for 'Contains explicit content'. Below this, the 'Upload Defaults' section is visible, with checkboxes for 'Include in RSS feed' (checked) and 'Creative Commons license'.

Settings

Profile **Content** Account Connections Email Privacy Pro plan ?

RSS Feed ?

RSS Feed

http://feeds.soundcloud.com/users/soundcloud:users:72349384/sounds.rss

Email Address Displayed

Don't display email address

Custom feed title

Category *

Stats service URL prefix ?

http://

Custom author name

Language *

Subscriber redirect ?

http://

Contains explicit content

Upload Defaults ?

Include in RSS feed

Creative Commons license

Helpful Links

SoundCloud for Podcasters
Podcasting Help Section

Legal - Privacy - Cookies - Imprint

iTunes (The Keys to the Kingdom ;)

<https://www.apple.com/itunes/podcasts/specs.html>

My Podcasts My Stations Playlists **iTunes Store**

Submit Podcasts to the iTunes Directory

Share thoughts, expertise, rants, and raves with iTunes Store users all over the globe. Submitting a podcast is as easy as submitting a link. Then iTunes will automatically deliver periodic episodes to people who have subscribed to the podcast. Publish now.

Learn more about podcasting on iTunes:
[Frequently Asked Questions](#) (+)
[Technical Specifications](#) (+)

1 Please provide the link to the podcast RSS feed that you would like to consider adding to the iTunes Store.

Podcast Feed URL:

Cancel Continue


Copyright © 2015 Apple Inc. All rights reserved. | [Privacy Policy](#) | [Terms of Service](#) | [Terms of Sale](#)

Embed

... Share/Embed

Copy & paste onto your website


Share **Embed** Message



Code & preview

```
<iframe width="100%" height="450" scrolling="no" frameborder="0" >
```

Wordpress code



Cookie policy

4. Promote

- **Twitter (@AllJournalism)**
- **Facebook (... /ItsAllJournalism)**
- **Website: ItsAllJournalism.com**
- **Other: Newsletters, Ads**

5. Repeat

— One podcast episode is just audio content online. A podcast requires multiple episodes posted on a regular schedule ...

Podcasting is easy,

But . . .

Producing content is hard!

- 1. What is your podcast about?**
- 2. Who is your audience?**
- 3. What is your format?**
 - Interviews**
 - Produced reports**
 - Conversations**
- 4. What makes your podcast unique and interesting?**

Tips:

- Figure out who your audience is and what will interest them**
- Deliver content where your audience is**
- Be realistic about the time commitment**
- A podcast is a performance**
- Find interesting guests**
- Be interesting yourself**
- Pre-interview**
- Send questions to your guests ahead of time**
- How will you pay for the podcast?**
- Come up with a monetization plan and execute it**
- Come up with a promotion plan and execute it**

Shopping List

This shopping list is not intended to be an endorsement for a particular brand or product. The list is culled from questionnaires filled out by a group of podcasters. Some of the podcasters use a limited amount of equipment, while others have set up elaborate home studios. Each of the podcasters has come up with different solutions to solving the common problems of recording and editing quality audio for their particular podcasts.

HARDWARE

Computer

- Your choice

Build a Website

- Wordpress (<https://wordpress.com>)
- Squarespace (<https://support.squarespace.com/hc/en-us>)
- Tumblr (<https://www.tumblr.com>)
- Facebook page (<https://www.facebook.com>)

Podcasting Themes

- Appendipity (<https://www.appendipity.com>)

Digital Recorder

(<http://www.bhphotovideo.com> or amazon.com)

- Zoom H4n Handy Recorder Kit with 16GB SD Card and Remote Control
- Zoom H6
- Tascam D-6

Headphones

(<http://www.bhphotovideo.com> or amazon.com)

- Senal SMH-500 Professional Studio Headphones
- Sony MDR7506 Professional Large Diaphragm Headphone
- PreSonus HP4 4-Channel Compact Headphone Amplifier

Microphones

(<http://www.bhphotovideo.com> or amazon.com)

- Behringer XM8500 - Dynamic ULTRAVOICE mic
- SM58 microphones
- Rode Procaster - Large Capsule Broadcast Quality Dynamic Microphone
- Sennhseiser e835s
- Shure Super 55
- Shure SM58s
- Audiovox

iPhone/iPad Microphones:

- IK Multimedia iPhone/iPad Podcasting Bundle

(<http://www.bhphotovideo.com> or amazon.com)

Microphone Mounts

- Heil Sound PRSM-B Shockmount

Mixers/Controllers/Preamps

- Behringer breakout box
- Yamaha MG12XU
- Mackie Onyx 1220i FireWire Production Mixer
- Ableton Akai apc:40
- Presonus studio live
- Presonus Firestudio 10x10 96KhZ ADC

SOFTWARE

Editing Software

- Audacity — <http://audacityteam.org>
- Adobe Audition — <https://creative.adobe.com>
- GarageBand — <https://www.apple.com/mac/garageband/>
- Sound Studio — <http://feltp.com/ss/>
- Fission — <http://rogueamoeba.com/fission/>
- Reaper — <http://www.reaper.fm>
- Pro Tools — <http://www.avid.com/us/products/family/pro-tools>

Mobile Audio Editing:

- Voddio App — <https://itunes.apple.com/us/app/voddio-video-audioeditor/id472769922?mt=8>
- Hokusai App — <https://itunes.apple.com/us/app/hokusai-audio-editor/id432079746?mt=8>

- Hindenburg — <http://hindenburg.com>
- Twisted Wave — <http://tapparatus.com/isaidwhat>

Podcast Hosting Services

- Blubrry — <https://www.blubrry.com>
- Libsyn — <http://www.libsyn.com>
- SoundCloud — <https://soundcloud.com/stream>
- PodBean — <http://www.podbean.com>
- YouTube — <https://www.youtube.com>
- Stitcher — <http://www.stitcher.com>

Remote Interviewing

- Skype — <http://www.skype.com/en/>
- Google+ — <https://plus.google.com>
- Blab — <https://blab.im>

Addendum:

- Neil Augenstein of WTOG in Washington, D.C., on iPhone Reporting
<http://iphonereporting.com>

Recording Via Telephone: Here's a pretty detailed description of how to record a phone interview from BH Photo Video. I would like to reemphasize the point they make about checking out the various local laws that cover recording phone conversations before you get started.

<http://www.bhphotovideo.com/c/find/newsLetter/Telephone-Interviews.jsp>