

# **A Down and Dirty Guide to Podcasting**

**By Michael O'Connell  
It's All Journalism**

**Association of Alternative Newsmedia  
2015 Convention/Salt Lake City**

# 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](#)

ItsAllJournalism



## #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



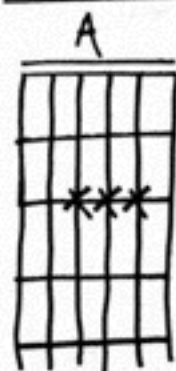
## #151 – Journalism education reimagined

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**  
**[@AllJournalism](http://itsalljournalism.com)**

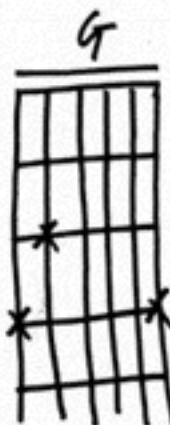
PLAY IN IN THE HAND...FIRST AND LAST IN A SERIES.....



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**

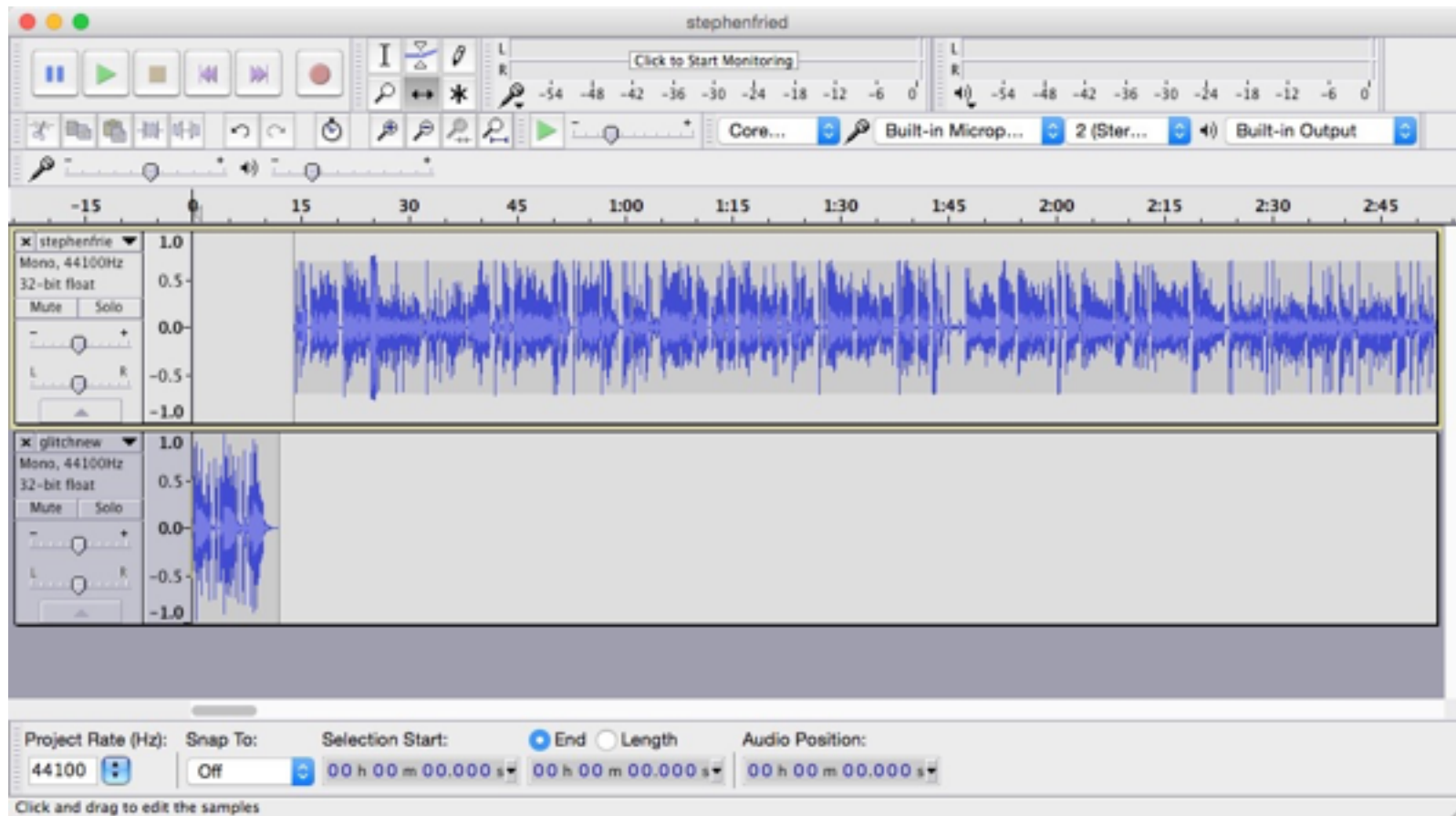
## **Hardware:**

- \* 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 is a navigation bar with the SoundCloud logo, links for Home, Collection, and a search bar. On the right of the navigation bar are links for Upload, a user profile for 'It's All Journalism', and notification icons. Below the navigation bar, the main content area is divided into two sections: 'Stream' and 'Explore'. The 'Stream' section features a header 'Hear the latest posts from the people you're following' and a list of audio tracks. The first track is 'In Love With A Boy' by Kaya Stewart, promoted by NPR, with a duration of 2:54 and 139,404 plays. The second track is '#155 - Stephen Fried, Long-Form Journalist & Author' by 'It's All Journalism', with a duration of 12:13 and 10 plays. The third track is '#154 - NPR One: Making audio content personal' by 'It's All Journalism', with a duration of 48:06 and 2 plays. The right sidebar contains a 'Go Mobile' section with a link to the SoundCloud app, a 'Statistics' section showing 11 plays in the last 24 hours and 32 plays in the last 7 days, and a 'Who to follow' section with recommendations for USA TODAY TalkingTech, BBC World Have Your Say, and Baauer.

Stream Explore

Hear the latest posts from the people you're following

**Kaya Stewart** Promoted  
**In Love With A Boy** 3 months  
2:54  
139,404 plays 5K likes 705 reposts 141 comments

Like Repost Add to playlist Share Buy

**It's All Journalism**  
**#155 - Stephen Fried, Long-Form Journalist & Author** 7 days  
Stephen Fried  
12:13  
10 plays 2 likes 1 repost

Like Add to playlist Add to group Share

**It's All Journalism**  
**#154 - NPR One: Making audio content personal** 14 days  
NPR  
48:06  
2 plays

Like Add to playlist Add to group Share

**It's All Journalism**  
**#153 - Robert Soler Jr. Remembers...** 21 days

**Go Mobile**  
Have an Android phone? Get the free SoundCloud app  
[Get the free SoundCloud app](#)

**Statistics** View all  
Plays last 24 hours: **11**  
Plays last 7 days: **32**  
3,600 plays in total

**Who to follow** Refresh

**USA TODAY TalkingTech** 742,450 followers 180 new followers Follow

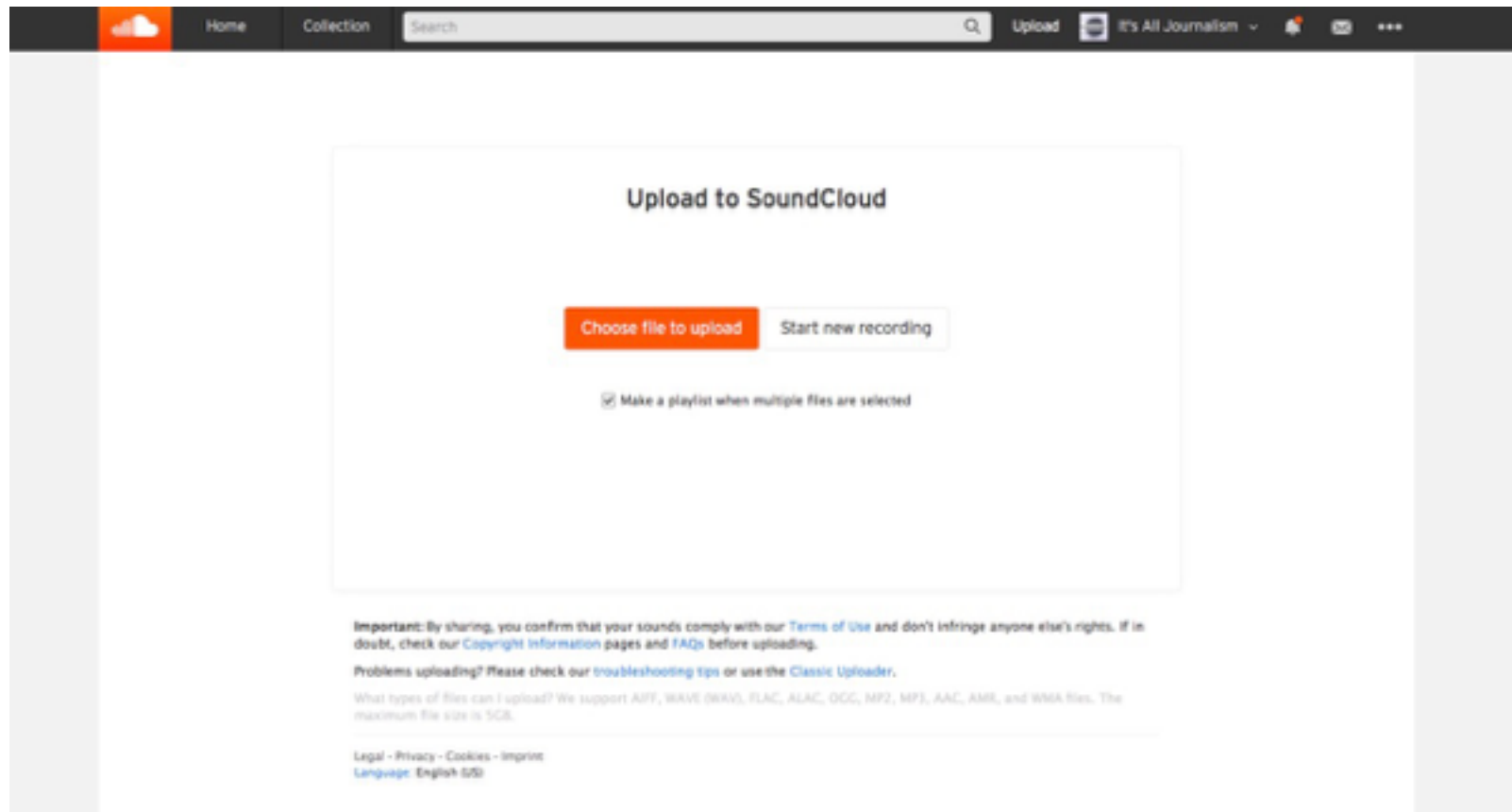
**BBC World Have Your Say** 56,701 followers 80 new followers Follow

**Baauer** 463,131 followers 17 new followers Follow

Go mobile



# Upload to SoundCloud



The screenshot shows the SoundCloud upload interface. At the top is a dark navigation bar with the SoundCloud logo, links for Home, Collection, and a search bar. On the right of the bar are links for Upload, a user profile for 'It's All Journalism', and notification and message icons. The main content area is a light gray box with the title 'Upload to SoundCloud'. Below the title are two buttons: 'Choose file to upload' (orange) and 'Start new recording' (gray). A checkbox labeled 'Make a playlist when multiple files are selected' is checked. Below the upload area, there is a paragraph of important information about sharing and rights, followed by a link to the Terms of Use. Then, there is a section for troubleshooting with a link to the Classic Uploader. Next, there is a paragraph about supported file formats and their maximum size. At the bottom, there are links for Legal, Privacy, Cookies, and Imprint, and a language selector set to English (US).

Upload to SoundCloud

[Choose file to upload](#) [Start new recording](#)

☒ Make a playlist when multiple files are selected

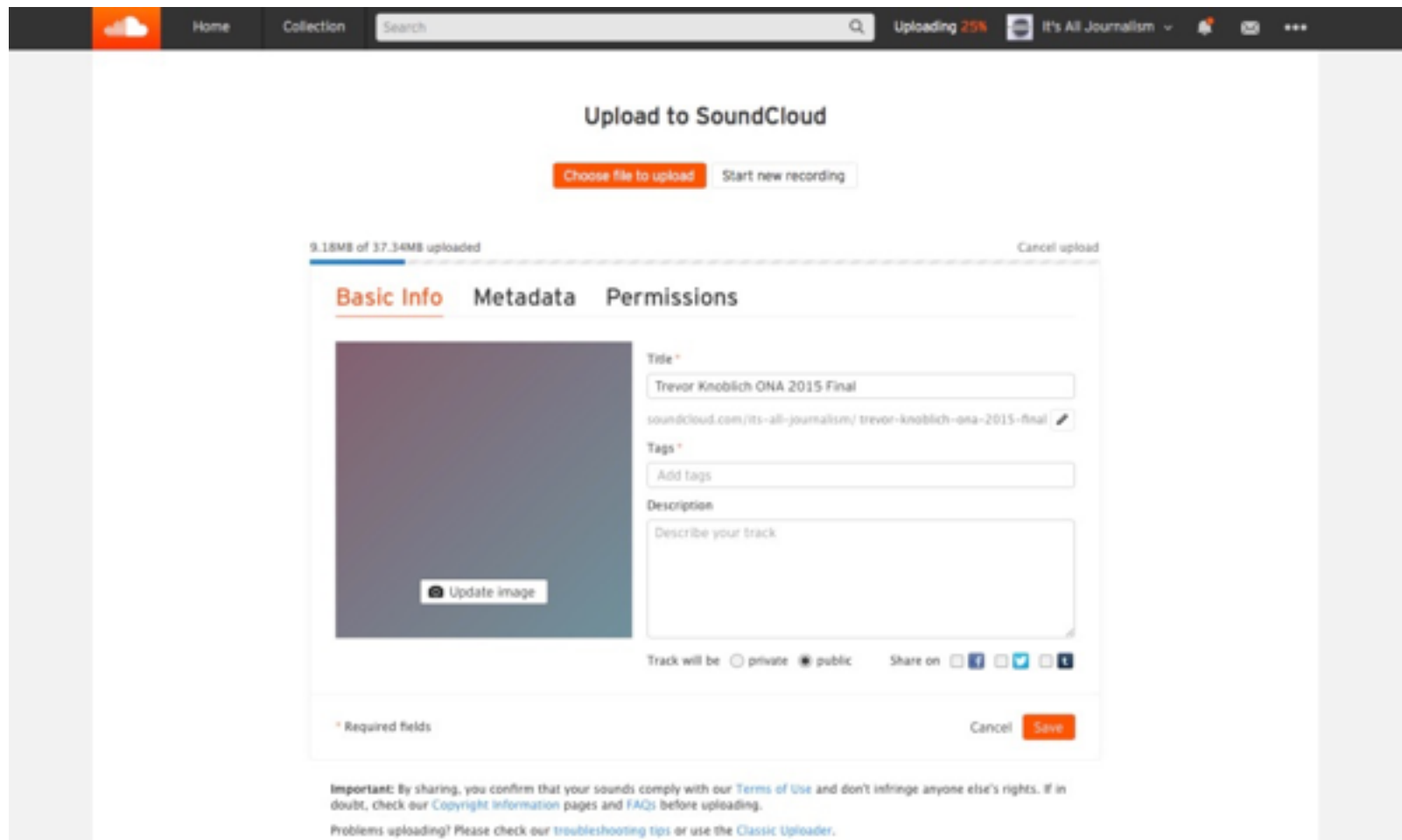
**Important:** By sharing, you confirm that your sounds comply with our [Terms of Use](#) and don't infringe anyone else's rights. If in doubt, check our [Copyright Information](#) pages and [FAQs](#) before uploading.

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

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

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

# Upload Screen




The screenshot shows the SoundCloud upload interface. At the top, a dark navigation bar contains the SoundCloud logo, 'Home', 'Collection', a search bar, and a status bar indicating 'Uploading 25%' with a progress bar. The main heading is 'Upload to SoundCloud'. Below it are two buttons: 'Choose file to upload' (orange) and 'Start new recording' (white). A progress bar shows '9.18MB of 37.34MB uploaded' with a 'Cancel upload' link. The 'Basic Info' tab is active, showing a large image placeholder with an 'Update image' button. To the right are fields for 'Title \*' (filled with 'Trevor Knoblich ONA 2015 Final'), 'Tags \*' (with an 'Add tags' button), and a 'Description' text area. At the bottom, there are radio buttons for 'Track will be' (private/public), social sharing icons, and 'Cancel'/'Save' buttons. A footer contains legal disclaimers and troubleshooting links.

Upload to SoundCloud

Choose file to upload Start new recording

9.18MB of 37.34MB uploaded Cancel upload




**Basic Info** Metadata Permissions

 Update image

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

Tags \*  
Add tags

Description  
Describe your track

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](#).


HomeCollectionSearchProcessing 61%It's All Journalism

Upload to SoundCloud

Choose file to uploadStart new recording

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

Basic InfoMetadataPermissions






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 ☒ publicShare on   



\* Required fieldsCancelSave

# Ready to Post



# Post Page in SoundCloud

# \*RSS FEED... Settings/Content

 Home Collection  Upload  It's All Journalism

## Settings

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

RSS Feed ?

RSS Feed

Email Address Displayed

Custom feed title

Category \*

Stats service URL prefix ?

Custom author name

Language \*

Subscriber redirect ?

☐ Contains explicit content

Upload Defaults ?

☒ Include in RSS feed

☐ Creative Commons license

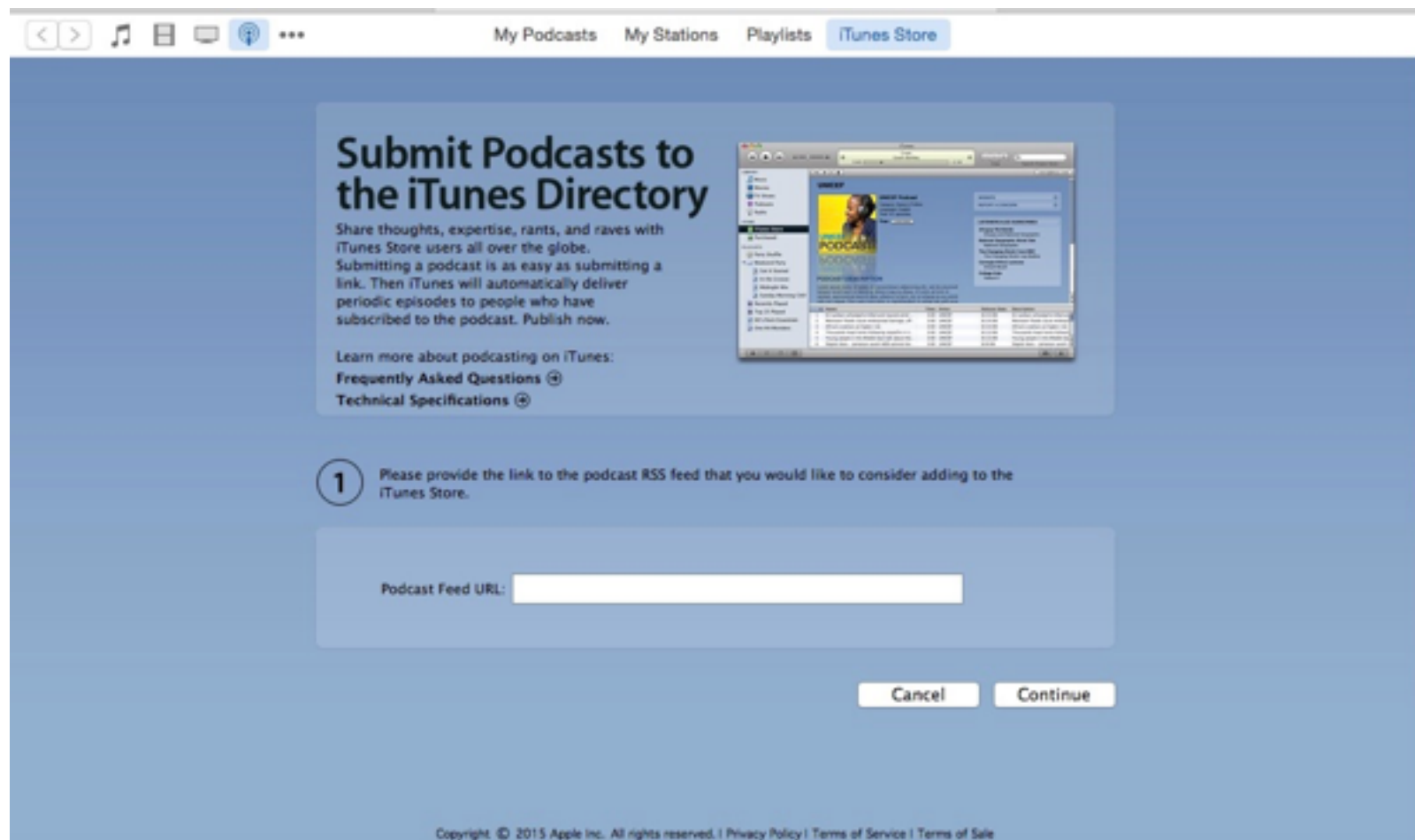
Helpful Links

[SoundCloud for Podcasters](#)  
[Podcasting Help Section](#)

[Legal](#) - [Privacy](#) - [Cookies](#) - [Imprint](#)

# iTunes (The Keys to the Kingdom ;)

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



The screenshot shows the iTunes Store interface with a navigation bar at the top containing 'My Podcasts', 'My Stations', 'Playlists', and 'iTunes Store'. The main content area is titled 'Submit Podcasts to the iTunes Directory' and includes a description of the submission process. A small inset window shows a podcast submission form. Below the main text, there is a numbered instruction '1' asking for the podcast RSS feed link, followed by a text input field labeled 'Podcast Feed URL:'. At the bottom right, there are 'Cancel' and 'Continue' buttons. The footer contains copyright information for 2015 Apple Inc.

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

It's All Journalism

Code & preview

`<iframe width="100%" height="450" scrolling="no" frameborder="1">` ☐ Wordpress code

It's All Journalism

#155 - Stephen Fried, Long-Form Journalist & ...

SOUNDCLOUD

It's All Journalism

52:13

Cookie policy

## **4. Promote**

- Twitter (@AllJournalism)**
- Facebook (... /ItsAllJournalism)**
- Website: [ItsAllJournalism.com](http://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**
- 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**

**Website: Wordpress (<https://wordpress.com>)**

## **Hardware Shopping List:**

### **Digital Recorder:**

**Zoom H4n Handy Recorder Kit with 16GB SD Card and Remote Control  
(<http://www.bhphotovideo.com> or [amazon.com](http://amazon.com))**

### **Microphones:**

**Behringer XM8500 - Dynamic ULTRAVOICE mic  
(<http://www.bhphotovideo.com> or [amazon.com](http://amazon.com))**

### **-iPhone/iPad Microphones:**

**IK Multimedia iPhone/iPad Podcasting Bundle  
(<http://www.bhphotovideo.com> or [amazon.com](http://amazon.com))**

# Software Shopping List:

## Programs I've used:

- Audacity — <http://audacityteam.org>
- Adobe Audition — <https://creative.adobe.com>
- GarageBand — <https://www.apple.com/mac/garageband/>

## Programs I haven't used:

- Sound Studio — <http://feltp.com/ss/>
- Fission — <http://rogueamoeba.com/fission/>

## Mobile Audio Editing:

- Voddio App — <https://itunes.apple.com/us/app/voddio-video-audio-editor/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>

## **Addendum:**

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

### **Programs for Recording Audio — Long Distance**

- Skype
- Google+

**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>