



You're On Air!

Starting a Podcast at Your Library

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Agenda

- Overview of Podcasts
- Podcasts at Your Library
- Technical Information
- Planning & Marketing
- Wrap-Up



What is a podcast?

- A podcast is an audio program that people can subscribe to and listen to on their computer or smartphone.
- Podcasts are often free, on-demand, and focus on a niche topic

Podcast Popularity

- In 2020, about 100 million people listened to one podcast per month
- In 2022, it expected to reach 125 million people
- Around 24% of the US population listens to multiple podcasts weekly
- 49% of listeners are between ages 25-44
- There are currently over 2 million podcasts and 48 million podcast episodes as of April 2021 on Apple
- This is up from 525,000 podcasts and 18.5 million episodes in April 2018



Podcasts at Your Library

- **Power of storytelling**

Storytelling connects people to an experience, and hopefully, encourages people to join in that experience either through active participation or by sharing the message.

- **Build Meaningful Relationships**

People in your community will get to know staff and other members of the community on a deeper level. The nature of podcasts lends itself to more participants because podcasts are typically in a more relaxed setting that feels like you're having a conversation over a cup of coffee.

- **An Extension of Reader's Advisory and Outreach**

This is a way that you can extend your reader's advisory services, as well as collaborate with local community groups and organizations. You can also reach people who may not ordinarily use the library

- **Flexibility**

You don't need fancy equipment or software. Editing isn't complicated and you can record multiple episodes in one day or one week and trickle them out. You can also do short series and episodes so that it fits your schedule.

publiclibrariesonline

SOUNDCLOUD

FYI 47 Imposter Syndrome Featuring Erin Pl...

Share



The Public Libraries Podcast

15:40

Cookie policy



Buffalo & Erie County Public Library

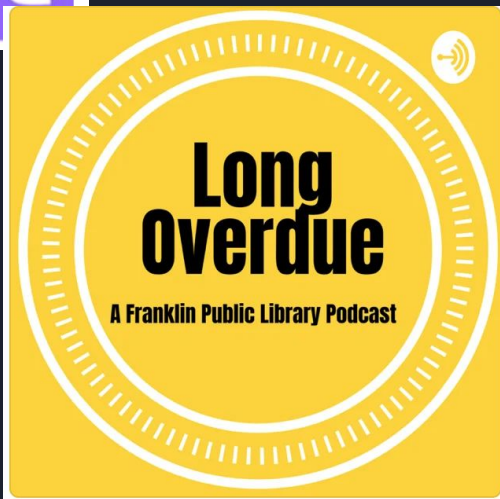
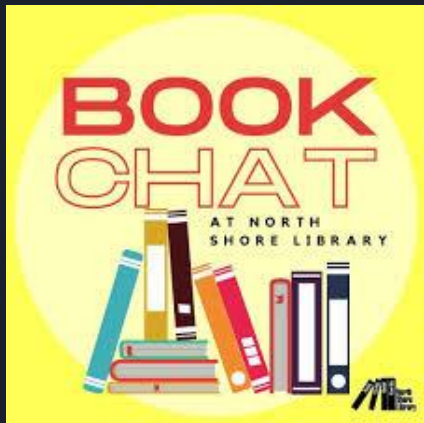
buffalo, United States

All Booked Up

PRO UNLIMITED

DATE	BORROWERS NAME
OCT 18	Michelle Snyder
JUL 25	Jane Marante

Library pod

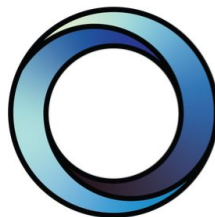


Two Librarians & A Microphone



Library OnConference

BALibrary



CIRCULATING IDEAS



Technical Information



Tips for Recording

- Have a private space to record or let other staff know you're recording
 - Getting interrupted isn't the end of the world, but it is annoying
- Use an actual microphone if you have it. The audio quality will be much better than using device's built in mic
 - Microphones like the Blue Yeti or Snowball (and other omnidirectional mics) are great for capturing multiple voices



Tips for Recording

- Have all participants sit approximately the same distance from the mic so voices are more equalized
 - Some people naturally talk louder than others so you may have to compensate
- Have fun! This will make it more fun for your patrons
- Silence any cell phones and remove anything you'll fidget with that can make noise (keys, pens, etc.)



Tips for Recording

- Record in a small space with a lot of soft surfaces in it to reduce the “tinny” sound
- Place your microphone on something soft (a blanket, sweater, etc.)
- Try not to touch the table you are recording on or make noise with your hands
- Use headphones if recording on Zoom so the recording doesn't capture Zoom feedback noise!



Recording on Zoom

- Sound quality with Zoom recordings isn't great
- Record everyone's audio individually and merge them together in Audacity or GarageBand in the editing process
- Use headphones to make it a clean recording
 - If everyone doesn't use headphones, the audio will include what the microphone hears (feedback) from others on Zoom, which is a nightmare to edit



Recording on Zoom

- To line up the tracks, everyone will need to clap at the same time at the beginning of the recording. Have the Zoom host count down and everyone clap at the same time. (the person counting down will hear a delay, but it will line up in the editing process later)
- Export recordings as WAV files and share via a flash drive or Google drive



Recording on Zoom

- When you're ready to edit, open your audio in Audacity or GarageBand and export the additional WAV files as additional tracks in the project
- Line them up with the clap as your guide and merge recordings into one track!
 - It's a good idea to listen and clean up any extra noises in each of the recordings before you merge tracks
 - Use the silence tool in Audacity to silence areas in each track where the person isn't talking or there's background noise you want to remove



Garageband/Audacity

- Garageband (Apple) and Audacity (Open source and available on Apple and PC) are two audio editors
- Depending on what devices you have available will limit your options, but any device with a microphone or can have a plug-in microphone will be able to work
- Both programs are easy to use with some practice
- Audacity is free on any computer and has more robust editing tools



Garageband




GarageBand

- Only available on Mac, iPhone, iPad, etc.
- If you use Apple products a lot you might find Garageband easy and intuitive to use
- Features are not as robust as Audacity but sufficient for podcasts



Recording and Editing in Garageband

- Ensure your microphone is connected and test voices so all participants can be heard
- Trim beginning and end of track and cut out sections of track as needed
- Garageband doesn't have a fade in/out tool but you can use the "automation" tool to get a fade in/out effect
- If you use multiple recordings use the equalizer to have a consistent volume level for all tracks



Audacity Audacity®

- Open source and freely available on any computer, which is great for collaboration
- Can be intimidating to use because it has so many features but is easy to use with some practice
- Podcast editing only uses a few tools to make a good product: trimming, noise reduction, noise compressor, fade in/out



Recording and Editing in Audacity

- Ensure your microphone is connected and test voices so all participants can be heard
- Use the noise reduction tool (Effect tab) to reduce background noise
- If there is a lot of variation between quiet and loud noises, try using the noise compressor



Recording and Editing in Audacity

- Use the silence tool (Generate tab) to silence parts where people aren't speaking
- The fade in and fade out tools (Effect tab) make it easy to include intro and outro music
- Trim beginning and end of track and cut out sections of track as needed



Anchor



- All-in-one tool to launch a podcast with almost no effort
- In-App recording and editing, also allows uploads of audio files
- Built-In library of transitions and other sounds



Anchor

- Automatically distributes your podcast to several podcast hosting services including Apple Podcasts, Google Podcasts, and Spotify. Also generates an RSS feed for manual distribution
- Attractive analytics dashboard and export of podcast data
- Recording on the app is capped at 120 min, in Google Chrome 30min, Safari 5min



Anchor

- Call with friends feature allows remote recording
- Editing in the mobile app is difficult, not all of the transitions and sounds are on the app. Editing in the web version is better but still not great. Best practice is to record and edit and then upload to Anchor
- Highly recommend using Anchor if you want a no fuss start to your podcast. You can record and publish right in the app and Anchor will distribute for you. Perfect for trying out podcasting



SoundCloud



- SoundCloud is an online audio sharing website that can host your podcast
- Need to sync your SoundCloud account's RSS feed. Basically you upload everything here, but it will then sync to other hosting platforms
 - You will manually need to sync your podcast with Apple Podcasts, Stitcher, TuneIn, etc. by linking your RSS feed
 - After your RSS feed is accepted all future uploads will automatically post to various podcast hosting sites



Planning



Logistics

- **Select a Name**

- Check hashtags before deciding on a name.
- Can you incorporate your library in the name?

- **Create a Logo**

- Make sure the images you use in your logo are free from copyright.

- **Find a Location**

- Where will you record? Try a test recording to see how the audio sounds.
- Add soft surfaces like blankets to improve your sound.

- **Get Your Equipment**

- Make sure you have everything you need to record - microphone, headphones, computer, recording and editing software.

- **Hosts and Guests**

- Will you be hosting with another staff member?
 - It's much easier to make conversation with a co-host.
- Feature guests to include variety in content and book selections.
 - Library staff, patrons, community members.
 - Invite local authors to talk about their book(s)!

- **Themes**

- Each episode should have its own theme or topic of discussion



How Much Time Will it Take?

- **Length**

- The average podcast episode lasts about 45 minutes.
- Plan for episodes to last 30 minutes to 1 hour.

- **Frequency**

- Post a new episodes at least once a month.
- Post new episodes on the same day of the month at around the same time (8:00 a.m. on the 15th of the month) so your listeners know when to look for the next episode.
- If you have time, you can up your frequency to weekly or bi-weekly.

- **Total Time**

- Recording, editing, and posting each episode can take about 3-6 hours.
- Plan for about 1 hour of recording time and add 30 minutes for set up and clean up.
- The more time you take making sure your recording sound is clean, the less time you'll need to edit!
- Editing can take about 30 minutes to 3 hours depending on the quality of your recording.
- Posting can take 15 to 45 minutes. This includes writing shownotes and adding hashtags.
- *This does not include time for marketing or initial planning (creating a title, graphics, etc.).

- **Scheduling**

- Schedule about 1 month in advance
- Give yourself 1 week after recording to edit and post



Formats

- **Casual Discussion**

- For: Busy people, voracious readers, non-planners
- Chat about the book(s) you're currently reading

- **Themed Discussion**

- For: Planners, voracious readers
- Read and talk about book(s) within a particular genre or topic
- *Time-intensive

- **Interview**

- For: Planners, people with no time to read, schedulers, larger libraries
- Interview guests and ask questions about book(s) they've been reading

- **Book Preview**

- For: Non-planners, people with no time to read, people who like doing research
- Preview new books being published soon, covering genre, author info, summaries, etc.

- **Take Turns**

- For: Planners, people with little time to read
- Hosts take turns reading and discussing books every other episode

- **Book Club**

- For: Busy people, people who already host a book club, larger communities
- Read and discuss the current book club title in book discussion format
- Invite book club members as guests or share their comments on the podcast



Marketing

- **Where?**

- Social media, newsletters, flyers, word of mouth, etc.
- Aggregators and podcatchers
 - Stitcher, Acast, Apple Podcasts, Spotify, TuneIn

- **When?**

- Every new episode
 - If you can, tease new episodes 24 hours before release and highlight episodes 1-2 weeks after they've gone live
- Special episodes or special content

- **How?**

- Highlight collection items
 - Share photos and videos of materials discussed
- Share soundbites on social media
- Take behind-the-scenes videos for social media stories
- Convert audio to a YouTube video

- **Tips**

- Release 3-5 episodes on launch day
- Validate your podcast's RSS feed and submit to podcatchers and aggregators
 - Rich site summary lets aggregators automatically download and share new content
- Be a guest on other podcasts



Wrap-Up

- Start listening to library podcasts
- Start small- a short series and/or short episodes
- Think of people you can collaborate with-
community members, staff members, other libraries
- Have fun and don't worry about perfection!



Thanks!

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