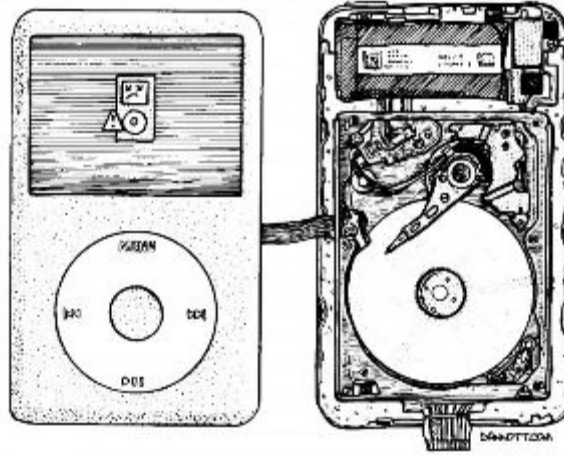


THE DIGITAL MEDIA TOOLKIT SERIES

- PODCASTING: AN INTRODUCTION -



DIGITAL/MEDIA





// digital media toolkit // podcasting // january 2016 //



♡ - A LITTLE INTRO - ♡

What you are holding in your hands is the first few pages of a toolkit that we are hoping will be a great resource guide for you to look up to.

This is the first print, distributed and given to selected volunteers in January 2016 for the CKUT digital media workshops.

We're living in a world where technology is shaping everything we do, from the moment we wake up, to the time we go back to bed. It even affects the way we do radio. And while the future may be scary, it does not have to be that way.



We hope this guide will help you in navigating around the world of digital media, and that will enjoy reading this. Have fun!

S.

WHAT DO YOU MEAN BY “VIRAL”?

(AND WHY IT REALLY SHOULDN'T MATTER.)

Put yourselves in the shoes of the audience: what will persuade you to keep listening to your favorite radio show?

On the internet, you may have heard about the BIG V - VIRAL to be exact. There is a difference from being relevant to your audience, and being viral online. Being viral happens organically when you share something that people love to read/see/listen, that in turn is a good thing because it helps bring exposure to the work that you do, you can even imagine it as kind of a gateway. That's a good thing.

However, trying hard to become viral is sometimes not a good thing. Because you're presenting yourself in a way that you're trying to look, feel, smell something cool for the sake of getting likes, shares. At worst, it gets in the way of doing a really good show and can sometimes spread yourself out very thin. That's not fun at all.

Likes and shares are not everything. It's good content, and how you present your content to other people in a manner that is accessible to your audience, and fun to do for you. There's no perfect/magic formula to do that. You just gotta practice it. THINK of it this way - instead of focusing your energy to be super cool and popular online, why not instead devote your energy to build up your content so that you have something cool to share and something to be proud of?

Podcasting and social media go hand in hand. It's meant to be a useful resource to refer to, it's meant to foster a thriving community, and most of all, it's not a popularity contest - and that is the most common mistake that many people may have.



PODCASTING!

CREATING BYTE-SIZE RADIO IN THE DIGITAL SPACE!

-TIPS + TRICKS-

WHERE SHOULD YOUR AUDIO GO?

EASY WAYS OF SAVING YOUR FINISHED AUDIO MASTERPIECE!

WHAT IS A PODCAST? 🔍

SIMPLY PUT: IT IS A RADIO SHOW THAT HAS BEEN RECORDED AND SHARED ONLINE FOR PEOPLE TO DOWNLOAD AND LISTEN!

Google

It's "a digital audio file made available on the Internet for downloading to a computer or portable media player, typically available as a series, new installments of which can be received by subscribers automatically."

DID YOU KNOW?

Here at CKUT, all of the audio from our programs are recorded on air by our magical and sometimes unpredictable servers and are accessible online on our website in the form of an automatically generated MP3 file.

But did you know that the audio does not stay there forever after a prolonged period of time? There's two ways you can preserve your audio for safe-keeping - getting on online locker known as the Cloud, or repackaging your radio show into a bite-size podcast to share to your audience.

For each of your program at large, recorded audio for the most recent sixteen weeks are available to access on our website, CKUT.ca. The last seven at a high audio quality rate of 128KBPS (imagine sorta hi-quality audio), or a decent rate of 64KBPS, (like old-school audio). Either format you choose, you are encouraged to save a copy of them on your own personal computers, USB storage keys, hard drives, or in this case, one, or, both of the two available options to choose!

	64 kbps	128 kbps
Wednesday January 13, 2016	🔊 📄	🔊 📄
Wednesday January 6, 2016	🔊 📄	🔊 📄
Wednesday December 30, 2015	🔊 📄	🔊 📄
Wednesday December 23, 2015	🔊 📄	🔊 📄
Wednesday December 16, 2015	🔊 📄	🔊 📄
Wednesday December 9, 2015	🔊 📄	🔊 📄
Wednesday December 2, 2015	🔊 📄	🔊 📄
Wednesday November 25, 2015	🔊 📄	
Wednesday November 18, 2015	🔊 📄	
Wednesday November 11, 2015	🔊 📄	
Wednesday November 4, 2015	🔊 📄	
Wednesday October 28, 2015	🔊 📄	
Wednesday October 21, 2015	🔊 📄	
Wednesday October 14, 2015	🔊 📄	
Wednesday October 7, 2015	🔊 📄	
Wednesday September 30, 2015	🔊 📄	

OPTION ONE

GRAB A FREE LOCKER IN THE CLOUD!

Saving your audio online is an easy & stress-free way to save your work without losing access. In addition, if you work with a collective, or a team, this solution will help in coordinating work, no matter the distance. Free and user-friendly alternatives include Google Drive, Dropbox, Box, and Microsoft OneDrive. This will become more and more relevant as we now begin to gradually bid farewell from using our internal Volunteers Temp storage system.

OPTION TWO

REPACKAGE YOUR AUDIO INTO A PODCAST!

Consider this as a cool solution if you want to not only preserve your audio, but also edit and package it into a bite-size shareable piece of audio to present, distribute and syndicate online to your audience. A lot of our CKUT-based, independently-run, and DIY-community radio programs run on these platforms! Notable examples include Mixcloud, Soundcloud, Podomatic, and iTunes among many.



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~ IF I'M PODCASTING, WHAT CHOICES DO I HAVE? ~



MIXCLOUD (MIXCLOUD.COM)

(FREE WITH UNLIMITED STORAGE!)

PERHAPS THE MOST-USER FRIENDLY OPTION. SIGN UP FOR AN ACCOUNT, HAVE A FEW COOL IMAGES READY, UPLOAD, PLAYLIST, AND HIT GO. THE LEARNING CURVE IS NOT STEEP, AND THE INTERFACE IS EASY TO UNDERSTAND. INITIALLY FOR DJs, MORE INDIE RADIO PEOPLE HAVE BEEN USING THIS AS THE ALTERNATIVE.



SOUNDCLOUD (SOUNDCLOUD.COM)

(FREE WITH 3 HOURS OF STORAGE!)

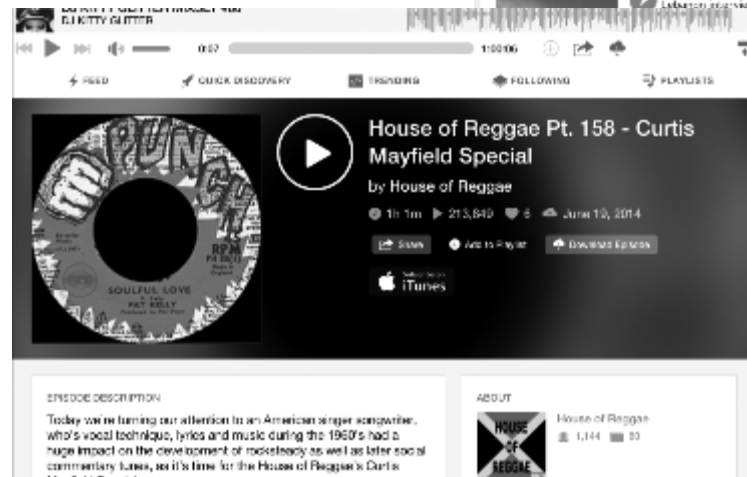
THE SWISS KNIFE OF AUDIO PROMOTION - WHETHER SHARING ARTIST'S WORKS, OR AUDIO SOUNDBITES. THE LEARNING CURVE IS A LITTLE STEEP BUT EASY TO LEARN FOR FOLKS WHO LIKE MORE CUSTOMIZATION. THE CATCH - YOU ONLY GET THREE HOURS FREE - APPROX. 180 MB OF AUDIO ON TAP - OR THREE EPISODES OF A ONE-HOUR SHOW.



PODOMATIC (PODOMATIC.COM)

(FREE WITH ~5 HOURS STORAGE!)

THE MASTER IN AUDIO SHARING - AND ONE OF THE LONGEST RUNNING DISTRIBUTION PLATFORMS. THE LEARNING CURVE IS A MIX OF MIXCLOUD SOUNDCLOUD, BUT GUIDES YOU REALLY WELL IN GETTING YOU LISTED ON ITUNES EASILY! THERE ARE BOTH FREE AND PRO ACCOUNTS TO CONSIDER!





THINGS YOU SHOULD CONSIDER WHEN YOU PODCAST!

ON THE ITUNES PLATFORM - putting yourself out there!

Seeing your work listed on iTunes is an amazing milestone to consider, but it's no easy one to make it there. Things to consider include time, patience, a good artwork to pimp it up, and lots of descriptive information (i.e. metadata) in order to make sure it's searchable, and making sure the music that you play does not hit any awkward copyright issues. If you are not sure, contact your department coordinator and they would be more than happy to guide you through the way.

The first step to making it happen is to make sure you have it subscribed to your RSS feed. Blogging sites such as Wordpress, or RSS feed maker such as Podotopia, or Podbean can make that happen for you.

ON OTHER PODCATCHING APPS or WEBSITES

BUT iTunes is not everything! Especially when you consider how many people have many ways of accessing audio. Which can be either a good thing if you want to reach out to a wider audience, or focus on one specific platform in order to target a niche audience. Apps such a Pocketcast or Downcast, or Stitcher can have your podcast out there. The easy DIY alternative would be to build your own website and host your podcast there - which is now much more easier to configure than you think! All you need is either a Wordpress or Blogger account.

WAIT - IF I CAN MAKE A PODCAST?!...

While it's great to consider that you can have your own radio show online and have it totally in your hands creative-wise, you need to keep in mind that it still does not replace the awesomeness, spontaneity, and fun, that live radio can bring. One of the great ways podcasts can do is to help make it as accessible as possible to your audience - but it should never replace the beauty and joy of live radio.

THIS AIN'T JUST A FAD, RIGHT?

NOT AT ALL. AND WE'RE NOT KIDDING. THE SO-CALLED GOLDEN AGE OF RADIO (AGAIN) HAS BEEN HAPPENING IN NORTH AMERICA, AND ALSO AROUND THE WORLD. THIS YEAR, PODCASTING ITSELF MAY BE IN

"2016 will be the year that people stop asking, "Do you listen to podcasts?" and start assuming that you already do...podcasting will become an established medium in the new year...Only one member of your family will ask you this year to show them how to get onto their iPhone's podcasts app; the rest will have figured it out by this point. "

The New Republic's Mikaela Lefrak

<https://newrepublic.com/article/126839/year-started-taking-podcasts-seriously>

FOR A KIND OF EVOLUTION:

"But for podcasts to scale up, creators need to reach listeners outside of the echo chamber—and enable those listeners to share with their networks. "Fundamentally, for audio to become more of a mass medium," says Wootton, "shareability and accessibility are crucial." And if Serial is attempting to solve the accessibility through its Pandora experiment, the show is trying to expand shareability through multimedia. "

Anne Wootton, in an interview with WIRED Magazine

<http://www.wired.com/2016/01/serial-podcasts-multimedia-distribution/>