



HUMANITIES DC CHEAT SHEET ON PODCASTING

WHAT'S THE BIG DEAL? (A quarter of Americans listen to podcasts; 2017 ad podcast ad revenue \$220 million; "Serial" new trial ordered in Maryland; Taught in schools, colleges, BBC Podcast Commissioner: Podcasts get Hollywood treatment)

WHAT ARE PODCASTS? (Free, Internet audio or video shows, on demand-downloaded on RSS feeds, to digital portable devices-phones, Internet)

WHERE DO I FIND THEM? (Podcast phone apps, iTunes podcast directory, NPR, Google Play, Spotify, Stictcher, Podcast One, iHeart Radio, Soundcloud, Listen Notes, Friends)

THE CLASSICS & NEW PODCASTS (Serial, This American Life, WTF, Planet Money, S-Town, Dirty John, Google= iTunes Podcast Rankings)

PODCASTS ABOUT PODCASTS: (Audible Feast, The Feed, The Big Listen, She Podcasts, Podcast Brunch Club)

WHAT DOES IT TAKE TO CREATE? Passion, Time, Tech-Know How

QUIET LOCATION: Place to record without echoes; cheap solutions

DIGITAL RECORDER: Smartphone, Zoom recorder, Remote Interviews=Skype

EDITING SOFTWARE: Free=Audacity, Garageband for Macs; Pay=Adobe Audition

MICROPHONE/HEADPHONES: Audio-Technica ATR100, Samson Q2U, Blue Yeti

PODCAST NAME: Topic covered in podcast, searchable

ARTWORK: Pay designer; Design in Photoshop; get Host template

RSS FEED: (Programming code that contains directory of podcast for digital devices)

DISTRIBUTION: (Podcast Hosts=Lipsyn, Blubrry, Bizzsprout, Podbean, Free=Anchorfm)

TECH REQUIREMENTS:

iTUNES CONNECT: Web-base tools to manage your podcast, Apple store account

RSS: Must meet web specs

ARTWORK: 1400-3000 pixels iTunes specs, i.e. 2000 X 2000 pixels, JPEG File

METADATA: Gives info about your podcast needed for online searches

ENCODING: MP3 audio, not AAC

Spoken: Stereo Bit Rate:192 kbps (in Mono this gets cut in half)

Sample Rate: 44.1 kHz; Use CBR-Constant Bit Rate

Channels: Mono

Music Shows

Stereo Bit Rate:128 kbps

Sample Rate: 44.1 kHz

Channels: Stereo

Stereo Mode: Joint Stereo

* DO NOT use Variable Bit Rate. All files should be CBR (Constant Bit Rate); so do not check that box.

The reason is that variable bit rate will change the timing on your file. Even though your podcast is clean when you play it on your device, when you upload it to iTunes and then the last 15 minutes are cut off it's because this box was checked

RESOURCES:

[iTunes Connect](#) [iTunes Resources & Help](#)

[Turn Up the Volume: A Down & Dirty Guide to Podcasting](#) \$31.00 Amazon

[Transom.org](#)

[BBC Academy](#)

[Thepodcasthost.com](#); [thepodcastersstudio.com/101](#) (video series)

[Lipson.com](#);

[Lynda.com](#)

[Poynter.org](#)

NEWSLETTERS: [hotpodnews.com](#); [thepodcastreport.com](#); [spreaker.com](#)

THE CLASSICS AND NEW PODCASTS: See [iTunes.net/us/charts/podcasts](#)

[Serial](#), [This American Life](#), [WTF](#), [Planet Money](#), [S-Town](#), [Dirty John](#), [Google iTunes Podcast Rankings](#)

JILL'S FAV PODCASTS

- [The Podcasters' Studio](#) – Learn How to Podcast
- [MediaShift](#) – media & technology
- [The Weeds](#) – Vox's Ezra Klein
- [Ted Radio Hour](#) – Ideas
- [Rick Steves Audio Tours](#)
- [Wine Two Five](#) – wine entertainment

ALICIA'S FAV PODCASTS

- [Code Switch](#)
- [It's Been a Minute](#)
- [The Stoop](#)
- [Death, Taxes & Money](#)
- [Making Oprah](#)
- [Snap Judgment](#)

MARY'S FAV PODCASTS

[Podcast Fandom](#)

[Where's My 40 Acres](#)

[The Guardian's Audio Long Reads](#)

[PetaPixel Photography Podcast](#)

[Wondery Business Wars](#)

[The Black Guys Who Tips](#)

MICHAEL'S FAV PODCAST

- [It's All Journalism](#) - weekly podcast about the changing state of the media
- [Can He Do That?](#) - explores the powers and limitations of the American presidency
- [The Nerdpocalypse](#) - Movie/Television News and Reviews, Science and Tech
- [Capital Culture](#) - latest happenings in D.C.'s creative community -- from film to theatre to food and more
- [Federal Newscast](#) - daily compilation of Federal News Radio stories
- [What's Working in Washington](#) - entrepreneurship, innovation and policy in the Washington D.C. region
- [Federal Drive with Tom Temin](#) - federal executives and government contractors who provide analysis and insight on the many critical issues facing the Executive branch
- [The Investigation Continues: Lyon Sisters](#) - The 1975 disappearance of two young sisters from a suburban Maryland shopping mall



September 30, 2018 = [International Podcast Day](#)

