

Mic Check 1-2, Mic Check 1-2

Audio Blogging, Podcasting, and Interviewing

June 2, 2021 / Noon - 1 PM

Digital Storytelling Series with PBS Western Reserve

- Community partners, members, and individuals can learn the tools in creating digital content for effective digital storytelling.
- You will learn about digital content creation through website creation, video, audio podcasting, content strategy, and more.

Questions:

Feel free to submit any questions or comments in the chat box during the presentation.

Topics

- Audio Podcasting vs. Audio Blogging
- What is Audio Podcast/Blogging
- Benefits of Audio Podcast/Blogging
- Before You Press Record
- Podcast/Blog Preparation
- Podcast/Blog Format
- Basic Steps To Publishing

Audio Podcasting vs. Audio Blogging

Audio Podcasting vs. Audio Blogging

- Audio blogs are short segments compared to podcasts which are usually longer.
- Podcasts have a production structure including interviews and released as episodes.
- Podcasts provide revenue opportunities
- Audio blogs are more flexible and creative with the content and scheduling.

Audio Podcasting vs. Audio Blogging

- Podcasting or Blogging is based on your content goal and target audience.
- Podcasting and blogging can be a part of your audio programming

What is Audio Podcasting/ Blogging?

What is Audio Podcasting/Blogging?

- An audio podcast or blog is an series of digital audio content provided on the web or apps.
- Users have access to through computers or mobile devices for digital engagement.
- An online platform or social media account where a person regularly posts audio content.
 - Information, News, Opinion,

Benefits of Audio Blogging

Benefits of Audio Blogging?

- Easier to learn and produce audio podcasts/blogs.
- Less Transparency than video
- Audio content can be delivered directly to your audience through the web or apps.
- More publishing platforms for audio
- Engage the multitasking audience
- Affordable equipment

Benefits of Audio Blogging?

- Helps lead audiences to written content
- Allows for mistakes
- It's more personal than video
 - Do you spend more time talking to friends on the phone or in person?
 - Listening requires more focus
- Audience can consume it every where
- Easier to share

Audio Blog Stats

Audio Blogging Stats

- More than 70% of US adults listened to digital audio content at least once a month in 2020 and 91.7% was on mobile
- The average time spent listening weekly is 16 hours and 14 minutes in 2021
- Active listeners spent 2 hours and 5 minutes per day on audio in 2020

Audio Blogging Stats

- 51% of those aged 12+ “frequently” or “sometimes” listen to audio with other people, with this percentage rising to 69% among those aged 12 to 34.
- On average, weekly podcast audiences listen to 8 podcasts...
- High listening times are mornings, 7 a.m. and 10 a.m., and evening sessions between 5 p.m. and 8 p.m.

Audio Podcast or Blog Format Before You Press Record

What Is Your Format?

- What's your podcast or blog going to say?
 - Content?
- What's your audio podcast or blog going to look like?
 - Is it a one person podcast or blog?
 - Co-hosts, Guests?
 - Length?
 - Style? (Casual?, Corporate?)

Podcast/Blog Preparation

Podcast/Blog Preparation

- Listen to other audio podcasts that reflect your desired approach
- Prepare talking points in advance
- Practice, listen (with headphones) and redo
- Find a quiet place or surroundings that set your podcast or blog tone

Podcast/Blog Format

Podcast/Blog Format (5-10 mins)

- Show intro – topic overview
 - :15 - :30 seconds
- Podcast/blog intro
 - highlighting brand Intro music :15 - :30 secs
- Topic 1: 2 minutes
- Topic 2: 2 minutes
- Topic 3: 2 minutes
- Closing remarks (call-to-action) 1 minute
- Podcast/blog outro (closing)

Interviewing Tips

Interviewing Tips

- Prepare your talking points in advance
 - Supply questions to the host
- Have Pre-Interview Process with the guest
 - Be genuinely interested in the guest
- Let the person you are interviewing do the talking
 - Don't be afraid to keep the guest on track
 - Practice Active Listening
 - Don't “step on” your host

Interviewing Tips

- **Focus On Your Audience, Become An Audience Member**
 - Think of points your audience may have
- **Allow yourself to make mistakes**
 - Do retakes, reask questions
- **Drink water before and during the interview**
- **Treat interview like a conversation**

Getting Started Basic Steps in Publishing

Getting Started – Basic Steps

- Record episodes using mobile devices, audio recorders, or your computer
- Upload those files to a podcasting host
 - Podbean, Anchor, Buzzsprout
- Audio content can be distributed from your podcast host to other platforms
 - Spotify, Apple Podcasts, Google Podcasts, Amazon Audible, iHeart, and more

Audio Blogging Equipment Basics

- **USB mic for smartphone or laptop**
 - Begin with a low cost mic until you are ready to grow
- **Software for editing**
 - Audacity - Free
- **If recording to mobile devices, using a mic in a quiet room will lessen the need for editing**

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