



# BEYOND SERIAL:

Podcasts in the Public Library

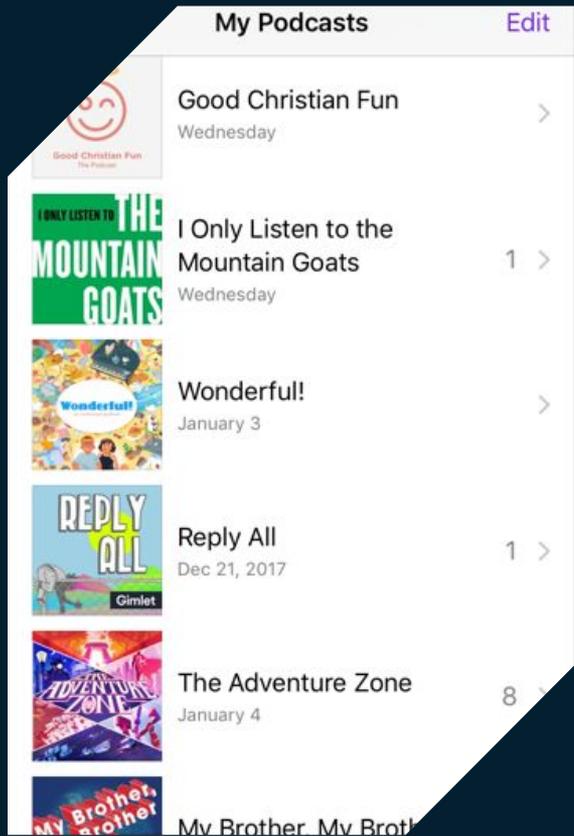


# HELLO!

**I am Dayna DeBenedet**

CEO of the Dryden Public Library, Harry Potter fan and  
podcast enthusiast

You can find me at @librarianishly



Here's what I'm listening to...

**What  
are you  
listening to?**





**1.**  
**What is a podcast?**



**iPod**

**+**



**Broadcast**

**=**

**Podcast**





***Podcast: an audio file made available on the internet for download to a computer or mobile device. Typically available as a series, new installments of which can be received by subscribers automatically.***



**Podcast: an *audio* file made available on the internet for *download* to a computer or *mobile* device. Typically available as a *series*, new installments of which can be received by *subscribers* automatically.**

# The quick guide

- › Downloadable vs. Streaming
  - › Offline playback and portability
- › Series and installments
- › Syndication/RSS/Subscribers
- › Production costs
- › Free Content
- › Podcatchers

# A (very) brief history lesson

- › Early 2000s - development of RSS enclosures to support audio files
- › September 2000 - i2Go MP3 device launched
- › October 2001 - Apple iPod released
- › October 2003 - Adam Curry releases RSS to iPod script
- › 2004 - Daily Source Code by Adam Curry
- › February 2004 - Ben Hammersley coins the term “podcasting”
- › June 2005 - new iTunes update supports podcasts

# The current landscape of podcasting

- › Networks vs Independent creators
- › Where is the money?
  - › Ad-supported and listener supported content
- › Mainstream media participation
- › Exponential growth
- › Alternative Formats
  - › Video podcasts

**SO WHY  
SHOULD  
WE CARE?**





67,000,000

Americans listen to podcasts on a monthly basis



# 18 - 34

is the largest age demographic of monthly podcast listeners



# 56%

of podcast listeners identify as male

# 180,000

one estimate of the number of active podcasts in 2016

The background is a dark navy blue. It features several overlapping, semi-transparent geometric shapes in various colors: bright green, cyan, magenta, orange, and red. These shapes are arranged in a way that creates a sense of depth and movement, with some appearing to be layered on top of others. The overall aesthetic is modern and vibrant.

**2.**

**So many podcasts.  
So little time.**

There's a podcast for everything...



# Let's listen to some samples

Invisibilia



Reply All



Night Vale



The Adventure Zone



Code Switch



Criminal



Story Pirates



Crybabies



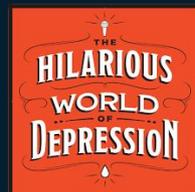
Pod Save America



Still Buffering



THWoD

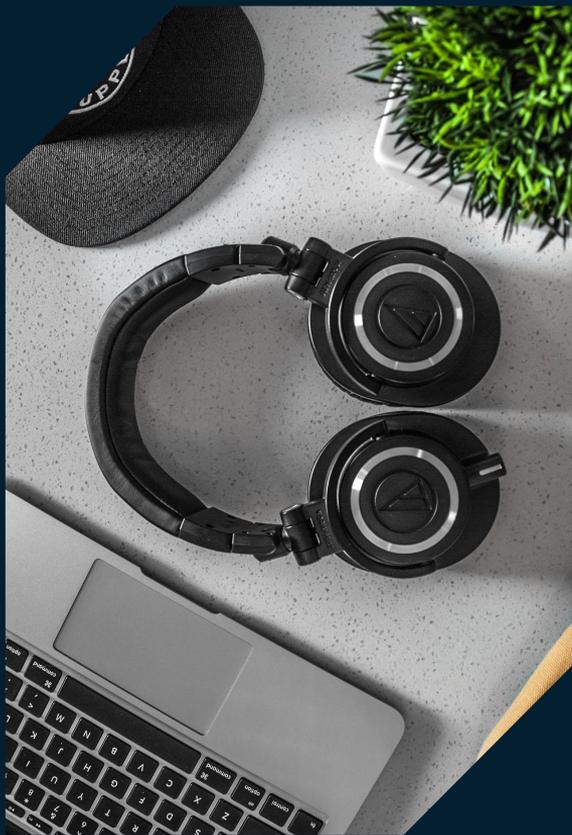


Punch Up The Jam

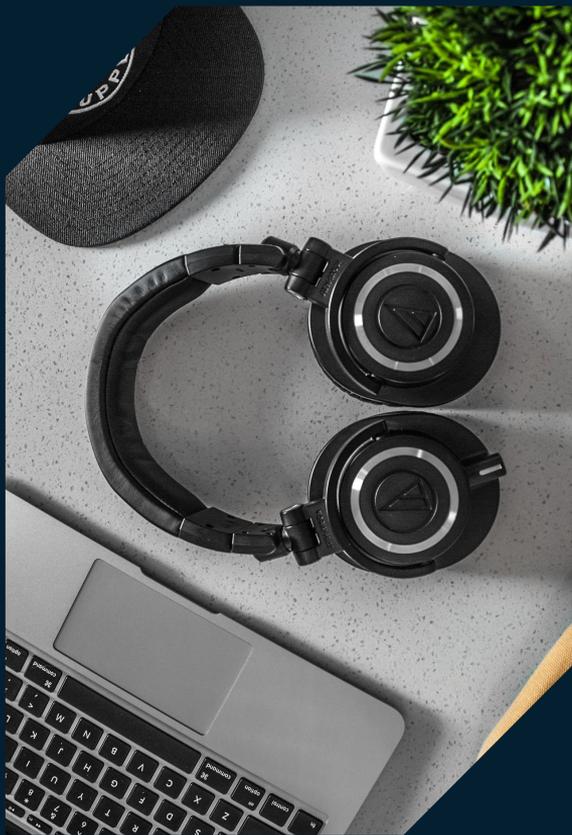




**3.**  
**Shhhhhh...**  
**(Podcasts in the Library?)**



How do  
**podcasts** fit in  
the library?



# How do **podcasts** fit in the library?

- › Reader's Advisory
- › Audio collection supplement
- › Makerspace / Programming
- › Professional resource
- › Program delivery

# The growth of audio

- › Audio is has been one of the fastest growing segments of the publishing industry over the past three years
- › The audiobook market is now valued around \$3.5 billion annually
- › Podcasts can be an excellent resource for patrons who are looking for new, ongoing audio material.

# Where to find podcast recommendations?

- › Featured lists and charts (ie: iTunes, Google Play)
- › Podcatchers
- › Reviews and “Best of” lists in mainstream media
- › Social media
- › Your patrons

# Podcasts as professional development

- › There is a huge range of podcasts that could be used as professional resources for library staff:
  - › Book discussion/review podcasts
  - › Author interviews
  - › Publishing news
  - › Library created
  - › Librarianship-centric podcasts

# Programming with podcasts

- › Audio/Listening Clubs - discussion of favourites or ongoing shows
- › Fandom themed events centred on popular podcasts (ie: Welcome to Night Vale)
- › Children's podcasts
- › Making podcasts

# Program/Service delivery through podcast

- › Provide downloadable access to lectures/presentations through audio recordings
- › Readings by local authors/poets etc.
- › Audio readers' advisory and book reviews



**4.**  
**Testing 1 2 3...**  
**Getting started with**  
**Podcast Making**

# How BIG (or small) can the idea be?



What is your favourite podcast concept?

Do you need expensive  
equipment to make a  
**PODCAST?**





# Take it from Joseph Fink **co-creator** of Welcome to **Night Vale**

Welcome to Night Vale is a successful podcast, with millions of downloads, and it is still recorded on an inexpensive Blue Yeti microphone in a cast member's home and edited in a free program called Audacity.

Let's talk about  
**THE BASICS**



## **Microphone**

The price can vary greatly, but for getting started an inexpensive USB Mic can take you a long way. Most can be set up for multi-directional recording

## **Laptop or Recorder**

Depending on the type of microphone you select, and the number of tracks you are recording you can either record directly onto a computer or onto a mixer or digital recorder.

## **Music/Sound Effects**

Sourcing copyright free, or licensing royalty-free music and sound can help elevate the level of your recordings. More musically inclined individuals can even create their own.

## **Audio Editing Software**

A huge range is available from free programs like Audacity to professional level programs.

## **Graphics**

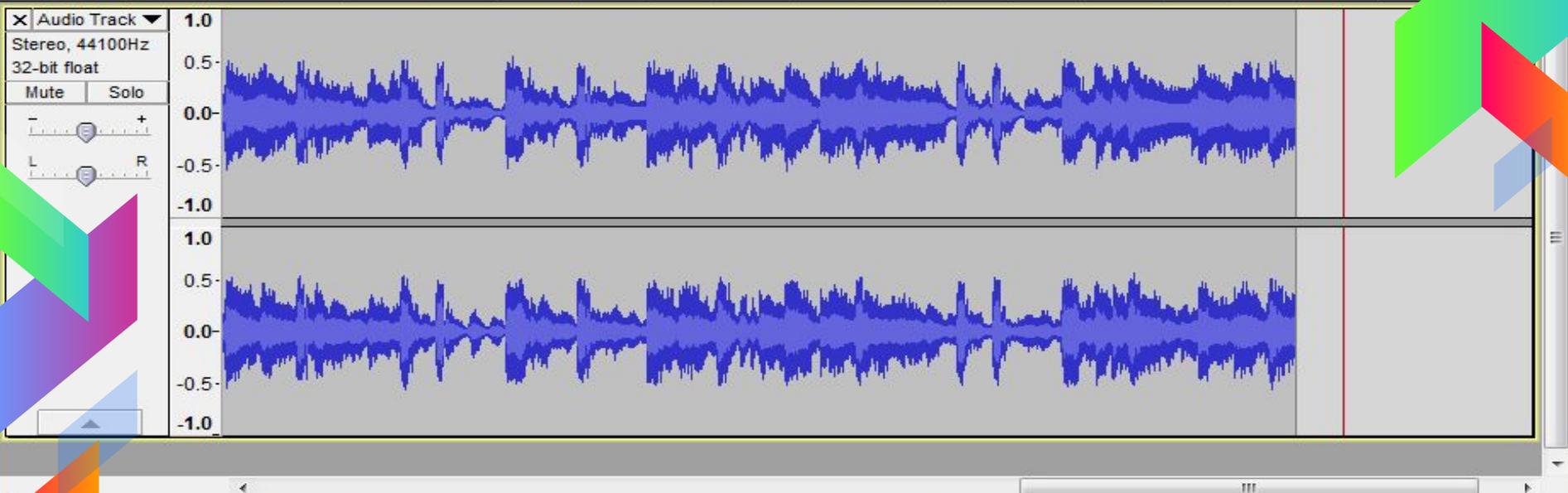
If you plan on making your podcast available online basic graphics to create a logo are helpful. This can be accomplished through software like Photoshop, or even inexpensive/free apps like Canva.

## **Headphones**

A set of headphones while recording can help you control your sound levels, and is essential for any long distance recording.

MME | Microsoft Sound Mapper - Input | 2 (Stereo) Recording Channels | Speakers (Realtek High Definiti)

14.0 15.0 16.0 17.0 18.0 19.0 20.0 21.0 22.0



Rate (Hz): Snap To: Selection Start:  End  Length Audio Position:

Off 00 h 00 m 00.000 s 00 h 00 m 00.000 s 00 h 00 m 22.277 s



# Audacity Manual Contents

# https://manual.audacityteam.org/index.html

Translation volunteers welcome... If you'd like to help translate this Manual to other languages, please write to our [feedback address](#) for an account on this wiki.



## Audacity 2.2.1 Manual

### New features in this release

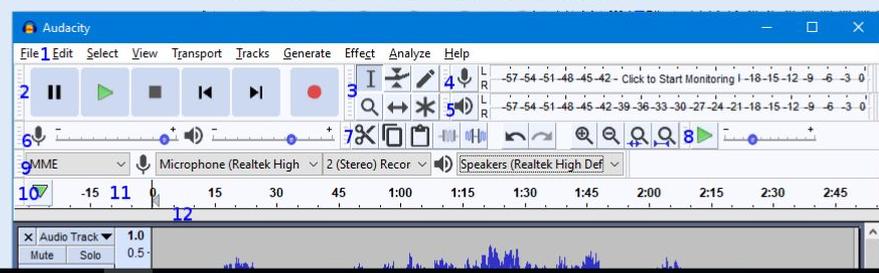
[Frequently Asked Questions \(FAQ\)](#) - most common questions are answered in the FAQ

- Search the [Wiki](#) for extra tips and tutorials
- Visit the [Forum](#) for technical help
- Using [Help Resources](#)

## Guide to the Audacity Project Window

- 1 Menu Bar
- 2 Transport Toolbar
- 3 Tools Toolbar
- 4 Recording Meter Toolbar
- 5 Playback Meter Toolbar
- 6 Mixer Toolbar
- 7 Edit Toolbar
- 8 Transcription Toolbar
- 9 Device Toolbar
- 10 Unpinned Play/Recording Head
- 11 Timeline
- 12 Scrub Ruler
- 13 Track Control Panel
- 14 Audio Track
- 15 Label Track
- 16 Selection Toolbar
- 17 Status Bar

Hover over and click on the image to learn more. [Skip the image](#)



- ### Navigation
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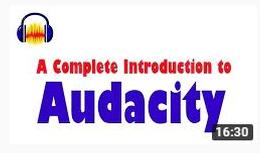
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audacity tutorial | 🔍



**Audacity: Complete Tutorial Guide to Audacity for Beginners**  
David Taylor • 566K views • 2 years ago  
Introduces **Audacity's** interface, then shows simple techniques to record and edit a clip. Includes setting preferences, noise removal,



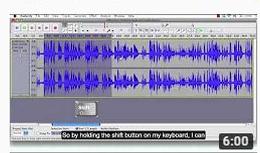
**Audacity Beginner Tutorial**  
WestSideElectronicMusic • 244K views • 3 years ago  
A beginner's guide to the open source software **Audacity**. This **tutorial** will cover basic interface and menu options, audio editing,



**Audacity Basics: Recording, Editing, Mixing**  
Kyle Stedman • 455K views • 2 years ago  
This video shows some of the most common and simple tools in the free audio editing program **Audacity**. I cover recording, adjusting



**Audacity Tutorial 2: Audio Editing**  
teachinglearningquilt • 339K views • 6 years ago  
The video contains a quick step by step demo on how to edit an audio using **Audacity** software.  
CC



**How To Make Your Voice Sound Professional In Audacity - Tutorial #30**  
JustAlexHalford • 34K views • 8 months ago  
In today's **tutorial** I'll be showing you how to make your voice sound professional in **Audacity**. I receive a lot of comments and



**How to Use Audacity for Beginners**  
Mike Russell • 37K views • 1 year ago  
How to use **Audacity tutorial** with Mike Russell from Music Radio Creative. Audacity is free and allows you to record your voice or



# Music Resources

- › There are several sources for free or royalty-free music including:
  - › [Free Music Archive](#)
  - › [Instant Music Now](#)
  - › [Opuzz](#)
  - › [Neo Sounds](#)
  - › [Story Blocks](#)

# Graphics resources

- › Free Stock photos
  - › [Pixabay](#)
  - › [Pexels](#)

## Free/low cost graphic editing

- › [Canva](#)
- › [GIMP](#)

Source: Joseph Fink - @planetoffinks  
<http://bit.ly/2ExJW2w>



# Getting your podcast online

## Media Host

Your show is recorded - it's time to upload. The most common way is to upload to a media host like Libsyn or Blubrry who will host your podcast and make it available for download for a subscription fee.

## RSS/Website

Now we've come full circle, back to RSS feeds. To make your show available to subscribers you need to create an entry for your media in your RSS feed by uploading to your website or a service like SoundCloud

## Submitting to iTunes/Google Play etc.

Once you've got your show set up you can submit your RSS feed to services like iTunes, Google Play, Stitcher etc.

## Additional resources:

- › The Podcast Host  
(<https://www.thepodcasthost.com/>)
- › Blubrry  
(<https://create.blubrry.com/>)
- › The Audacity to Podcast  
(<https://theaudacitytopodcast.com>)



**5.**  
**Taking the plunge...**  
**Podcasting in the Library?**



Are we going  
to make  
**podcasts**  
at DPL?

# Our Podcasting 101 program in development

## Session One

An introduction and discussion about podcasts. Sharing ideas and developing concepts and discussing the planning, writing and development process.

## Session Four

The process of making it public, looking at everything from RSS, media hosts and uploading to graphics and marketing.

## Session Two

Learning about and experimenting with our equipment. Recoding short clips to experiment with at home.

## Session Five

A week of experimentation. Continuing the process of developing ideas and making some test recordings.

## Session Three

Learning about the basics of sound editing with a special guest. Learning to record and sync multiple tracks, add music and effects etc.

## Session Six

Show and tell and celebrate week. Listen to any clips people want to share, hear about how ideas or concepts have developed and share goals and next steps.



# THANKS!

**Any questions?**

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# Credits

Special thanks to all the people who made and released these awesome resources for free:

- › Presentation template by [SlidesCarnival](#)