

BEYOND THE STACKS

MARY O'CONNOR
ASHLEY DIRECTOR



Milton
Public
Library
Be Inspired



Milton Public Library

PODCASTING ON A SHOESTRING BUDGET

Presentation Flow

- Our vision
- How to get started
- Launching your podcast
- What we learned
- Complementary programs

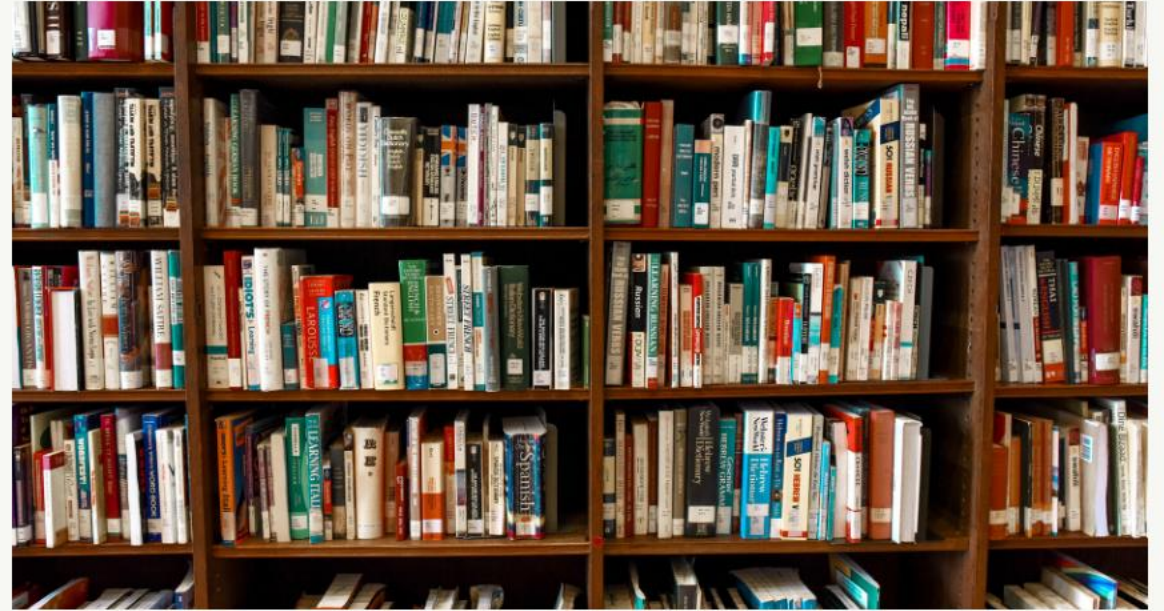
“

Where it all began...

**THE SECRET OF GETTING
AHEAD IS GETTING
STARTED.**

MARK TWAIN

Our Vision



Take the community beyond the stacks and behind-the-scenes at their library and deliver community-led content that matters, programming that surprises and buzz-worthy topics that entertain.



Beyond the Stacks

A PODCAST WAS BORN



Beyond the Stacks



A PODCAST WAS BORN

How to Get Started



Training



Equipment



Audience & Content



Style & Type

The Training



Michael Rogowski
mdotrogowski@gmail.com

Camp Tech

The Gear



A GOOD MICROPHONE

Reco: Yeti microphones

A RECORDING SPACE

Dedicated podcasting room

EDITING SOFTWARE

Reco: Audacity

Audience & Content



Choose your content, choose your audience and choose how you're going to convey your message.

The Podcast Type



INTERVIEW

SINGLE PERSON, SPOKEN
WORD

DIALOGUE

Between two or more people

STORY-FOCUSED

NARRATIVE/INFORMATION
SHARING

The Style



INFORMAL VS FORMAL

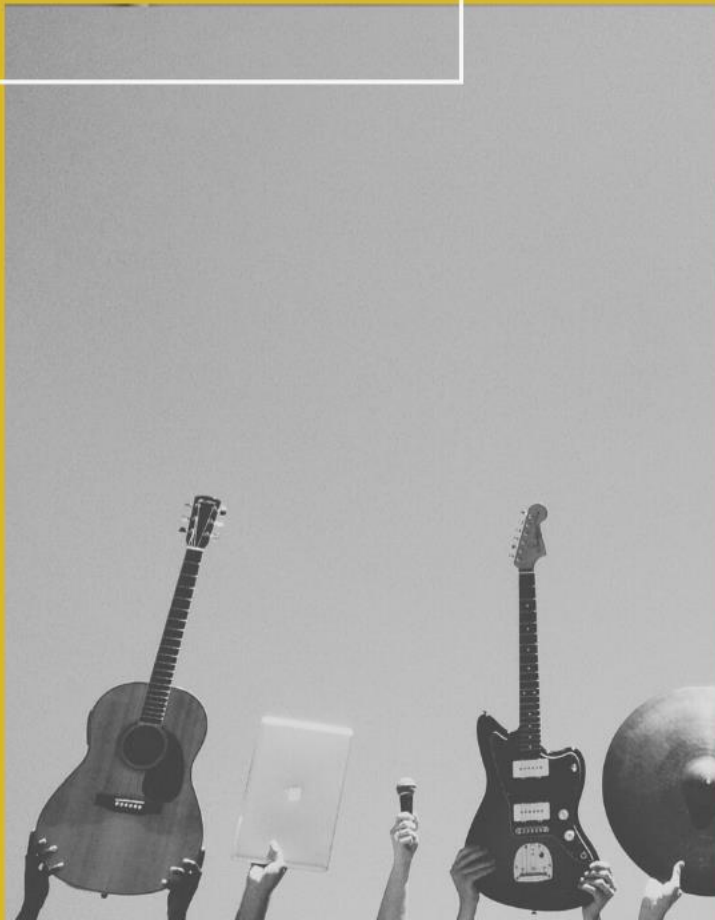
LENGTH

FREQUENCY

KEEP THE FIRST 3-5
EPISODES CONSISTENT
Before changing your style

The Tunes

Intro & Outro Music



**"Royalty free", "Podsafe"
or "Creative Commons"**

YOUTUBE AUDIO LIBRARY

<https://www.youtube.com/audiolibary>

FREE MUSIC ARCHIVE

<https://freemusicarchive.org/>

AUDIO JUNGLE

<https://audiojungle.net>

FREESTOCK MEDIA

<https://www.freestockmusic.com>

JAMENDO MUSIC

<https://www.jamendo.com>

INCOMPETECH MUSIC

<https://incompetech.com/music>

The Process

PRACTICE



RECORD

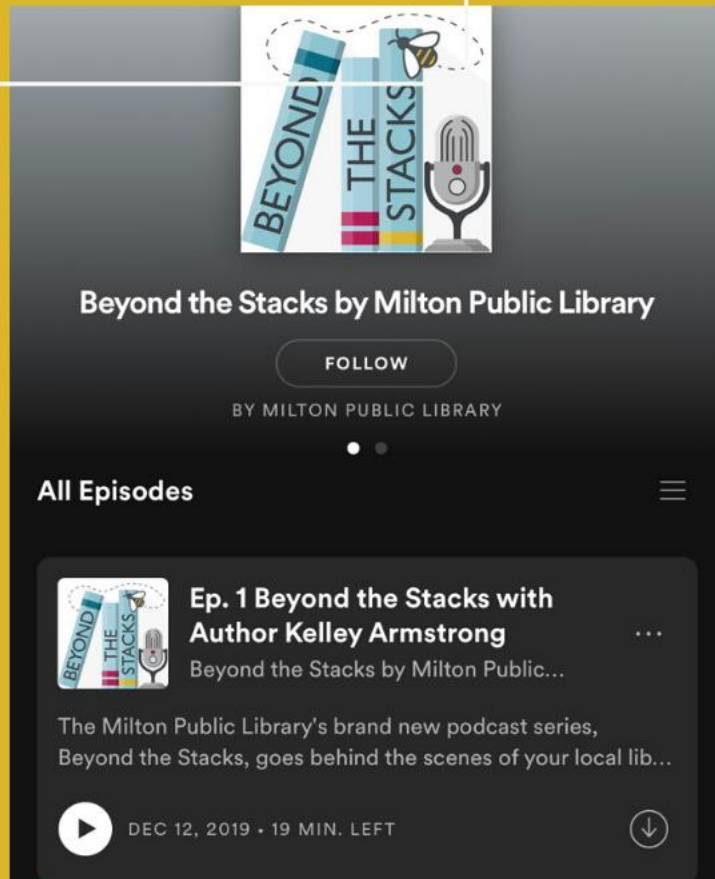


EDIT

Launch!

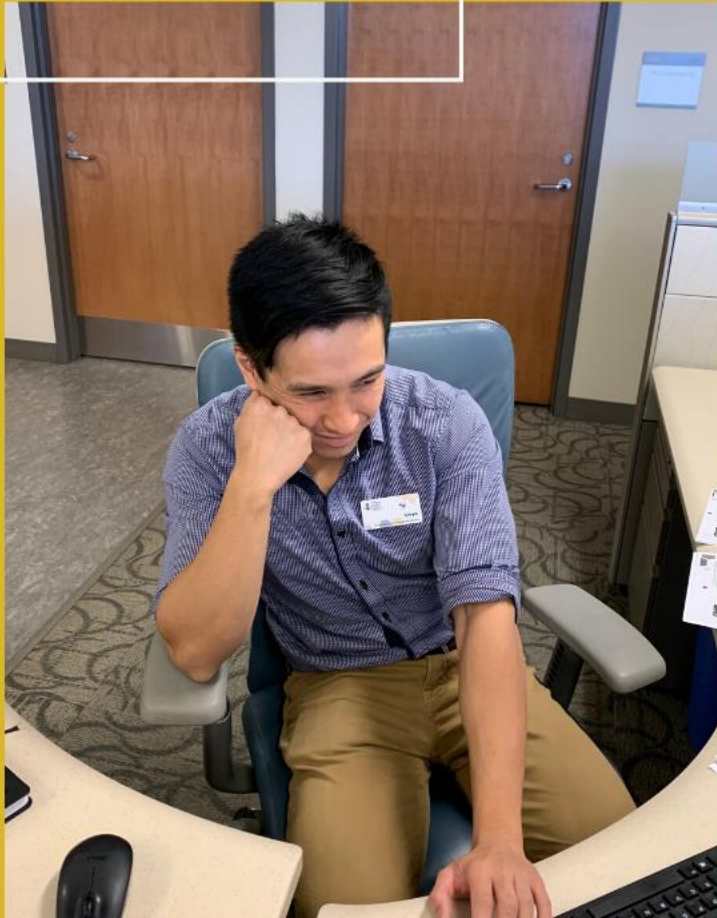
KEEP IT CONSISTENT
daily, weekly, monthly etc.

FIND YOUR PLATFORM
Simple Cast, Speaker, iTunes,
SoundCloud, Omny
Studio, Libsyn, Anchor



The screenshot shows a mobile app interface for a podcast. At the top is a cover image for 'Beyond the Stacks' featuring books and a microphone. Below the image is the title 'Beyond the Stacks by Milton Public Library' and a 'FOLLOW' button. Underneath, it says 'BY MILTON PUBLIC LIBRARY'. A section titled 'All Episodes' contains a list item for 'Ep. 1 Beyond the Stacks with Author Kelley Armstrong'. The episode description reads: 'The Milton Public Library's brand new podcast series, Beyond the Stacks, goes behind the scenes of your local lib...'. At the bottom of the episode card, there is a play button icon, the date 'DEC 12, 2019', and the duration '19 MIN. LEFT', along with a download icon.

What we learned



GIVE YOURSELF LOTS OF TIME TO EDIT!

1. the rough edit
2. the clean up
3. the polish

What we learned



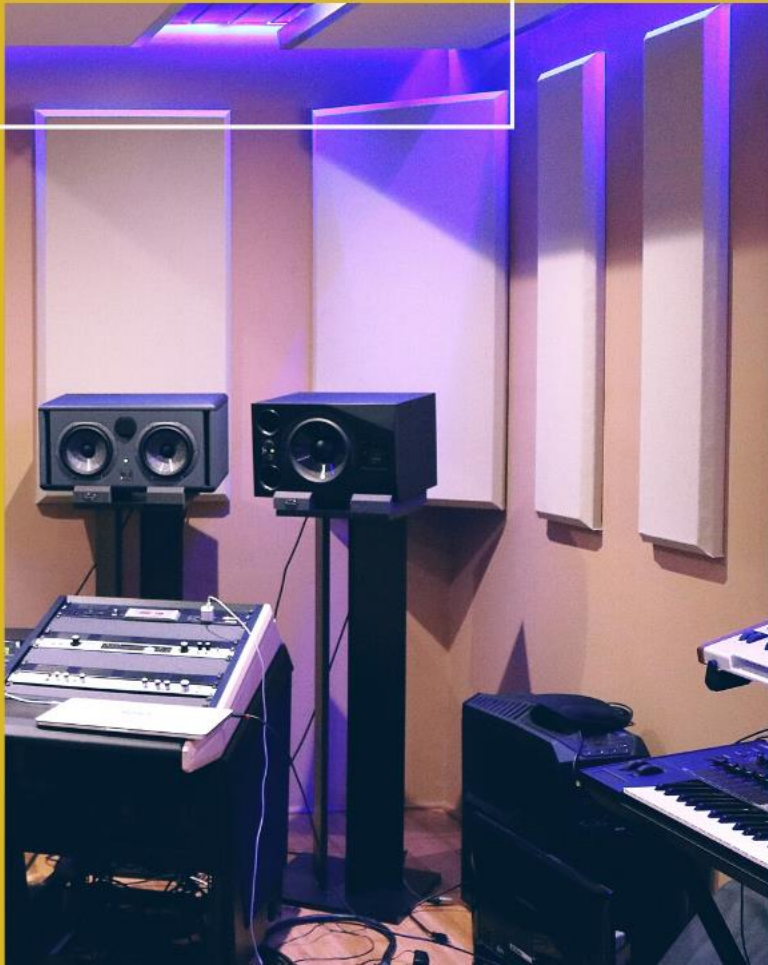
MOUTH NOISES ARE NO
JOKE!

What we learned

ONE MICROPHONE PER PERSON IF POSSIBLE



What we learned



OPTIMIZE SPACE FOR THE BEST SOUND!

What we learned

SAVE EVERYTHING!



What we learned

PERFECTION IS
OVERRATED



What we learned

BE CREATIVE WITH
RESOURCES AND FIND
COMMUNITY PARTNERS



What we learned

PROMOTE, PROMOTE,
PROMOTE!



Complementary Programs



Podcasts & Pints
Podcasting 101





ANY QUESTIONS?

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Thank you!