



# Podcast Production

# What is a Podcast?

- ◆ Collection of audio files
- ◆ Mostly episodic
- ◆ Individuals who share their knowledge, stories or opinions
- ◆ Any length and frequency
- ◆ Can also be produced at home



# Prepare your Podcast

# How to prepare for your Podcast?

- ◆ What is the topic?
- ◆ Who is the target group?

15 Best Podcasts for Teachers

<https://www.teacheracademy.eu/blog/podcasts/>

# Preparation options

- ◆ Freestyle
- ◆ Scripted
- ◆ Outlined

# Preparation options

Every option has its own pros and cons. Of course, it also depends on which variant you personally prefer, i.e. what you feel most comfortable with.

If you haven't decided the right option for you yet, watch this video by Buzzsprout on 5 Minute Mondays regarding the differences in Podcast styles:

[Should you script your podcast episodes?](#) – Buzzsprout

**Cur 8 recommendation: As a newbie podcaster, always start with a scripted episode!**

# Getting a style

If you want to define your own style, you can create your own intro or cover art. This is completely optional. But if you like the idea, we recommend this article about designing Cover Art:

[How to design Podcast Cover Art](#) – Buzzsprout.com

For royalty-free or Creative Commons-licensed music you can browse here:

[Pixabay Music](#) / [Dig CC Mixer](#) / [OER Tracks](#)

# Equipment



# Equipment

The following questions must be clarified:

- ◆ Where do you want to record?
- ◆ Which microphone and recorder are you using?

Watch this video on

[How to make podcasts sound better](#) – Pod Sound Schools

# Setting up

We will focus on these three recording options:

- ◆ On your smartphone
- ◆ Via USB Setup
- ◆ Via XLR Setup

# SMARTPHONE



<https://www.freepik.com/vectors/mobile-cartoon> - Mobile cartoon vector created by pch.vector

# Recording using your smartphone

- ◆ Environment
  - *Quiet*
  - *Avoid big empty rooms*
- ◆ Fabrics

# USB



<https://www.freepik.com/photos/usb-drive>

# Recording via USB Setup

- ◆ Microphone directly to the pc
  - *Filter unpleasant noises*
  - *Flexibility on recording locations*

# XLR



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# Recording via XLR Setup

- ◆ Microphone connected to an external audio recording device
  - *more options*
  - *You can record more people*
    - Good for interviews



# Before we start recording

Let's summarise what we've learned so far:

## Preparation

- ◆ Decide about the topic you want to talk about
- ◆ Decide on your presentation style and prepare the text for it accordingly
- ◆ Find the right place, as quiet as possible, free from noises and matched to your chosen equipment
- ◆ Get a glass of water



# Audio Software

# What is Audio software?

With audio software you can record, edit, modify and produce audios.

Which software is best for you depends on different factors that you often have to decide for yourself such as:

- ◆ Budget
- ◆ Time and interest
- ◆ Equipment



# Example of audio software

- ◆ Audacity
- ◆ Logik Pro
- ◆ GarageBand
- ◆ Alitu (especially for podcast)
- ◆ Wavve
- ◆ Windows Recorder
- ◆ Adobe Audition
- ◆ Hindenburg Journalist
- ◆ and so many more...



# Audio Editing to do

- ◆ Record your audio
- ◆ Import the audio file you have previously recorded
- ◆ (Re)listen to your material
- ◆ Remove unwanted noise
- ◆ Delete unwanted material and put everything in the right order
- ◆ Make the volume consistent
- ◆ Add music or sound effects
- ◆ Export your finished podcast audio file

# Audio editing via Smartphone

 **Anchor**<sup>®</sup>  
by Spotify

- ◆ Free to use
- ◆ Easy to learn, beginner friendly
- ◆ Easy and clear interface
- ◆ Available in many languages
- ◆ Recording, editing and hosting in one app
- ◆ Reports and analysis

# Podcast Hosting

# What is a Podcast Host?

The podcast host is a platform for storing your audio files

Why a podcast host? Well, the main points for using a podcast host are:

- ◆ They provide the necessary storage space
- ◆ Circumvent technical hurdles with the RSS feed
- ◆ Provide statistics about access number, downloads, development,...



# RSS Feed



- ◆ “Really Simple Syndication”
- ◆ Online file
  - *Details about the content and the publisher*
- ◆ Give information to the directories and the audience

# Step by Step

If you are using a podcast hosting provider these are the basic steps to how the RSS feed works:

1. After recording and editing you need to upload the mp3 audio file to a podcast hosting provider. This service will act like a warehouse for your files.
2. To get access to what's inside the warehouse the podcast host generates an RSS feed link. This link is now the connection between you and your audience.
3. To create this connection and make it a pathway, you submit the RSS feed link to each directory (Spotify, iTunes, etc).
4. When someone listens to your episode, e.g. on Spotify, the feed asks your podcast host provider for the correct audio file and delivers the content back to Spotify and your listeners.
5. As you continue to upload new episodes to your podcast host provider, the RSS feed automatically gives the information to each directory and your audience.



# Examples

# Examples for Adult Education Podcasts

- ◆ [The Learning & Development Podcast](#)
  - In this podcast show, David James (Chief Learning Officer with the 360Learning platform) invites L&D professionals to discuss current topics in the field.  
Recommended episodes: [Curation in L&D](#), [Podcasts for Learning](#)
- ◆ [Conversations in Adult and Further Education](#)
  - This podcast from Ireland (infrequently) publishes conversations with practitioners in adult and further education.
- ◆ [Plus One Podcast](#)
  - The podcast intends to inspire educators through stories from exceptional educators from different types of education. Episodes are usually published both as audio and video.
- ◆ [EPALE podcasts](#)
  - The [European Platform for Adult Learning in Europe](#) occasionally publishes podcasts and is currently (2022) running a dedicated podcast series by the European Basic Skills Network. Another episode of interest could be the one on [Artificial intelligence in adult learning and education](#).
- ◆ [Skillset and match](#) is a podcast by CEDEFOP (European Centre for the Development of Vocational Training) on developments in VET with contributions from experts, policy makers, social partners, VET practitioner and learners



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