

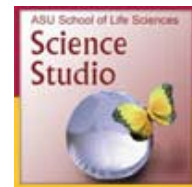
Podcasting for NSDL – Share The Fun

- Interviewing tips and maybe tricks
- Hardware & Software

iTunesU – tagging ID3

- Don't forget

Magnatunes.com
Castingwords.com
kazilek.com/workshops



Podcast Interviewing Tips

- **Listen** to lots of podcasts and pay attention to inflection, tone and pace.
 - **An audio interview has a different purpose than an interview that will be printed.** When you're interviewing for print, you're gathering information; when you're doing an audio interview, you're after distinctive sound bites to illustrate the information you have, not information itself (although sometimes you end up with both).
 - **Start your podcast off with a teaser** so the listener will want to stick around until the end. "I've heard that tiger beetles can run so fast that they go blind. I hope to find out if this is true later in the show."
 - **Speak more dramatically** than you normally would (let the inner actor come out). While it might feel funny, you don't have any visuals to add that punch. Smiling while you talk really makes a difference—it makes you sound more enthusiastic.
 - Women—try to keep your voice low. It will get higher pitched when you are nervous.
 - When your interview subject has a **thick accent**, ask them to speak slowly, or reiterate what they say after they answer a question.
 - **If a person talks too long**, say something like, "That's a really great answer, but we need something a little shorter for our podcast. Do you think you can give me that answer again, but shorter?" Or have an agreed-upon gesture you can make when they are starting to run too long. I raise my index finger to let my guests know that they their answer is getting long.
 - **The end of the interview is often your best time.** People are relaxed and speak more. Always ask, "Is there anything we missed?"
 - Consider having a **standard question or two** that you ask every interviewee. For example, on the "Ask a Biologist" program the interview always ends with three standard questions. Regular listeners to the show like these questions, especially the one that asks -- "If you weren't a biologist, what else would you want to be?"
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- Pay attention to the room you're in. Empty **rooms with hard surfaces are bad**. Be aware of ambient hums like fans or air conditioners.
 - **Record one minute of silence** at the interview location (background noise) to lay under the podcast as needed.
 - **Wear headphones** when you're out in the field so you can hear yourself and the surroundings. If there are distracting sounds you will hear those better using headphones.
 - **If you don't ask a question right during an interview, re-ask it** at the end of the session (while still in the location where the interview took place) and then just drop it in where it belongs. Don't wait until you return to your office to re-ask—the background noise will sound different.



The Technical Side of Making a Feature

- **Decide on a good topic.** Do your research so that you know the approach you want to take. It is good to have working knowledge of the subject, but you do not want or need to be an expert, that is why you are doing the interview.
- **Decide on the contributors/guests.** To keep a show lively it often helps to have different voices or views on a topic. Mixing male and female guests is good.
- **Sound out the contributors/guests** – talk to them, listen to their answers to a few questions. Are they going to be good on your show? Do they make the point you want? If not, maybe you need to find someone else.
- **Interview your contributors/guests.**
- **Log each interview** (logs are notes of the questions and answers as well as the time they begin and end).
- **Select the best parts from each interview and save them to a new file.** Here is where the hard part begins. You need to be sure to use all the guests unless they just turn out to be terrible. You also need to edit – edit – edit. Anything that is several minutes long that you can say in 20 seconds, cut out. This is very hard, but very important especially if you have 30 or more minutes of content and only five to ten minutes allotted for an episode.
- **Transcribe the start and end of each clip.** Write a script around each link. Sometimes clips will link together well without having to add your links – this saves time.
- **Write links you need between each clip** and/or group of clips.
- **Read your links aloud while playing the clips.** This is a good thing to do for any writing project. It helps you hear any awkward dialogue.
- If you want, you can record yourself and play it back to yourself. How does it sound? Is it wordy? Is it easy to read? Does it repeat information your guest already provided? Does it cover what you wanted to say in your story? Is the story interesting?
- **Does the overall feature work?** What do you do now? Do you need to edit more? Add a link or two to clear up points? Is there a clip that you did not use that would help the story?
- **Record your links and put them together with your clips.**
- **Listen to the feature completed feature.** Does it work?
- **Add sound effects and/or music** if appropriate.
- **Don't forget the ID3 Tags!** This is how content is located on web sites and iTunes.

Want to use music in your show? Try **Magnatunes.com**. (tag line – we are not evil). You can use their music for podcasts without cost as long as you follow their guidelines.

Transcription service we use is **Castingwords.com**. (If you have a regular show as low as \$14/half hour)

Equipment and Software

The following material will help you put together your podcast, but like most technology will keep changing. Keep this link in your files to find the latest tips and hardware for podcasting.

http://askabiologist.asu.edu/podcasts/podcast_tools.html

Computer

Just about any computer since 2002 can be used to record and edit podcasts. Just be sure that you test it out first to see if it will work.

Portable systems

If you are going to head out on to the streets to do your interviews, you may not want to take a computer.

Low cost

Olympus WS-300M (under \$100.00) http://www.olympusamerica.com/cpg_section/product.asp?product=1193

Medium cost

Zoom H2 Handy Digital Recorder from Samson. (under \$200.00)
<http://www.samsontech.com/products/productpage.cfm?prodID=1916>

Medium-high

Zoom H4 Handy Digital Recorder from Samson (over \$250.00) Best when matched with the Audio Technica ATM 8033 Mic <http://www.samsontech.com/products/productpage.cfm?prodID=1901>

Microphones

There are so many microphones to choose from it is hard to say which is the best fit. In general, you do not want to skimp on the cost and quality of your microphone. **Also don't forget to get the microphone cords.**

Medium

Audio-Technica PRO 41 Cardioid Dynamic (\$50 - \$100)

High-end

Audio Technica ATM 8033 Mic (over \$150)

Editing Software

Free software

Audacity (PC/Windows - Mac - Linux) <http://audacity.sourceforge.net/>

Software with a cost

Adobe Audition (educational discount available - PC/Windows) <http://www.adobe.com/products/audition/>

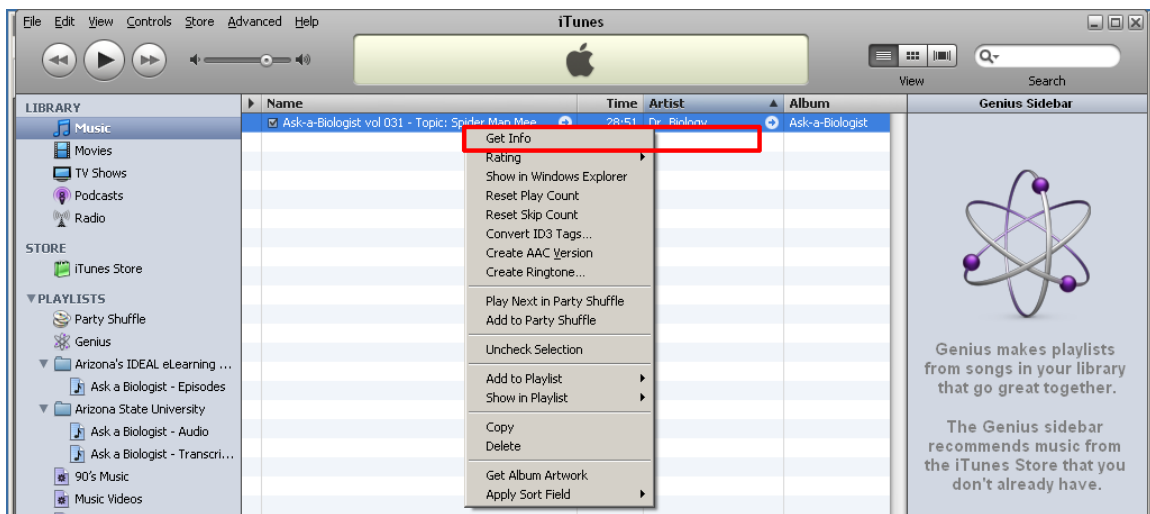
Garage Band (Mac) <http://www.apple.com/ilife/garageband/>

Using iTunes to tag your audio MP3 files

Open file using iTunes – be sure it is selected

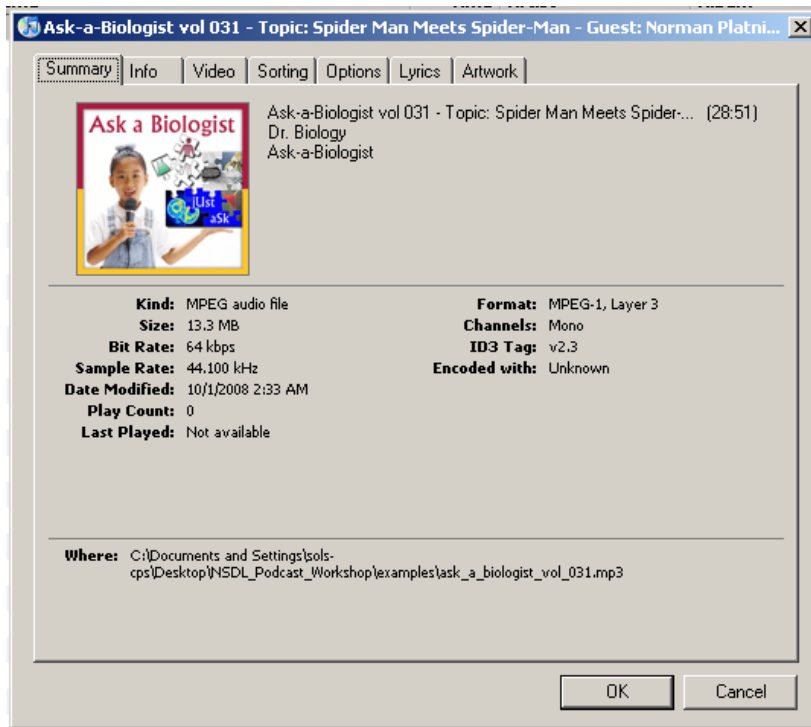


Right click on the selected file

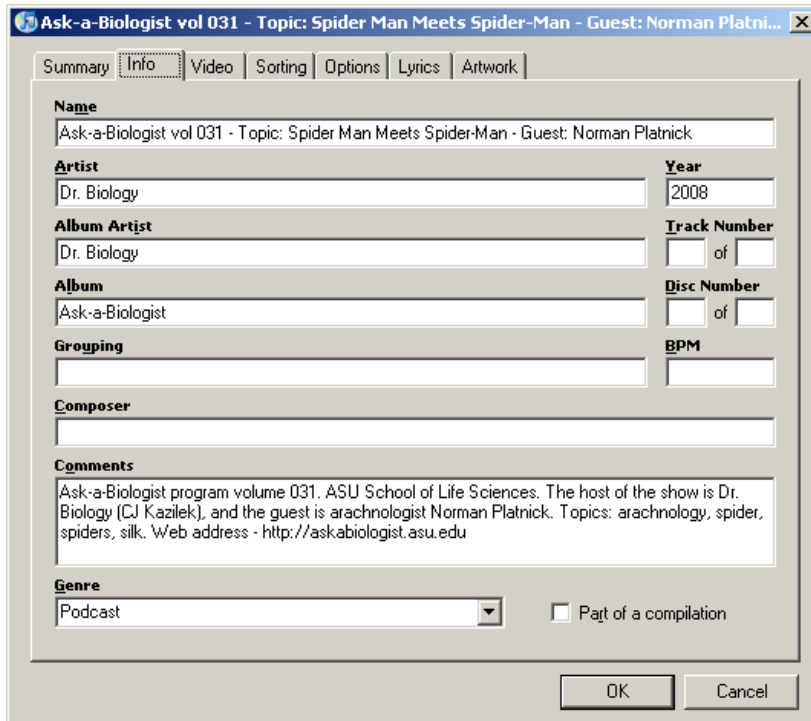


Open – Get Info Now comes the important part!

Here is where you will enter the IMPORTANT ID3 tag



This is what iTunes uses for search data



We hope this area will be used in future search results

Ask-a-Biologist vol 031 - Topic: Spider Man Meets Spider-Man - Guest: Norman Platnick

Summary Info Video Sorting Options Lyrics Artwork

Name
Ask-a-Biologist vol 031 - Topic: Spider Man Meets Spider-Man - Guest: Norman Platnick

Artist Dr. Biology **Year** 2008

Album Artist Dr. Biology **Track Number** of

Album Ask-a-Biologist **Disc Number** of

Grouping **BPM**

Composer

Comments
Ask-a-Biologist program volume 031. ASU School of Life Sciences. The host of the show is Dr. Biology (CJ Kazilek), and the guest is arachnologist Norman Platnick. Topics: arachnology, spider, spiders, silk. Web address - <http://askabiologist.asu.edu>


Genre Podcast Part of a compilation

OK Cancel

Be sure to do your marketing – Album art for the visually creative – JPEG file 300 X 300 pixels best format and size.

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