



ERICSA

2022

**Jazzin' It Up
for Children
and Families**

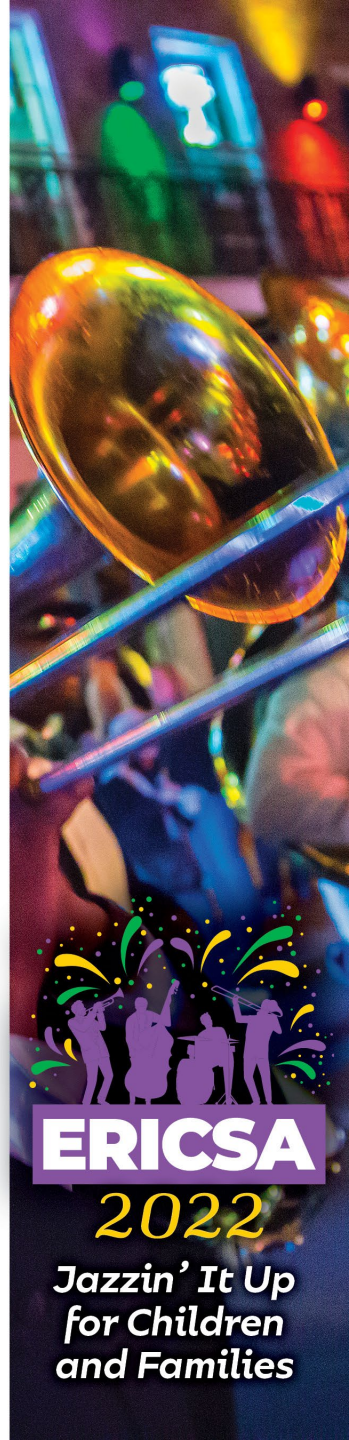
New Orleans

May 22 – 26, 2022

**59TH ANNUAL
TRAINING CONFERENCE
& EXPOSITION**

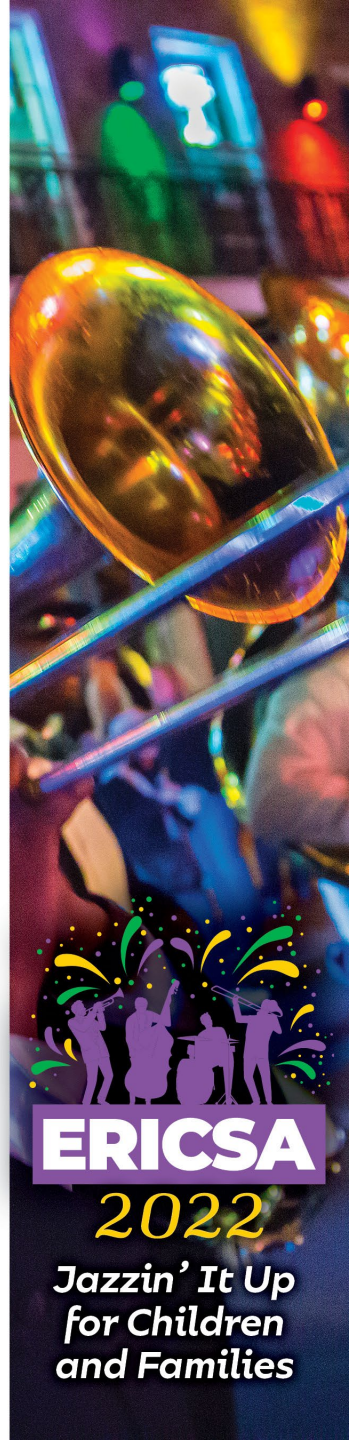
Internal and External Communication

Learn How to Succeed in Podcasting



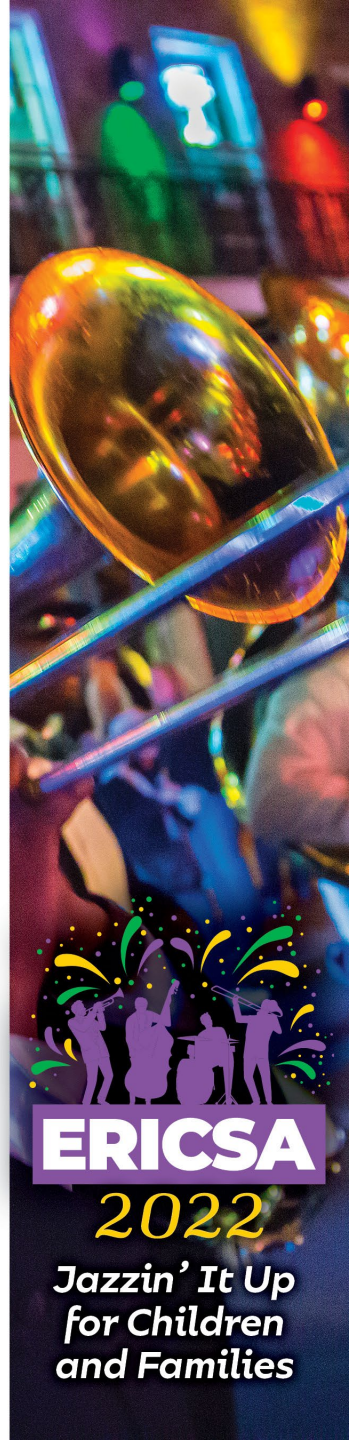
Mentimeter Poll

- How often do you listen to podcasts?
- What are some of your favorite podcasts?



Let's Make a Podcast Today

Any Volunteer Guests?





Metrics Anyone?

Many podcast hosting programs provide different levels of metrics depending on free account or paid account:

- Anchor.fm
- tryStoryboard

Mentimeter Poll

How many are involved in podcast creation currently?

What is your role with podcasts? – create, record, produce, edit, etc.



How and Where to Start?

- Identify your audience
- Identify your content
- Standard format
- Identify your frequency
- What is a desired length of your podcast?
- Branding:
 - Develop a logo
 - Catch phrase

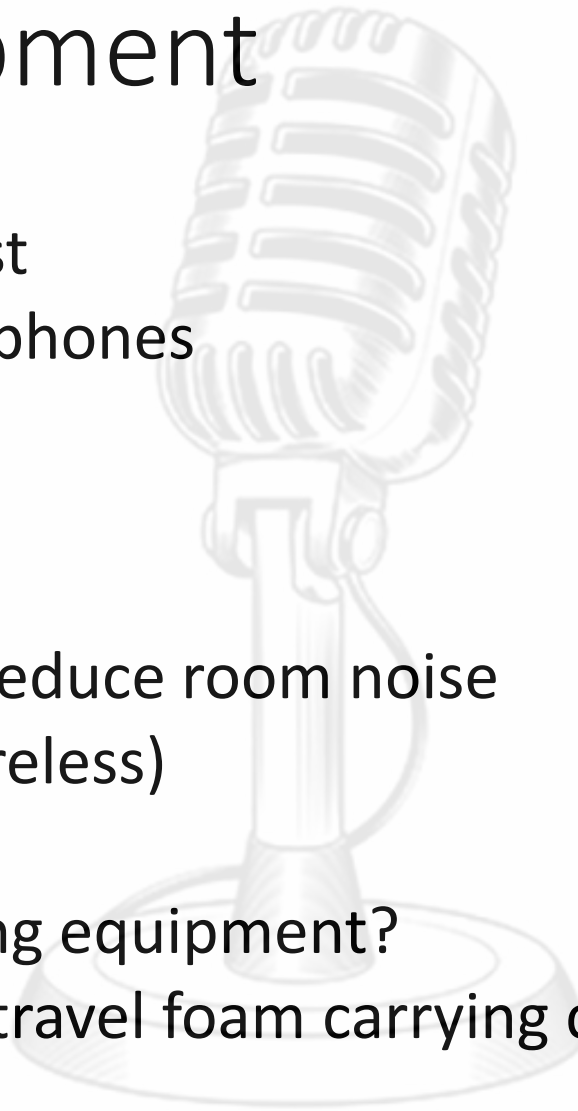
Mentimeter Poll

What are some ideas that you have for podcast topics/content?

How many are interested in starting a podcast (that are not doing it yet)?

Podcasting Equipment

- High-tech but not high-cost
- Variance of podcast microphones
- Boom or no boom
- Shock mount?
- Windscreen?
- Foam isolation shields to reduce room noise
- Headphones (wired vs. wireless)
- Computer or Laptop
- Where can I find podcasting equipment?
- Options and accessories: travel foam carrying cases for mics, etc.





How did we
do?



NCSEA On Location

- How did it start? When was its inception and creation?
- When did it start? **2017**
- Who does it reach? Stats and demographics

The Ongoing News in Establishment (O.N.E.) Podcast

- How did it start? **Began as a conversation, and idea about using a techno-medium.**
- When did it start? **March 15, 2020**
- Who does it reach? **The staff of the Establishment Section of AK CSSD.**



News From the Peak

- How did it start? When was its inception and creation?
- When did it start?

April 16, 2020

- Who does it reach? Stats and demographics



Find your voice

- Sometimes the most unexpected topics can be your most popular and successful





Recording a Podcast

- In-person vs. virtual
- Microphone settings: cardioid/USB mics
- Recording programs:
 - Anchor.fm
 - Zencastr.com: 2/16/21 released newest version for also recording video, which is a plus to see each member when recording remotely
 - Zoom
 - MS Teams
 - In person: smart phone recording app's such as iOS Voice Memos app
- Dropbox—to help in transferring large audio files when email is limited



Editing Podcasts

- There are many software options available
 - Garageband: free for Mac users
 - Audacity: free, open-source software for Windows/PC users
 - Movavi: low-cost audio/video editing software
- Adjusting sound levels
- Adding music
- Saving as an .mp3 or .wav file

Producing a Podcast: Setting up and advance preparations

In Advance:

- Research your guests thoroughly
- Have a plan
- Ask something original
- Tap into their passions
- Set the appointment, and confirm

At the time of interview:

- Check your sound one more time
- Engage with open ended questions
- Listen carefully
- Ask for stories
- Go “off road” & deviate wisely
- Let the person you are interviewing do the talking
- Stay aware of time

Tips, Tricks and Lessons Learned

- Record a minute of dead air to get the room's static sound if needed when editing
- Watch your speech pace/speed
- Be mindful of your diction
- Some mics pick up more background noise than others: adjust gain levels
 - Blue Yeti: turn the Gain knob all the way up (or nearly), and on your Windows Sound settings/Device Properties/Additional Device Properties/Levels (for your microphone) – decrease the setting from (i.e.) 60 down to 20.
 - Turn off any ambient noise that would distract: Furnace/Refrigerator
- Adjust the distance between you and your microphone
- Use the microphone settings for if you are the only one “at” the mic, or if you have more people around a sole mic, to adjust the microphone so that the pickups inside the mic are utilized appropriately
- At the wrap-up, briefly summarize what the podcast was about (recap)

Adding Music



- Be mindful of copyrighted material
- Using free music available on-line: pro's and con's
- Purchasing royalty-free music:
Musicbed, Soundstripe, Audioblocks,
Jamendo, PremiumBeat, Pond5, AudioJungle
- Make your own music
- Be mindful of music that distracts from your podcast product

Now that I
have recorded
a podcast,
where do I
host it?



Many hosting platforms available
(Audioboom, Spreaker, Liberated
Syndication, Soundcloud, Podbean/pvt).



Anchor.fm:

Free
Distributes to 8+ podcast
platforms
Sponsorships



Podomatic:

Free to start
Low cost to increase storage
size



tryStoryboard.com:

Private/business hosting site
Free for 50 participants
Nominal cost for larger
participants

Advertise

- Use your social media to alert to new podcasts: Twitter, Facebook, LinkedIn
- Public facing podcasts: Provide links on your website
- Encourage your listenership to “Follow”
- Solicit feedback and ideas from those that listen to your podcasts
- Ask your guests if they can promote it too (put it on their LinkedIn)

Mentimeter Poll

- How could you use podcasting in YOUR local office? (outreach, advertising events, education, etc.; for private podcasts—reduction in emails and additional staff meetings).
- Who thinks that they can or will try podcasting after today's conversation?



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- Questions?

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