

Creating a Podcast

"You can take an eraser to the blueprint or a pickaxe to the foundation."

—Frank Lloyd Wright

Remember the **70/30 Rule**: 70% of your time on this podcast will be in the planning. Only 30% of your time is spent on recording, importing images, and editing.

WHY? In the long run it saves time. Having to go back and re-record, re-edit, and re-insert slides and transitions is not only frustrating, it's time consuming.

Here are the steps for creating a professional, *publishable* podcast...

RULES OF ENGAGEMENT:

1. In podcasts, less is more. If your podcast is longer than four or five minutes (depending on the scope of the podcast), you might think about cutting the fluff.
2. Make most of your precious time – (Plan for 1 hour *editing* time per slide/scene)
3. Learn as you go (Don't use too much time tinkering with the podcast first.)
4. Don't worry about little details; keep focused on the big picture or you'll run out of time.
5. Don't be a perfectionist as you go; you can perfect creative details later, *but you must get whole project to work first*.
6. Use music without lyrics.
7. Vary the lengths of the photos/still images.
8. Collect more images than you need (medium or large) from Corbis and United Streaming. Use Google as your third option.
9. Organize images in folders on your desktop. Title them. Import them into iPhoto.
10. Finish script early and then cut it into separate sections and record in smaller chunks.
11. Don't freak out – it can be frustrating, but it'll be good in the end.
12. Manage your time and your materials well – stay organized!
13. If your computer is problematic, deal with it right away, because valuable time can be lost.

FOCUS!!

1. Determine your topic. Let's say, it's "**New York City.**"
2. Determine the focus. Let's say you decide on "**Subways.**" You can't do a podcast on the subways of New York (entire books have been written on the topic), but you *can* do a podcast on the "**Creation of Subways.**" Yet entire documentaries have been made on that topic. So, you're not done yet.
3. Determine the "*So What?*" What's your point? Why should your audience want to stay and watch? A podcast just spewing information about how the subway system was made would be boring. *However*, a podcast on "**Why New York needed a subway system**" further focuses your podcast into a manageable length that doesn't drone on and bore your audience.

SOUND CHECK.

1. Begin research.
2. Collect middle to large sized digital images and import them into iPhoto. Get more images than you need. Make sure to copy URLs into the "get info" notes or details window. You'll need these for your works cited.

QUIET ON THE SET!! Storyboarding and Script-Writing

1. Visualize what you want your audience to see and hear. Draw the pictures on a storyboard.
2. Make sure it tells a story.
3. **Consult your rubric or assignment requirements to make sure you've considered all the factors required and recommended for an effective podcast.**
4. Begin drafting your script. Use short, [concise sentences](#). You'll be breaking them into chunks for the different slides/scenes in your podcast later. Using vivid [verbs and adjectives](#) keeps your audience engaged and your teacher impressed. *Pay attention to **how** you say something.*
5. Think of where sound and other effects would *enhance* the story. You don't want your audience to pay more attention to the effects than your story, so **use sound effects sparingly**.
6. Read the script aloud and check for the flow of the words. Revise and revise.
7. Submit to your teacher for approval.

***** THIS IS THE FIRST TIME YOU'LL USE podcast*****

ACTION!!

1. With your **approved** storyboard in hand, images in iPhoto, clips in QuickTime format, you are ready to begin production.
2. Drag and drop images and/or clips in your podcast. Make sure they are in the same sequence as your storyboard.
3. Accept that your podcast is **all about sound**. If your audience can't hear you, you're not reaching them (or your teacher).
4. Do a "dry run" of your script—without recording—to adjust the time of each slide or clip so that it flows with your script.
5. Record your script in the same chunks as your storyboard. Use correct sound levels and a "popper stopper." Use the third track for recording.
 - a. TITLE your recordings. This eliminates any confusion about which track is which.
 - b. GarageBand. If you have access to this application, you can edit with greater precision.
6. Insert titles and effects. Make sure your titles are large enough and easy to read from a distance.
7. Add music, if needed.
8. Include a credits slide with all of your sources cited properly.
9. View and listen to the podcast from a projector to double-check readability of text and sound volume.