

# **Audio and Podcasting**

Interactive News - JR 408

Emerson College

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# Audio

- Probably the least-used multimedia medium.
- When using audio, it is important to make sure audio is the best medium for your content.
- Podcasts are growing in popularity.

# Audio for Web

- Archived audio
  - Audio from radio or other broadcast use
- Original Audio
  - Audio content produced specifically for the Web.
    - Podcasts

# Audio for Web

- Audio slide shows
- Complementary/Supplementary Audio
  - Produced as part of a larger package.  
Basics

# Audio for Web

- Across all multimedia platforms, basic journalistic standards apply.
- Fact check.
- Attribute.
- If you are editing, make sure you do not change the meaning of subject's words.

# Basics

- Make sure you're somewhere with minimal background noise.
- Record ambient sound.
  - Sound on the scene. Useful sounds for audio storytelling, etc.
    - 15 - 30 seconds.
- Keep quiet when your subject is speaking.

# Basics

- Make sure your information is clear to the listener.
- Speak clearly.
- Speak naturally.

# Podcasting

- A podcast is a pre-recorded audio program that's posted to a website and is made available for download so people can listen to them on personal computers or mobile devices.
- Podcasting to traditional audio = blogging to print.



# Podcasting

- By definition, a podcast is not streaming audio.
  - That said, some outlets will take audio that was live and archive/post it online in a podcast format.
- Generally (but not always) have less editing.

# Podcasting

- Standard format is MP3.
- Usually distributed via RSS.

# Podcasting Stats

- The percentage of Americans who have ever watched or listened to a podcast is 45%, up from 43% one year ago. This equates to approximately 70 million Americans over age 12.
- Podcast consumers index very highly for social networking behaviors.

- *Edison*

# Podcasting Stats

- The podcast audience has migrated from being predominantly “early adopters” to more closely resembling mainstream media consumers.
- Two-thirds of podcast consumers have listened to digital audio files in their vehicles by connecting an iPod or other MP3 player to their car audio system.

- *Edison*

# What makes a good podcast?

1. Have pace and energy.
2. Capture the intimacy of Internet radio.
3. Choose a niche.
4. First-class radio production techniques.
5. Have an intelligent and witty tone.

- *Steve Hill*

# Scripted vs. Unscripted

- Debate among podcasters.
- Key is to be natural.
- Be prepared.

# Podcast Formats

- News hits
  - Similar to traditional audio news
- Interviews
- Discussion
  - Either with multiple hosts and/guests
- Single host