Mic Check 1-2, Mic Check 1-2

## Audio Blogging, Podcasting, and Interviewing

June 2, 2021 / Noon - 1 PM





## Digital Storytelling Series with PBS Western Reserve

- Community partners, members, and individuals can learn the tools in creating digital content for effective digital storytelling.
- You will learn about digital content creation through website creation, video, audio podcasting, content strategy, and more.



#### **Questions:**

Feel free to submit any questions or comments in the chat box during the presentation.

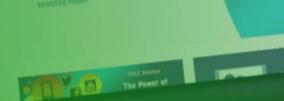


## **Topics**

- Audio Podcasting vs. Audio Blogging
- What is Audio Podcast/Blogging
- Benefits of Audio Podcast/Blogging
- Before You Press Record
- Podcast/Blog Preparation
- Podcast/Blog Format
- Basic Steps To Publishing



## Audio Podcasting vs. Audio Blogging



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## Audio Podcasting vs. Audio Blogging

- Audio blogs are short segments compared to podcasts which are usually longer.
- Podcasts have a production structure including interviews and released as episodes.
- Podcasts provide revenue opportunities
- Audio blogs are more flexible and creative with the content and scheduling.



## Audio Podcasting vs. Audio Blogging

- Podcasting or Blogging is based on your content goal and target audience.
- Podcasting and blogging can be a part of your audio programming



# What is Audio Podcasting/Blogging?





## What is Audio Podcasting/Blogging?

- An audio podcast or blog is an series of digital audio content provided on the web or apps.
- Users have access to through computers or mobile devices for digital engagement.
- An online platform or social media account where a person regularly posts audio content.
  - Information, News, Opinion,









## **Benefits of Audio Blogging?**

- Easier to learn and produce audio podcasts/blogs.
- Less Transparency than video
- Audio content can be delivered directly to your audience through the web or apps.
- More publishing platforms for audio
- Engage the multitasking audience
- Affordable equipment



## Benefits of Audio Blogging?

- Helps lead audiences to written content
- Allows for mistakes
- It's more personal than video
  - Do you spend more time talking to friends on the phone or in person?
  - Listening requires more focus
- Audience can consume it every where
- Easier to share





### **Audio Blogging Stats**

- More than 70% of US adults listened to digital audio content at least once a month in 2020 and 91.7% was on mobile
- The average time spent listening weekly is 16 hours and 14 minutes in 2021
- Active listeners spent 2 hours and 5 minutes per day on audio in 2020



### **Audio Blogging Stats**

- 51% of those aged 12+ "frequently" or "sometimes" listen to audio with other people, with this percentage rising to 69% among those aged 12 to 34.
- On average, weekly podcast audiences listen to 8 podcasts...
- High listening times are mornings, 7 a.m. and 10 a.m., and evening sessions between 5 p.m. and 8 p.m.



## Audio Podcast or Blog Format Before You Press Record





#### What Is Your Format?

- What's your podcast or blog going to say?
  - Content?
- What's your audio podcast or blog going to look like?
  - Is it a one person podcast or blog?
  - Co-hosts, Guests?
  - Length?
  - Style? (Casual?, Corporate?)



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# Podcast/Blog Preparation



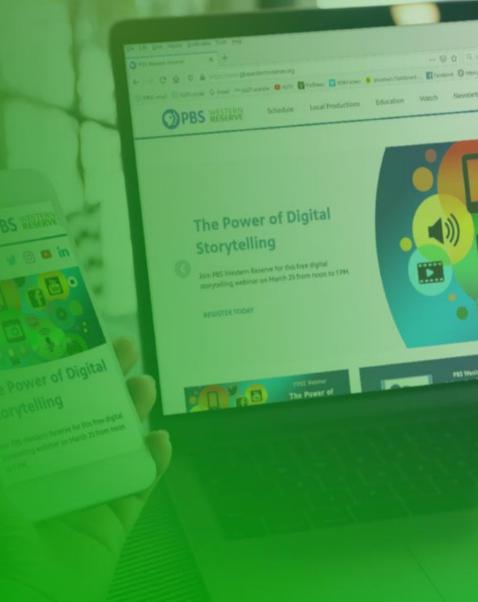


## **Podcast/Blog Preparation**

- Listen to other audio podcasts that reflect your desired approach
- Prepare talking points in advance
- Practice, listen (with headphones) and redo
- Find a quiet place or surroundings that set your podcast or blog tone



# Podcast/Blog Format





Podcast/Blog Format (5-10 mins)

- Show intro topic overview
  - :15 :30 seconds
- Podcast/blog intro
  - highlighting brand Intro music: 15 -: 30 secs
- Topic 1: 2 minutes
- Topic 2: 2 minutes
- Topic 3: 2 minutes
- Closing remarks (call-to-action) 1 minute
- Podcast/blog outro (closing)



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## Interviewing Tips

- Prepare your talking points in advance
  - Supply questions to the host
- Have Pre-Interview Process with the guest
  - Be genuinely interested in the guest
- Let the person you are interviewing do the talking
  - Don't be afraid to keep the guest on track
  - Practice Active Listening
  - Don't "step on" your host



## Interviewing Tips

 Focus On Your Audience, Become An Audience Member

- Think of points your audience may have
- Allow yourself to make mistakes
  - Do retakes, reask questions
- Drink water before and during the interview
- Treat interview like a conversation



# Getting Started Basic Steps in Publishing





## **Getting Started - Basic Steps**

- Record episodes using mobile devices, audio recorders, or your computer
- Upload those files to a podcasting host
  - Podbean, Anchor, Buzzsprout
- Audio content can be distributed from your podcast host to other platforms
  - Spotify, Apple Podcasts, Google Podcasts, Amazon Audible, iHeart, and more



**Audio Blogging Equipment Basics** 

- USB mic for smartphone or laptop
  - Begin with a low cost mic until you are ready to grow
- Software for editing
  - Audacity Free
- If recording to mobile devices, using a mic in a quiet room will lessen the need for editing



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For past presentations scan the QR code or visit: pbswesternreserve.org/digital-storytelling



## Join The Next Power of Digital Storytelling Webinar!

Topic:

**Basic Social Media Content and Marketing** 

When:

Wednesday, June 16th 12:00-1:00pm

(US and Canada)

Register in advance for this webinar: <a href="https://zoom.us/webinar/register/WN\_nARUExoqTTGCx0VVpkquDA">https://zoom.us/webinar/register/WN\_nARUExoqTTGCx0VVpkquDA</a>

After registering, you will receive a confirmation email containing information about joining the webinar.



