

**What Nonprofits and Social Action Organizations Need to Know  
About Using Video and Audio Podcasting To Promote Thought Leadership**  
*Net Tuesday Presentation*  
*Philadelphia, PA*  
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**P**rofessionalPodcasts.com



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<http://www.linkedin.com/in/lubetkin>

<http://www.twitter.com/podcaststeve>

stevelubetkin **Skype Internet Telephone**

**“Podcasts with PowerPoint” Version of Podcasting Presentation**

<http://www.lubetkin.net/slideshows/socialmedia/player.html>

**Video Feeds**

<http://professionalpodcasts.blip.tv/>

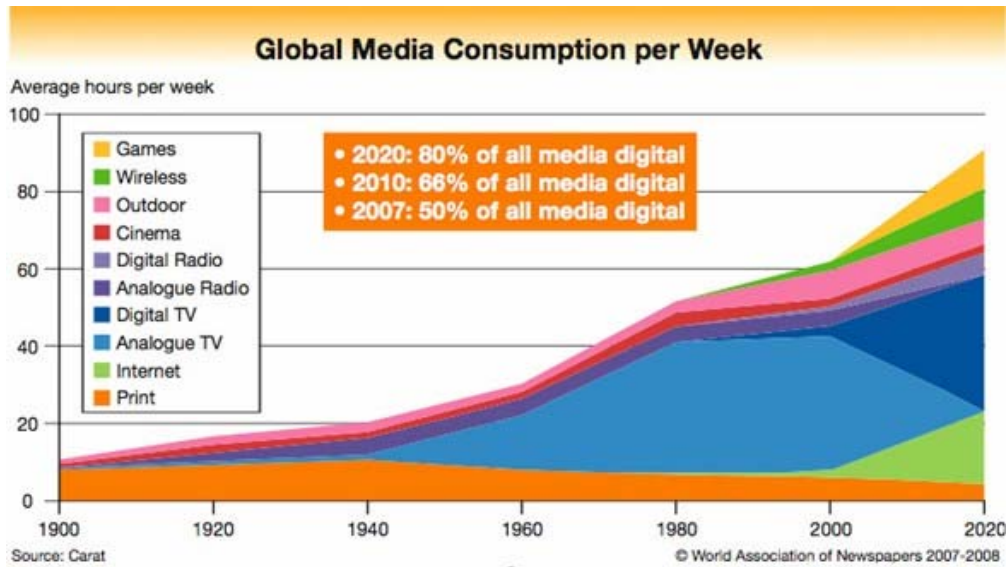
<http://vimeo.com/podcaststeve/videos>

<http://www.youtube.com/user/slubetkin>

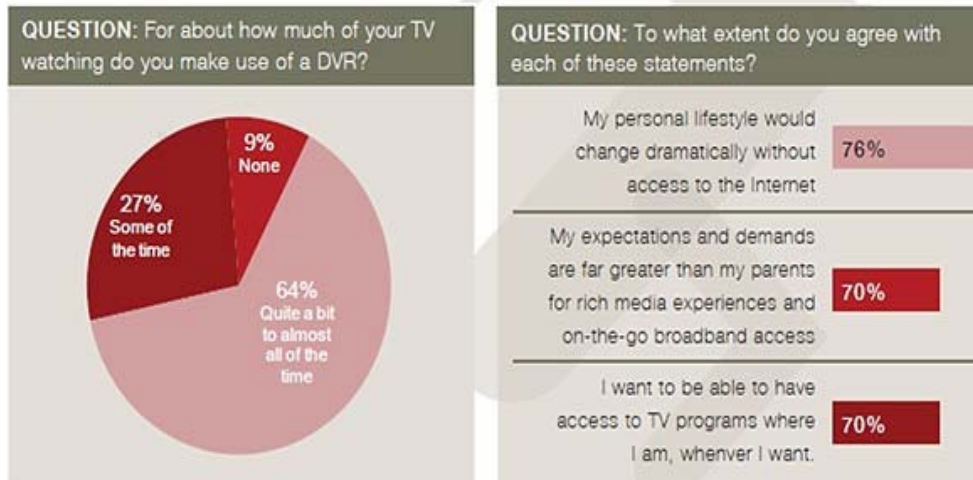
**Blogs and Podcasts**

- Lubetkin On Communications Blog and podcast (<http://www.lubetkin.net/blog>; RSS feed at <http://feeds.feedburner.com/lubetkinsotherblog>)
- CompuSchmooze (<http://www.compuschmooze.com/> and <http://www.jewishvoicesnj.org/>, click on “Columns”; RSS <http://feeds.feedburner.com/compuschmooze>)
- Middle Chamber Books Podcast (<http://www.middlechamberbooks.com/blog>; RSS <http://feeds.feedburner.com/middlechamberbooks>)
- RatingAgency.com (<http://www.ratingagency.com/>; RSS <http://feeds.feedburner.com/ratingagencydotcom>)

## Trends of Interest



**FINDING:** Millennials are hungry for more control over when and where they access rich content.



## ***What do we need to get started in podcasting?***

Here's a description of the equipment we use to produce our podcasts.

### **Video tools we use**

For video production, we use two matched Sony VX-1000 miniDV cameras. We recommend a camera that has an external mic jack. Don't rely on the camera's built in microphone.



We're now using a Kodak Zi8 pocket video camera to produce social media style videos that require less precision (and budget) than our main cameras demand. This \$179 camera shoots up to 1080p HD resolution and accommodates up to a 32gb SD/HDC removable card. This is a better option than Flip cameras that have a fixed capacity memory.



The Olympus ME-51S Stereo microphone works well with the Kodak Zi8, as well as with portable stereo audio recorders like the Olympus WS-500 (see below).

We use the JVC BR-DV600U studio tape deck, which enables us to avoid having to plug the camera into the computer each time we need to transfer video to the editing system, and an Ikan PT2000 professional teleprompter for prepared video presentations.



We use Sony Vegas Pro 9.0 video editing software for our video production.



## Audio Podcasting Tools

For audio recordings, we use a Marantz PMD-660 portable stereo digital recorder. It's the kind the radio networks like AP and NPR use. It can record in high quality stereo PCM, WAV, or MP3 formats, using internal mikes, external mikes, or via line input from a sound system. Recordings are stored on removable Compact Flash (CF) cards like the ones used in digital cameras. A 1 gb CF card can store up to 17 hours of MP3 stereo sound. We transfer the recordings to a Dell Optiplex Studio desktop PC running Windows Vista 64-bit.





**Microphones:** For our main studio microphones we're using Radio Shack Super-Cardioid Dynamic Mics (Catalog #33-128), with a Behringer 8-channel mixer connected via Lexicon Omega USB mixer. For location recording, we have wireless lavalier and handheld mics and an assortment of mixers.



For some applications where it's impractical to carry lots of equipment, we have used the Olympus WS-500 recorder that has a USB jack built in. This stereo recorder can capture more than 500 hours of audio, or 36 hours of high quality stereo sound.





zzounds

Lexicon is featured at <http://www.zzounds.com/item--LEXOMEGA>. Package is priced at \$199 with Cubase LE recording software...it's a very good value, since the mixer lists for \$399 on most sites.



Phone patch into audio mixer: Isolates telephone audio and studio microphone. JK Audio ([www.jkaudio.com](http://www.jkaudio.com)) is a well-known manufacturer of telephone patch devices at various price points. You can also try some of the less expensive phone patches available at Radio Shack.



For audio file conversions, we use dbPowerAmp Music Converter (<http://www.dbpoweramp.com/dmc.htm>), which can convert in either direction from a wide range of audio file formats.

We also use Blaze Media Pro (<http://www.blazemp.com/>) for audio and video file conversions.



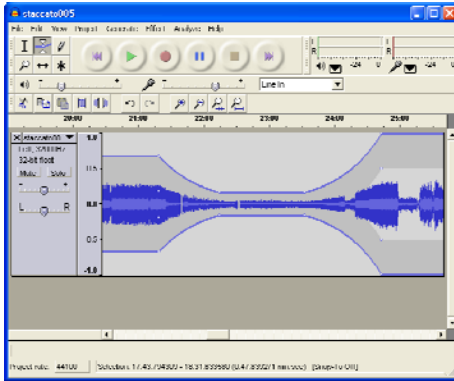
Wireless receiver



Wireless mike adapter

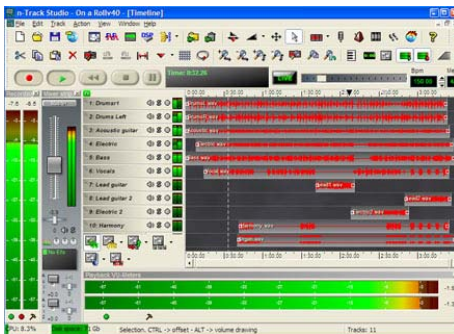
**Wireless microphones and receivers:** We use Radio Shack model 32-1250, a 900MHz wireless receiver, with the Model 32-1252 wireless adapter and a lavalier microphone. This lets you mike speakers who are going to walk around.

## Software



### Audacity

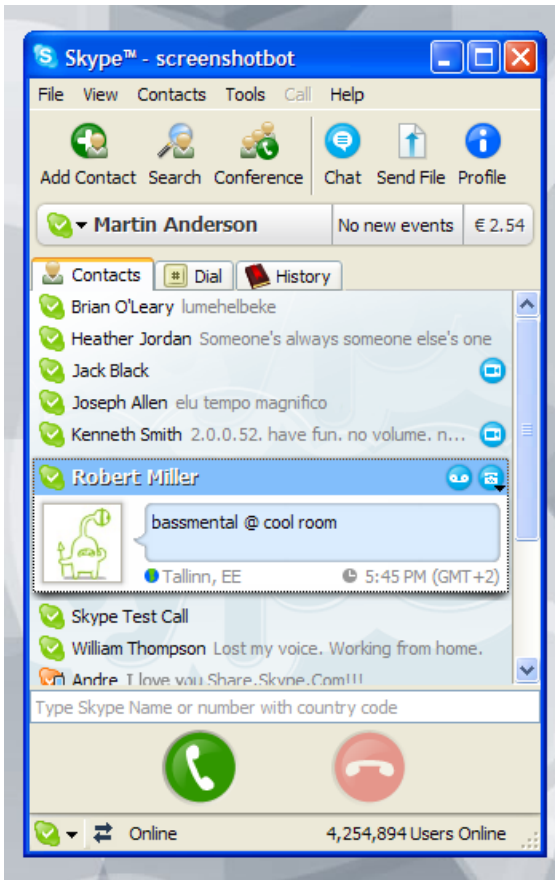
(<http://audacity.sourceforge.net/>): Many podcasters use Audacity. It's easy to use, editing is very clean, and the sound files produced are very good quality. Best of all, it's free!



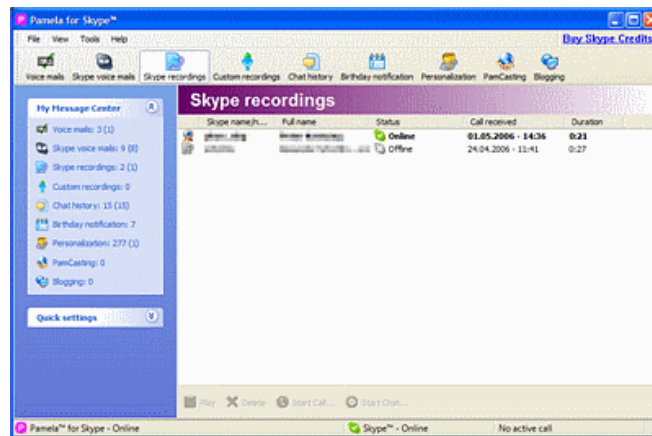
**N-Track Studio** ([www.fasoft.com](http://www.fasoft.com)): A more sophisticated multi-track recording studio. Many features are more useful for music recordings than for voice podcasts, but it provides very sophisticated capabilities at a very low cost.

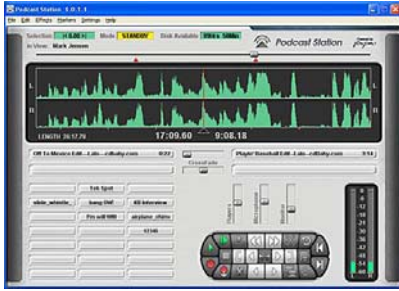


**BIAS Software's SoundSoap Pro** – Noise Reduction Software that learns about the noise in a recording, and then reduces it dramatically.



**Skype:** Free Internet telephony. Download Skype software ([www.skype.com](http://www.skype.com)) and talk to other Skype users over your computer. The sound quality is exceptionally good, and with HotRecorder or Pamela ([www.pamela-systems.com](http://www.pamela-systems.com) below, center), you can record your conversations for use in your podcasts.





We also use Podcast Station to create feature clips to be inserted into podcasts. It's like having a radio station control room with tape cartridge machines and tape decks at your fingertips.

(<http://www.podcaststation.com/default.asp>) – Program has been “abandoned” by manufacturer.

## The technical steps involved in creating a podcast

### From Idea to Air The Freelancers' Field Guide to Selling to Public Radio



**Todd Maffin**

You might want to purchase Tod Maffin's book, *From Idea to Air: The Freelancer's Field Guide to Selling to Public Radio* (<http://todmaffin.com/ideatoair/>) or the podcast edition at [http://todmaffin.com/ideatoair/podcast\\_edition.htm](http://todmaffin.com/ideatoair/podcast_edition.htm).

Tod is a veteran radio journalist with the Canadian Broadcasting Corporation. His tips for quality production are extremely valuable.

## Some guidelines

- 1) It's like radio or TV. Be a professional. Edit out the mistakes and the goofs that no one but you can hear.
- 2) Room tone – record 1-2 minutes of ambient sound at the location where you are doing a remote recording. You can use this as an audio bed to create narration later.
- 3) Mikes should be close to the speaker's mouth.
- 4) One mike for each speaker
- 5) Skype ([www.skype.com](http://www.skype.com)) for Internet telephone interviews.
- 6) Hot Recorder ([www.hotrecorder.com](http://www.hotrecorder.com)) or Pamela ([www.pamela.com](http://www.pamela.com)) for Skype conversations. Records each person on a different track. Buy the premium version and you get the conversion utility to turn the audio file into a WAV file for editing. Separate tracks are great for editing when you step on the guest's words, and Hot Recorder also works as a voice mail system for Skype.

## Sources of music that won't cause licensing issues (podcast friendly music)



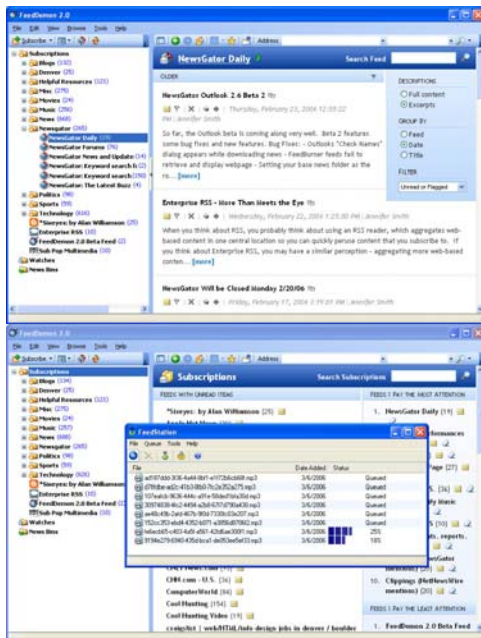
**GarageBand.com:** Bands make MP3 recordings available for podcasters, no charge to use the recordings, but they request a link back to the band, and a mention in the podcast and show notes.



**Podcast NYC:** Another podcast friendly site with music that can be used safely.

<http://www.podcastnyc.net>

## Listening to Podcasts



FeedDemon ([www.feedException.com](http://www.feedException.com)) is a “feed reader” that also has “podcatcher” capabilities. That means it can subscribe to podcasts and automatically download them.

This FeedDemon screen shot shows the FeedStation function downloading podcasts automatically.

## Finding Podcasts for Listening



**Technorati.com:** A search engine for blogs and podcasts. You can also track different conversations across various blogs.



**PodcastAlley.com:** A directory of podcasts. One of dozens of sites that allow podcasters to list their programs.



Apple's iTunes Music Store ([www.itunes.com](http://www.itunes.com)): Podcasters can list podcasts for free, making them available to the 100+ million iTunes subscribers.

## Popular Podcasts



**The Dawn & Drew Show:** A 20-something couple podcasts from their Wisconsin farm house, mostly about their sex life. One of the most popular podcasts.



Father Roderick Vonhögen, Catholic priest of the Archdiocese of Utrecht, The Netherlands, podcasts about churches and church history; did a superior job of reporting nearly live from Rome on the funeral of Pope John Paul II and the election and installation of the new pope.

## Other resources mentioned in this presentation

Twitter – Microblogging, “CB Radio of the Internet” <http://www.twitter.com/>

ACE Professional Risk Podcasts - <http://aceprofessionalrisk.blogspot.com/>

Mayo Clinic Social Media – <http://podcasts.mayoclinic.org/>

NJ Academy of Family Physicians Podcasts – <http://njafppodcasts.blogspot.com/>

Facebook – <http://www.facebook.com/>