

Introductory Podcasting Masterclass at TRU

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A Self-Directed Exploration of Scholarly Podcasting

THOMPSON RIVER UNIVERSITY



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About the Masterclass

Fall 2022 Iteration: November 1 – December 2

Final Submission “Deadline”: December 15

Learning Technology & Innovation is proud to present our self-directed “introductory masterclass” on podcasting. The class lasts four weeks and can be completed at your own pace; if you choose pace yourself along with us, you will complete the course in a month and have access to four live on-line sessions to practice skills and ask questions.

By the end of this course, learners will:

- Have a clear sense of whether podcasting is the right medium for their project.
- Understand the different ways podcasting can be used for mobilizing scholarly knowledge.
- Have exposure to basic experiences of recording and editing audio.
- Have exposure to basic experiences using WordPress for podcast distribution.
- Have a scope for development of their own scholarly podcast.

The thematic focus of the course is scholarly podcasting, but there is space here for everyone and the skills are broadly transferable to any podcasting project.

Join Us!

This site can be used by anyone – at TRU, or beyond! – and you don’t have to formally sign up to follow along. But if you’d like to be added to the site in order to do the weekly mini-assignments, or if you’d like to come to the live sessions and join the Mattermost channel for just-in-time support, please fill in the form below.

ABOUT

A Day in the Life of a Podcast

A question we get asked a lot is, “How long does it take to make a podcast?” This is very much a how-long-is-a-piece-of-string question, but using an episode of LT&I’s in-house podcast, You Got This!, we’ve tried to break down the timelines.

[You can click here to hear the final cut of the episode.](#) It runs 37 minutes in length.

Pre-Recording Setup (approx. 30 minutes):

- Book guests, which usually requires some flexibility and rescheduling.
- Set up the recording space, both digital (we use [Zencastr](#)) and physical (lock the cats out of your office, etc).
- Confirm mic and headphones are working. Yes, you should do this every single time you record. Ask us how we know.

Recording (approx. 90 minutes):

- Record the interview, which usually takes about one hour.
- Record the introductory essay, which usually takes about thirty minutes to nail down (it was a little longer this week because Brenna had to re-do it in a quieter location).

Production (approx. 90 minutes):

- This will vary widely depending on what you are trying to accomplish. For You Got This!, we use a very light editorial hand — we trim out excessively long pauses or a lot of ums and ahs, but we want people to sound like themselves, also.
- As an established podcast, You Got This! already has music and other production elements in place. For your first few episodes, building these components parts will take additional time.
- Interviews and essay-style podcasts will require less production time, while documentary-style podcasts will require substantially more (most documentary podcasts are not made and released on a week-to-week schedule).

Transcription (approx. 60 minutes, + processing time):

- At You Got This!, we firmly believe that podcasts made to disseminate scholarly communication or support community must be day-one accessible, and as such we encourage you to build a transcription plan into your podcast. You’ll learn about lots of options in this course.

- We prefer to create our transcripts ourselves, using the automatic transcription function that comes with Zencastr Pro. Some weeks, when Brenna gets really in over her head — like this one — we send You Got This! episodes to Rev for automatic transcription, because the quality of grammar is better and requires less editing. This can take anywhere from a few minutes to a few hours to process, so plan ahead whichever option you choose. [Using a gig-labour-driven tool like Rev is not an ethically neutral choice](#), and we work to minimize our reliance on this service, even the automated option.
- Editing the automated transcript usually takes about 1-2 hours of focused time, depending on the episode length. This week it took an hour.

Posting (approx. 30 minutes)

- These tasks are small: assemble show notes, choose a featured image, upload the audio file and fill in the metadata.
- We try to do this in advance so the post is scheduled and we can come back and make adjustments as needed.

So for this 37 minute episode, it takes about 3.5 hours of labour. Hopefully, this gives you a sense of how to plan for your own podcast schedule.

Questions You Might Have

Frequently-ish Asked Questions

What is a Podcast?

As the term “podcast” gets increasingly buzzy, it seems to be increasingly used to refer to all kinds of things. In basic terms, a podcast is recorded spoken-word audio created for distribution. It can take lots of different forms: monologue, interview, documentary. We’ll get into examples as you work on your Listening Journal in week one.

This means there are lots of great use of audio — including some classroom assignments — that aren’t strictly podcasts. We’ll still spend time talking about things that will be relevant, including week two’s focus on recording and editing, but the general thrust of our discussion will be to move you towards distribution.

What... is this?

This is a self-paced introductory masterclass in podcasting. The goal is to introduce you to the genres and modes of podcasting, to get you to dabble in audio production, and to imagine an audio project for yourself. During scheduled iterations of the course, the LT&I team will use this space to give feedback to the developing projects; between iterations, this site will live on as a resource to be consulted.

It’s also an experiment in a new way of offering programming. Maybe it will work! Maybe it won’t. We’ll be looking for your feedback.

What do I need for this class?

Not much. A computer — or good tablet — that you can do audio editing on. A mic of some sort (but for the purposes of this class, your cell phone headphones or the headset you use for Zoom

calls is just fine). Comfort with WordPress is an asset, but not required – we will get you up to speed quickly.

Your time commitment for this class can vary widely. We will suggest weekly tasks, and you can take them on – or not. Generally, this course can be completed in 1-2 hours/week, but it will reward whatever time you want to give it. You can come back to the exercises later, after the supported part of the course is over. You can post your projects publicly, or you can choose to keep everything you do in “Draft” mode. You can follow along without ever being added to the site or the Mattermost channel.

If you do complete all four tasks before the end of the scheduled period, we will issue you a certificate to show that you’ve completed this introductory course. And more importantly, we’ll be eager to partner with you on your next podcasting project adventure.

Listening Room

We don't use a reading list, rather, the playlist below includes many of our favorite podcasts.

Podcast	Description	Style
Praxis and Pedagogy	Philosophy Pedagogy Praxis (practice)	Education
Terry Greene's Getting Air	Terry Greene as he and his guests get some air time to discuss technology-enabled and open learning practices in Post-Secondary Education	Education
How I Built This	Guy Raz dives into the stories behind some of the world's best known companies	Economics
Dear Sugar	"Dear Sugars" is here, speaking straight into your ears. Hosted by the original "Sugars," Cheryl Strayed and Steve Almond, the podcast fields all your questions – no matter how deep or dark – and offers radical empathy in return.	Social Issues
Secret Feminist Agenda	Secret Feminist Agenda is a weekly podcast about the insidious, nefarious, insurgent, and mundane ways we enact our feminism in our daily lives. Hosted by academic and podcaster Hannah McGregor.	Social Issues
Sleepover with Sook-Yin Lee	Sleepover takes us inside an unusual social encounter, where three complete strangers agree to meet in different places—from a highrise condo to an island yurt—for an evening, night, and morning together.	True Stories
Revisionist History	Revisionist History is Malcolm Gladwell's journey through the overlooked and the misunderstood. Every episode re-examines something from the past – an event, a person, an idea, even a song – and asks whether we got it right the first time. Because sometimes the past deserves a second chance.	History
Disgraceland		
Finding Cleo		True Crime
The Current (CBC)		
Dolly Parton's America		
No Place Like Home		Climate Change
The Village		Gender Issues
Gender Reveal		Gender Issues
Metis In Space		Pop Culture
We Can Do Hard Things		
On Being with Krista Tippett		Self Improvement
Hear to Slay		Black Feminism

Podcast	Description	Style
How To Save A Planet		Climate Change
Spooked		Storytelling
Lore		Storytelling
Haunted Canada		True Life Stories
Hardcore History		History
The History of Byzantium		History
Byzantium and Friends		History
Rogue History		History
The Daily		News
Political Gabfest		Politics
On The Media		Social Issues
Vox Conversations		Social Issues
This American Life		Social Issues
Conversations With Tyler		Social Issues
The Ezra Klein Show		Social Issues
Hidden Brain		Social Issues
99% Invisible		Social Issues
Stuff the British Stole		History
You're Wrong About		Social Issues
Death, Sex & Money		Social Issues
Ear Hustle	Life in Prison	True Stories
Ten Percent Happier		Social Issues
Criminal		True Crime
Everything is Alive	Interviews with Inanimate Objects	Storytelling

Podcast	Description	Style
Pop Culture Happy Hour		Pop Culture
Home Cooking		Cooking
Transom		
The Documentary (BBC)		Social Issues
Death in the Afternoon	All Things Death	Social Issues
The Big Story	Canadian News, Culture and Issues	Social Issues
Quick Question		Pop Culture
Just Sustainability		Social Issues
Philosophy Bites		Social Issues
Oh Witch Please!	Harry Potter	Pop Culture
Friendshipping	a feel-good advice newsletter about making friends	Social Issues
Radiolab		
Serial		True Crime
Life Jolt	CBC Woman in Prison	True Stories
framework radio	Field Recordings and Sound Experiments	Experimental
This Land	custody battle over Native children	Social Issues
Louder Than a Riot	Rhyme and punishment go hand in hand in America. Louder Than A Riot reveals the interconnected rise of hip-hop and mass incarceration.	Social Issues
The Contrafabulists		Social Issues
Being Present with a Microphone		
Cultivating Place		Nature
Outside/In		Nature
Ologies	Comedic Science	Social Issues
S-Town		
Walking	Jon Mooallem's Walking podcast	Experimental

Podcast	Description	Style
thebeerists	Deep dive into craft beer	Pop Culture
Hello From The Magic Tavern	Ongoing tale of an earth man in fantasy world. Created by terrific Chicago improv actors	Pop Culture
Science VS	Science VS...	Social Issues
Think Like an Economist		Economics
EconTalk		Economics
Inquiring Minds		Social Issues
HBR Idea Cast		Economics
LSE Public		Economics
The Drive		Social Issues
SVPod		Sports
Throughline		History
Ludic Pedagogy		Teaching and Learning
The Experiment		Social Issues
Business Wars		Economics
Planet Money		Economics
American History Tellers		History
Scientology: Fair Game		True Crime
Somebody Knows Something	CBC	True Crime
Canadaland		Social Issues
TED Talks Daily		Social Issues
Cool Canadian History		History
Stuff You Should Know		Social Issues
The Worst Idea of All Time	Two New Zealanders watch the same film every week for a year	Pop Culture
SModcast	Kevin Smith and Friends	Pop Culture

Podcast	Description	Style
Our Debut Album		Pop Culture
Personal Best	CBC	Self Improvement
Mystery Show	Starlees solves a mystery	
Song Exploder	Deep dive into one song by the artist	Pop Culture
Office Ladies	Jenna Fischer and Angela Kinsey talk about their time on the office	Pop Culture
My Favorite Murder		True Crime
Canadaland Short Cuts		
Unerased	Deportation of Adoptees	Social Issues
American Queer		Social Issues
Stuff You Missed in History Class		History
The Art of Asking Everything		Social Issues
Kameo	Interviews with Kamloopsians by Nevin Webster	True Stories
Ongoing History of New Music	History of Music	History
Bear Brook		True Crime
Sacred Scandal		True Crime
Bechdel Cast	Portrayal of Woman in Movies	Pop Culture
Rumble	Michale Moore	Social Issues
Smartless	Jason Bateman, Sean Hayes, Wil Arnett with new guest every week.	Pop Culture
Welcome to Our Show	Breakdown of the sitcom New Girl by the cast	Pop Culture
Beyond the X's and O's		Sports
Andraste's Gadfly		Graduate of Podcast Master Class

More Resources

[Last year, we built out a toolkit for podcasters at TRU.](#) We will continue updating the resource, so please let us know what questions you have that aren't answered by it!

- In particular, [we hope you'll check out our videos about collecting audio and editing podcasts.](#)

[BC Studies has a great podcast about podcasting](#) (and Brenna isn't just saying that because she got to contribute to it).

The University of Calgary library has [a great resource all about podcasting and media creation.](#)

If you're thinking in the direction of documentary-style podcasting, [the CBC resources for radio documentary-making](#) is a great space to explore.

[And NPR built a resource for their student podcasting contest](#) that is actually a great, accessible introduction, perhaps suitable for sharing with your own students.

WEEKLY SCHEDULE

Week 1: Critical Listening Skills

Establishing your sound is an important first step in developing your podcast. This week, you'll spend some time listening to different podcasts and getting a sense of what you like and don't like. Then, if you choose, you can move on to the second assignment, and start to plot out what you want **your** podcast to sound like. You'll also get a little bit of practice editing in WordPress, which is where we'll be teaching you how to post and distribute your podcast.

Before you get started this week, [you might like to read about different podcast formats](#), so you can think about what you want to listen to and what you want to make.

In the Fall 2022 iteration of this course, Week 1 Assignments are due on November 7. [You can sign up to join our live discussion of Week 1 by clicking here](#). And whenever you are accessing this course, we offer support via our Mattermost Team, [which you can join by clicking here](#).

[Assignment 1a: Listening Journal](#)

[Assignment 1b: Planning Your Sound](#)

We recommend doing Assignment 1a first. If you finished it and still have time, or if you completed 1a in a previous iteration of the course, go ahead and move on to 1b.

1a: Listening Journal

Suggested deadline: November 7

It's kind of hard to make a podcast if you don't have a good sense of what you want your work to sound like. In this first week, we're going to explore some options for scholarly podcasting and you're going to spend some time reflecting on what you like and don't like.

Your job this week is just to listen to podcasts! Try to find a range of different styles (we have some suggestions below) and look for podcasts with a scholarly angle that might match your own discipline or approach. We also want you to keep a listening journal to track your preferences.

When you're ready, [make sure you're logged in to the site](#).

To add a new Post

- Click the **Posts** menu option
- Click the **Add New** link underneath (or hover your cursor over the **Posts** menu option and click the **Add new** link in the fly-out menu).
- Follow the prompts to upload your content. [If you're brand-new to WordPress, you can review our instructions for posting content here](#).
- **Important:** make sure you choose "Journal" for the post category; this will aggregate your post alongside other participants [on the Journal post page](#). [Here's a little more about how categories work](#).

Suggested Podcasts

Here are some shows favoured by folks on our team:

Interview format: [Secret Feminist Agenda](#) was a [peer-reviewed podcast](#) about feminist issues made by Hannah MacGregor, an assistant professor of publishing at Simon Fraser University.

Documentary format: [Crackdown](#) is a SSHRC-funded podcast documenting the war on drugs from the perspective of drug user journalists.

Conversational format: [Métis in Space](#) is a podcast by Indigenous academics Molly Swain and Chelsea Vowell, critiquing Indigenous representations in popular culture (especially sci-fi and fantasy).

There are more suggestions [posted over at the Amplify Podcast Network blog](#), and [we have been crowdsourcing the favourite shows of folks taking this course here](#). And you can, of course, download the podcatcher of your choice and spend some time exploring the options available there.

Suggested Writing Prompts

1. What format was most compelling for you to listen to?
2. What kinds of production choices – music, effects, segments – do you like, and which turn you off?
3. What conventions seem to emerge in podcasts related to your discipline or that you want to emulate?
4. What podcast couldn't you find to listen to – and do you want to make it? What might that look like?



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1b: Planning Your Sound

Suggested deadline: November 7

Now that you've done some listening, it's time to think about what you want your podcast to sound like.

We'd like you to draft another post now, this time answering some questions about what you want your podcast to sound like.

Important: make sure you choose "Planning Our Sound" for the post category; this will aggregate your post alongside other participants [on the Planning Our Sound post page](#) (if this link doesn't have any content yet, get writing!).

Questions to respond to in your post:

1. What podcast format are you leaning towards, and why? What do you think that format will offer for what you hope to accomplish?
2. What "segments" will your show have? Listeners often appreciate an anchoring structure. For example, on *You Got This!*, we open with an essay or brief monologue, then share our feature interview, and close with a "Tiny Teaching Tip." Having an established rhythm can also help you conceptualize your show.
3. Come up with a list of adjectives to describe the tone you hope to achieve for your show. Try to find five. For example, Brenna describes the tone she aspires to for *You Got This!* as encouraging, friendly, conversational, easygoing, and honest.
4. What do you want your theme song to sound like? [Spend some time exploring Free Music Archive](#) to find something that might be suitable, and share it with us.
5. Do you imagine including sound effects in your show? If so, what do you hope they will achieve? See if you can find something that fits your vibe [by exploring the Wikimedia archive](#), or by recording something in your world for use to listen to. Share it by linking or upload to your post!

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Week 2: Recording and Editing Skills

It can be really intimidating to start recording audio if you never have before – there’s so much to know! But the truth is, capturing an editing audio is easier than you think, and you’ll be able to accomplish a lot with just a little bit of practice. This week, we’re throwing you in the deep end but we know you’ll come out swimming.

Before you get started this week, [we encourage you to download Audacity](#) and [check out a short tutorial to get yourself oriented to the basic functions](#). Also, here are the changes to [Audacity](#) after update 3.1. (If you’re using a different audio editor, feel free to scope out a good tutorial for it and share it with us instead – other good choices include Garageband, if you’re on the Mac, or paid software options like Hindenburg.)

In the Fall 2022 iteration of this course, Week 2 Assignments are due on November 14. There’s no discussion this week because we’re observing Remembrance Day at TRU, but [you can sign up to join our other live discussions by clicking here](#). And whenever you are accessing this course, we offer support via our Mattermost Team, [which you can join by clicking here](#).

[Assignment 2a: Recording and Editing Audio](#)

[Assignment 2b: Three More Editing Tasks](#)

We recommend doing Assignment 2a first. If you finished it and still have time, or if you completed 2a in a previous iteration of the course, go ahead and move on to 2b.

2a: Recording and Editing Audio

Suggested deadline: November 14

Okay, there's no time like the present – let's record some audio.

You don't need to worry too much about the outcome here. The goal is to play with the kinds of tools you will be using and just get a feel for how much you need to learn about audio editing to accomplish your goals.

Step one: Record about two minutes of audio. This can be you reading an essay or giving an impromptu monologue, or you can interview someone, or you can collect some audio you might use in a documentary-style project.

Use the best tools you have access to – but if that's your smartphone voice memo app or a Zoom headset plugged into your computer, that's a fine place to start. If you're working on your computer, you can record directly into [Audacity](#) or [GarageBand](#), which you can then use to edit the file, too.

Step two: Make a production choice in an editing program. This is a wide-open task, but here are some suggestions:

- Make cuts to the audio that sound seamless.
- Raise or lower the volume of the original audio.
- Fade [some piece of free-use music](#) in or out of the recorded audio.

The goal here is just to get you in and playing with a sound editing program. When you're finished, export as an mp3 file.

Step three: We encourage everyone to transcribe their audio projects – accessibility isn't optional! We have a brief video showing how TRU folks can use Kaltura to create a transcript.

<https://api.ca.kaltura.com/a1b3977d-fee7-4894-b524-a5430689b9a0> – KALTURA

Taking the time to create audio transcripts ensures everyone can engage with your work.

If you don't have access to Kaltura at your institution, here's a tutorial on [how to crib your transcript from YouTube](#).

Step four: Create a new post, this time using the category Audio Experiments. Tell us a bit about your project (no more than a paragraph or two!) and then use the Add Media function to insert

your audio file. You can also paste in your transcript to your post! Make sure you use the Audio Experiment category [so we can see your post aggregated here](#).



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2b: Three More Editing Tasks

Suggested deadline: November 14

For these editing tasks, you can use the audio you recorded for 2a, or a different clip entirely – it's up to you. Let's keep our experiments to around two minutes, though, so that we can all listen to them.

1. Add music to your audio recording. (If you did this in task 2a, add a second music clip.) Practice playing with the levels to fade the music into and then out of your audio recording. You can [read more about Fades in Audacity here](#), and [you can find royalty-free music to use here](#).
2. Edit in a sound effect to your audio recording. You might try [bleeping out some of your audio](#) as though you are redacting content or covering a curse word or maybe [you want to add an echo to your voice](#).
3. Do something to “clean up” your audio – this is subjective! Play with the equalizer function to do something like reduce popped sounds (those plosive ps and ds) or sibilance, bring up a quiet bit of your audio, or play with [the noise reduction](#) function ([Video tutorial on noise reduction](#)).

When you're ready, make a post and share your creations!

Important: make sure you choose “More Editing” for the post category; this will aggregate your post alongside other participants [on the More Editing post page](#) (if this link doesn't have any content yet, get editing!).

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Week 3: Distribution and Marketing

It's time, now, to put the “cast” in “podcast” by sending your work out into the world. There are lots of services you can pay for to help you distribute your work, but you have the most control by doing it yourself – and if you're a member of our TRU community, you can access all the resources you need for free by using TRUbox.

In the Fall 2022 iteration of this course, Week 3 Assignments are due on November 21. [You can sign up to join our live discussion of Week 3 by clicking here.](#) And whenever you are accessing this course, we offer support via our Mattermost Team, [which you can join by clicking here.](#)

[Assignment 3a: Dabbling in Distribution](#)

[Assignment 3b: The Visual Lookfeel \(and more!\)](#)

We recommend doing Assignment 3a first. If you finished it and still have time, or if you completed 3a in a previous iteration of the course, go ahead and move on to 3b.

3a: Dabbling in Distribution

Suggested deadline: November 21

Oftentimes, people feel overwhelmed or nervous about the technical aspect of getting the podcast out into the world. But it's actually pretty straightforward! The goal of this week's exercise is to show you what you can do with the tools freely available here at TRU.

So we've listened to podcasts, we've made a bit of audio... now it's time to play with the distribution function in WordPress, using a plugin called Seriously Simple Podcasting. (It seriously is really simple.) We have a little video that shows you how it works:

<https://api.ca.kaltura.com/857e93bf-e824-47bf-8733-474ef9c6d7a0> – KALTURA VIDEO

Your task for this week is to take that audio experiment from last week and upload it as if it were being distributed. Our site will create an RSS feed, but we won't be submitting it to the podcatchers for pick-up.

Important: Use the existing “Test Series” for your podcast following the process in the video above, and we'll be able to see them all eventually populated in [our collective RSS feed for the course](#). If you make a new series, it's not the end of the world, but it won't populate in the feed.

In the Fall 2022 iteration of this course, Week 3 Assignments are due on November 21. [You can sign up to join our live discussion of Week 3 by clicking here](#). And whenever you are accessing this course, we offer support via our Mattermost Team, [which you can join by clicking here](#).

3b: The Visual Lookfeel (and more!)

Suggested deadline: November 21

So we promised a bit of marketing in this course, but the truth is that we're academics who couldn't sell our way out of a cardboard box. But we can talk a bit about visuals, show notes, site design, and the other components that will give your show a coherent feel.

If you're following along with our process, you'll be creating your podcast in WordPress. This gives you lots of control over how your site looks and how you will present your podcast to the world, so you'll get time to think about colours, fonts, and featured images for individual episodes. In addition, you need to select a cover image for your podcast. You can play with perhaps designing a logo or other visual signifiers of your show.

You also need to choose where you want to make your podcast available. By using the RSS feed, anyone can add the podcast to any podcatcher, but you can also submit your podcast for indexing to Apple Podcasts, Stitcher, Google Podcasts, Spotify, and others. [Some folks make ethical decisions about where to share their work](#). What's your plan?

For this assignment, make a post to answer the following questions:

1. What will your podcast cover image be? This is how your podcast will be most known visually. The image must be a square, 1400 x 1400 to 3000 x 3000 pixels in size. And you must have rights to use the image. Consider starting with [a resource like Unsplash to find an image](#), or if you know how to use a tool like Canva you can play around in there. [And this guide offers some tips on things to think about as you design](#).
2. What do you want your podcast's site to look like? Try to think of some colours and images that can act as inspiration for your design.
3. What will you include in your show notes each week, and how will you structure them? It's useful here to think about what your shownotes should achieve: are they informational, or about building community, or what?
4. Where do you hope to index your podcast? Take a moment to find out the process for submitting podcasts wherever you intend to submit.
5. Finally, with a thought towards some kind of "marketing," how will you plan to share your show? Does it need a social media presence, will you share with your scholarly community, or do you have another plan?

Important: make sure you choose "Visuals" for the post category; this will aggregate your post

alongside other participants [on the Visuals post page](#) (if this link doesn't have any content yet, get editing!).

In the Fall 2022 iteration of this course, Week 3 Assignments are due on November 21. [You can sign up to join our live discussion of Week 3 by clicking here](#). And whenever you are accessing this course, we offer support via our Mattermost Team, [which you can join by clicking here](#).

Week 4: Scoping the Project

Suggested deadline: November 28, but the team will provide feedback on submissions received up until December 15.

In this, the final week of our course, we want to encourage you to spend some time thinking through what your podcast could be. You can use this to plan a podcast you are definitely going to make and distribute; you can also use this as a thought experiment to imagine what a podcast by you might look like.

For this last stage of the project, we'll be using [the Amplify Guide to Academic Podcasting](#). You can read the whole guide, skim it for what interests you, or just skip straight ahead to the worksheets we will invite you to complete for this phase:

- [Podcast Schedule Template](#)
- [Podcast Budget Template](#)
- [Podcast Project Checklist](#)
- [Episode Planning Worksheet](#)

These might not all feel applicable to where you are in your project right now, and that's okay: this is your ship, we're just helping to navigate. Check them all out and complete what feels useful to you.

This is also a good time to book a meeting with us if you're ready to move forward on your project – or even if you just still have questions. We love a chat.

When you're ready, you can submit your worksheets using the form below.

In the Fall 2022 iteration of this course, Week 4 Assignments are due on November 28. [You can sign up to join our live discussion of Week 4 by clicking here](#). And whenever you are accessing this course, we offer support via our Mattermost Team, [which you can join by clicking here](#).

YOUR CONTRIBUTIONS

Participant Activities

Each week, you will get a chance to progress your podcast project to the next level. Here, we archive all the participant contributions so you can follow along on your fellow participants' journeys! The links below will quickly connect you with the assignment guidelines for each week.

[1a: Listening Journals](#)

[1b: Planning Your Sound](#)

[2a: Audio Experiments](#)

[2b: Three More Editing Challenges](#)

[3a: Dabbling in Distribution](#)

[3b: Visual Lookfeel](#)

[4: Project Scoping](#)

Listening Journal

1a) Listening Journal

I'm entering the TRU Podcasting Masterclass with a very specific project in mind, which will guide my explorations and my answers to weekly assignments. In particular, I'm planning to produce a series of scholarly podcasts for a Canadian heritage not-for-profit in which a retired professor of Canadian history narrates selections of their most exciting research... [Continue reading 1a\) Listening Journal](#)

Untitled

This was a helpful first assignment because I probably do not often listen to podcasts (or perhaps I just don't think I do). I have listened to audiobooks, old original and revamped radio dramas. There is something about the creativity of audio without the visual that is refreshing. For radio dramas, interviews, or a program... [Continue reading Untitled](#)

listening journal

What format was most compelling for you to listen to? the format that was most compelling for me to listen are usually cover station formatted podcasts. These podcasts are compelling for me personally since the podcasts I listen to talk about social issues and its like a conversation with other people and its nice to... [Continue reading listening journal](#)

Listen-In Journal (1a)

I have been listening to podcasts since about 2005. It was a great way to pretend I was doing something instead of research and writing my dissertation. I would listen in to folk talking about literary analysis and it made me forget that I should be doing my own literary analysis. The podcasts I choose... [Continue reading Listen-In Journal \(1a\)](#)

Noah's Listening Journal 1a

I love to listen to podcasts and audio books when I drive. When I had a very long commute into Vancouver I went through a lot of them, when I moved to Calgary I had a very short commute so it was mostly when I was driving to other cities for work. Now that I... [Continue reading Noah's Listening Journal 1a](#)

my listening journal

The first podcast I remember downloading and listening from a podcast app was Brain Science with Ginger Campbell, MD. This podcast is very nerdy in the best sense. Dr Campbell finds a book on neuroscience, soaks it up, then brings the author of that book on her show for an in-depth discussion. It's very predictably... [Continue reading my listening journal](#)

1a. The Parasocial Social Club



Since the start of the pandemic, I have delved deeply into online media spaces in a way that I just didn't before. I knew podcasts existed, I listened to Welcome to Nightvale, but that was pretty much it. I used YouTube as a music discovery source. Now I use YouTube as a sort of extended... [Continue reading 1a. The Parasocial Social Club](#)

[Hmm, so many choices!](#)

After listening to examples of different podcast styles, two appear to be my favourites. I enjoy the interview and documentary styles of podcasts. This is probably the case because of what I hope to use podcasts for from an academic perspective. I teach social work at a college in northern Alberta. I've started to include... [Continue reading Hmm, so many choices!](#)

Planning my sound

I'm learning toward interview/conversational because I want the podcast to be about bringing people together because I think they should meet each other. I believe it will start with an introductory essay on a theme that connects with the people I'll be inviting into the conversation. Then move into the conversation. I'd like to end... [Continue reading Planning my sound](#)

Listening journal – CAdam

I've been reflecting a great deal this week about the podcast listening I do and when. In fairly frequent rotation as I walk back and forth to work are The Daily, We Can Do Hard Things, both Brene Brown podcasts, Smartless, the Moth, Mortified, Revisionist History, Longform, Modern Love, Good Ancestor Podcast... On car trips... [Continue reading Listening journal – CAdam](#)

Mallory's Listening Journal

This week I listened to my regular lineup of true crime and entertainment podcasts along with the first episode of Chameleon: Wild Boys, which was a recommendation in the Mattermost "Now Playing" chat. My listening preferences tend to veer mainly toward co-host conversational formats (ex. The Friendship Onion) and solo narrative storytelling (ex. Someone Knows... [Continue reading Mallory's Listening Journal](#)

Listening and Imagining my podcast

The kind of podcast I envision myself having is one that is clearly finite from the outset and is a conversational style. I have considered this before but with time realize that is what I would really like to do. There are a couple of reasons for this. I need something finite for my own... [Continue reading Listening and Imagining my podcast](#)

[Amanda's Listening Journal](#)

What format was most compelling for you to listen to? Thinking back to all my favorite podcasts, apart from two, they are all the interview format so, I would have to say that is the most compelling format to me. I love the Interview format because I love getting to know people and learning a...

[Continue reading Amanda's Listening Journal](#)

[Jim's Listening Journal](#)

Joining just today, I'll document my recent podcast listening since I don't have time to plan a listening schedule with the suggested podcasts. One of my favourites is a conversational/co-hosted weekly podcast featuring a humorous and critical insider's look at American evangelicalism's shenanigans in the news. They then add an interview segment to the second...

[Continue reading Jim's Listening Journal](#)

[Assignment 1a](#)

Instead of rehashing some of the podcasts from last session of the Podcast Masterclass, I thought I would talk about a new podcast I recently listened to; Wild Boys is a short series that tells the story of two boys who claim to have grown up in the woods near Revelstoke and are found wandering...

[Continue reading Assignment 1a](#)

[Listening Journal](#)

I am interested in a monologue-style podcast and confirmed this by listening to the samples. I chose this style because I like to work in isolation. Also, I am creative, and want to have control over the creative aspect of the podcast. I am interested in learning how to edit sound, and in particular, what... [Continue reading Listening Journal](#)

[A listening journal](#)

I'm a very particular listener: as a result of an old brain injury, I have trouble tracking multiple sounds at once. So a podcast with too many sound effects or background music can be really tiring for me to follow, if I can follow it at all; sometimes it just blends into noise (for example,... [Continue reading A listening journal](#))

[Listening Journal](#)

What format was most compelling for you to listen to? I don't love a solo show. I tend to zone out pretty quickly. That said, I sometimes get annoyed with shows where one person is being interviewed and the interviewer interrupts them. I also don't like when there are two hosts just gabbing about random... [Continue reading Listening Journal](#)

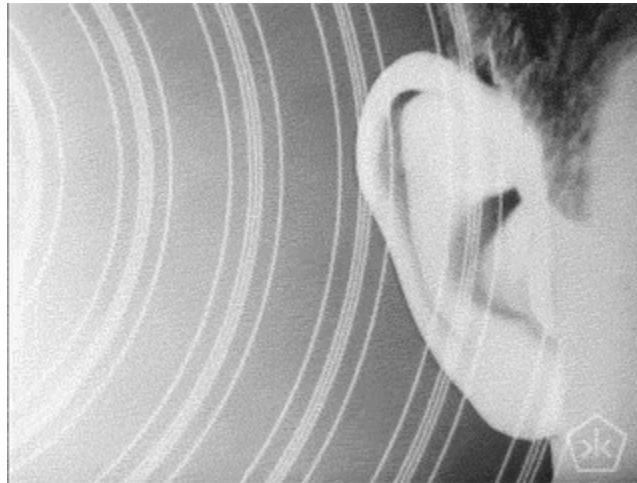
[A Narrative Focus](#)

Though music tends to be my most frequent form of auditory entertainment, podcasts offer a totally different experience that I really value. For me, podcasts are a form of "edutainment" where I can learn a bit, catch up on popculture, experience talented performances, or just have a few laughs. The formats I find most compelling... [Continue reading A Narrative Focus](#)

[Pop culture top up](#)

I listen to entertainment and self publishing podcast mostly. I like to keep somewhat up-to-date with pop culture, but don't have the time to do that by watching, or listening, to endless programs. In a way this type of podcasting is edutainment for me. Because I consider this to be entertaining I prefer the multi-speaker... [Continue reading Pop culture top up](#)

Ocean of sound

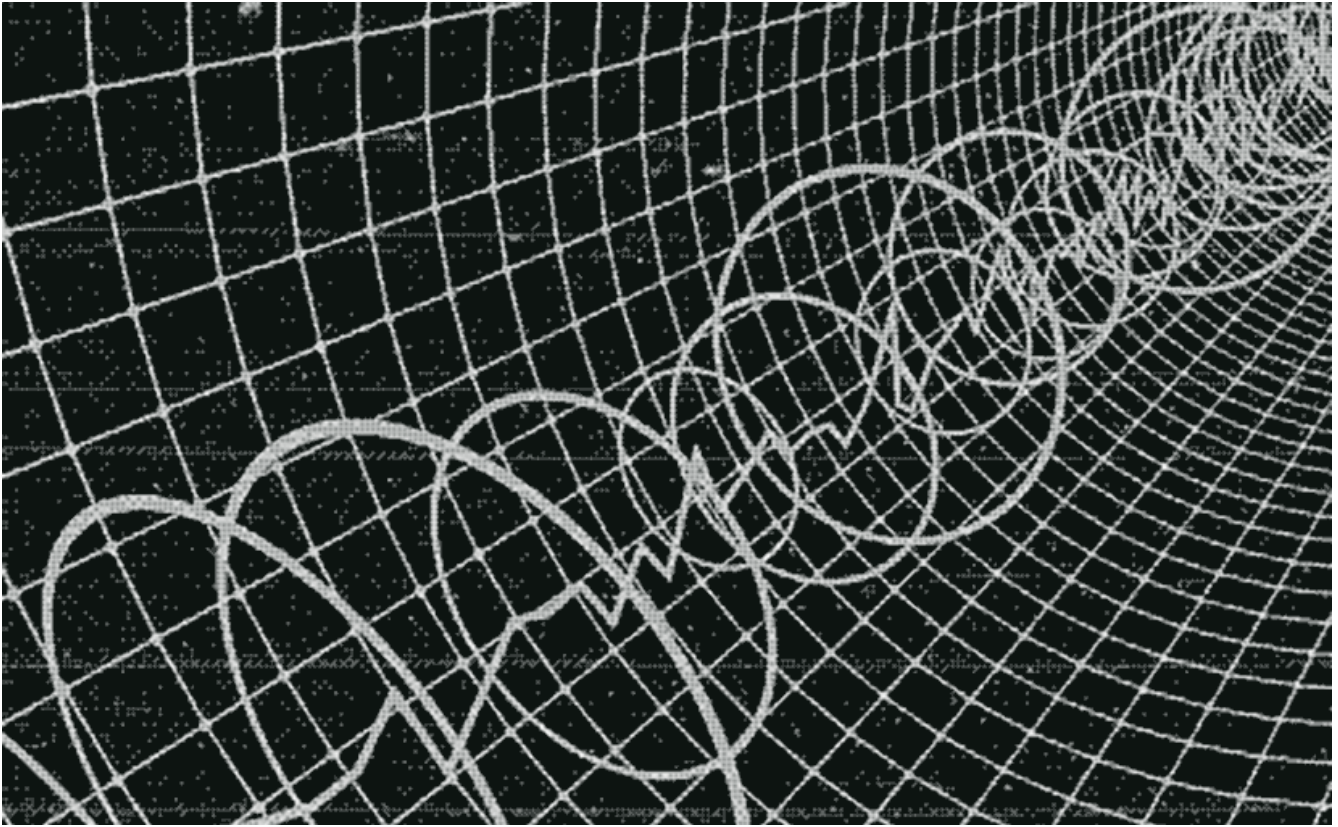


Podcasts are a fairly huge part of my media consumption habits, and its rare that I go a day without listening to them. A fair proportion of those are time-shifted radio programs, and I also listen to more than my share of fairly straightforward “people talking” podcasts on pretty much any subject that interests me.... [Continue reading Ocean of sound](#)

Stepping Towards First Steps

I am a huge fan of recorded music. One of the main features of my living space is several shelves of vinyl records. In my mid-twenties I hosted a weekly music show on my local university’s community radio station. When I am working at home there is almost always a record or CD playing in... [Continue reading Stepping Towards First Steps](#)

Radio KAOS



It was inevitable that my podcast listening would be done largely at night before bed. My Grandad had a habit of tuning in to the 11pm news each night, and would use a single earbud connected to the radio so as not to disturb Nana. On nights that I would sleep over, I would get... [Continue reading Radio KAOS](#)

[Podcast as Radio Extension](#)

I love stories. I love listening to stories. Together my need for good stories told well brought me to podcasts. When I looked at the podcasts in the queue on my phone, I was started to see how many of them come from public radio—both Canadian and American. My recent favorite is one called “Cultivating... [Continue reading Podcast as Radio Extension](#)

[Tim’s Listening Journal](#)

My favorite part of any indy bookstore is the “staff picks” reader advisory shelf. It’s how I’ve discovered some of my absolute favorite books ever. In that spirit, thank you to everyone for the

great recommendations. Life Jolt and Media Indigena are excellent, I can tell already. I LOVE The WALKING podcast! Such a great... [Continue reading Tim's Listening Journal](#)

[How to choose...](#)

I used to listen to more podcasts – gardening, walking/commuting to work, dishes, cooking, but have switched lately to audiobooks. I think I just love listening to stories (when I can't read stories) and early podcasts that I got hooked on – Radiolab, Serial, and this American Life, various CBC podcasts – were just really... [Continue reading How to choose...](#)

[Mel's Podcast Journal](#)

I started listening to podcasts a few years ago when I had just moved to a new city and hadn't yet secured work. I was grasping at everything I could to lighten the gloom and break up job-hunting tasks. Some people I already followed on twitter were promoting their podcast, Friendship, which provided advice on... [Continue reading Mel's Podcast Journal](#)

[Enchanted with audio](#)

I'm enchanted with audio. With how other can use this blind and intimate medium to stimulate my imagination, how certain podcasts offer my stressed and sleepless mind a respite from anxieties, how producers can “effortlessly” load new thoughts and ideas into the ether. I've listened to radio for most of my life. Audio has played... [Continue reading Enchanted with audio](#)

[Podcast listening with No Time?](#)

I've been thinking about my podcast listening habits over the past few years. I used to listen to a lot of podcasts on a wide range of topics while cleaning, baking, walking, and running errands. But lately there seems to be less time for listening. I now have a family, and they are always demanding... [Continue reading Podcast listening with No Time?](#)

Stories ring my chimes

I've listened to quite a few podcasts over the years and took a look at the ones suggested for this week's class. I guess it's the podcasts that tell a story that capture my attention more than the conversational style of some podcasts. I've really enjoyed the work of Transom.org, NPR's workshop site for audio... [Continue reading Stories ring my chimes](#)

Stale Playlists

I listen to a lot of podcasts. Actually, scratch that, I subscribe to a lot of podcasts. I used to listen to a lot of podcasts but over the past couple years my habits have changed in ways that make listening to hours of audio a day harder. I increasingly find myself looking at a... [Continue reading Stale Playlists](#)

Making That First Step.

I began listening to podcasts about eight years ago. I stumbled across Dan Carlin's Hardcore History, and its long-form content enthralled me. I believe it was "Blueprint for Armageddon" that I began listening to as the centennial of the First World War was the following year. Carlin's ability to tell a story in a way... [Continue reading Making That First Step.](#)

Karen's Listening

I typically listen to around 8 hours of podcasts a week. I share a small space with my family (a teenager and a ten year old) and we seem to come together more if there is quiet in our home. I would likely listen to more podcasts if I was not aware that when my... [Continue reading Karen's Listening](#)

Brenna's Listening Journal

I listen to... a lot of podcasts. I have probably about thirty-five active subscriptions and I try to

listen to them all every week (I am also such a nerd about listening to them IN THE ORDER THEY DOWNLOAD and trying hard not to skip ahead... but I sometimes do). Before you ask, I listen... [Continue reading Brenna's Listening Journal](#)

Podcasts and Chores: A Love Story

Listening to a podcast while doing any kind of chore helps that chore suck a lot less. For that I humbly express my depthless gratitude to all the podcasts out there for making laundry exciting and washing dishes a little less drab. Most compelling to me are project-focused podcasts because they invite me to share... [Continue reading Podcasts and Chores: A Love Story](#)

#walrusyes

I have tried to find the right focus for a podcast for a while now because I keep reading articles that talk about how the narrower the focus your podcast is, the better it will be. One example of this I really enjoy is The Worst Idea Of All Time. You know, the podcast where... [Continue reading #walrusyes](#)

Why do I sign up for things!

Just kidding, or maybe not. I'm thrilled to be here but there is so much great, free content floating around I am often stymied as to which avenue to pursue. But I have landed here, thrilled to see others here, and ready to dive more into the world of podcasts. The shows I tend to... [Continue reading Why do I sign up for things!](#)

New to podcasts, who dis?

I have listened to a few podcasts, mostly on CBC and my guilty pleasure is mysteries, especially when I have a long drive ahead of me. I am hoping to learn more about the production of podcasts and possibly use them for a librarian research podcast and maybe a personal one discussing topics that interest... [Continue reading New to podcasts, who dis?](#)

[Listening Journal](#)

I have a fairly large and eclectic group of podcasts that I listen to regularly. Several of them appear in the Amplify Podcast Network blog. From an academic perspective, I enjoy Science vs, Think Like an Economist, EconTalk, Inquiring Minds, HBR Idea Cast, and LSE Public Lectures & Events. I also follow several NPR, Wondery,... [Continue reading Listening Journal](#)

[Who would want to listen to me?](#)



Who would want to listen to me? I have been helping people create podcasts and other audio recordings for many years, but I have never started my own podcast. Why would I? There are millions of terrific podcasts, so many that I can't keep up with the ones I have found and like. Why would... [Continue reading Who would want to listen to me?](#)

Planning Our Sound

[Planning My Sound](#)

I think a shorter podcast, about 30 minutes in length, would be ideal for this project. It is academic and informational, and those listening to it are likely already listening to lectures or similar types of segments and therefore may want something familiar, but also shorter and less time-constraining. Interview style will guest speakers from... [Continue reading Planning My Sound](#)

[Untitled](#)

As I'm taking this course out of curiosity and I do not think I have the most compelling voice for a podcast to do a solo work, I think I will try to do an interview/storytelling style podcast with hopefully a few participants (or at least one volunteer!). I may open with an introduction of... [Continue reading Untitled](#)

[planning our sound](#)

I'm thinking of something conversational and interview-driven. I would like to talk to people around my institute about their teaching and learning challenges and successes. How they think about the big ideas that are currently out there like Indigenization, Equity Diversity, and Inclusion, Open Learning, Universal Design for Learning, etc. How they are bringing those... [Continue reading planning our sound](#)

[My sound redux](#)

As hinted to in my previous post, I am definitely wanting to go for a more monologue sound. This is a bit different than what I am seeing out there, and it is definitely different than the conversational style of sound I had when I had a radio show in undergrad (you know in the... [Continue reading My sound redux](#)

Noah 1b planning sound

For my first podcast I'm leaning toward the monologue podcast to start. It is simple and will let me get started without additional people or requirements. When I do projects like this I like to think of it in terms of Genre, Conventions, Audience, Purpose. Genre and conventions are a lot of what I'm hoping... [Continue reading Noah 1b planning sound](#)

1b. "Sad Trombone Noises"

I already talked about some of these things in my previous post. I'm leaning towards a video podcast with a single narrator, maybe sometimes an interview/conversational aspect that is structured in such a way that the video portion could be removed for hosting on other sites like Bandcamp without much modification. I think this format... [Continue reading 1b. "Sad Trombone Noises"](#)

Planning our sound: Sweater Kittens Podcast

A co-hosted, conversational format is ideal for the podcast I'm currently working on: Sweater Kittens Podcast. My best friend Ashley and I are bandmates in a grunge/rock/riot grrrl band (Sweater Kittens) and through the lens of that shared experience we have much to discuss! Making music, feminism, entrepreneurship and doing your best are some of... [Continue reading Planning our sound: Sweater Kittens Podcast](#)

Planning Our Sound

I should have looked through assignment 1b before doing 1a, looks like I covered quite a few of the points in my first submission. OK here goes again – for the record and more organized. I am leaning toward a conversational podcast format, possibly adding interviews as our podcast matures. Conversation seems to be the... [Continue reading Planning Our Sound](#)

Sound for Retro Futurist Podcast



My podcast is about the way previous generations thought about the future, and more specifically about how we might feel things, or experience feelings and emotions differently in the future. As a structure, I will open each episode with a quote or prediction from either a science fiction writer or futurist, and end with a... [Continue reading Sound for Retro Futurist Podcast](#)

Planning for Plants and Peoples

What format and why? A monologue. My interest in podcasts is to use them to celebrate the stories shared by plants and people. Most often, it is some practice (drawing, gardening, farming, basket-weaving, canning) that gives people the time and space to think alongside plants rather than just viewing them as background or as... [Continue reading Planning for Plants and Peoples](#)

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Audio Experiment

[Week 2B](#)

Sam Nicholls When continuing to play around with Garage band, I added an echo to my introduction, as well as some music at the end of the podcast. I used different functions to fade the music in and out. Upon final playback, I noticed that some clips became misaligned and thus caused break in some... [Continue reading Week 2B](#)

[Week 2A](#)

Sam Nicholls In this first 'episode' I have read aloud my article written for the X-Lab, or The Cultural Heritage Informatics Collaboratory at Carleton University. This is the same organization that encouraged me to work on this podcasting Masterclass, one of the founding Professors hopes to digitize some of the work X-Lab is doing into... [Continue reading Week 2A](#)

[Playing with Sound](#)

Well this exercise was just a bit intimidating but also fun. I played around with editing two different voice tracks and importing a royalty-free music track. I managed to fade the music in and out and match amplification. I would decrease the amount of time the music plays at the beginning if I edited this... [Continue reading Playing with Sound](#)

[Untitled](#)

So after reading assignment 2a and 2b, I was a bit intimidated and went away wondering what I could do that could incorporate music and not infringe on any copyright laws. It then came to me that there couldn't be anything safer to record than generic 'scales'. So this was an experiment done in 2... [Continue reading Untitled](#)

2a) Recording and Editing Audio: Hiking Tech Review, Ep. 1

Hiking Tech Review, Ep. One

Today I got over-excited about a new pair of hiking poles that have just arrived, so I thought I'd record my couple-minutes audio about that. Step One I recorded the audio directly into Audacity, using my headphones with included microphone. Step Two I made some edits to the file in Audacity: Make it sound more... [Continue reading 2a\) Recording and Editing Audio: Hiking Tech Review, Ep. 1](#)

2a. The one where Ann records something

So I recorded a whole 2 plus minutes of something. I am going to be honest and say it was really scary, but I did it. The reason why it was scary is because I know my hearing is not the same as others, and I worry that there will be low key background noise... [Continue reading 2a. The one where Ann records something](#)

2a Noah

That was fun to create, it took me a bit to figure out audacity, but that system helped so much. For editing of the first round, the raw audio started at 2:04 but after editing it I end up with 1:57. I didn't cut out a lot, mostly odd pauses and some of my early... [Continue reading 2a Noah](#)

2a. In Which Ben Cheats

I was recording these for the asynchronous virtual component of the Long Night Against Procrastination Event anyway today and thought I'd include them here. Tonally I was going for the kind of steady, almost ASMR qualities of other recorded virtual story times that public libraries tend to put on. Not exactly a natural pace or... [Continue reading 2a. In Which Ben Cheats](#)

Week 2: Recording and editing audio

I read one of my favourite poems by Edgar Allan Poe, The Valley of Unrest. There was quite a bit of background noise, so I edited my audio clip by trying to reduce that, and by clipping my pauses at the beginning and end. Some words also seemed to spike in volume, so I tried... [Continue reading](#)
[Week 2: Recording and editing audio](#)

Carbon

Given that collectively, plants form more than 80% (80!) of the living world's terrestrial weight, and that, today, we humans are the largest evolutionary and geologic force on Earth, how we people think about plants matters. Many botanists, geographers, and anthropologists are paying increasing attention to how our species' history of 'replanting' the world has... [Continue reading](#)
[Carbon](#)

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More Editing

[2b\) More Editing: Hiking Tech Review, Ep. 2](#)



One or more interactive elements has been excluded from this version of the text. You can view them online here:
<https://pressbooks.bccampus.ca/podcastmasterclasstru/?p=105#audio-105-1>

Hiking Tech Review, Ep. 2

For this assignment, I recorded a second episode of my experimental podcast, “Hiking Tech Review,” and did some more editing. Added a middle music interlude, using a different section of the piece I had chosen for the intro and outro. Played with fades in and out. Added a sound effect, footsteps of hiking boots! Cleaned... [Continue reading 2b\) More Editing: Hiking Tech Review, Ep. 2](#)

Untitled

For assignment 2b I used the same audio clip. After finally taking out the word ‘other’ and ‘um’: I replaced the initial opening piano scale with a violin clip playing an ascending scale (from the commons.wikimedia link Brenna provided), and shifted the rest of the audio accordingly (what would we do without all the ‘how-to’... [Continue reading Untitled](#)

2b Noah

To be or not to be? This was a lot of fun, because I love the music bumpers in podcasts. I think I finally found a song I like for it too (and probably included way too much of it) I’ve also made it sound like I’m swearing about Brenna’s blog instead of stuttering... Something... [Continue reading 2b Noah](#)

[2 a/b- I Want My Hat Back](#)

A reading of Jon Klassen's children's book "I Want My Hat Back."

[Too Many Sound Effects?](#)

Here's a sample from an interview I did a few months ago with Dr. Brenna Clark Gray. And here's my main questions for people: are there too many sound effects? I feel like I learned to put in sound effects and then went a little nuts putting them in everywhere, and I'm now reconsidering that... [Continue reading Too Many Sound Effects?](#)

[Fading Away](#)

Unable to come up with an idea for a new script, I wrote the following lament, My brain is empty I'm out of gas I can't find a story I'll just have to pass Maybe some sleep Will do the trick After I rest I won't be so thick and reloaded my original Audio Experiment project to try the three new... [Continue reading Fading Away](#)

[Assignment 2B](#)

Same recording as my other post where I am reading a poem, but I added some sound effects to it of birds chirping and edited the sound levels as the sound effect was way louder than my voice when I imported it.

Published

16 March 2022

Categorized as [More Editing](#)

Test Series

[Scales to Beautiful](#)

In this episode, we take a 'listen' on whether scales are needed when we learn to play music.

[Hiking Tech Review, Ep. 2](#)

All the latest in hiking technology, equipment, and gadgets reviewed right here for you! Transcript

[Hiking Tech Review, Ep. 1](#)

All the latest in hiking technology, equipment, and gadgets reviewed right here for you! Transcript

[Test Introduction to Accessagogy](#)

In this introductory episode, Ann sets the stage for this podcast and gives some accessibility considerations that went into recording the demo for this podcast. Transcript file

[Noah's 3a](#)

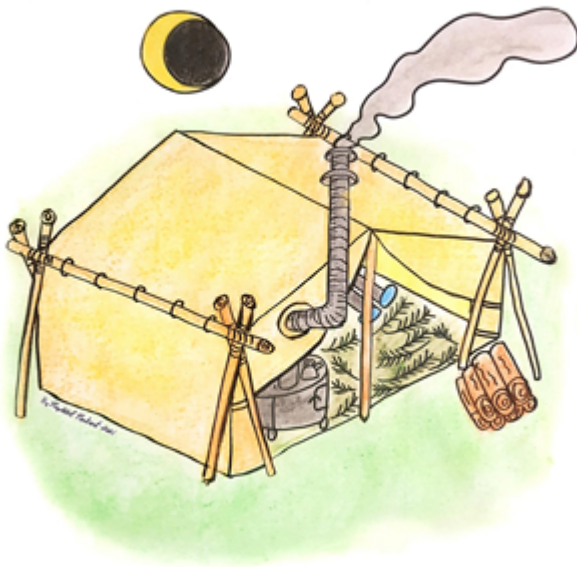
Noah's audio journal. Intro and exit music is A Life I Believe by Jon Worthy and the Bends.

[Take an Atom](#)

Carbon is the backbone of life, but in today's world 'carbon' has become a dirty word. You me, the entire world is exhorted to decarbonize. In this episode I visit a horticultural greenhouse and

inspired by the profusion of plants photosynthesizing on a winter day, think through the radical possibility that carbon plays in our... [Continue reading Take an Atom](#)

Digital Tent



Building a Digital Story is similar to putting up a canvas tent

Building a Digital Story is similar to putting up a canvas tent.

Against the wind – trailer

A podcast exploring the challenges of implementing innovations in higher education

[Let's Get Spooky](#)

Mallory reads a spooky poem: "The Hag" by Robert Herrick. Episode Transcript

[GeoPod ep.o](#)

A mobile geocaching podcast.

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Test Feed

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Visuals

Noah 3b

What will your podcast cover image be? This is one of my favourite photos I've taken. I took it in Banff about two years ago, and the reflection in the river is so clear. It brings in some core things I'm wanting to focus on, one is the idea of building a path, hence the... [Continue reading Noah 3b](#)

3B: Visuals

Sam Nicholls Since this podcast is part of a collaborative group of academics and scholars, it's difficult to discern what the cover image might be. Given that the podcast is also hosted by an academic group from Carleton University, the image needs to be representative of the prestige of the institution. I am imaging that... [Continue reading 3B: Visuals](#)

3b. Podcast Visuals For The Non-Aesthetic

Accessagogy Podcast



ACCESSIBILITY



PEDAGOGY

WITH HOST ANN GAGNE

On top of what I mentioned previously about my concern that my tinnitus would mean that my podcast would have fuzzy noises I would not be able to hear and thus edit out, the visual component of this is also something that is giving me anxiety. This is due to two reasons: 1. I couldn't... [Continue reading 3b. Podcast Visuals For The Non-Aesthetic](#)

Published

20 November 2022

Categorized as [Visuals](#)