



Category: Vocational  
Skill Level: 2  
Original Honour: 2020  
Originating Institution: British Union / Adventist Review Ministries  
Creator: A.D.Gungadoo (Gungadood@gc.adventist.org)



## Requirements:

### 1. Define the following terms

- a. Blog
- b. Podcast
- c. Vodcast
- d. Livestream
- e. OnDemand
- f. Subscriber
- g. RSS
- h. Aggregator
- i. Digital Audio Workstation (DAW)
- j. Audio Normalization
- k. MP3
- l. WAV
- m. Metadata
- n. Copyright

### 2. Demonstrate familiarity with recording hardware

- a. Microphone (characteristics, choice of mic for type of recording)
- b. Mixer
- c. USB Interface to Computer
- d. Smartphone (use of smart phone to record a podcast)

### 3. Demonstrate proficiency in the use of 1 DAW (example: Adobe Audition, ProTools, Audacity)

- a. Record a simple interview with 2 people (minimum of 5 minutes)
- b. Mix in some royalty-free music
- c. Mixdown
- d. Export to WAV
- e. Compress to MP3

### 4. Demonstrate proficiency in publishing your Podcast

- a. Create an account on a Podcast Aggregator
- b. Publish your Podcast
- c. Validate the RSS code
- d. Show the published podcast online

### 5. Share with a group of friends / family the many ways Podcasting can be used for evangelism & nurture. Reflect on the following bible texts (Mat 28:19-20, John 20:21, Acts 1:8, Acts 13:47, Romans 1:16, 2 Timothy 4:2, 1 Cor 9:16, 1 Peter 3:15) as to how podcasting contributes to fulfilling these instructions.

### 6. Share with a group, your favorite podcasts (at least 2 Adventist & 2 secular podcasts).

### 7. Teach another person (perhaps someone less tech-savvy) to search for podcast topics and subscribe & journal that experience.

### 8. Extras (not required for qualification, but recommended for personal interest)

- a. Review the different types/styles & genres of podcasts
- b. Understanding of script writing techniques and principles
- c. Achieve the journalism honour: <https://www.pathfindersonline.org/honors/vocational/213-journalism>

## Prerequisites:

- <https://www.pathfindersonline.org/honors/vocational/211-internet> [Internet Honour]
- Have access to Broadband Internet  
Access to a Microphone (USB, or Studio)  
iTunes, TuneIn, BuzzSprout or PodBean account  
Audio Editing software (Adobe Audition, Audacity, ProTools, GarageBand)  
Recommended devices: iPhone 8 or above, Samsung Galaxy S10+ or S20+ or Note10+, Huawei P30, Google Pixel 4, Sony Xperia 5 or above.

## Recommended:

- <https://www.pathfindersonline.org/honors/vocational/213-journalism> [Journalism Honours]

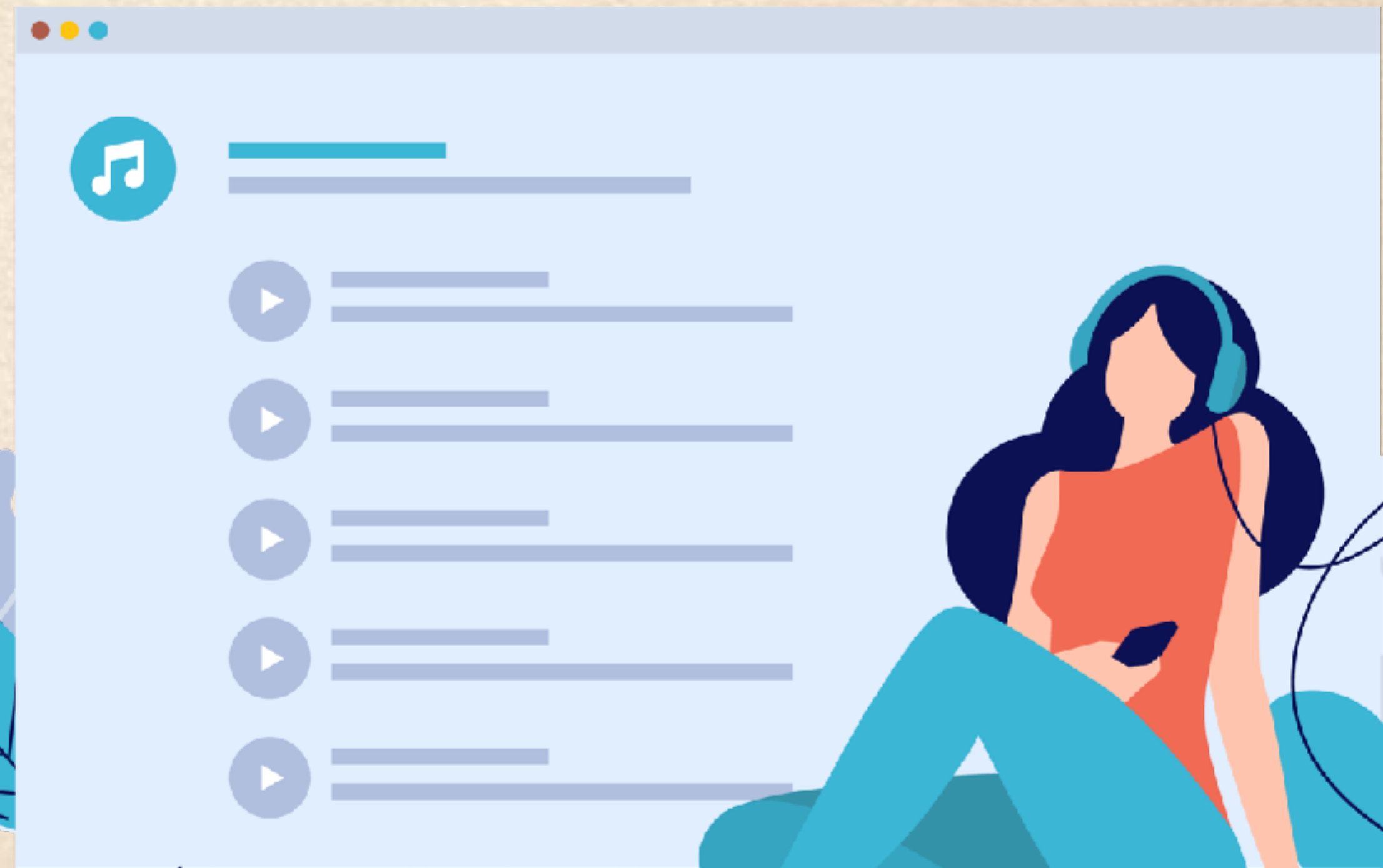


## Definition

**ANY** CONTENT  
WHERE  
TIME

A podcast is an **audio** programme, just like Talk Radio, but you **subscribe** to it on your smartphone and **listen** to it **whenever** you like.

A Podcast is a digital audio file made available on the Internet for downloading to a computer or mobile device, typically available as a series, new instalments of which can be received by **subscribers automatically**.



1.b



*Definition*

**ANY** CONTENT  
WHERE  
TIME



Pod  
Cast



Vod

1.b

1.c

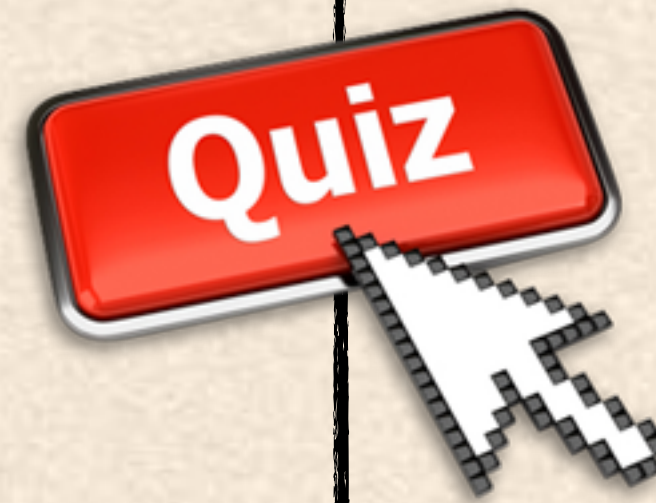




# Live vs. OnDemand



 **livestream**



1.d

1.e



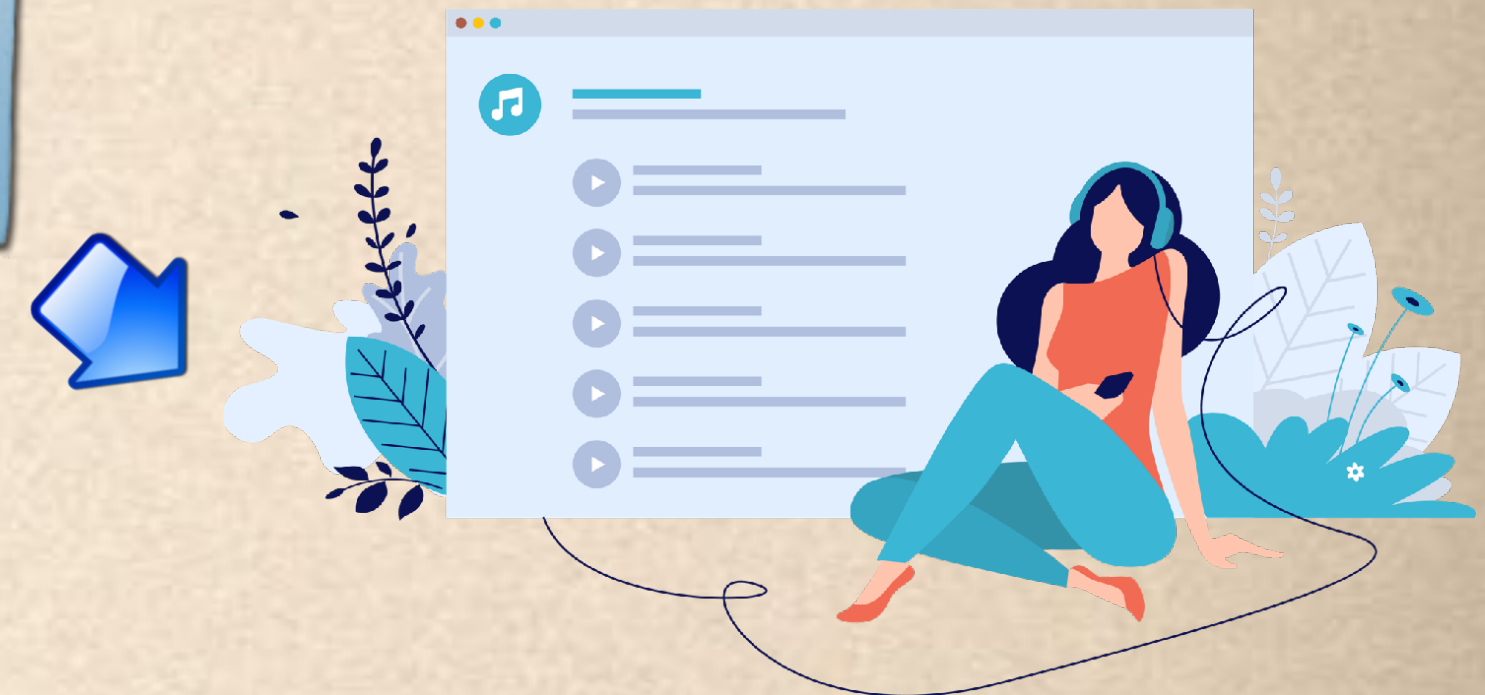


# How does a Podcast work





# How does a Podcast work





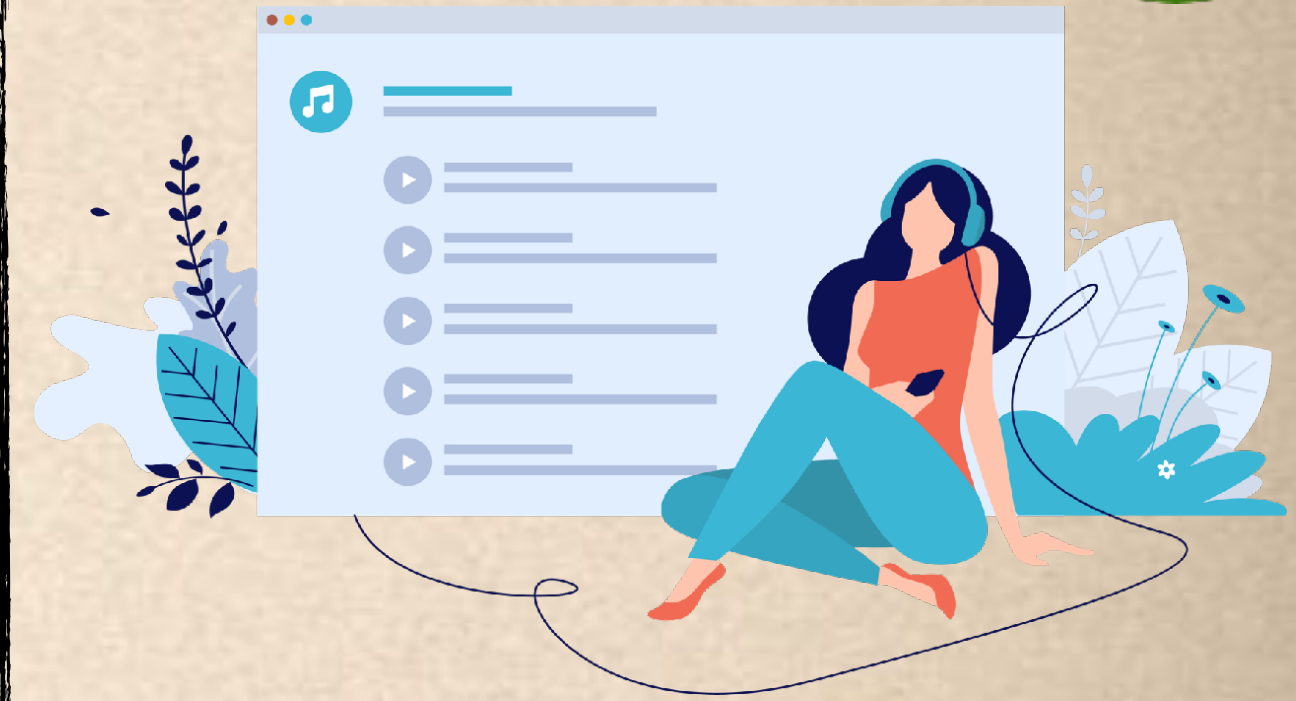
# How does a Podcast work



1.f

1.g

1.h



*Producer of Podcast*

*Hosting/Aggregator  
of Podcast*

*Subscriber/Listener  
of Podcast*







# How does a Podcast work



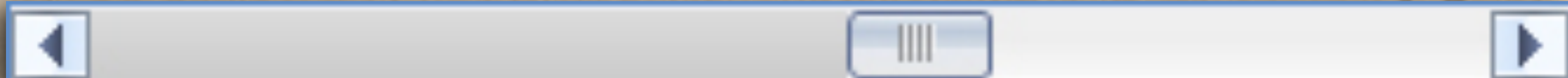
1.g

1.k

1.l



Quality



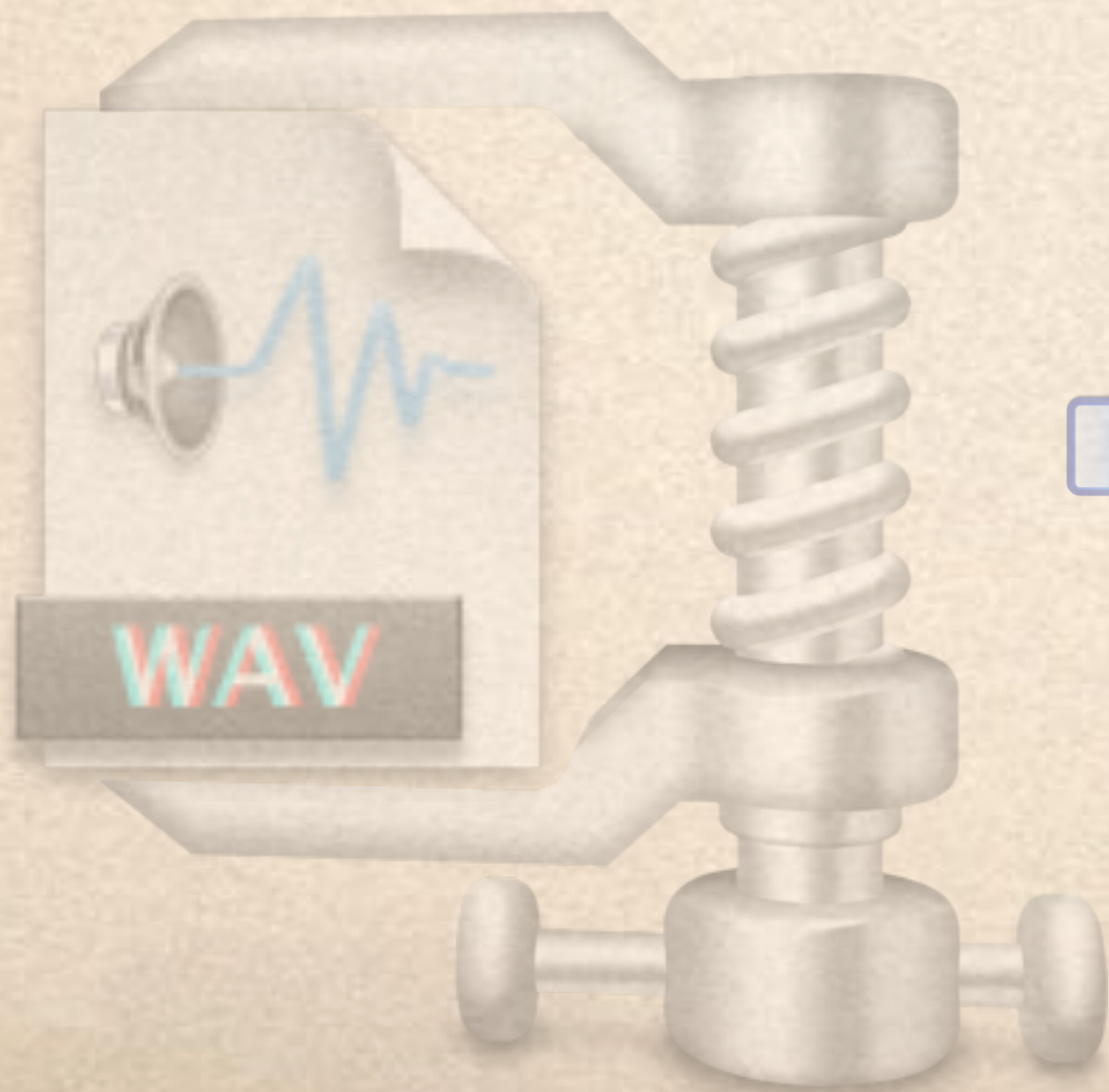
Size



# How does a Podcast work



1.m






AUDIO



# Podcast Types



## 1. Nonfiction Narrative Storytelling

Example: [www.thisamericanlife.org](http://www.thisamericanlife.org)  
[www.gracelink.net/podcast](http://www.gracelink.net/podcast)   
[www.discoverymountain.com](http://www.discoverymountain.com)   
[www.yourstoryhour.org/listen-for-free](http://www.yourstoryhour.org/listen-for-free) 



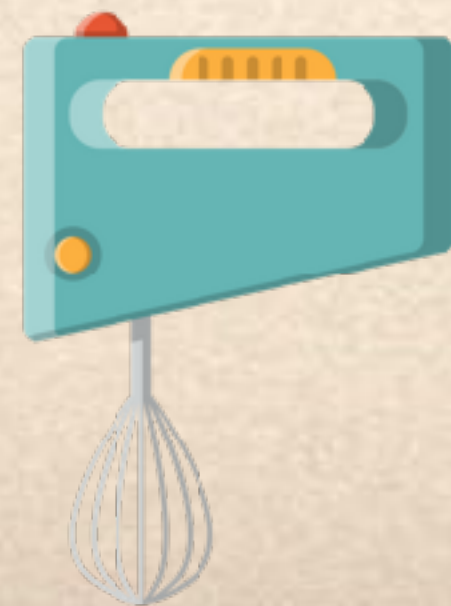
## 2. Repurposed Content

Example: [www.npr.org/programs/ted-radio-hour](http://www.npr.org/programs/ted-radio-hour)  
[www.theconflictbeautiful.com/podcast](http://www.theconflictbeautiful.com/podcast) 



## 3. Interviews/Panel Discussion

Example: [www.sabbathschoolu.org](http://www.sabbathschoolu.org) 



## 4. Hybrid

Example: [www.newyorker.com/podcast/the-authors-voice](http://www.newyorker.com/podcast/the-authors-voice)





*Podcast Styles*



*Monologue: AudioBook*





# Podcast Styles



# Monologue: Analyst





*Podcast Styles*



*Music Commentary*





*Podcast Styles*



*Conversational / Dialogue*

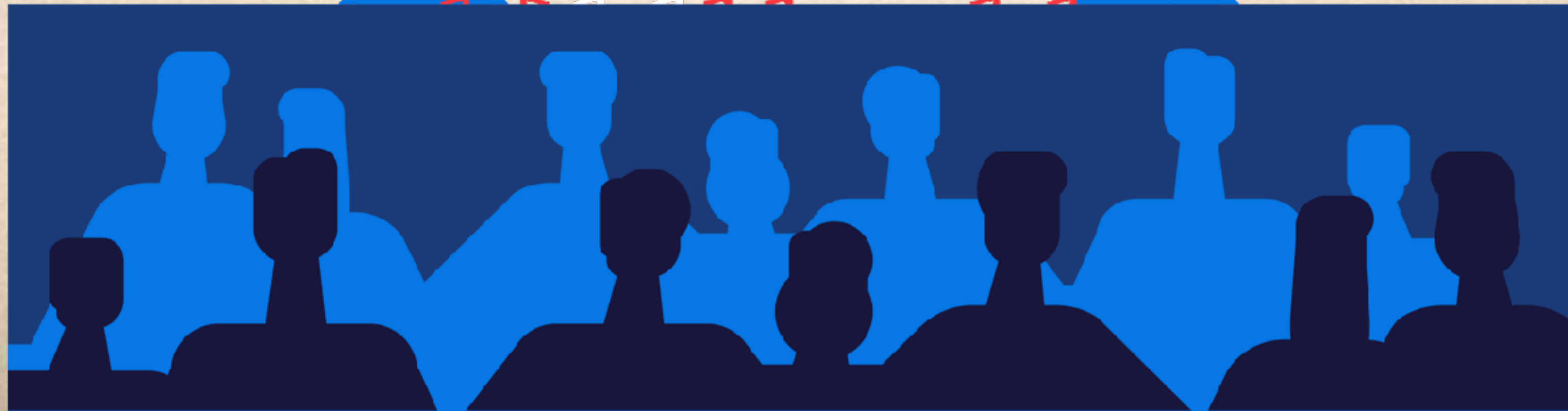




*Podcast Styles*



*Drama / Theatre*







*Podcast Styles*



*Educational*

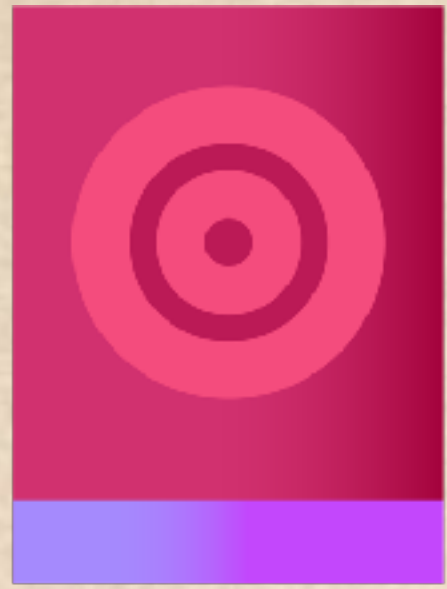




*Podcast Styles*



*Educational (Medical)*





Podcast Styles



Educational (Language)

Hallo  
Hola  
Ciao  
BONJOUR  
Hello  
ni hao  
Привет  
SALUT



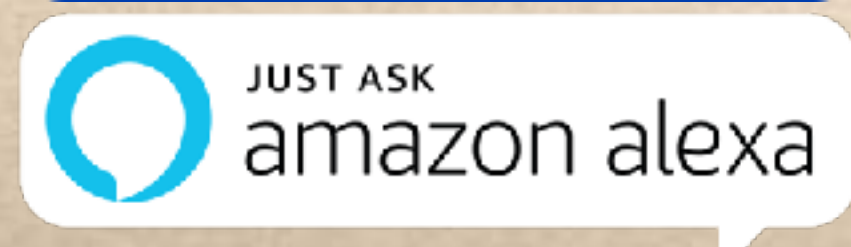
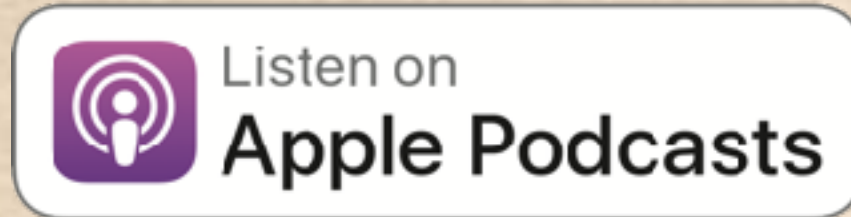


# *Listening to a Podcast (Consumer)*

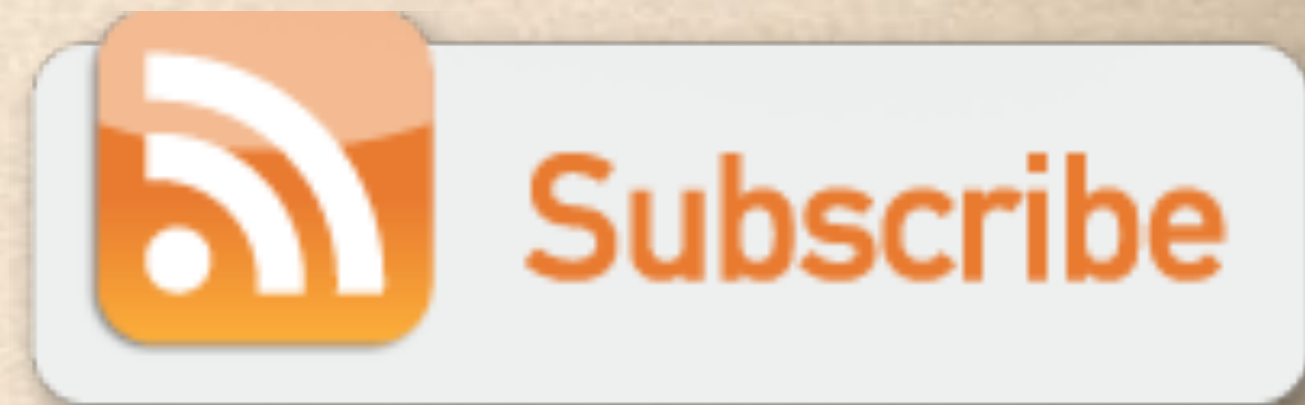
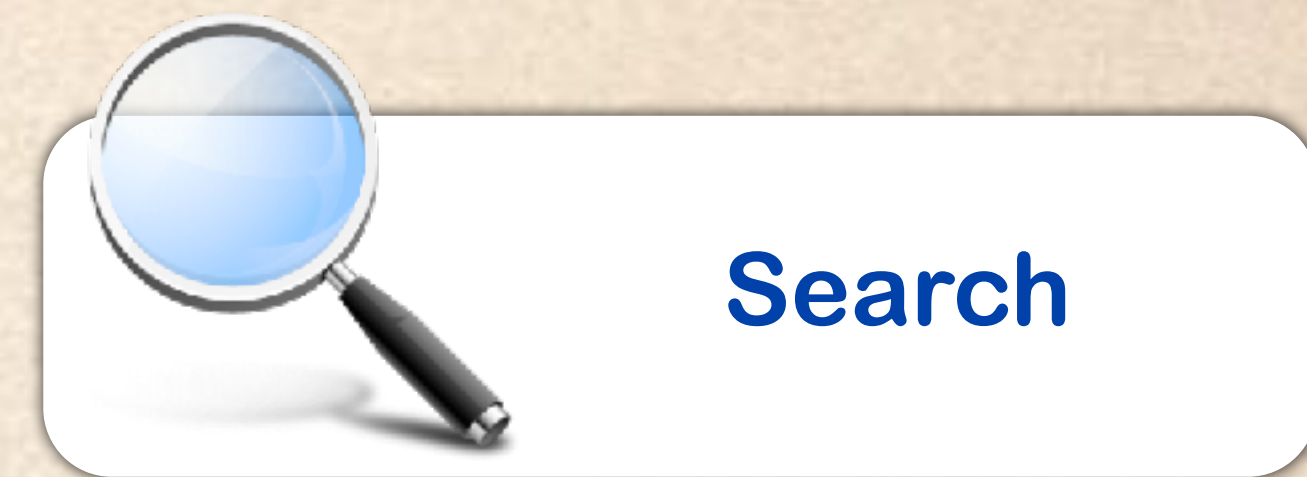




# Listening to a Podcast (Consumer)

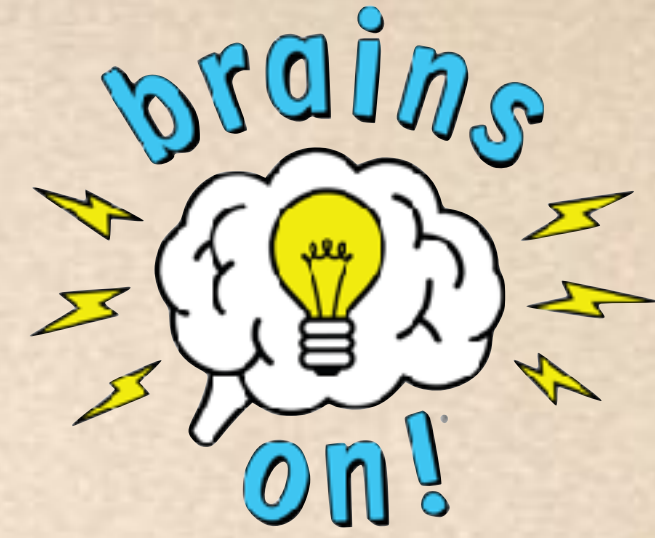
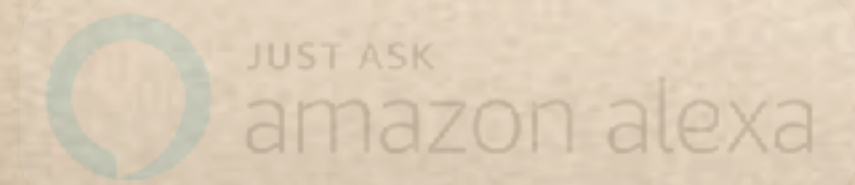
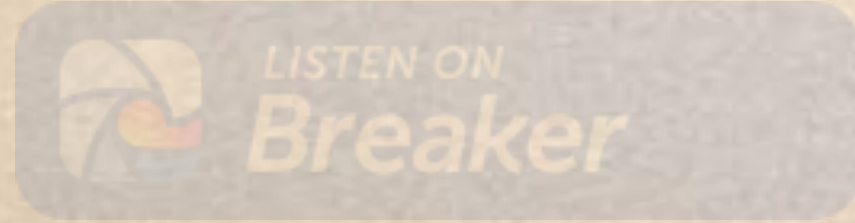
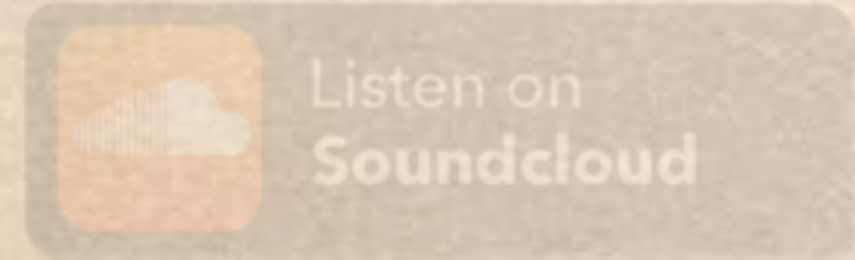
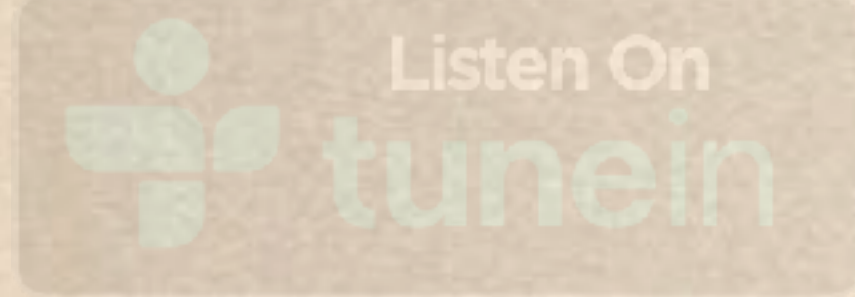
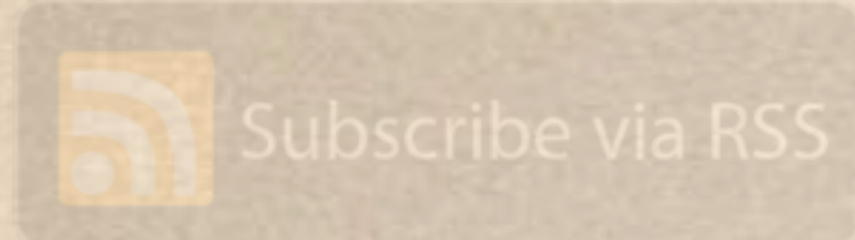


**ANY** CONTENT  
WHERE  
TIME





# Listening to a Podcast (Consumer)





# *Creating Podcasts (Producer)*





# *Creating Podcasts: Recording (1)*







# *Creating Podcasts: Recording (1)*

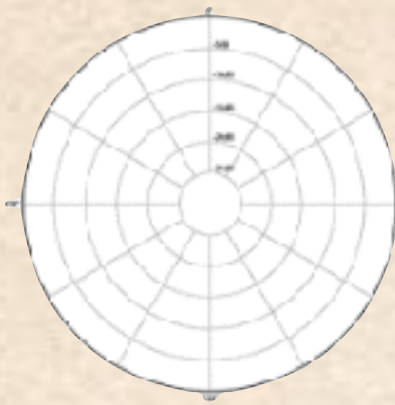




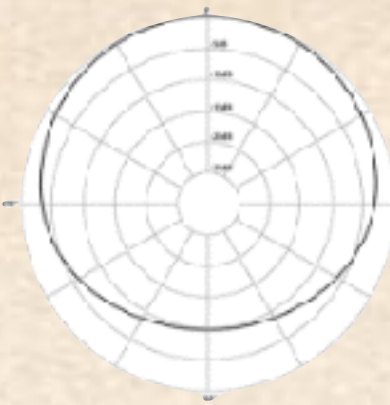
# Creating Podcasts: Recording (1)



*Pickup Pattern:*



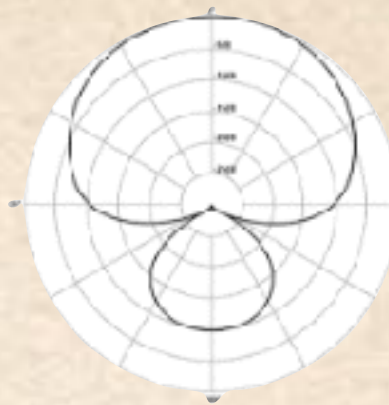
Omnidirectional



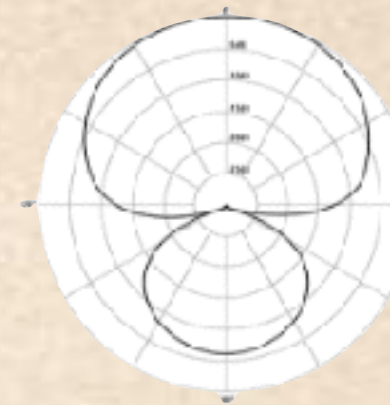
Subcardioid



Cardioid



Supercardioid



Hypercardioid

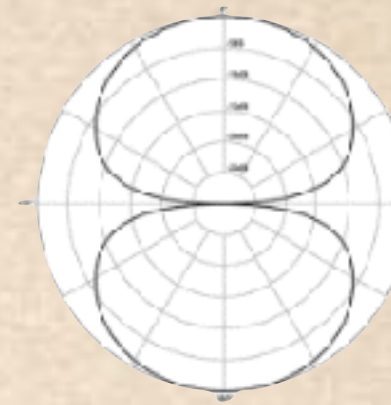
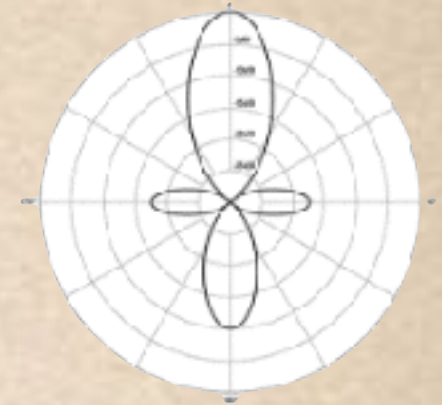


Figure 8



Shotgun

*Sensitivity:*  $\Omega$ , Dynamic Range, Max SPL, Noise Ratio

*Connection:* USB, XLR, MiniJack, Wireless, Bluetooth, etc...

*Cost:* <\$100, ≈\$250, >\$500, >\$1000



# Creating Podcasts: Recording (1) [Single Vocal]



2.a

2.c

2.d



Rode  
Wireless Go  
(MiniJack)  
£160 / \$200



Blue Microphones  
Yeti or Snowball  
(USB)  
£84 / \$150



Rode  
Procaster  
(XLR)  
£170 / \$230



Rode  
NT-USB / Mini  
(USB)  
£120-170 / \$150-230



AudioTechnica  
AT2035PK  
(XLR)  
£160 / \$200



AudioTechnica  
AT2020PK  
(USB)  
£125 / \$180



Shure  
SM7B  
(XLR)  
£340 / \$400



Neumann  
BCM104  
(XLR)  
£900 / \$1100





# Creating Podcasts: Recording (1) [Multi Channel]



Behringer Q1202USB Xenyx  
£110 / \$150



RodeCaster Pro  
£550 / \$650



Focusrite Scarlet 18i8  
£300 / \$400

Rode  
Procaster  
(XLR)  
£170 / \$230

AudioTechnica  
AT2035PK  
(XLR)  
£160 / \$200

Shure  
SM7B  
(XLR)  
£340 / \$400

RødeCaster Pro  
£550 / \$650  
+  
Mic Arm  
£40 / \$50  
+  
Røde  
Procaster  
(XLR)  
£170 / \$230  
+  
Headphones  
£50 / \$60  
=  
£810 / \$990



CODE 160



2.6

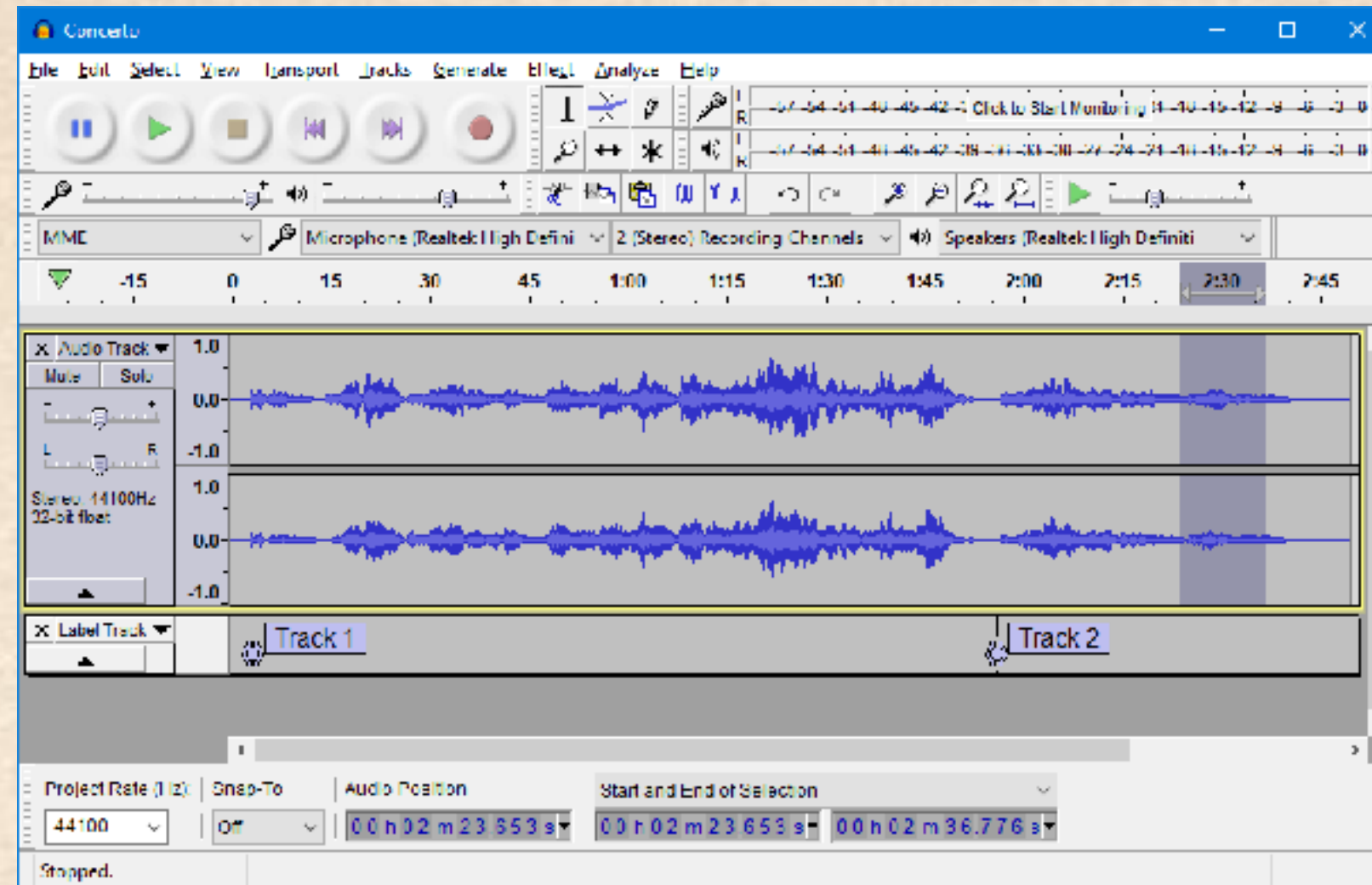




# Creating Podcasts: Editing (2)



[www.audacityteam.org](http://www.audacityteam.org)  
£ 0 / \$ 0



[www.adobe.com/products/audition.html](http://www.adobe.com/products/audition.html)  
£ 20/month





# *Creating Podcasts: Editing (2)*



[www.adobe.com/products/audition.html](http://www.adobe.com/products/audition.html)  
£ 20/month







# Creating Podcasts: Editing (2)



## Traditional Copyright

Work cannot be used, adapted, copied, or published without the creator's permission



## Creative Commons

Work may be used without permission, but only under certain circumstances



...  
Creator's set rules for the way their work is used.



## Public Domain

Work can be used, adapted, copied, and published completely without restrictions, no permission needed.



1.n

3.b




## *Creating Podcasts: Editing (2)*



### **Best places to get free music for podcasts:**

- **Incompetech:** One of the oldest royalty-free music sites.
- **The Free Music Archive:** Free high-quality songs for podcasts.
- **909 Music on Soundcloud:** Modern & cutting edge songs.
- **Musopen:** Lots of free classical music for your podcast.
- **Danosongs:** Free podcast music funded on a donation model.
- **CCMixer:** Great free remixes, samples, and a capella music.
- **Purple Planet Music:** Browse free original music by "feel."
- **Soundbible:** Library of free sound-effects for your podcast.

dig  mixer

3.6



## *Creating Podcasts: Editing (2)*



### **MYTHS**

1. I can use any music if I'm not making money from it
2. It's okay if I play less than 10 seconds
3. As long as I provide attribution, the artist will understand
4. I can use any music under "fair use."
5. "No copyright infringement intended."

1.n

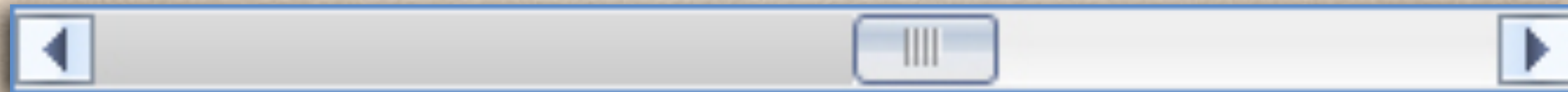


# Creating Podcasts: Editing (2)



3.e

Quality



Size





# Creating Podcasts: Publishing (3)



[Aggregators]


- Acast
- Anchor
- Audioboom
- Backtracks
- Blubrry
- Buzzsprout**
- Castos
- Captivate
- Fireside
- Megaphone
- LibSyn
- Omny
- Pinecast
- PodBean**
- Podcaster.DE
- Podiant
- Podigee
- Podomatic
- RedCircle
- Simplecast
- SoundCloud
- Spreaker
- Transistor
- Whooshkaa
- Zencast


**buzzsprout** 


**PodBean** 


**RSS** 

 **Subscribe via RSS**


 **Listen on Apple Podcasts**

 **Listen on Google Podcasts**

 **Listen On tunein**

 **Listen on Spotify Podcasts**

 **Listen on STITCHER**

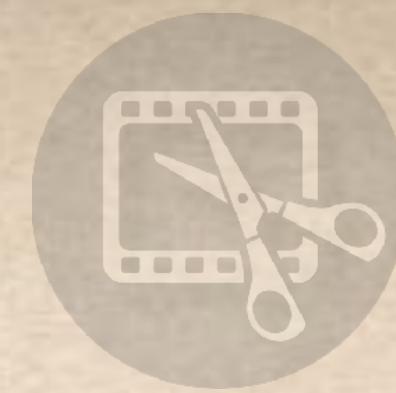
 **Listen on Soundcloud**

 **LISTEN ON Breaker**

 **JUST ASK amazon alexa**



# Creating Podcasts: Publishing (3)



[Aggregators]

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- Simplecast
- SoundCloud
- Spreaker
- Transistor
- Whooshkaa
- Zencast

buzzsprout 

 PodBean



Subscribe via RSS

Listen on Apple Podcasts

Listen on Spotify

Listen on Amazon Music

Listen on YouTube Music

Listen on TITCHER

Listen on Soundcloud

LISTEN ON Breaker

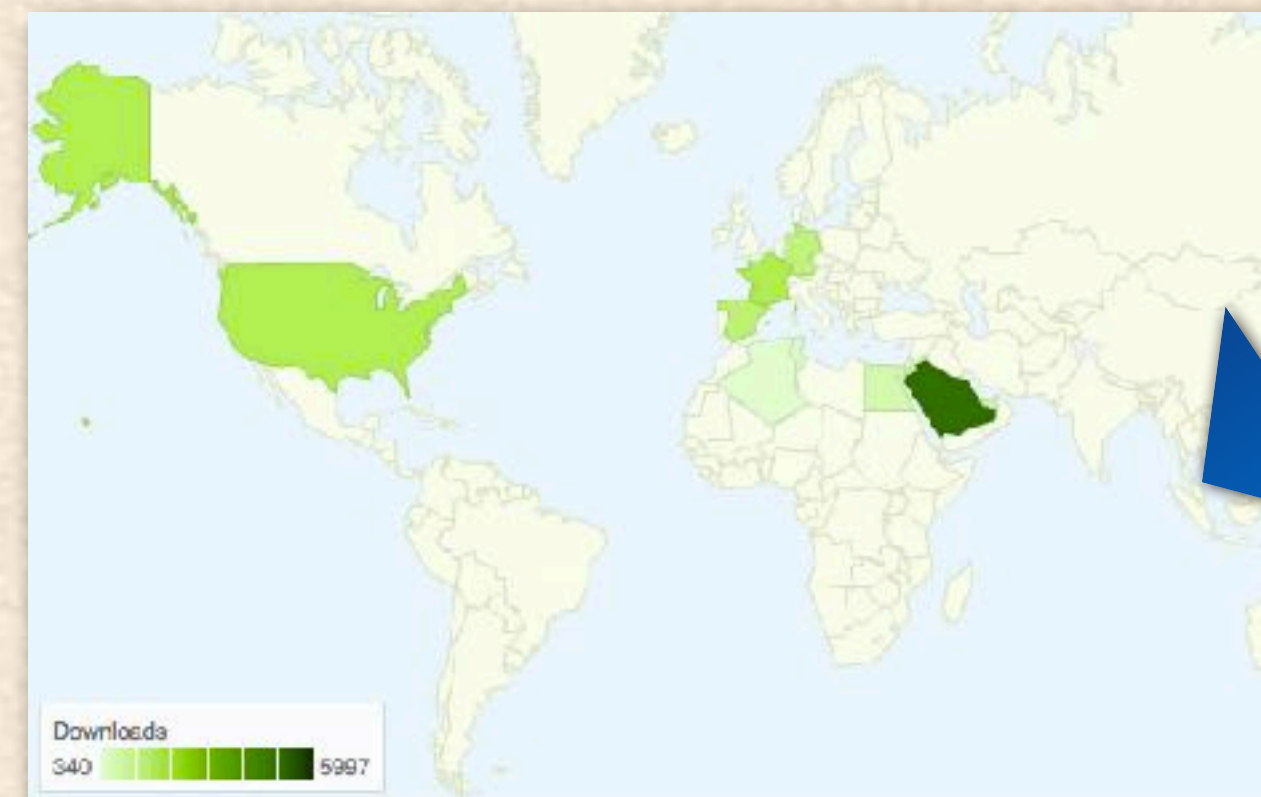
JUST ASK amazon alexa



# Creating Podcasts: Stats (4)



# Feedburner



Country	subscribers
Saudi Arabia	5,997
France	2,068
United States	2,011
Spain	1,817
Germany	1,490
United Arab Emirates	806
Egypt	805
Jordan	611

All time  
2011 May – 2011 July

Feed name	Avg subscribers
AWR Arabic / Arabe / العربية	18699
AWR Indonesian / Bahasa Indonesia	9365
AWR Amharic / አማርኛ / amareñña	8589
AWR Español: Clínica Abierta (Radio Sol)	8562
AWR English ZA - Good News Magazine	7967
AWR Tamil / தமிழ் / tamil	7606
AWR Burmese / မြန်မာစကား (Myanmar)	6461
AWR Malayalam / മലയാളം / malayālam	6193
AWR Swahili / Kiswahili / لغة سواحلية	5326
AWR French / Français (France)	4755

CODE

