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# DEFENDING LIFE THROUGH AUDIO

# WHAT IS A PODCAST?

An audio file, published online, that internet users can find and subscribe to via an RSS feed.

# WHAT IS A PODCAST?

- Is available for listening at any time online, from a computer or MP3 device
- Is searchable online
- Can be picked up by RSS readers (via “tags”) and delivered to anyone interested in your topic
- Users can subscribe to a podcast and automatically receive new files as they are published

# PODCASTING: WHY DO IT?

- Ability to reach a large online audience
- Low production cost
- Isn't subject to normal communications regulations
- Versatile format that can be tailored to individual organizations' needs

# GETTING STARTED

## Basic Equipment:

- Computer with internet access, iTunes, and access to a server
- USB Microphone
- Audio Recording Software. *Audacity*, *Record for All* are two of several free software packages available for downloading

# GETTING STARTED

- Consider your audience, purpose and expectations
- Determine production frequency and show length
- Decide on a general show sequence, and create standard intro and farewell files
- An example from the CedarEthics Podcast:  
<http://www.cedarethics.org/category/podcasts/>

# HELPFUL HINTS

- Record in a quiet space
- Don't rely solely on a script
- Vary the content with interviews, announcements, etc.
- Edit the recording before you publish

# THE CEDARETHICS PODCAST

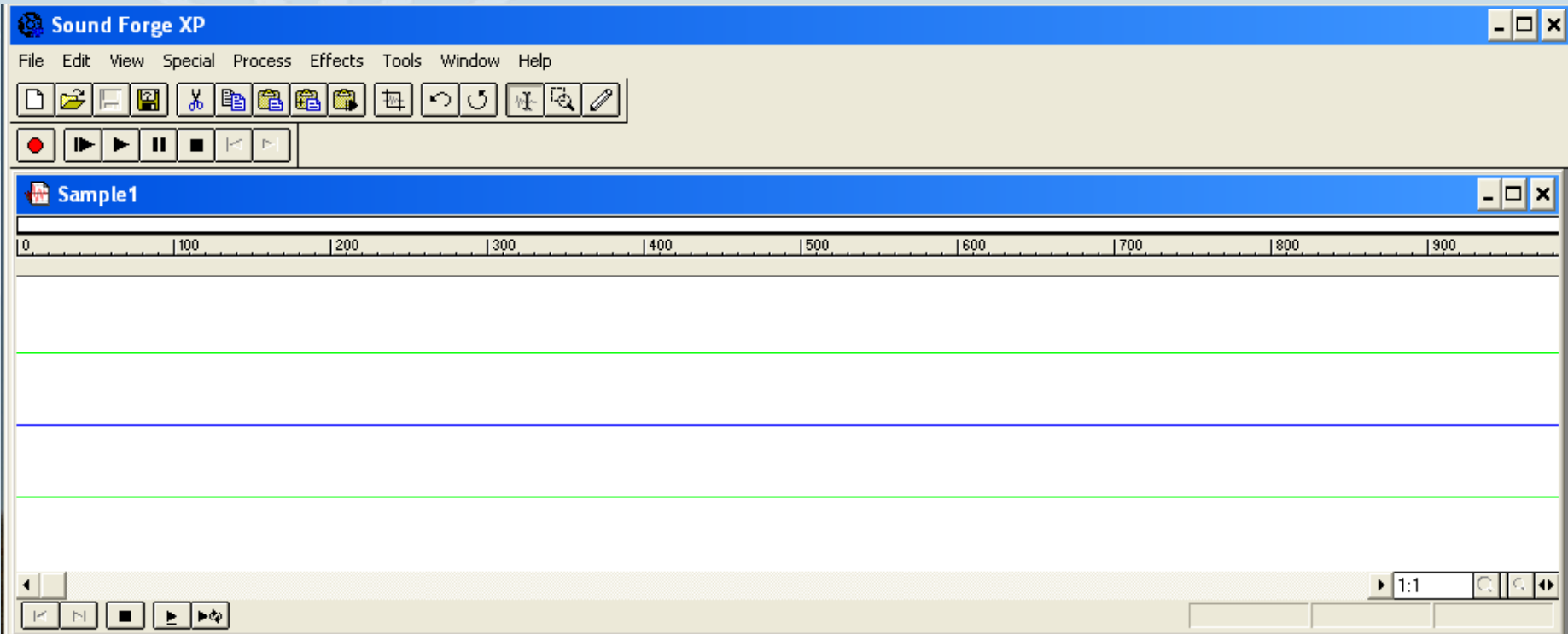
- Tag line
- Intro
- Part 1 (with 10 second music bumper)
- Break
- Part 2 (with 10 second music bumper)
- Farewell



# PODCAST PRODUCTION

- Record audio segments and save as a .WAV file
- Edit and assemble audio segments in an editing program
- Save final product as a .MP3 file
- Add ID3 tags and artwork to the product
- Publish to iTunes or other podcast aggregators

# PODCAST RECORDING



# PODCAST EDITING

Adobe Audition - lewis\_interview.wav

File Edit View Effects Generate Favorites Options Window Help

Edit Multitrack CD

Workspace: Edit View (Default)

Files Effects x Fav

- Multitrack Effects
  - Amplitude and Compression
    - Amplify
    - Amplify/Fade (process)
    - Dynamics Processing
    - Envelope (process)
    - Hard Limiting (process)
    - Hard Limiting
    - Multiband Compressor
    - Normalize (process)
    - Tube-modeled Compressor
  - Delay and Echo
  - Filter and EQ
  - Modulation
  - Restoration
  - Reverb
  - Special
  - Stereo Imagery
  - Time and Pitch
  - Generate
    - Apply Invert
    - Apply Reverse
    - Apply Mute

Group By Category

Group Real-Time Effects

hms 6:55.0 7:00.0 7:10.0 7:15.0 7:20.0 7:25.0 7:30.0 7:40.0 7:45.0 7:50.0 7:55.0 8:00.0 8:05.0 8:10.0 8:15.0 8:20.0 8:25.0 8:30.0 8:35.0 8:40.0 8:45.0 8:50.0 8:55.0 9:00.0 9:05.0 9:10.0 9:15.0 9:20.0 9:25.0 9:30.0 9:35.0 9:40.0 9:45.0 hms

dB -18 -12 -6 -3 0

Transport x Time x Zoom x Selection/View x

0:00.000

	Begin	End	Length
Selection	0:00.000		0:00.000
View	6:44.979	9:53.205	3:08.225

Levels x

Opened in 0.52 seconds

L: -9.6dB @ 9:50.609 48000 • 16-bit • Stereo 337.43 MB 430.15 GB free 668:13:06.70 free Waveform

# PODCAST EDITING

The screenshot displays the Adobe Audition interface for a multi-track podcast editing session. The main window shows three tracks: Track 1 (labeled 'lewis\_interview\_edit'), Track 2 (labeled 'SAMPLE...'), and Track 3. The waveform for Track 1 is visible, showing a green audio signal. The transport controls at the bottom indicate a time of 17:44.289. The mixer panel shows the levels and EQ settings for each track and the Master. The Session Properties panel on the right shows a tempo of 120 bpm and a key of (none). The bottom status bar indicates the session is completed in 0.45 seconds and shows system information like 48000 • 32-bit Mixing, 718.40 MB used, and 430.12 GB free.

Adobe Audition - Untitled.ses\*

File Edit Clip View Insert Effects Options Window Help

Workspace: Multitrack View (Default)

Files x Effects

- lewis\_interview\_edit.WAV
- SAMPLE2.output (48000 Hz).WAV
- SAMPLE2.output.WAV
- SAMPLE3.output (2) (48000 Hz).WAV
- SAMPLE3.output (2).WAV

Follow session tempo

Sort By: Filename

Transport x Time x Zoom Mixer x Session Properties x

Tempo: 120 bpm  
4 beats/bar  
Key: (none)  
4/4 time  
Advanced...  
Metronome  
Monitoring: External  
Smart Input  
Always Input

17:44.289

Completed in 0.45 seconds

lewis\_interview\_edit 48000 • 32-bit Mixing 718.40 MB 430.12 GB free 334:05:16.58 free Timeline

# PODCAST EDITING

Adobe Audition - lewis\_interview.wav

File Edit View Effects Generate Favorites Options Window Help

Edit Multitrack CD

Workspace: Edit View (Default)

Files Effects x Fav...

- Multitrack Effects
  - Amplitude and Compression
    - Amplify
    - Amplify/Fade (process)
    - Dynamics Processing
    - Envelope (process)
    - Hard Limiting (process)
    - Hard Limiting
    - Multiband Compressor
    - Normalize (process)
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dB -18 -12 -6 -3 0

Transport x Time x Zoom x Selection/View x

0:00.000

	Begin	End	Length
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Opened in 0.52 seconds

L: -9.6dB @ 9:50.609 48000 • 16-bit • Stereo 337.43 MB 430.15 GB free 668:13:06.70 free Waveform

# ID3 TAGS

Title: Emergency Contraception – New Questions o...  
Artist: Dennis Sullivan  
Album: The CedarEthics Podcast  
Year: 2010  
Genre: Podcast  
Comment: In this podcast, our guest is Dr. Jeff Lewis, A...  
Track #: 1  
Disc #: 1  
Cover Art:



Image 41 x 80

Duration: 32:44  
Bitrate: 128 kbps



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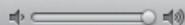
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**CedarEthics**  
7 Episodes



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Recently Added

Recently Played

Top 25 Most Played

## All Podcasts

## CedarEthics



Podcast	Time	Release Date	Description
▼ CedarEthics		8/24/2010	A Monthly Podcast About Bioethics and the ...
<input checked="" type="checkbox"/> Emergency Contraception – N...	32:45	8/24/2010	The FDA has recently approved the French ...
<input checked="" type="checkbox"/> Free Will: Does it Exist? Does i...	12:11	5/13/2010	Is free will just an illusion? Determinism impli...
<input checked="" type="checkbox"/> Health Care Reform: What Ar...	29:08	12/1/2009	Our nation has been engaged in a contentio...
<input checked="" type="checkbox"/> Should Doctors Apologize? (19)	22:44	8/14/2009	When medical errors happen, should doctor...
<input checked="" type="checkbox"/> Removing Ethics from Medicin...	19:10	5/12/2009	In a radio interview, Center for Bioethics Dir...
<input checked="" type="checkbox"/> The Coming Bioethics Tsunami...	37:11	3/3/2009	New biomedical technologies, combined with...
<input checked="" type="checkbox"/> Pro-Life or Pro-Environment: ...	24:19	2/2/2009	February's podcast is about the seemingly ...



# LEGAL AND COPYRIGHT ISSUES

- FCC regulations
- Music
  - Podsafe Music Network
- Creative Commons License

# PRO-LIFE PODCASTING

Disseminate information about pro-life activities

- Audio newsletter and announcements
- Record special events

Provide commentary on current issues

Offer practical instruction to clients

- New mother resources
- Abstinence education lectures
- Counseling information

- O'Reilly Digital Media: What is Podcasting  
<http://www.oreillynet.com/pub/a/oreilly/digitalmedia/2005/07/20/WhatIsPodcasting.html>
- How Podcasting Works  
<http://computer.howstuffworks.com/internet/basics/podcasting.htm>
- Tony Vincent's Learning in Hand – Podcasting  
<http://learninginhand.com/podcasting/>
- About.com: Podcasting  
<http://podcasting.about.com/od/basics101/a/planningpodcast.htm>

# RESOURCES