



Who's Afraid of Podcasting?

Ellen Druda and Charlene Muhr (Half Hollow Hills Community Library) &
Chris Kretz (Stony Brook University)
May 4, 2017
Long Island Library Conference

What is Podcasting?

- Audio + RSS
- Like radio on the Internet
- *Serial*
- So 2009



<https://pixabay.com/en/microphone-podcast-pop-filter-music-2170045>

Is Podcasting Mainstream?

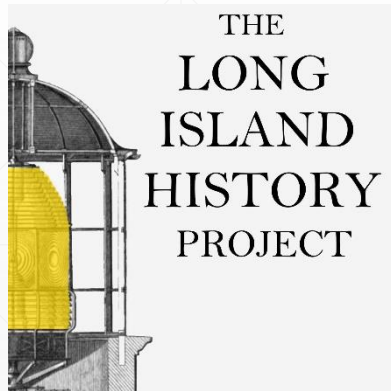
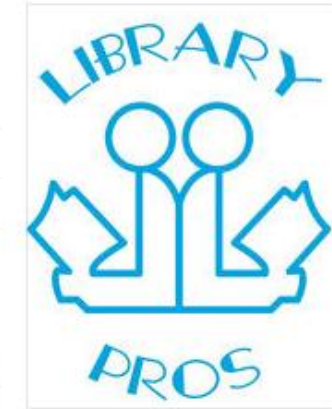
- 40% of Americans (12+) have ever listened to one
- 24% have listened in the last month = 67 million people
- Podcast listeners subscribe on average to 6 podcasts
- Typical listener: 18-54 years old, affluent, educated

The Podcast Consumer 2017. Edison Research
<http://www.edisonresearch.com/the-podcast-consumer-2017/>



www.edisonresearch.com/wp-content/uploads/2017/01/ID-Logo-Crop.jpg

Libraries and Librarians that Podcast



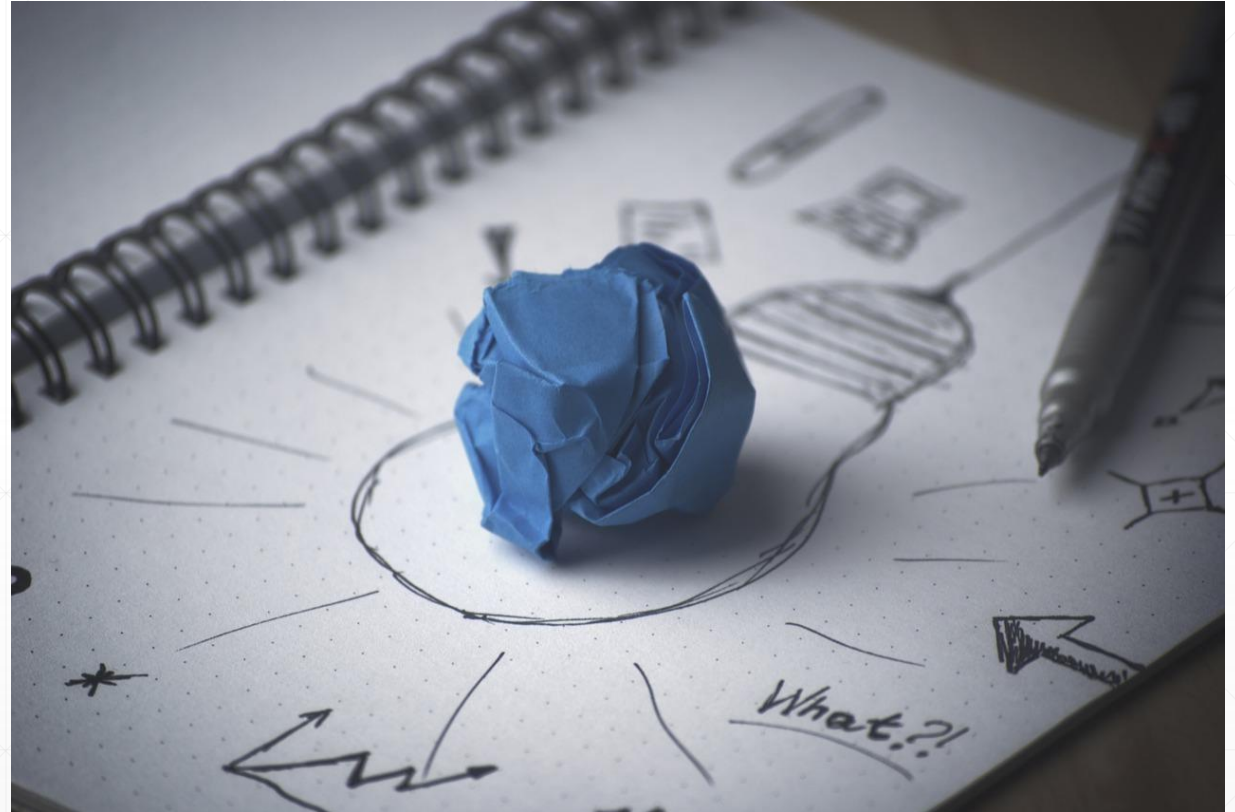
In the Stacks: The Director's Cut

Inthestackspodcast.wordpress.com



Building on the Premise

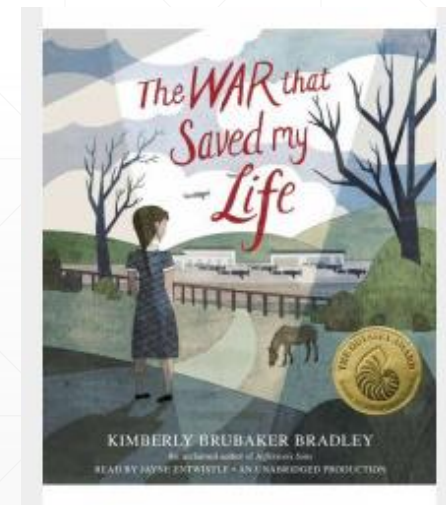
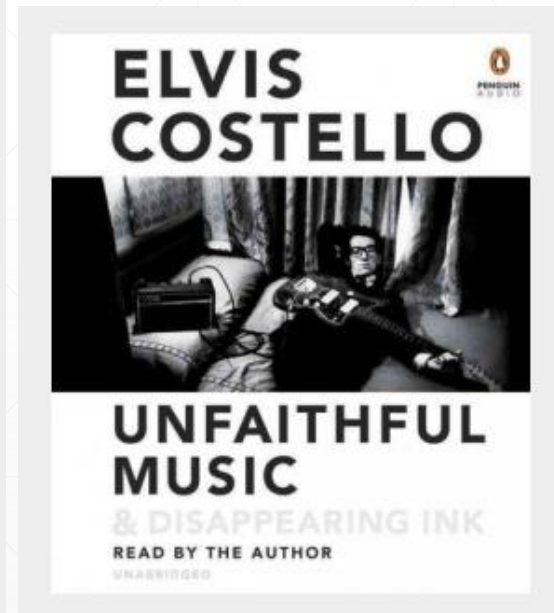
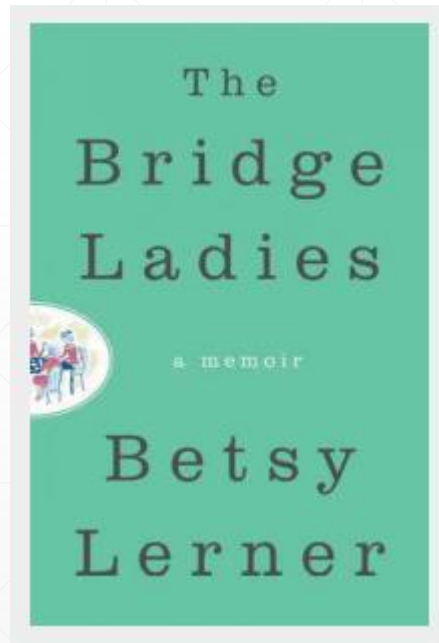
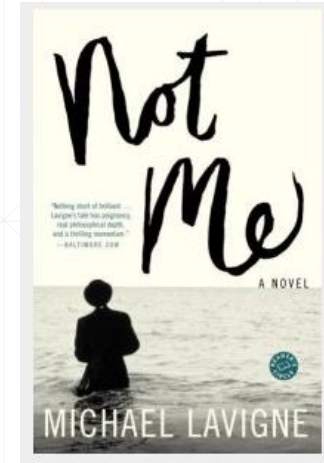
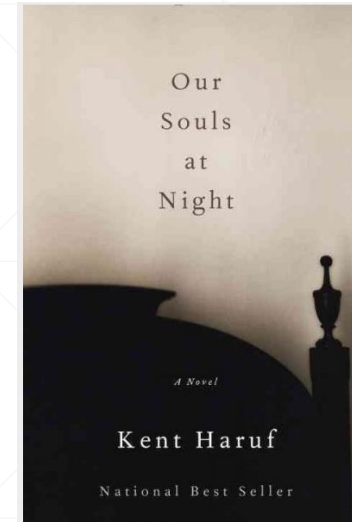
- What's the format?
- How long is too long?
- Striking the right tone



<https://pixabay.com/en/creativity-idea-inspiration-819371>

Lessons Learned

- Picking books



Recording

- Microphones
- Recording Device



Marantz Professional

Marantz Professional PMD661 MKII | Handheld Broadcast Recorder with Passcode & File Encryption (Mic + LINE Inputs)

★★★★☆ 19 customer reviews | 15 answered questions

List Price: \$659.00

Price: **\$589.00** & FREE Shipping. [Details](#)

You Save: **\$70.00** (11%)

[i](#) Get \$50.00 off instantly: Pay \$539.00 upon approval for the Amazon Rewards Visa Card. [Learn more](#)

[Prime](#) | Try Fast, Free Shipping

Only 1 left in stock.

Want it tomorrow, April 7? Order within **1 hr 51 mins** and choose One-Day Shipping at checkout.

[Details](#)

Sold by [RECORDING STORE](#) and Fulfilled by Amazon. Gift-wrap available.

Size: **Mic + 2 LINE Inputs**

Mic + 1 LINE Inputs

--

Mic + 2 LINE Inputs

\$589.00



Roll over image to zoom in

Tascam

TASCAM DR-40 4-Track Portable Digital Recorder

★★★★☆ 403 customer reviews | 273 answered questions

Price: **\$159.00** & FREE Shipping. [Details](#)

[i](#) Earn 10% back (\$15.90) with the Amazon Prime Store Card. [Learn more](#)

[Prime](#) | Try Fast, Free Shipping

In Stock.

Want it tomorrow, April 7? Order within **6 hrs 47 mins** and choose One-Day Shipping at checkout.

[Details](#)

Ships from and sold by Amazon.com. Gift-wrap available.

Color: **Black**

\$159.00

\$179.00

- XLR / TRS balanced MIC/LINE inputs with phantom power and +4dbu line level input.
- Switchable microphone position from X-Y to A-B
- 4-track recording - record the built-in microphones and mic inputs at the same time
- Dual recording captures a safety track to prevent distorted takes
- Up to 96Hz/24-bit resolution

[Compare with similar items](#)



Click to open expanded view

Marantz Professional

Marantz Professional MPM-1000 | Cardioid Condenser Microphone with Windscreen, Shock Mount & Tripod Stand (18mm / XLR Out)

★★★★☆ 43 customer reviews | 11 answered questions

Was: \$52.22

Price: **\$49.00** & FREE Shipping. [Details](#)

You Save: **\$3.22** (6%)

[i](#) Earn 10% back (\$4.90) with the Amazon Prime Store Card. [Learn more](#)

[Prime](#) | Try Fast, Free Shipping

In Stock.

Want it tomorrow, April 7? Order within **4 hrs 52 mins** and choose One-Day Shipping at checkout.

[Details](#)

Ships from and sold by Amazon.com. Gift-wrap available.

Size: **1000**

1000

\$49.00

2000

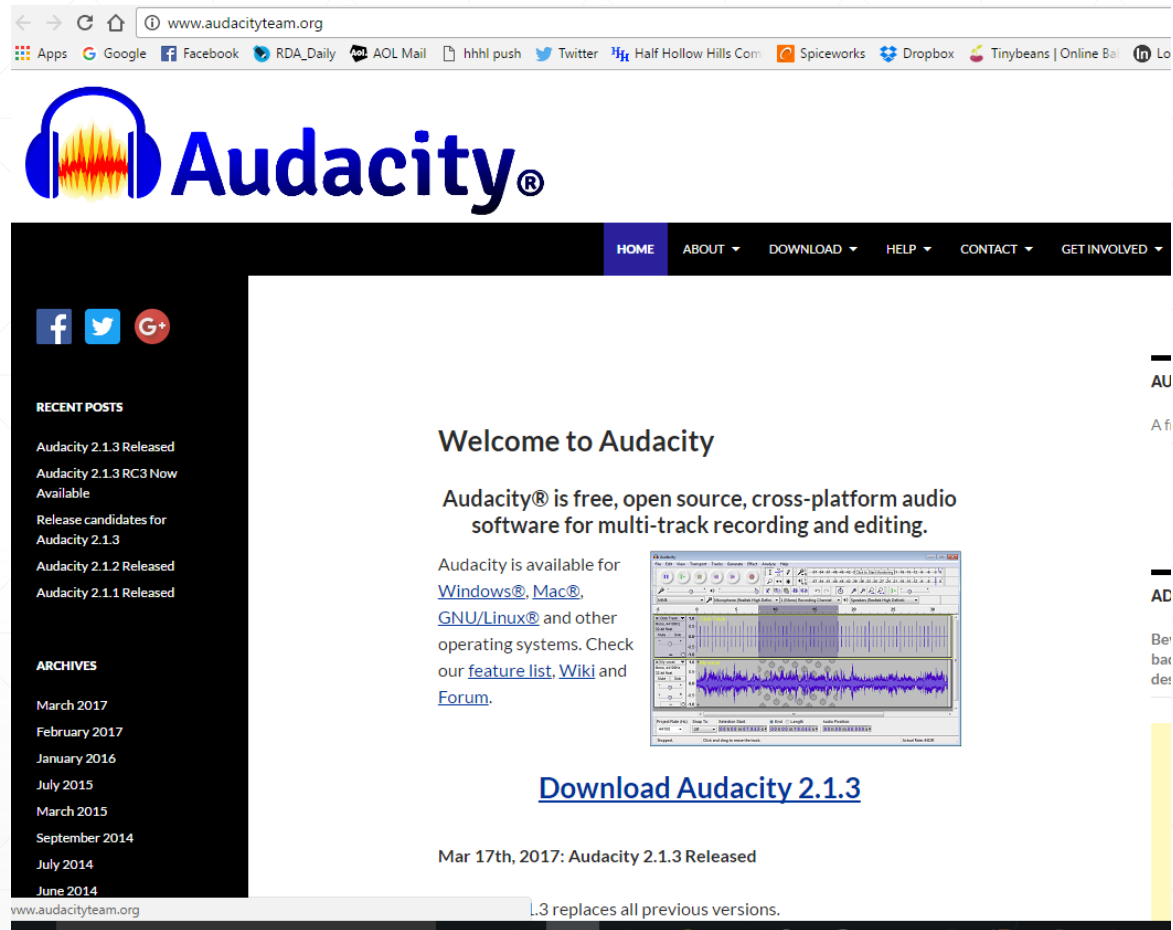
\$114.99

3000

\$119.00

style: **XLR out**

Editing



The screenshot shows the Audacity website homepage. At the top is a browser address bar with the URL www.audacityteam.org. Below the address bar is a navigation bar with links: HOME, ABOUT, DOWNLOAD, HELP, CONTACT, and GET INVOLVED. The main content area features a large heading "Welcome to Audacity" followed by a paragraph stating that Audacity is free, open source, cross-platform audio software for multi-track recording and editing. To the right of this text is a small image of the Audacity software interface. Below the text is a link to "Download Audacity 2.1.3". On the left side of the page, there is a sidebar with social media links (Facebook, Twitter, Google+) and a "RECENT POSTS" section listing several releases of Audacity 2.1.3. At the bottom of the page, there is a footer with the URL www.audacityteam.org and a note that version 2.1.3 replaces all previous versions.

www.audacityteam.org

2.1.3 replaces all previous versions.

Music

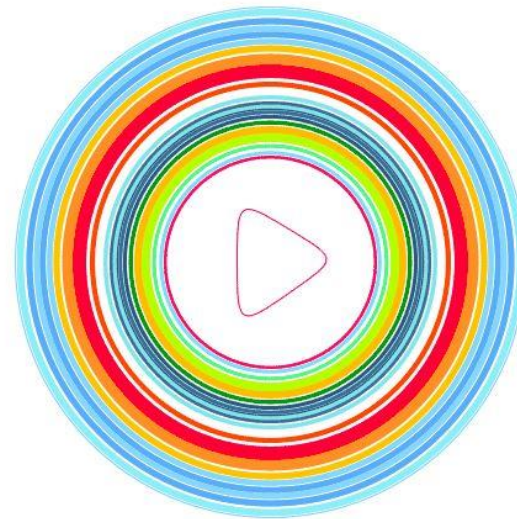


Download Music for Any Use

Legally find and download royalty free background music for both business and personal needs; including the creation of videos for YouTube and websites, development of game apps, devising top notch product presentations and more!

Start Music Journey

How it works



<https://www.melodyloops.com>

Hosting



5000 Arlington Centre Blvd.
Columbus, OH 43220

RECEIPT


Billed to: Helen Crosson
Show: In the Stacks



Date renewed: 04/05/2017
Order #: 607620
Subscription date: 08/05/2016
Subscription #: 577625

SERVICE	PRICE	UNITS	AMOUNT
Podcast Media Hosting (100 MB)	12.00	1	12.00
TOTAL			\$12.00

Payment method: Automatic renewal via credit card

To update your billing information, log in to the Blubrry Podcaster Dashboard and refer to the Billing Section.
Questions? Email support@blubrry.com using the subject line "Billing Inquiry".

 **blubrry**

In the Stacks  

Home > Podcaster Dashboard

Services

for In the Stacks (change program)

Directory Listing

- View Directory Listing
- Get Featured
- More Directory Options

[+ Add Another Podcast to Directory](#)

\$ Make Money

- Blubrry Affiliate Program
- Advertising Campaigns
- Advertising Application
- Audience Surveys

Podcast Statistics

- Podcast Statistics
- Getting Started
- Statistics Settings

Podcast Hosting

- Upload New Media Files
- Manage Published Files
- Migrate Media From Another Service
- Hosting Settings

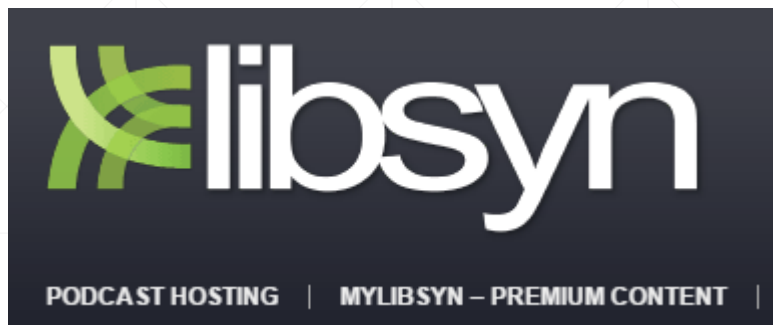
+ Episodes

- Create New Episode
- Manage Episodes
- Tools and Settings

Podcast Feed

- View feed in new Window
- Podcast Settings
- iTunes Artwork
- Feed Tools & Settings

Other Hosting Options



Plan Comparison Chart

	Classic		Advanced		
	\$5	\$15	\$20	\$40	\$75
Monthly Storage Learn More	50mb	250mb	400mb	800mb	1500mb
Podcast RSS Feed	✓	✓	✓	✓	✓
HTML5 Media Player	✓	✓	✓	✓	✓
OnPublish	✓	✓	✓	✓	✓
Podcast Page	✓	✓	✓	✓	✓
Network App Listing	✓	✓	✓	✓	✓



	PARTNER	PRO	PRO UNLIMITED
Price	Free	\$7/month or \$63/year – save \$21	\$15/month or \$135/year – save \$45
SoundCloud Go price	\$9.99/month	\$9.99/month	\$1.99/month
Upload quota	3 hours	6 hours	Unlimited
Basic stats Count plays, likes, reposts, comments and downloads	✓	✓	✓

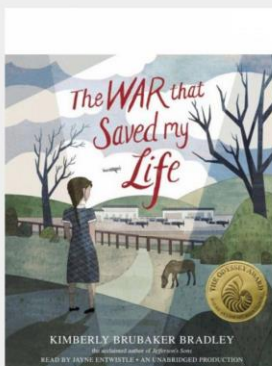
WordPress

The War That Saved My Life

March 22, 2017

[Leave a comment](#)

A Young Adult novel that will stay with you – Jenny and Charlene talk teen literature.



In The Stacks

A podcast by librarians from Half Hollow Hills Community Library

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Kimberly Brubaker Bradley talks about her new novel The War...



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Promoting

Posts



Half Hollow Hills Community Library

Published by Ellen Landau Druda [?] · 3 hrs ·

New podcast is up! Teenage angst features in this gripping Young Adult novel, recommended by Teen Librarian Jenny.
<https://inthestackspodcast.wordpress.com/>



In The Stacks

podcast, library, half hollow hills, librarians

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New podcast is up! Teenage angst features in this gripping Young Adult novel, recommended by Teen Librarian Jenny.
inthestackspodcast.wordpress.com



3h

All

Mentions

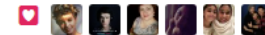
Settings



Kris Dinnison and 3 others Retweeted your reply · 18m

HHHCL @HHHCL

@jenniferniven New podcast! Teenage angst in All The Bright Places, reco...



Kris Dinnison and 5 others liked your reply · 18m

HHHCL @HHHCL

@jenniferniven New podcast! Teenage angst in All The Bright Places, reco...

Lessons Learned

- Arranging schedules
- Navigating the interview



<https://pixabay.com/en/audio-communication-equipment-2202/>

Lessons Learned

- Where and where not to record
- How to record



<https://pixabay.com/en/metro-subway-rush-hours-1662163/>



<https://pixabay.com/en/lost-places-warehouse-stock-leave-2149140/>

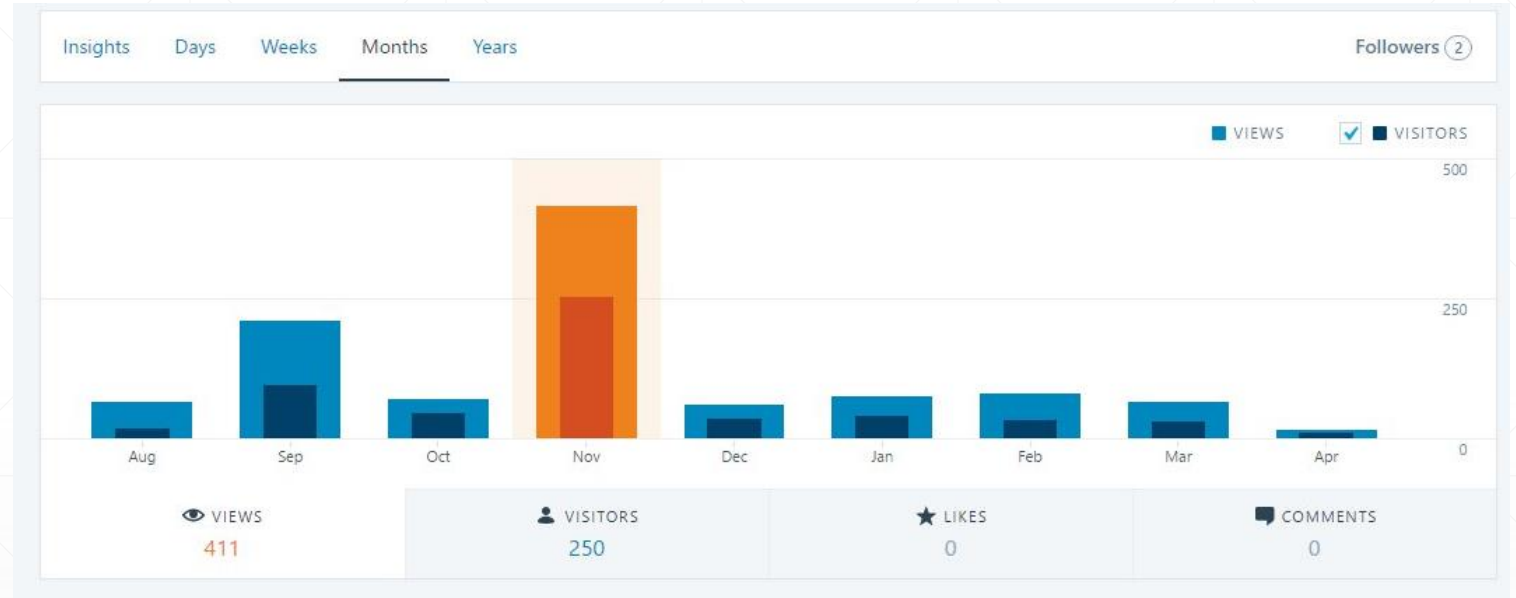
The Downloads

**March: 409 podcast
downloads**

**All time: 2,015
(1,441 unique)**

Episode	Date	Total
Sapiens-finished.mp3	12/08/2016	425
BoysintheBoat.mp3	09/15/2016	114
UnfaithfulMusic.mp3	09/14/2016	101
OurSoulsAtNight.mp3	09/08/2016	135
BlackSwan.mp3	09/01/2016	188
CrookedMan.mp3	09/01/2016	130
Unbroken.mp3	08/24/2016	206

What Does Success Look Like?



Thanks for Listening!

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