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This document was created by the Compass and Web Publishing teams at Wiley-Blackwell and edited by the editorial team of Public Administration Review.
Introduction

Thank you for agreeing to record a podcast episode with Wiley-Blackwell for Public Administration Review. Please take a moment to read over these notes in their entirety.

What Is a Podcast Episode?

Roughly speaking, podcast episodes are digital media files in audio formats that are disseminated using the internet. These files (often called MP3s or MP4s) can be played back on a computer or a personal player (an iPod or MP3 player, for example). The content of these audio files can be very diverse. It might take the form of an interview between an author and editor, or a recorded lecture by a single speaker. For more information, see this Wikipedia entry: http://en.wikipedia.org/wiki/Podcast.

Recording the Podcast Episode Using an I-Phone

The sections that follow provide information on how to record a podcast episode using your computer. However, you may also record the audio for your podcast episode on any I-Phone or smartphone device. The directions below detail how to record and then send audio using an I-Phone specifically. However, most smartphone devices offer similar features, the directions for which can easily be found using a basic Google search.

1. Tap on the Voice Memo icon, which is a picture of sound waves or a microphone depending upon the version of your I-Phone.
2. Press the large red button when you would like to start recording.
3. When you would like to stop recording, press the same button again, where there should now be a red square.
4. Press the red button again to add onto the audio clip, or click "Done" to finish and save the voice memo.
5. Type in a title for the voice memo and click "OK".
6. To e-mail the recording to yourself or to your podcast coordinator, simply click on the title of your audio file and press the upload icon. Next, press the mail icon, enter in the designated e-mail address and then click send.
Recording the Podcast Episode Using Microsoft Windows

Setting Up
In the following document, you will find 4 simple steps that will enable you to record a podcast using your own Microsoft Windows-enabled computer, from the comfort of your own home or office.

The following steps are relatively quick and straightforward, but if you are uncomfortable with audio hardware (like microphones and speakers), we suggest that you contact the technology support department at your institution to see if they can help.

1. Checking Your Hardware

To record a podcast episode from your own computer, you’ll first need to check that you have the following:

a) A working microphone

b) Some working speakers (or headphones)

a. Checking for a Built-In Microphone

As a first port of call, contact your technology manager to discuss the equipment that you already have and your familiarity with it. For many people (for example those with media-enabled computers) may already have all the necessary equipment built into their computer.

To check and see if you have a microphone built into your computer, open ‘Control Panel’ and the go to ‘Sound.’ Look for a tab called ‘Recording’ or ‘Microphone.’ If there is a recording device built into your computer or connected to your computer, it will show here.

To see if it works, you can go to Programs > Accessories > Sound Recorder. Start a new recording and talk to your computer or the device found in the ‘Sound’ folder. If the levels indicator bounces around while you are talking, you are recording.
b. Microphone

Get in touch with your podcast coordinator if you need help locating a suitable microphone. We suggest a simple USB microphone, like this inexpensive model, pictured to the right. Many computers have built-in microphones that are adequate.

The advantage of using any USB microphone is that you do not need to install any special software – you just plug it in and away you go.

Once you have your microphone, you should follow any instructions that come with it. Simply put, you should plug it into a USB port, which will be on the front, back or sides of your computer, and will be marked with the following symbol:

Testing your microphone on a PC

1. Go to Start → Programs → Accessories → Entertainment → and choose Sound Recorder.

2. In the Sound Recorder application, you can press record and speak into the mic for a few seconds. The green line should waver when it registers your voice. Press stop when you are done, and then press the play button to check that you were recorded.

3. If it’s not working, the most likely problems are (a) you haven’t connected the microphone properly (b) your speakers are not working properly (see Speakers section below) or (c) your audio settings need to be changed.

4. To do this, click on Start → Settings → Control Panel → Sounds and Audio Devices. Then select the audio tab. Make sure that your microphone is chosen as the default sound recording device. If your microphone has a switch, make sure that it is on!

For more help and advice, please contact your podcast coordinator.
b. Headphones/Speakers

If you know for certain that you have working headphones/speakers, please skip this section...

Ideally, you should use a set of stereo headphones that plug into your computer. They don’t need to be particularly good quality, and they needn’t be expensive. Unlike the microphone, your headphones have no effect on the quality of the final podcast – they are simply so that you can listen to your recorded talk before sending it to your podcast coordinator.

You can buy headphones:

- Of the **In-ear** variety
- Or **over-the-ear** variety

If you use external speakers that plug in to your computer (and have their own power supply), we have appended below some general guidelines for making sure that they are set up correctly. However, these are general guidelines only, and you may need to contact the technical support department at your institution, or a technology-savvy friend.

## Testing your speakers on a PC

To test your speakers, go to **Start**→**Settings**→**Control Panel**→**Sounds and Audio Devices** Choose the first tab (‘Audio’) and move the volume slider up. The system should demonstrate the new volume setting with an audible ‘ping’ sound.

**Speakers not working?**

- Make sure all the cable connectors are securely seated and plugged into the correct sockets
- Are your speakers on? Check the speakers’ indicator light. Do your speakers have power going to them? Are they plugged into a power source? Are the batteries charged?
- Make sure the volume is turned up on the speakers themselves.

If you have neither microphone **nor** speakers, a simple solution is a headset with an integrated microphone, like this model. Again, contact your podcast coordinator if you need help finding such a headset.

**For more help and advice, please contact your podcast coordinator.**
2. Preparing the Podcast Episode

A certain amount of preparation is crucial to the success of a podcast episode. At the very least you should prepare some notes in advance of the recording to remind yourself of the broad areas you want to cover and some interesting specific information, like dates or quotes.

There is a fine balance to be struck: we don’t suggest that you completely script your talk because, without some element of spontaneity, the piece may end up sounding monotonous or lacklustre.

The final talk should be crisp, concise and interesting to the non-specialist audience. The length may vary, but somewhere between 3-5 minutes in length is optimum for the attention span of most people.

Tips for Speakers

See below for some of the tips we’ve compiled on how to make the perfect podcast episode:

- It’s a good idea to remember that for audio podcast episodes your audience will not be able to see your movements or body language, so it’s especially important to speak confidently and enunciate with enthusiasm and vitality. This way your passion for the topic will shine through.
- Don’t be afraid to pause, or to say ‘um...’ and ‘er...’ occasionally! Far from making you sound unprofessional, it will make you sound as though you’re thinking about the topic as you speak, rather than simply reading aloud.
- In the same vein, rewrite your notes so that they read as you naturally speak. For example, use contractions such as can’t instead of cannot, or won’t instead of will not, etc.
- Articulate your sentences clearly. We can do some sound-mixing after the recording is complete, but the finished product will be better if the initial recording is of a good standard.
- Record some samples and get a feel for the rhythm of your talk. See if there is anything that could be changed to make it sound more natural.
- It may help to have an audience of one or two people when you are ready to record. This often creates an appropriate sense of atmosphere and you are consequently more likely to deliver the talk in an engaging way.
- Let your personality and sense of humor come through. Podcast episodes are meant to be an interactive experience, and listeners want a ‘human touch’ rather than dry scholarly information.
3. Recording the Podcast Episode

When you have prepared your talk and rehearsed it, open up Sound Recorder and check that your speakers and microphone are plugged in.

OK – now go! Start the program recording and deliver the talk at a relaxed pace.

- The beauty of this process is that you can record the speech as many times as you like, until you are satisfied that it is suitably lively, informative and engaging.
- We suggest that you record your talk multiple times and then send the version you are happiest with.

After the talk has been recorded, it will undergo editing and minor ‘cleanup’ (for things like background noise and slips of the tongue). However, it is better by far to make sure that the audio file is recorded in a single take, and that the level of background noise is as low as possible at the outset. The final product will sound much more natural and pleasing to the ear if interruptions are avoided.

4. Sending the File

If you use the Sound Recorder software your file will be saved as a Windows Media Audio file, however, we also accept MP3 and MP4 files. You can simply e-mail us the audio file when you have finished recording your podcast episode.
Recording the Podcast Episode Using a Mac Computer

**Setting Up**

In the following document, you will find 4 simple steps that will enable you to record a podcast using your own Mac computer, from the comfort of your own home or office.

The following steps are relatively quick and straightforward, but if you are uncomfortable with audio hardware (like microphones and speakers), we suggest that you contact the technology support department at your institution to see if they can help.

1. **Checking Your Hardware**

To check and see if your Microphone and Stereo are working properly, complete the following steps. Click once on the Apple icon in the upper left corner of the screen. A drop-down menu will appear. Click on "System Preferences" from the drop-down menu. Look for the icon labeled "Sound" in the "System Preferences" menu. It may be under the category called "Hardware." Click on the "Sound icon." Click the tab labeled "Input." If you have an internal microphone you should see the words "Internal microphone" under the "Input" tab. Move the slider for "Input volume" to the right to make the volume louder. Speak or make a noise into the computer or attached microphone to see if the sound registers in the meter marked "Input level."

**Checking for a Built-In Microphone**

Most new Mac computers come with a pre-installed microphone. To check and see if you have a microphone built into your Mac computer click once on the Apple icon in the upper left corner of the screen. A drop-down menu will appear. Click on "System Preferences" from the drop-down menu. Look for the icon labeled "Sound" in the "System Preferences" menu. It may be under the category called "Hardware." Click on the "Sound icon." Click the tab labeled "Input." If you have an internal microphone you should see the words "Internal microphone" under the "Input" tab.

2. **Please see Page Six for Advice on How to Prepare Your Podcast Episode**

3. **Recording the Podcast Episode**

Mac computers come with audio recording software called GarageBand.

1. To open the program, click the icon in the dock or locate the program's icon in the Applications menu. When you run the program, a dialog box will appear with several options. Click the button that reads "Create New Podcast Episode." This will open a template optimized for recording human voices, but it can be used to record any sound.

2. A dialog box will appear prompting you to name the file you are creating. Type the desired name into the text box and then click the "Create" button.

3. Select the track you wish to record to. In the left panel of the GarageBand interface, you will see
several audio tracks set up by default. Select either "Male Voice" or "Female Voice" by clicking on one of the tracks.

4. Record your sound. Click the circular red button in the middle panel to begin recording. Any sound picked up by the Mac's microphone will be recorded, so be careful to minimize background noise when recording your sound. When you are done recording, press the blue "Play" button (shaped like a triangle) to stop the recording.

5. Review your recording. Next to the "Record" button, there is a button that shows a vertical line and a triangle. Click this button to return the audio track to the beginning. Now click the "Play" button to play the audio back. Clicking the "Play" button again will stop the playback.

6. Record again if necessary. If you are unhappy with the quality of your recording, return the track to the beginning and press the "Record" button again. This will record your new audio over the old audio, so note that you will lose the old data. Review the new audio when you are finished recording.

7. Save the GarageBand file. When you are happy with your recording, save the file. Click on the "File" menu and click "Save." This will save the GarageBand project using the file name and location you chose earlier.

4. Sending the File

Export your audio to a sound file. When you save the file using the "Save" feature, all you have saved is the GarageBand project file; the sound can't be played in a media player. To export your sound to an audio format (such as .mp3), click the "Share" menu and click "Export Song to Disk." In the dialog box that appears, select your desired file format in the box reading "Compress Using." Click "Export," name your file when prompted, and then click "Save." Your audio can now be played in any media player software.