

Podcasting 101: The Technical Side

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Content is King - Quality is Queen

- Technical Decisions
- Hardware Discussion
- Hardware Setup
- Software Discussion
- Hosting & RSS Discussion



Technical Decisions

- Number of local hosts (including guests)
- Number of remote hosts (including guests)
- Real time sound effects, voicemails, etc
- Recording interface (recommend computer)
- Budget

Hardware Discussion

Hardware - Microphones (USB)

- USB Headset
 - Plantronics DSP 400 (~\$65)
 - Plantronics .Audio 655 (~\$35)
- USB Microphone
 - Snowball (~\$130)
 - Samson CO1U (~\$65)
- USB Microphone Adapter
 - Blue Microphones Icicle (~\$40)
 - MXL USB Mic Mate (~\$45)



Hardware - Microphones (XLR)

- Condenser Microphone
 - Examples:
 - Behringer C-1 (~\$40)
 - MXL 990 (~\$70)
 - KEL Audio HM1 (~\$179)
- Dynamic Microphone
 - Examples:
 - Shure SM58 (~\$99)
 - Heil PR40 (~\$330)
 - Electro Voice RE20 (~400)



Hardware - Mixers

- Analog Out
 - Examples:
 - Tapco Mix 120 (~\$80)
 - Peavey PV8 (~\$140)
- USB Out
 - Examples:
 - Alesis Multimix (~\$160)
- Firewire Out
 - Examples:
 - Mackie Onyx 820i (~\$500)



Hardware - Other

- A/D Converter
 - Edirol UA-1EX (~\$75)
 - Behringer UCA202 (~\$30)
- Headphone Amplifier
 - Behringer AMP800 (~\$50)
- Cough Switch
 - Rolls Mic Mute MM11 (~\$40)
- Compressor/Gate
 - dbx 266XL (~\$150)



Recording Computer

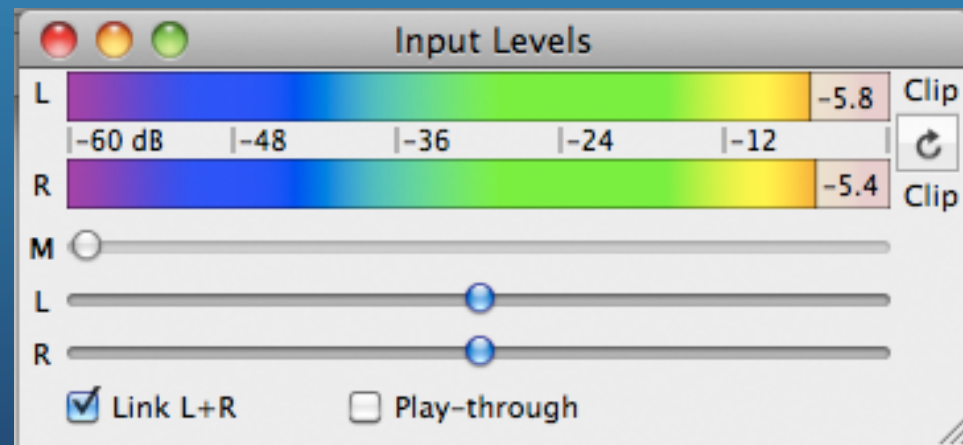
- Windows, OS X, Linux all fine
 - Consider demands of software
- Laptop
 - Built-in battery backup



Hardware Setup

Hardware Setup - Levels

- Hook it all up
- Setting up your Mixer
- External volume controls
- Rule of thumb: -18 to -6 dB







Hardware Setup - Mix Minus

- Sending someone the “mix” minus the audio they are sending you
- Use of Auxiliary, Effects, & similar channels
- Demo on my mixer

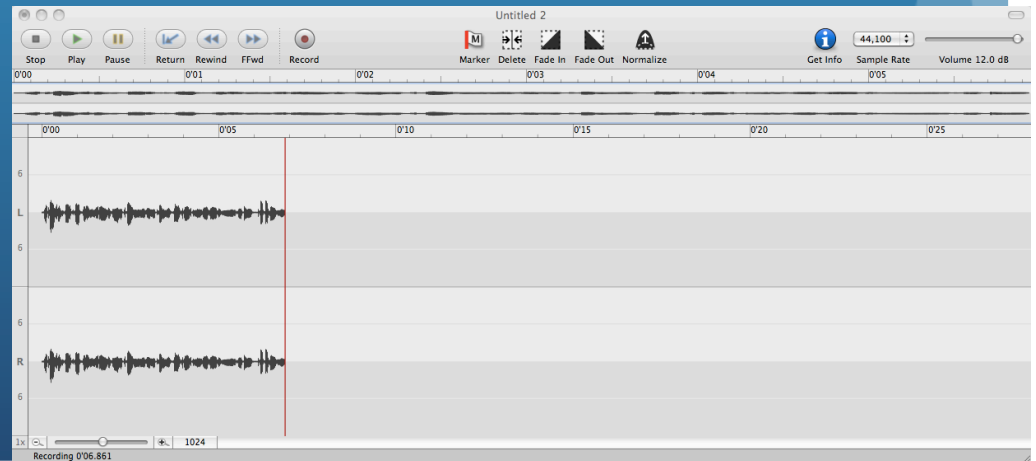




Software Discussion

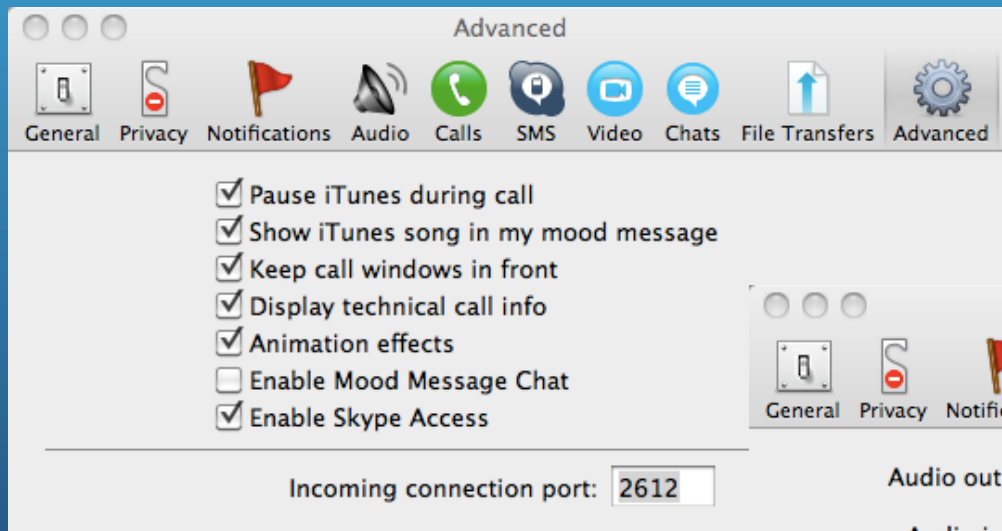
Software - Recording

- Sample Rate: 44100, Sample Size: 16bit
- Audacity (Free)
- Audition (~\$300)
- Sound Studio (\$80)
- Amadeus Pro (\$40)
- Garageband



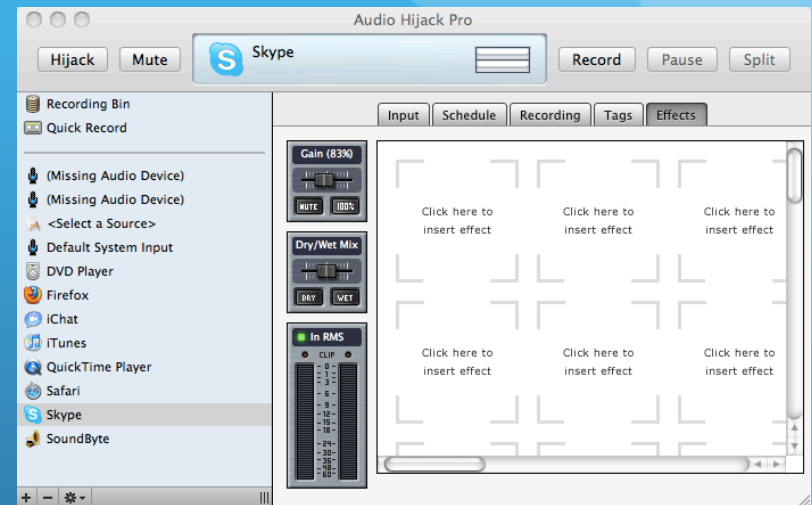
Software - VOIP (Skype)

- Port Forward!
- Sound Input/Output



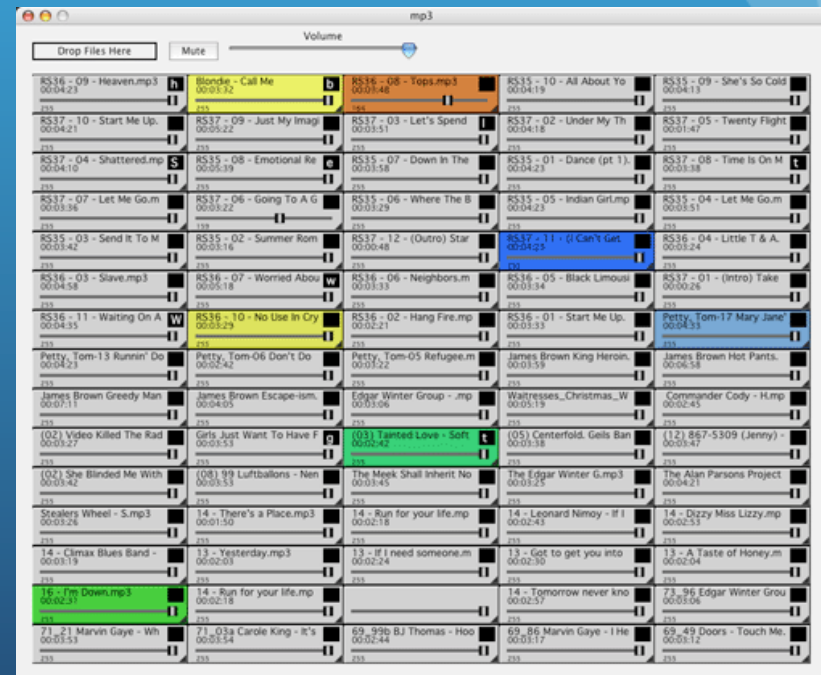
Software - Recording Skype

- Software
 - Audio Hijack Pro (\$32)
 - Wiretap Studio (\$69)
 - Easy Voip Recorder (\$20)
 - Hot Recorder (\$15)
 - Pamela (~\$23)
 - Call Graph (free)
- With a Mix Minus & 2 Computers



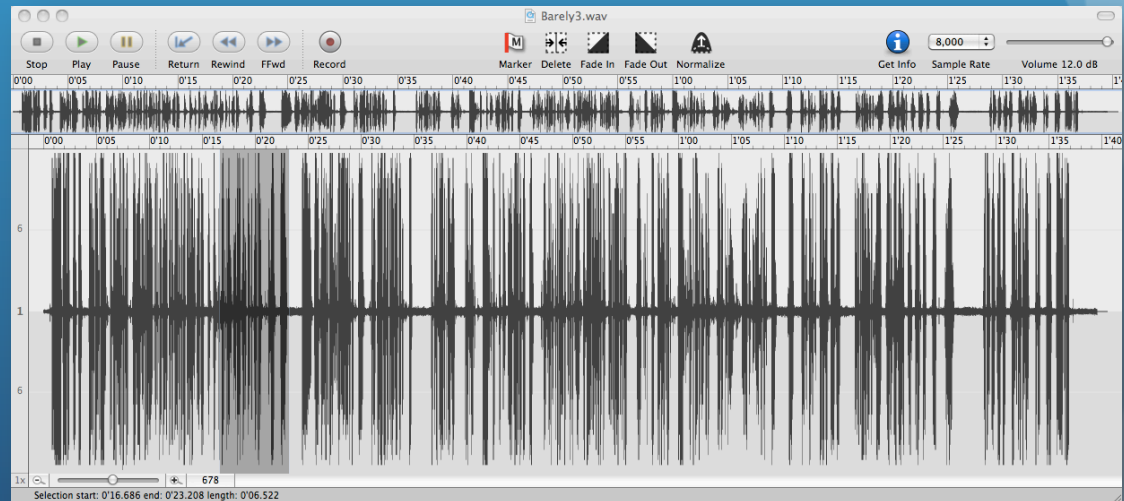
Software - Sound Carts

- SoundByte (\$39)
 - iSoundByte (Free)
- Soundplant (Free)



Software - Editing

- Audacity
- Audition
- Sound Studio
- Amadeus
- Garageband



Processing and Output

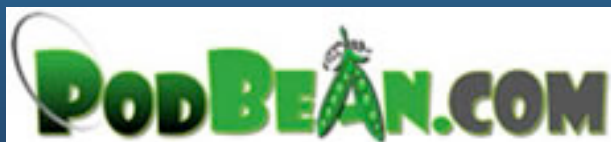


- Levelator or Group Waveform Normalize in Audition
- mp3 compression recommendations
 - Focus on music - 128kbps stereo
 - Voice with some music - 80kbps mono (Evo: 96kbps joint stereo)
 - Voice only - 64kbps mono (Evo: 96kbps joint stereo)
- Tag editors
 - Windows: Audio Shell Tag Editor or iTunes
 - OS X: iTunes or ID3Editor (\$15)

Hosting & RSS Discussion

Hosting

- Self Hosting
 - Do the math (file size * downloads = bandwidth)
 - 1&1... (affiliate: http://www.1and1.com/?k_id=6651360)
- Libsyn (\$5/mo for 50MB, \$12 for 250MB)
- Podbean (free for 5G/mo bandwidth, \$5 for 150MB, \$10 for 350MB)
- Others?



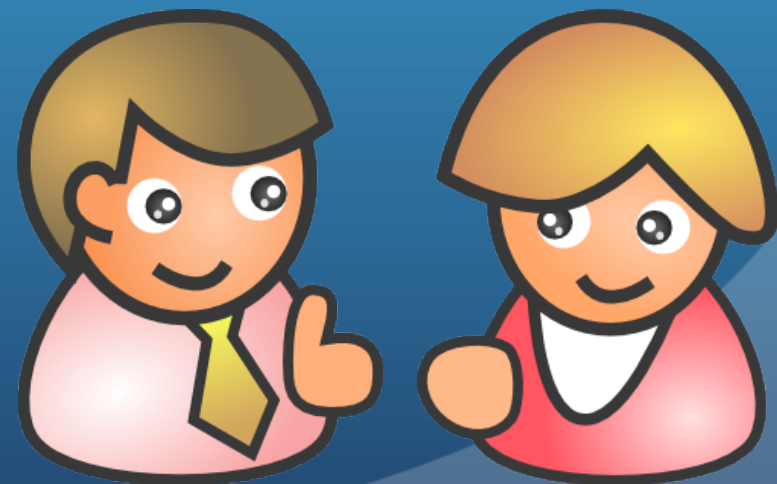
RSS Feed

- Build your own
 - Instructions
 - (<http://www.apple.com/itunes/podcasts/specs.html>)
 - Software
 - Feeder (\$40)
 - Wordpress (podpress)
- Feedburner
- Libsyn, Podbean, etc



Make Friends!

- <http://twitter.com/transmatrix/podcasters>
- Podcast Alley Forums
- Podcast Pickle Forums
- Suggestions?



Questions?

- twitter.com/transmatrix
- ageekandhiswife.net
- transmatrix.net

