

Show Notes for BC Studies Episode Two: “How do you make a Scholarly Podcast?”

Full transcript coming soon!

Episode Outline

1. Introduction

- a. Introductory music: *Mist*, composed, performed and recorded by Devon Throness, Copyright 2021 ThronessMusic.
- b. Land Acknowledgement: This podcast series is recorded and produced on the traditional, ancestral and unceded lands of the Musqueam, Squamish, and Tsleil-Waututh First Nations.
- c. This episode answers the question: “How do you make a Scholarly Podcast?” The answer given here is based on my research and my own podcasting experience. Throughout this episode, you will also get to hear some advice from the six scholar-podcasters from last week!
- d. I break down the podcast-creation process into five easy steps:
 - i. Planning
 - ii. Writing
 - iii. Recording
 - iv. Editing
 - v. Publishing

2. Planning Your Podcast

- i. Always ask yourself why you want to create a podcast, instead of writing a paper or using another medium.
 1. Michael Faris quote.
- ii. Choose your topic:
 1. Decide what you are going to talk about, what ideas you want to explore, or what research findings you want to present.
 2. Charles Woods quote “Fill a gap”
- iii. Choose your format:
 1. Decide on the format of your podcast. Will it be a monologue by you, the single host? Will you have a co-host? Will you do interviews with guests?

3. Writing Your Podcast

- i. Choose how much writing:
 1. You can write a full script, with everything you want to say, like in a play. If you are doing a monologue, you do want a fairly detailed script.
 2. Or you can write an outline of the general topics you want to discuss, and in what order.
 3. Or you can just pick a topic, start talking, and see where it goes. In this case, you will probably want to organize it after recording, like reverse-engineering the script.

4. Remember, interviews will never be fully scripted, but you can always opt for a more, or less, structured conversation.
- ii. Plan your Segmentation: It is usually a good idea to have distinct 'segments' in your episode, such as the introduction, a monologue with background information, an interview, and then a discussion about the interview.

4. Recording Your Podcast

- i. Audio recording is not as scary as it seems!
 1. Jentery Sayers quote "Go low-tech"
- ii. Your recording environment is more important than your recording equipment. Make sure that you are in a quiet place, and a space small enough to avoid echoes or tinny sound quality. The softer the surfaces of your recording space the better.
- iii. Depending on what kind of podcast this is, there are three main ways you will be recording:
 1. If you are recording sounds and voices in person while on the go: you will need a portable recording device (you can use your smartphone for this!)
 2. If you are recording your own voice (you can use your smartphone, laptop, or invest in a microphone)
 3. If you are recording sounds and voices remotely, such as over Zoom or an audio call (for Zoom, set your settings to "record each participant separately")
- iv. Play around with your audio levels when you start recording, to make sure that you are not too close or too far from the mic, you're speaking at the right volume, you're using the right recording settings etc.

5. Editing Your Podcast

- i. Audio editing is not as scary as it seems! But it does take a long time.
 1. David Gaertner quote "Start small, build your skills"
 2. Kyle Stedman quote "It's easier than people think"
- ii. Look for online tutorials to help you with editing on your platform!
- iii. Ask your local community radio for audio editing help
 1. David Gaertner quote
- iv. This is surprisingly a lot like editing a paper. You can cut and paste sentences or whole paragraphs. You can take out unnecessary or incorrect information. Removing the "audio typos" like long pauses, "ums," "uhs," and background noises
- v. You can even re-write whole sections (although that usually involves re-recording). Another similarity is that you need to *SAVE YOUR WORK*. Most importantly, remember to save a copy of the *original audio recording*, in case something goes wrong in editing, and you need to start over.
- vi. Choosing music and sound effects,

1. While not NECESSARY, adding music or sound effects certainly puts the podcast on the next level.
 2. It is a good idea to have an introductory theme song of some kind.
- vii. Remember that this product is your first draft. As with papers, it is often a good idea to leave it as is for a while, and then go back to finish editing it.
1. You can also get feedback from peers during this period as well.
 - a. Kyle Stedman quote “Reach out to friends”

6. Publishing Your Podcast

- i. Remember that you can publish your podcast yourself, or you can submit it to a journal, like *BC Studies*, that accepts scholarly podcasts for publication.
 1. To publish with *BC Studies*, take a look at our [Submissions Guidelines](#).
 2. To publish your podcast yourself, here are the steps you need to follow:
 - a. The first place to publish your podcast will be an RSS feed. This is one of the basic requirements of podcasts as a medium. To do this without a lot of coding, you will need to go through a podcast hosting platform, such as [Spreaker](#), [Buzzsprout](#), or [Podbean](#). Depending on the platform and services you want, hosting can be free, or cost a monthly fee.
 - b. There are four major podcast databases on the internet, as well as many other important ones. The four key places to get your podcast published are: [Apple Podcasts](#), [Google Podcasts](#), [SoundCloud](#), and [Spotify](#). Your podcast host will often allow you to submit your podcast to these databases directly, and they will certainly always explain how to do it.
- ii. Once you’ve posted your first episodes, make sure to let people know about your podcast through social media, conversations, and any other means of promotion you have available!
- b. Finally, remember that podcasts are a conversational medium, so your listeners will want to respond to your podcasts!
 - i. Brenna Clarke Gray quote “Podcasts are a conversational medium”
 - ii. Be prepared for listeners wanting to contact you – make a website and social media accounts for your podcast!

7. Conclusion:

- a. We hope that this practical advice can help you on your podcast journey.
- b. Thank you for listening to our podcast series!
- c. Thank you to Dr. Brenna Clarke Gray, Dr. David Gaertner, Dr. Kyle Stedman, Dr. Jentery Sayers, Charles Woods, Dr. Michael Faris.
- d. Thank you to Devon Throness, composer of the song Mist.

Further Reading

Brian Benton, "[30 of the Best Podcast Microphones \(For Any Budget\)](#)" *Discover Pods*. Published October 8, 2020.

Cheryl Brumley, "[The Simple Guide to Academic Podcasting: Know Your Audience and Your Schedule.](#)" LSE Blogs. Published February 10th, 2013.

Cheryl Brumley, "[The Simple Guide to Academic Podcasting: Microphones and Recorders.](#)" LSE Blogs. Published February 21st, 2013.

Cheryl Brumley, "[The Simple Guide to Academic Podcasting: Post-Production and Audio Platforms.](#)" LSE Blogs. Published February 24th, 2013.

Carina Rampelt, "[A Beginner's Guide to Academic Podcasting.](#)" Global Academy Jobs.

Ross Winn, "[31 Best Podcast Hosting Sites \(Top 7 Have Free Offers\)](#)" *Podcast Insights*. Updated April 7, 2021.

Podcasting Toolkits

SpokenWeb Podcast Resources: [Click Here](#)

UBC Public Humanities Hub Podcast Toolkit: [Click Here](#)

Make Radio – This American Life: [Click Here](#)