BEYOND THE STACKS

MARY O'CONNOR
ASHLEY DIRECTO
Podcasting on a Shoestring Budget

Presentation Flow

- Our vision
- How to get started
- Launching your podcast
- What we learned
- Complementary programs
THE SECRET OF GETTING AHEAD IS GETTING STARTED.

MARK TWAIN
Our Vision

Take the community beyond the stacks and behind-the-scenes at their library and deliver community-led content that matters, programming that surprises and buzz-worthy topics that entertain.
Beyond the Stacks

A podcast was born
Beyond the Stacks

A Podcast Was Born
How to Get Started

- Training
- Equipment
- Audience & Content
- Style & Type
The Training

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Camp Tech
The Gear

A GOOD MICROPHONE
Reco: Yeti microphones

A RECORDING SPACE
Dedicated podcasting room

EDITING SOFTWARE
Reco: Audacity
Choose your content, choose your audience and choose how you’re going to convey your message.
The Podcast Type

- Interview
- Single person, spoken word
- Dialogue
  - Between two or more people
- Story-focused
- Narrative/Information sharing
The Style

INFORMAL VS FORMAL

LENGTH

FREQUENCY

KEEP THE FIRST 3-5 EPISODES CONSISTENT
Before changing your style
The Tunes
Intro & Outro Music

"Royalty free", "Podsafe" or "Creative Commons"

YOUTUBE AUDIO LIBRARY
https://www.youtube.com/audiolibrary

FREE MUSIC ARCHIVE
https://freemusicarchive.org/

AUDIO JUNGLE
https://audiojungle.net

FREESTOCK MEDIA
https://www.freestockmusic.com

JAMENDO MUSIC
https://www.jamendo.com

INCOMPETECH MUSIC
https://incompetech.com/music
The Process

PRACTICE → RECORD → EDIT
Launch!

Keep it consistent daily, weekly, monthly etc.

Find your platform
- Simple Cast
- Speaker
- iTunes
- SoundCloud
- Omny Studio
- Libsyn
- Anchor
What we learned

GIVE YOURSELF LOTS OF TIME TO EDIT!

1. the rough edit
2. the clean up
3. the polish
What we learned

MOUTH NOISES ARE NO JOKE!
What we learned

ONE MICROPHONE PER PERSON IF POSSIBLE
What we learned

OPTIMIZE SPACE FOR THE BEST SOUND!
What we learned

SAVE EVERYTHING!
What we learned

PERFECTION IS OVERRATED
What we learned

BE CREATIVE WITH RESOURCES AND FIND COMMUNITY PARTNERS
What we learned

PROMOTE, PROMOTE, PROMOTE!
Complementary Programs

Podcasts & Pints
Podcasting 101
ANY QUESTIONS?

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Thank you!