What makes a good podcast?
Today we will

- Review the steps for creating a podcast
- Identify script writing principles
- Understand Copyright
- Find media for remixing
- Best practices for creating a podcast logo
- Discuss where to get help
Before you build a house...

1. Budget costs and charges

2. Decide on a location, taking into consideration proximity to schools, stores, recreational facilities, public transport, etc.

3. Purchase a lot, taking into consideration zoning restrictions, site costs and other limitations on the type of house you’re looking to build

4. Find a reputable builder
Steps for creating a podcast

ACTIVITY: 7 minutes
Steps for creating a podcast

1. Identify the audience you’re trying to reach → Ask yourself: What do they care about? Why are they listening?

2. Decide on a theme to focus on in your podcast → What is this podcast trying to achieve? Which aspects is my podcast going to cover?

3. Research the topic of your podcast

4. Plan out your podcast with a rough outline

5. Write your script

6. Revise your script
Script Writing Principles

ACTIVITY: 7 minutes
Script Writing Principles

1. Identify your story
2. Determine the plot points
3. Organize and structure with intention
4. Words should flow
5. Feedback is best practice
6. Create a world for your listener
Principle 1: Identify your story

What does it mean?

- Theme and outline
- What is the hook?
- Talking about personal experiences

Resources/Strategies

- Background research on your topic
- Listen to examples
Principle 2: Determine the plot points.

What does it mean?

- Subtopics
- Main ideas and message you want to send
- Why the podcast is being made
- How will you build tension?

Resources/Strategies

- Brainstorming and making lists
- Research methods -- source types
- Looking for themes
Principle 3: Organize and structure with intention.

What does it mean?

- Organize thoughts clearly, flow naturally, with intention to reach the listener
- Interweaving music and script - how do these elements work together?

Resources/Strategies

- Use a timeline to outline
Principle 4: Words should flow.

What does it mean?

- Organized and coherent
- Don’t repetitive
- Be clear

Resources/Strategies

- Listening back to your recording
- Practice reading aloud
- Make notes in the script as cues to yourself
Principle 5: Feedback is best practice.

What does it mean?

- People will notice mistakes
- Easier to change before it's recorded
- Engagement/captivation/different pov

Resources/Strategies

- Read it aloud to a friend
- Give them things to look for/Ask questions
Principle 6: Create a world for your listener

What does it mean?

- Are people paying attention
- Use questions
- Choose a theme that people can connect to

Resources/Strategies

- Tone and voice
- Use of detail and specifics in script
- Add ambience with sound effects and music
Understanding Copyright
Pop Quiz!
I can use anything in my podcast as long as I provide proper attribution.
I can use anything in my podcast as long as I provide proper attribution.

False.
I can post all of my class assignments on iTunes and get Patreon contributions to become an awesome podcast star.
I can post all of my class assignments on iTunes and get Patreon contributions to become an awesome podcast star.

_____________
False.
I can remix snippets of copyrighted material in my class assignments.
I can remix snippets of copyrighted material in my class assignments.

True!
The User-Generated Content Exception

- You’re allowed to build upon or integrate copyrighted works into your project in order to create an original work with new ideas (i.e. your podcast!)

Non-Commercial
Not a substitute for original work
Credit/cite the source

Free by Ibadi Bob; copy by Yeasir Ahmed; Quote by Creative Stall from the Noun Project
What this means for your assignment

- You can use up to **10%** of any copyrighted song in your podcast (use your best judgment)

- All songs used have to be legally obtained, i.e. through iTunes or Google Play
Finding audio for remixing
Finding audio for remixing - Royalty Free

- What is Royalty Free Music?
  - One-time payment
  - Can be used as frequently as you want in your works after you acquire the license without additional costs
Video: What are Creative Commons licenses?
Finding audio for remixing - Creative Commons

- **What are Creative Commons licenses?**
  - Conveys how the creator shares their “Right to Copy” with others
  - You’re allowed to remix Creative Commons works that permit derivatives as long as you respect the creator’s terms of use
Not all music with Creative Commons licenses can be used in your podcast → Read the fineprint first!

FREE Creative Commons License

You can use this music for free in your multimedia project (online videos (Youtube, Facebook,...), websites, animations, etc.) as long as you credit Bensound.com (in the description for a video). For example: Music: https://www.bensound.com

- No Audiobook
- No Audio Podcast
- No Song Making
- No Music Remix

Screenshot from bensound.com
Finding audio for remixing - Resources

- [http://guides.lib.uoguelph.ca/Remixing](http://guides.lib.uoguelph.ca/Remixing) → Top Picks: Audio Recordings
  - The above guide is also linked in your FREN 3160 Course Guide: [http://guides.lib.uoguelph.ca/FREN3160](http://guides.lib.uoguelph.ca/FREN3160)

**Top Picks: Audio Recordings**

- [Wikimedia Commons: Audio](https://commons.wikimedia.org/wiki/Main_Page)
  - Wikimedia Commons is a free media repository.
- [Free Music Archive](http://freemusicarchive.org/)
  - Offers free downloads under Creative Commons and other licenses.
- [CCMixter](http://ccmixter.org/)
  - Free music licensed under different CC licenses. Check the track for the licence restrictions.
- [Jamendo](http://www.jamendo.com/)
  - Check the licensing for each track.
- [MusOpen](http://www.musopen.org/)
  - Provides recordings, sheet music, and textbooks to the public for free, without copyright restrictions.

- Questions about copyright? Email library@uoguelph.ca
• Go to [https://convertio.co/](https://convertio.co/)
• Upload your .mp3 file and select “WAV” from the dropdown box
• Click “Convert”
• Click on the green download button to download your converted .wav file
Create a Podcast Logo
What's wrong with these logos?
What’s right with these logos?
Good logo design

- Easy to read the name of the podcast.
- Simple and bold font.
- One simple graphic.
- Reflects the tone of the podcast.
Canva

- www.canva.com
- Create free account.
- Choose a design!
Let’s summarize

1. What are some characteristics of a good podcast?
2. What should you do before you record your podcast?
3. What should you keep in mind when you’re revising your podcast script?
4. Where would you look to find audio resources for your podcast?
Get Assistance at the Library Media Studio

Monday - Thursday 9:00-4:00

Editing Suite:
- Book appointments for help editing
- 1 hour, up to 3 per week

Sound Booth
- A quiet place to record your voice-over
- 75 minutes, 1 appointment per week

French Writing Help:
- Link available in your course guides
- Login to WCOnline
- Select “Writing Appointment F18”
- Appointment Type: French Language Support