Two librarians, In the hallway, With the laptop

The clue to harnessing your podcasting mojo
● 30-40 minutes long
● Released 2x month
● About books, library events & services
So... why do we have one?

- Promotions and publicity
- Information about library services
- Access to programs and presenters
- Book recommendations
- Getting to know library staff
WHO’S IN CHARGE?
FORMAT

● Length - 20-55 minutes
● File Type - MP3
CONTENT

- Interviews:
  - Staff
  - Presenters
  - Community members
- Program recordings
- Book chat
- Transitional content
EQUIPMENT

Audacity software

Dell Latitude E5570 laptop

Blue Yeti Microphone

Not pictured: external hard drive
Why Audacity?

- free, open source software
- short learning curve
- no Mac
Other (Free) Software Options

- **GarageBand**
  - Mac only

- **LMMS**
  - Mac/Linux/Windows

- **Ardour**
  - Mac/Linux/Windows
AUDIENCE

● Patrons in new way
● Patrons-to-be
● Other staff
Target Guests

- Program presenters
- Local authors
- Board of Trustees members
- Members of Friends of the Library
- Staff members
Guests (so far)

Authors
- William Walker
- Stefan Bechtel
- Sisters in Crime Central VA

Community Members
- Former Negro League athlete
- Student at UVA

Library Related
- Lydia Witman - UVA’s Patient and Family Library
- Peter Manno - Manager of the FotL Book Sale
- Virginia Employment Commission
- Various staff
Hosting Service

- Blubrry
  - Fits our budget
  - Suitable content limit
  - PowerPress site & customized URL
  - Apple Podcast Hosting Partner
## Hosting Service

### Podcasts Partner Search

Search for a partner who can help you get your podcasts on Apple Podcasts.

<table>
<thead>
<tr>
<th>Provider Name</th>
<th>Apple Podcasts Tags</th>
<th>Advertising Integration</th>
<th>Feed Redirects</th>
<th>HTTPS</th>
<th>Video</th>
<th>Links in Show Notes</th>
<th>Metrics</th>
<th>iTunes Affiliate Program</th>
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<td>✓</td>
<td>Email</td>
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Other Hosting Options

- Libsyn
  - Overdrive’s Professional Book Nerds
- Podomatic
  - Akron Public - Nordonia Hills Branch
- Soundcloud
  - American Libraries Dewey Decibel
  - NYPL
  - DCPL
COSTS

- Staff time
- Hosting service
  - Blubrry ($12/mo)
- Microphone, if you buy one
  - Blue Yeti - $107
  - Blue Snowball - $49
- Laptop, if you buy one
  - Dell - >$800
Process
Planning

- Scripts, yes
- Interview questions
- Google Sheet to organize
- Scheduling people and places
Recording

- **Time**
  - 4-8 hours/week
  - 2-3 hours per session
- **Location**
  - Other office or meeting room
- **Format**
  - Face-to-face
  - Phone
EDITING

● Time
  ○ 4-8 hours/week

● Location
  ○ Less strict, but avoid interruptions (we’ve used a hallway)

● Process
  ○ Start with a “rough edit” to take out larger chunks
  ○ Take out more fine details like ums
  ○ Add sounds/music
  ○ One last listen
SOUNDS & MUSIC

Many free options

- https://freesound.org/
- https://musicalley.com
- http://freemusicarchive.org/
- https://www.instantmusicnow.com/
- http://www.opuzz.com/
- https://www.neosounds.com/
PUBLISHING

- Show notes
  - As we edit
- Publishing
  - Export audio file
  - Upload and schedule
  - 1st & 15th
Ep. 13 – Exploring Same Page & Jewish Community

Published: March 1, 2018
Category: Uncategorized
Author: jmrl

On The Same Page is a podcast from the Jefferson-Madison Regional Library to keep you in the loop and on the same page about what's happening at your library.

In this episode we learn about the Living Judaism class project created by second year UVA student Chad Kamen.

Chad is currently reading:
TIPS

- Be fluid in your plans
  - interviews come up and fall through
  - sick days
- Have a cohost/co-production buddy
- Sense of humor and adventure are necessary
- Be accepting
Promotion
Twitter

Instagram

The latest episode of our library podcast, On The Same Page, is now available to download. Link to listen and subscribe: bit.ly/2j61rgw
The latest episode of our library podcast, On The Same Page, is now available to download. Link to listen and subscribe: http://bit.ly/2Y1rgw
New podcast!

in-house slide
Seasonal Programming Brochure

MAY

HOW-TO FESTIVAL
Saturday, May 6 at 10am-2pm
There’s something for everyone in this fast-paced interactive library takeover event! Drop in to any 15-30 minute session and learn about a variety of topics, from how to create easy DIY flower arrangements to preserve for a zombie invasion or learn quick, nifty crafty graphic design tricks. See JMLR’s 3D printer in action and pick up a free comic book while you’re here! See website for full list of events.

DIGITAL BRANDING: CRAFTING YOUR PRESENCE ONLINE
Monday, May 7 at 6:30pm
Join Charlottesville artist, designer, and tech consultant John LaMasney as he leads a discussion on crafting an online presence. Chances are you already have a digital presence on Facebook, WordPress, Instagram or 100 other places. What does it say about you? Does it represent you well? Discover methods for developing an online presence, as opposed to just letting it define you without your editorial or creative consent. Courageous attendees can participate in an optional in-session review of their social media account or website pages 14+.
Registration begins April 16. For more information email Liz at artspgdjmrl.org.

DIGITAL INCLUSION WEEK: LIBRARY TECHNOLOGY OPEN HOUSE
Monday, May 7 at 3-5pm
Tuesday, May 8 at 1-4pm
Wednesday, May 9 at 5-7pm
Thursday, May 10 at 3-5pm
Friday, May 11 at 11am-1pm
Come see how a 3D printer operates, learn how to use wifi hotspots, and find out which other devices the library has available to use or check out.

AFTER HOURS: VIDEO GAME NIGHT
Friday, May 25 at 6-8pm
Game out for two straight hours on new and classic systems: Wii, Wii U, Xbox 360 Kinect and more. You bring the skills; we’ll bring the snacks. (Grades 5-12)
Registration begins May 11. For more information email tmbamjmlr.org.

SCAN YOUR STUFF @ CENTRAL
The Central Library has scanning equipment available to digitally preserve your documents, photographs, and film slides and negatives. Call 434-298-7151 x4 to make an appointment to use the scanner.

ON THE SAME PAGE
JMLR has a new podcast to help you keep up to date and on the same page about library news and events. You can find the podcast at onthesamepage.libsyn.com or in your favorite podcasting app.
Promotional flyer
Keys to promotion

- Promote each episode
- Notify presenters/subjects when it’s ready
- Share it yourself
- Ask listeners to subscribe
- Wait to have backlog
Stats & Feedback
Stats

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As of 3/11/18
Complete history of downloads

920

Total Downloads

As of 3/11/18
Feedback

- Enthusiastic participation
- Praise and other positives
  - Superiors
  - Guests
  - Coworkers
Odds & Ends
Human Speech is interesting?

- Overfamiliar with own voice
- Fun speech habits
  - too fast
  - uptalk
  - vocal fry
  - tongue clicks
  - ums
  - awesome!great!excellent!
- Sometimes you just sound ridiculous
SNAFUS

- Record for a few episodes without using the mic
- Leave your Gchat sounds on and get a ding while recording
- The other phone might ring when you’re recording over the phone in a shared office
You will learn to recognize ums by sight.
Think you can?
Then let’s play ‘Spot the ums’
WHERE TO FIND IT

ONTHESAMEPAGE.BLUBRRY.NET

JMRL.ORG
Also on Podcatchers:

- on Apple Podcasts
- on Android
- by Email
- on Google Play
- on Stitcher
- on TuneIn
- via RSS
FINAL THOUGHTS
DO IT!

- It’s a lot of work, but very fun.
- Adjust - if your pace is too slow or fast, fix it.
- Keep it simple - you don’t have to add fancy effects
QUESTIONS?
CONTACT

eyounglove@jmrl.org
Thank you!