

# SpokenWeb Podcast Creator Guide

out of the archives and into your ears

## What is it?

*SpokenWeb* is the monthly podcast produced by the SpokenWeb team as part of distributing the audio collected from (and created using) Canadian literary archival recordings found at universities across Canada.

Episodes are snapshots of Canadian literary history and contemporary responses to it, including interviews, panel discussions, lectures, readings, and audio essays.

## How does it work?

SpokenWeb collaborators can create a new episode & send it to the production team, who add an introduction & closing credits, provide additional editing support, and schedule the episode for public release.

## When can I hear it?

New episodes are released on the first Monday of every month to Apple Podcasts, Soundcloud, Google Play, and Stitcher. Episodes vary from 20-55 minutes in length.

## Introduction: Why Podcast?

A podcast is like a radio show that has been digitally recorded and distributed online. Typically, podcasts are available for free and listeners subscribe to the podcast feed for new episodes on a set schedule. The medium is considered accessible to creators and listeners alike, and it's enjoying increasing mainstream popularity.

As a part of the SpokenWeb project, literary sound archives and scholarly responses to them are being transformed into podcast episodes that can be shared beyond the academy. These podcasts will help share the research discoveries of SpokenWeb with the general public, rather than just topic-area experts.

The podcast targets a general audience interested in literary topics, history, culture, and analysis, but who might not have studied it since high school. The podcast intends to bring Canadian literature into the lives of everyday citizens and engage new people in the literary conversation.

## How to Make an Episode:

Each episode is a collaboration between SpokenWeb contributor(s) and the production team. Contact [spokenwebpodcast@gmail.com](mailto:spokenwebpodcast@gmail.com) for support in pitching and creating an episode.

### *Steps*

1. Read this guide and listen to an episode of the podcast.
2. Pitch an episode to the production team, who will provide feedback, guidance, a template episode file, and access to relevant Google Drive files where work is stored within 7 days. Pitches should include the **topic, format** (interview, panel, reading, lecture, audio essay), and expected

## Equipment & Software needed

### • Adequate recording space

Where you record matters.

When possible, record in a dedicated sound studio (see p. 5). Always limit background noise and echo by recording in small, quiet spaces that absorb sound. For example, your closet is better than your office.

### • Microphone & audio recorder

Sound studios often provide their own recording equipment. When purchasing your own, consider choosing a dynamic microphone (Shure and Electrovoice are quality brands) and a sound recorder (eg. Zoom). Focus on flexibility and reliability.

### • Headphones

Headphones are particularly critical when editing your episode, and should also be used to monitor when recording.

### • Hindenburg audio editor

Recorded audio will need to be edited in Hindenburg software. The podcast production team will provide a template file to use. Both a trial version and an educator software license are available. Contact your SpokenWeb lead for license information.

### • Google Drive

Files will be uploaded and stored to folders in Google Drive.

**completion date** (see p. 4 for the pitch form). Email your pitch to [spokenwebpodcast@gmail.com](mailto:spokenwebpodcast@gmail.com).

**Note:** It is the contributor's responsibility to ensure they are on schedule and proactively notify the production team about any changes to the timeline to avoid causing delays in the podcast release schedule.

3. Secure adequate recording space, book equipment (if necessary), and schedule any guests you want to feature.

When planning a recording session, expect the process to take twice as long as the finished episode length to allow for errors and redos, technical hiccups, and getting comfortable with the microphone.

4. Prepare a script, interview questions, or otherwise draft your episode. Plan well to maximize recording time and minimize editing time.

5. Document "Making-of" and archival photos and/or video for episode promotion and social media and upload to the *Episode Photos + Add. Media* [Google Drive](#) folder.

6. Record your episode content. All original audio should be saved as **spokenweb\_origin\_yourname\_date.wav** and stored as .wav files in the *Original Audio* [Google Drive](#) folder.

7. Install Hindenburg audio editor software on your computer. Talk to the SpokenWeb lead at your institution about getting a Hindenburg license. For Hindenburg tutorials, visit <https://hindenburg.com/support/tutorials>

8. Open the template episode file in Hindenburg.

9. Import your audio into the template and save the new file as **spokenweb\_episode\_yourname\_date.nhsx**. Working files should be saved as Hindenburg files and uploaded to the *Hindenburg Files* [Google Drive](#) folder. Ensure that you upload both the .nhsx file and the automatically-created folder that accompanies it.

10. Edit the file until you are satisfied. Expect editing to take at least three times as long as the length of the finished episode—longer if you're still learning.

11. Create a description of the episode, including notes regarding citations, credits, or acknowledgements, which will be posted alongside the episode (for an example, see p. 4). Save the file as **spokenweb\_desc\_yourname\_date** and upload it as a Word document (.doc, .docx) to the *Episode*

## Our Approach

*SpokenWeb* is an episodic podcast, where each instalment can stand alone, but episodes should share a similar sensibility and purpose. Each episode should be:

### Thoughtful

Episodes are each carefully considered and planned out (and scripted when practical) to ensure listeners can follow along. Episodes will make listeners think, but creators prioritize being accessible, not just academic. Avoid jargon, pretension, and rants.

### Friendly

Treat the listener like a friend you're explaining something to; don't condescend or talk down to them. Respect and kindness are important, even when explaining basic concepts. The ideal tone is professional but warm.

### Dynamic

To create a sense of energy and life, voices should be expressive, interested, and varied. Treat the podcast as storytelling. This helps listeners follow along. Introduce additional voices or sound elements where beneficial.

*Description* [Google Drive folder](#).

12. Notify spokenwebpodcast@gmail.com that you have completed steps 1-10 and include links to the uploaded files in the email.

13. The production team will add the introduction and closing, as well as conduct a final edit for both the episode content and description.

14. Finalized episodes will be uploaded as .mp3 files to the *Final Episodes* [Google Drive folder](#). You will have 7 days to review the finalized podcast episode and description.

15. The production team will upload the finalized podcast episode to the podcast feed and you will be notified of the scheduled release date. A .wav of the final episode will also be submitted to Summit, SFU's institutional repository.

## Structure & Timing

A template Hindenburg audio file will be provided to all contributors to help guide their structuring of an episode.

Each episode will open and close with the podcast host, who will provide an introduction and then finish with

production credits. This intro/outro will be added by our producer upon submission of your episode. A small library of interstitial music will be provided for use to transition between parts or segments of your episode. Sound effects will also be available in the library. A sample structure for an episode might be:

Format Type	Recommended Content Length
Interview, panel, reading, lecture	15-50 minutes
Audio essay	15-23 minutes

🎵 theme

Host opening, introduction (2 minutes)

🎵 theme

Contributor content

🎵 interstitial music

Contributor content

🎵 theme

Host closing, credits (2 minutes)

🎵 theme

As a guideline, episodes with 1 speaker should be 15-23 minutes and 2+ speakers might be 15-50 minutes. Longer projects can be a series.

## Submit a Pitch

Complete the sections below and email the completed document to [spokenwebpodcast@gmail.com](mailto:spokenwebpodcast@gmail.com) with the subject line "Pitch for SpokenWeb podcast." You should receive a response within 7 days.

### Episode

Format:

*(interview, panel, reading, lecture, audio essay, other)*

Topic:

*(e.g. poetry readings in 1960s Montreal, a literary movement in the 1980s, interviewing Yann Martel about Life of Pi)*

Suggested Title [optional]:

Episode production start date:

Expected completion date:

### Resources

Episode Team Lead:

*(name and email address)*

Team Members:

*(names)*

Audio production experience:

*(none, beginner, intermediate, expert)*

Access to Hindenburg:

*(software installed, need Hindenburg software license)*

Email accounts that need to access to SpokenWeb Podcast Google Drive folders:

*(up to 3 email addresses)*

## Sample Episode Description

Each episode requires a description to accompany it. Please provide an episode description in the style of the example below:

Episode # is a **FORMAT** (e.g. interview, panel, reading, lecture, audio essay) with/about **TOPIC** (e.g. poetry readings in 1960s Montreal, a literary movement in the 1980s, interviewing Yann Martel about Life of Pi). This episode was created by SpokenWeb contributors **NAME(S)** with additional audio courtesy of **ARCHIVE/ ORGANIZATION** and support from **NAME(S)**. Special thanks to **NAME(S)**.

Citations: (e.g. Berry, Richard. "Part of the Establishment: Reflecting on 10 Years of Podcasting as an Audio Medium." *Convergence* 22, no. 6 (December 1, 2016): 661-71. <https://doi.org/10.1177/1354856516632105>.) – **Note**: Please use Chicago style citations

Further Resources: [optional]

# Resources

## Sound Studio Locations

Location	Organization	Resource Name	Contact	Address
<b>Calgary, AB</b>				
	University of Calgary	Digital Media Commons A/V Suites	Book online <a href="https://workrooms.ucalgary.ca/spaces?lid=1393">https://workrooms.ucalgary.ca/spaces?lid=1393</a>	Taylor Family Digital Library 410 University Court NW Calgary, AB
<b>Edmonton, AB</b>				
	University of Alberta	Digital Scholarship Centre	UAlberta Libraries	(coming 2019)
	University of Alberta	Faculty of Arts recording booth	Electroacoustic Studios, <a href="mailto:music@ualberta.ca">music@ualberta.ca</a>	Department of Music 3-82 Fine Arts Building University of Alberta Edmonton, Alberta
<b>Kelowna, BC</b>				
	University of British Columbia - Okanagan	The AMP Lab	<a href="mailto:amplab.ubco@gmail.com">amplab.ubco@gmail.com</a>  <a href="http://amplab.ok.ubc.ca/index.php/about-us/">http://amplab.ok.ubc.ca/index.php/about-us/</a>	Faculty of Creative and Critical Studies Okanagan Campus 1148 Research Road Kelowna, BC Canada
	University of British Columbia - Okanagan	UBC Okanagan Library	<a href="mailto:Mathew.Vis-Dunbar@ubc.ca">Mathew.Vis-Dunbar@ubc.ca</a>  <a href="http://library.ok.ubc.ca/about-us/contact/librarians/mathew-vis-dunbar/">http://library.ok.ubc.ca/about-us/contact/librarians/mathew-vis-dunbar/</a>	Okanagan Library 3333 University Way Kelowna, BC
<b>Montreal, QC</b>				
	Concordia University	<a href="#"><u>Centre for Oral History and Storytelling</u></a>	<a href="mailto:cohds.chorn@concordia.ca">cohds.chorn@concordia.ca</a>	Library Building, 10th Floor, Room LB-1042 1400 de Maisonneuve Blvd W. Montreal, QC

Location	Organization	Resource Name	Contact	Address
	Concordia University	<u>TAG Centre</u>	<a href="mailto:tag.coordinator@concordia.ca">tag.coordinator@concordia.ca</a>	TAG Lab Concordia University 1455 De Maisonneuve Blvd. West, EV11.435 Montreal, QC
<b>Vancouver, BC</b>				
	Simon Fraser University	<u>Digital Humanities Innovation Lab</u>	<a href="mailto:dhil@sfu.ca">dhil@sfu.ca</a>	Room 724, W.A.C. Bennett Library Simon Fraser University 8888 University Drive Burnaby, BC
	Simon Fraser University	SFU Woodward recording studios		SFU Woodward 149 West Hastings Street, Vancouver, BC
	Vancouver Public Library	<u>Inspiration Lab</u>	<a href="http://www.vpl.ca/facilities/inspiration-lab/record">http://www.vpl.ca/facilities/inspiration-lab/record</a>	Second floor 350 West Georgia Street Vancouver, BC

### Reference Library

These podcasts can help you brainstorm how different kinds of podcasts might be composed.

\* Note: To clarify the categories below, an "audio essay" (also referred to as an audio documentary) uses audio to make an argument and use of sound beyond narration is key to understanding the work, while an "oral essay" is more simply a spoken essay, although the borders between can break down when audio clips are used substantially.

Episode Type	Podcast Name	Episode Title/Number	Podcast Example Link	Relevant Timestamp	Notes
Audio Essay	Kitchen Sisters Present	Archiving the Underground: The HipHop Archive At Harvard	<a href="http://www.kitchensisters.org/present/archiving-the-underground-the-hiphop-archive-at-harvard/">http://www.kitchensisters.org/present/archiving-the-underground-the-hiphop-archive-at-harvard/</a>	Full Episode	Analysis of archive including audio clips, interviews, 'live' recordings.
Audio Essay*	Song Exploder	Episode 150: Fleetwood Mac "Go Your Own Way"	<a href="http://songexploder.net/fleetwood-mac">http://songexploder.net/fleetwood-mac</a>	Full episode	Music analysis

Audio Essay	Bullseye with Jesse Thorn	Ludwig Göransson	<a href="https://www.maximumfun.org/bullseye/bullseye-jesse-thorn-ludwig-g%C3%B6ransson">https://www.maximumfun.org/bullseye/bullseye-jesse-thorn-ludwig-g%C3%B6ransson</a>	Full episode	Music retrospective
Audio Essay	Radiolab	60 Words	<a href="https://www.wnycstudios.org/story/60-words">https://www.wnycstudios.org/story/60-words</a>	Full episode	Analysis with integrated audio clips
Oral Essay*	Reasonably Sound	Hold Please	<a href="http://reasonablysound.com/2018/09/24/hold-please/">http://reasonablysound.com/2018/09/24/hold-please/</a>	Full episode	Argument
Oral Essay	Secret Feminist Agenda	Episode 3.15: Doing Feminism in the Classroom	<a href="https://secretfeministagenda.com/2019/01/25/episode-3-15-doing-feminism-in-the-classroom/">https://secretfeministagenda.com/2019/01/25/episode-3-15-doing-feminism-in-the-classroom/</a>	1:30-22:20	Short essay
Oral Essay	Bullseye with Jesse Thorn	Hasin Minhaj and Sharon Horgan	<a href="https://www.npr.org/player/embed/681255245/681255298">https://www.npr.org/player/embed/681255245/681255298</a>	1:07:00-end	Short argument
Oral Essay	Memory Palace	Episode 48: Picture a Box	<a href="http://thememorypalace.us/player/?playlist_id=1">http://thememorypalace.us/player/?playlist_id=1</a>	Full episode	Narrative
Oral Essay	Secret Life of Canada	S2: Bay Blanket	<a href="https://www.cbc.ca/radio/podcasts/documentaries/the-secret-life-of-canada/">https://www.cbc.ca/radio/podcasts/documentaries/the-secret-life-of-canada/</a>	Full episode	Two hosts deliver content in a conversational style
Interview	Sixth & I	Roxane Gay, Cultural Critic and Author, with Linda Holmes	<a href="https://itunes.apple.com/ca/podcast/roxane-gay-cultural-critic-and-author-with-linda-holmes/id1305094066?i=1000414404975&amp;mt=2">https://itunes.apple.com/ca/podcast/roxane-gay-cultural-critic-and-author-with-linda-holmes/id1305094066?i=1000414404975&amp;mt=2</a>	Full episode	An interview recorded at a live event

Interview	Fresh Air with Terry Gross	Madeleine Albright Warns: Don't Let Fascism Go 'Unnoticed Until It's Too Late'	<a href="https://www.npr.org/2018/04/03/599120190/madeleine-albright-warns-dont-let-fascism-go-unnoticed-until-its-too-late">https://www.npr.org/2018/04/03/599120190/madeleine-albright-warns-dont-let-fascism-go-unnoticed-until-its-too-late</a>	Full episode	Radio interview
Interview	LeVar Burton Reads	LIVE! in Brooklyn: "Playing Nice with God's Bowling Ball" by N.K. Jemisin	<a href="https://art19.com/shows/levar-burton-reads/episodes/f4e32067-63d2-4422-b997-77afc8cd2726/embed?">https://art19.com/shows/levar-burton-reads/episodes/f4e32067-63d2-4422-b997-77afc8cd2726/embed?</a>	44:10-end	Live episode combines a reading, an interview, & it's an example of a recorded event
Interview	Bullseye with Jesse Thorn	Hasin Minhaj and Sharon Horgan	<a href="https://www.npr.org/player/embed/681255245/681255298">https://www.npr.org/player/embed/681255245/681255298</a>	1-1:07:00	2 recorded interviews
Interview	On Being with Krista Tippett	John Lewis: Love in Action	<a href="https://onbeing.org/programs/john-lewis-love-in-action-jan2017/">https://onbeing.org/programs/john-lewis-love-in-action-jan2017/</a>	Full episode	Recorded interview
Interview	Witness History	Maastricht: The birth of the European Union	<a href="https://www.bbc.co.uk/sounds/play/w3cswsgr">https://www.bbc.co.uk/sounds/play/w3cswsgr</a>	Full episode	Mixed interview, narration, and clips
Panel	Pop Culture Happy Hour	In the Long Run	<a href="https://www.npr.org/player/embed/176340429/381273751">https://www.npr.org/player/embed/176340429/381273751</a>	6:35-38:15	Pop culture panel show
Panel	Ideas	The Art of Leadership	<a href="https://podcast-a.akamaihd.net/mp3/podcasts/ideas-Cj2QZRcG-20181207.mp3">https://podcast-a.akamaihd.net/mp3/podcasts/ideas-Cj2QZRcG-20181207.mp3</a>	Full episode	Live recorded event & panel



Panel	Slate Culture Gabfest	Treacle Box Edition	<a href="https://slate.com/culture/2018/12/slate-culture-gabfest-on-love-actually-spider-man-into-the-spider-verse-and-slate-tv-club.html">https://slate.com/culture/2018/12/slate-culture-gabfest-on-love-actually-spider-man-into-the-spider-verse-and-slate-tv-club.html</a>	3:09 - end	Recorded panel
Panel	Werk It: The Podcast	Don't Point	<a href="https://www.wnycstudios.org/story/dont-point">https://www.wnycstudios.org/story/dont-point</a>	Full episode	Live recorded event & panel
Reading	Bedtime Stories for the End of the World	Episode 1: Leaving the Island	<a href="https://endoftheworldpodcast.com/2018/06/18/409/">https://endoftheworldpodcast.com/2018/06/18/409/</a>	Full episode	Short story anthology
Reading	Indiefeed Performance Poetry	Episode 1350: Cristin O'Keefe Aptowicz - 33 1/3	<a href="http://indiefeedpp.libsyn.com/cristin-okeefe-aptowicz-33-13">http://indiefeedpp.libsyn.com/cristin-okeefe-aptowicz-33-13</a>	Full episode	Single poem
Reading	The Paris Review	Episode 1: "Times of Cloud"	<a href="https://www.theparisreview.org/podcast">https://www.theparisreview.org/podcast</a>	Full episode	Contains several kinds of material: interviews, live events, & readings
Reading	LeVar Burton Reads	LIVE! in Brooklyn: "Playing Nice with God's Bowling Ball" by N.K. Jemisin	<a href="https://art19.com/shows/levar-burton-reads/episodes/f4e32067-63d2-4422-b997-77afc8cd2726/embed?">https://art19.com/shows/levar-burton-reads/episodes/f4e32067-63d2-4422-b997-77afc8cd2726/embed?</a>	1-44:10	Episode combines a reading and an interview, & it's an example of a live event
Recorded Event	Ideas	Lecture 2: "In Search of a Better World" by Payam Akhavan (2017 CBC Massey Lectures)	<a href="https://www.cbc.ca/radio/ideas/bringing-bad-guys-to-global-justice-payam-akhavan-on-prosecuting-war-criminals-1.4389205">https://www.cbc.ca/radio/ideas/bringing-bad-guys-to-global-justice-payam-akhavan-on-prosecuting-war-criminals-1.4389205</a>	1-25:00	Massey Lecture recorded as a series of podcasts

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