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, Spotify, 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. The medium is considered accessible to creators and listeners alike.

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 for support in pitching and creating an episode.

Equipment & Software needed

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- **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 or renting your own, consider choosing a dynamic microphone 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. Keep an ear out for those plosives!

- **Hindenburg audio editor**

Recorded audio will need to be edited in Hindenburg software. The podcast production team can 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.

Steps

1. Read this guide and listen to an episode of the podcast.

2. Pitch an episode to the podcast team, who will provide feedback, guidance, and access to relevant Google Drive files to store your work. Pitches should include the topic, format, a draft episode description, and expected completion date (see p. 4 for the pitch form). Email your pitch to spokenwebpodcast@gmail.com. **Once your pitch is accepted, the production team will give you a first draft deadline for completing steps 3-10.**

> **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. Plan Equipment and Resources: 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 redos, technical hiccups, and getting comfortable with the microphone.

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

5. Record: Start audio recording! You'll find handy resources and guides in the *Podcast Resources* Google Drive folder

6. 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.

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/

Our Approach

SpokenWeb is an episodic podcast, where each installment 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.

support/tutorials

8. Edit: Import your audio into Hindenburg and save the new file as **spokenweb_episode_yourname_date.nhsx**. 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.

9. Export and Upload Your Session and Audio First Draft: Final 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 its corresponding folder with audio files that accompanies it. Your finished episode audio draft should be saved as **spokenweb_origin_yourname_date.wav** and stored as a .wav file in the *Original Audio* Google Drive folder.

10. Create a description of the episode: Include 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 Description* Google Drive folder.

11. Notify spokenwebpodcast@gmail.com that you have completed steps 1-10. Include links to the uploaded files.

12. Receive Feedback: The production team will review and provide feedback on your episode within 5-10 business days and work with you to complete any final revisions. You will have 5-10 business days to make final revisions and upload the final version.

13. Finalizing and Transcribing the Episode: The production team will add the introduction and closing and conduct a final edit for both the episode content and description. Finalized episodes will be uploaded as .mp3 files to the *Final Episodes* Google Drive folder and sent for transcription 3 weeks before the scheduled release date. You will have 5 business days to review the finalized podcast episode and transcript.

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

14. Upload and Release: The production team will upload the finalized podcast episode and transcript to the podcast feed for the scheduled release date. The final episode audio file will also be submitted to Summit, SFU's institutional repository.

Structure & Timing

A template Hindenburg audio file can be provided to help guide the structuring of your episode. Ask the production team about this.

Each episode will open and close with the podcast host, who will provide an intro 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 can be provided for use to transition between parts or segments of your episode.

A sample structure for an episode might be:

🎶 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.

SpokenWeb

spokenweb.ca

Submit a Pitch

Are you part of a SpokenWeb project or working with a SpokenWeb-affiliated researcher?

(If yes, who or what team? If no, tell us why you're interested in the project.)

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 [*subject to change*]:

Episode production start date: Expected completion date:

Resources

Episode Team Lead: Team Members:

(name and email address)   (names)

Audio production experience:

(none, beginner, intermediate, expert)

Access to Hindenburg:

(software installed, need Hindenburg software license)

Access to Recording Equipment:

(yes/no, recommendations or help with access required)

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

(up to three)

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).

[ADD DESCRIPTION DETAIL: Describe the goals of the episode, and how you see it as connected to the SpokenWeb Podcast Mandate?]

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

Location	Organization	Resource Name	Contact	Address
	Concordia University	TAG Centre	tag.coordinator@concordia.ca	TAG Lab Concordia University 1455 De Maisonneuve Blvd. West, EV11.435 Montreal, QC
Vancouver, BC				
	Simon Fraser University	Digital Humanities Innovation Lab - *(Media and Maker Commons coming soon)*	dhil@sfu.ca	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	Inspiration Lab	http://www.vpl.ca/facilities/inspiration-lab/record	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	http://www.kitchensisters.org/present/archiving-the-underground-the-hiphop-archive-at-harvard/	Full Episode	Analysis of archive including audio clips, interviews, 'live' recordings.
Audio Essay*	Song Exploder	Episode 150: Fleetwood Mac "Go Your Own Way"	http://songexploder.net/fleetwood-mac	Full episode	Music analysis

Audio Essay	Bullseye with Jesse Thorn	Ludwig Göransson	https://www.maximumfun.org/bullseye/bullseye-jesse-thorn-ludwig-g%C3%B6ransson	Full episode	Music retrospective
Audio Essay	Radiolab	60 Words	https://www.wnycstudios.org/story/60-words	Full episode	Analysis with integrated audio clips
Oral Essay*	Reasonably Sound	Hold Please	http://reasonablysound.com/2018/09/24/hold-please/	Full episode	Argument
Oral Essay	Secret Feminist Agenda	Episode 3.15: Doing Feminism in the Classroom	https://secretfeministagenda.com/2019/01/25/episode-3-15-doing-feminism-in-the-classroom/	1:30-22:20	Short essay
Oral Essay	Bullseye with Jesse Thorn	Hasin Minhaj and Sharon Horgan	https://www.npr.org/player/embed/681255245/681255298	1:07:00-end	Short argument
Oral Essay	Memory Palace	Episode 48: Picture a Box	http://thememorypalace.us/player/?playlist_id=1	Full episode	Narrative
Oral Essay	Secret Life of Canada	S2: Bay Blanket	https://www.cbc.ca/radio/podcasts/documentaries/the-secret-life-of-canada/	Full episode	Two hosts deliver content in a conversational style
Interview	Sixth & I	Roxane Gay, Cultural Critic and Author, with Linda Holmes	https://itunes.apple.com/ca/podcast/roxane-gay-cultural-critic-and-author-with-linda-holmes/id1305094066?i=1000414404975&mt=2	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'	https://www.npr.org/2018/04/03/599120190/madeleine-albright-warns-dont-let-fascism-go-unnoticed-until-its-too-late	Full episode	Radio interview
Interview	LeVar Burton Reads	LIVE! in Brooklyn: "Playing Nice with God's Bowling Ball" by N.K. Jemisin	https://art19.com/shows/levar-burton-reads/episodes/f4e32067-63d2-4422-b997-77afc8cd2726/embed?	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	https://www.npr.org/player/embed/681255245/681255298	1-1:07:00	2 recorded interviews
Interview	On Being with Krista Tippett	John Lewis: Love in Action	https://onbeing.org/programs/john-lewis-love-in-action-jan2017/	Full episode	Recorded interview
Interview	Witness History	Maastricht: The birth of the European Union	https://www.bbc.co.uk/sounds/play/w3cswsgr	Full episode	Mixed interview, narration, and clips
Panel	Pop Culture Happy Hour	In the Long Run	https://www.npr.org/player/embed/176340429/381273751	6:35-38:15	Pop culture panel show
Panel	Ideas	The Art of Leadership	https://podcast-a.akamaihd.net/mp3/podcasts/ideas-Cj2QZRcG-20181207.mp3	Full episode	Live recorded event & panel

Panel	Slate Culture Gabfest	Treacle Box Edition	https://slate.com/culture/2018/12/slate-culture-gabfest-on-love-actually-spider-man-into-the-spider-verse-and-slate-tv-club.html	3:09 - end	Recorded panel
Panel	Werk It: The Podcast	Don't Point	https://www.wnycstudios.org/story/dont-point	Full episode	Live recorded event & panel
Reading	Bedtime Stories for the End of the World	Episode 1: Leaving the Island	https://endoftheworldpodcast.com/2018/06/18/409/	Full episode	Short story anthology
Reading	Indiefeed Performance Poetry	Episode 1350: Cristin O'Keefe Aptowicz - 33 1/3	http://indiefeedpp.libsyn.com/cristin-okeefe-aptowicz-33-13	Full episode	Single poem
Reading	The Paris Review	Episode 1: "Times of Cloud"	https://www.theparisreview.org/podcast	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	https://art19.com/shows/levar-burton-reads/episodes/f4e32067-63d2-4422-b997-77afc8cd2726/embed?	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)	https://www.cbc.ca/radio/ideas/bringing-bad-guys-to-global-justice-payam-akhavan-on-prosecuting-war-criminals-1.4389205	1-25:00	Massey Lecture recorded as a series of podcasts

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