



The Best of Podcasting

Mike Buhmann
Reference Librarian



What is a Podcast?

The word Podcast comes from "iPod" a big thing in the mid 2000s

“A podcast is an episodic series of digital (or video) audio files which a user can download and listen to. It is often available for subscription, so that new episodes are automatically downloaded via web syndication to the user's own local computer, mobile application, or portable media player.”



Wikipedia



Podcasts 101



youtu.be/9dXKGJ7jLsk



Why Podcasts?

- Available on demand to listen to when you want
- You can choose what to listen to, not dependent on outside programming
- Podcasts cover thousands of topics and interests, you can learn new things, stay informed or be entertained
- Easy to do other things while listening such as commuting, doing errands, working out, cooking, etc.
- You may feel part of a community with the producers and other listeners





The Golden Age of Podcasts?

Last year alone, 200,000 new podcasts made their debuts. Advertisers are expected to double the amount they spend on podcasts by 2020. And 44 percent of Americans say they've listened to a podcast.

Plus, at least a dozen podcasts are now being adapted into TV shows, including Lore, 2 Dope Queens, Serial, and Homecoming.

<https://www.cbsnews.com/news/the-golden-age-of-podcasts/>





Where to Listen

- On your **PC**
- On your **Tablet or Cell Phone**
- On your **Smart Speaker**
- On your **TV** (for video podcasts with an app or hooked up to PC)
- In your **Car**
- In your **Bathroom**



“Podcasts are all about listening while you do other things”



How to Listen : Player Apps

Find an App to keep and organize your podcasts

For starters, use your phone's music App to subscribe and store podcasts

Get the Apple Podcast app for iPhones or the Google Podcast app for Android

Download a third party app for more features





Top Podcasts Player Apps

Google/Apple Podcasts

The tried and true originators of podcast collection tools are still around as competitors. The real value for either comes in the form of convenience and cost. Apple Podcasts comes pre-installed on all iOS devices while Google Podcasts is quite easy to add to the suite of Google apps standard on Android devices. Both boast large libraries, though discovering niche or less popular shows is much harder to do in their search engines. They're an introduction to podcast services that many never really move past, which is perfectly fine if you have no desire to explore additional features.





Top Podcasts Player Apps

Spotify

Spotify is great for those valuing convenience over innovation. The music streaming giant has increased its podcast hosting service in the past few years, building its library to one that competes with others. Coupling that collection of shows with the ridiculous amount of music available to both free and premium subscribers turns the app into even more of a one-stop shop for all things audio. The app suffers from a lack of tools, rendering it fairly basic.





Top Podcasts Player Apps



Stitcher

Stitcher is one of the better known podcast apps on the market. Its toolset is fairly standard, it does all the usual tasks, just a little bit better than the baseline. Stitcher also produces podcasts via its Stitcher Premium service. Subscribers (\$4.99/month, \$34.99/year) gain access to these programs, but the non-exclusivity of some dampens the value, not to mention the inability to export your podcast collection to other apps. Its perfectly serviceable but unimpressive without its original productions.



Top Podcasts Player Apps

Luminary

Luminary is the newest kid on the podcast block and collects plenty of shows for free, but its exclusive library is where it's shaking things up. The service boasts 40 original shows from podcast heavyweights, but its \$7.99 monthly subscription (recently lowered to \$4.99) is a hefty obstacle. Podcasting is celebrated for its accessibility, and those in the industry point to Luminary's business model as terrible for the medium. Users seemingly shared that feeling during its underwhelming launch earlier in 2019, but Luminary is a quality app with a number of great exclusives.



(L)



Top Podcasts Player Apps

Pocket Casts

Pocket Casts is simply the best at providing a streamlined, intuitive interface to collect and enjoy podcasts. It does all of the usual tasks better than any other app on the marketplace. Its main unique feature is the ability to sync files between devices via the cloud. Pausing and picking up an episode exactly where you left off between phones, tablets and PCs provides unmatched flexibility. The one-time \$3.99 payment makes it much more cost-effective than apps pushing yearly subscriptions, and the tools within are well worth the price.





Top Podcasts Player Apps

Podcast Addict

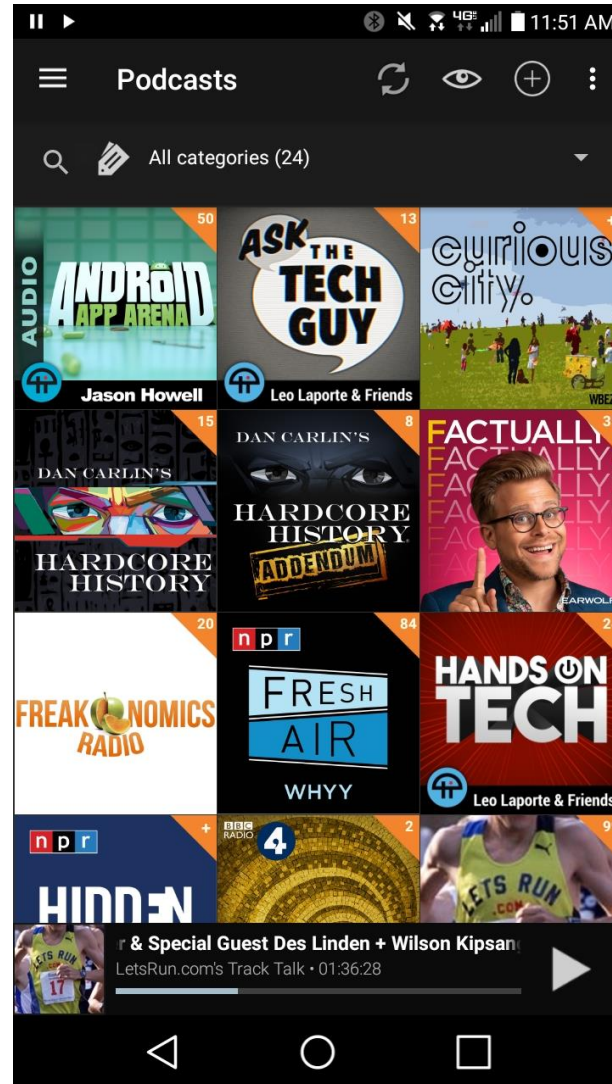
Podcast Addict's goals extend beyond podcasts. It wants to be your media hub. The app features over 750,000 podcasts alongside the ability to build playlists from an impressive amount of audio and video sources. The app's meticulous approach to customization can be intimidating and time consuming at first glance, but no other podcast app lets users build the program around individual priority like Podcast Addict. It's UI could be easier to navigate, but those willing to put in a little practice will find a solid tool.



From: Paste Magazine The 10 Best Podcast Apps in 2019
www.pastemagazine.com/articles/2019/08/best-podcast-apps-2019.html

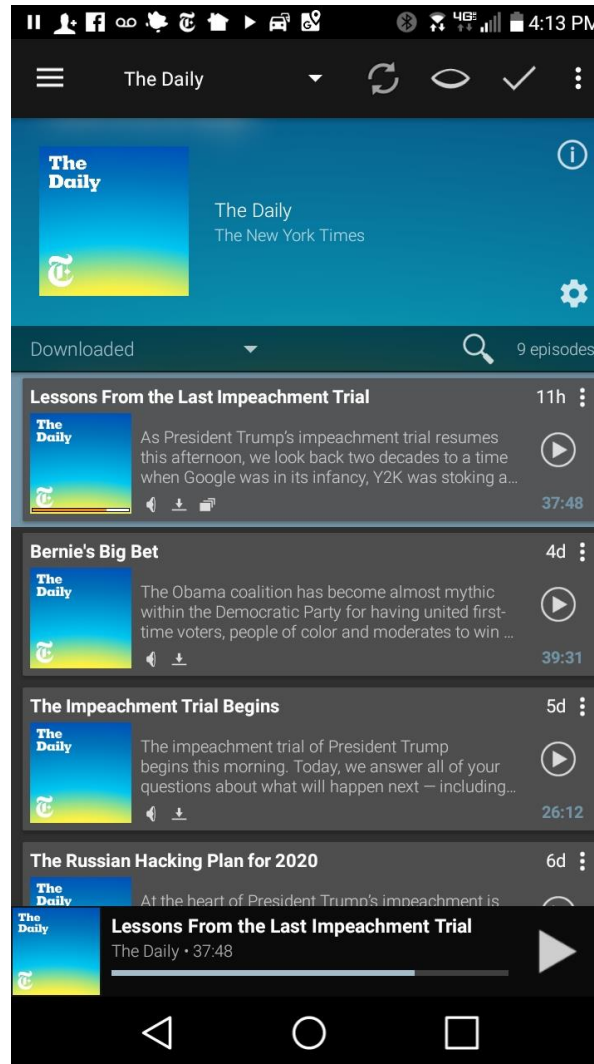


Podcast Addict



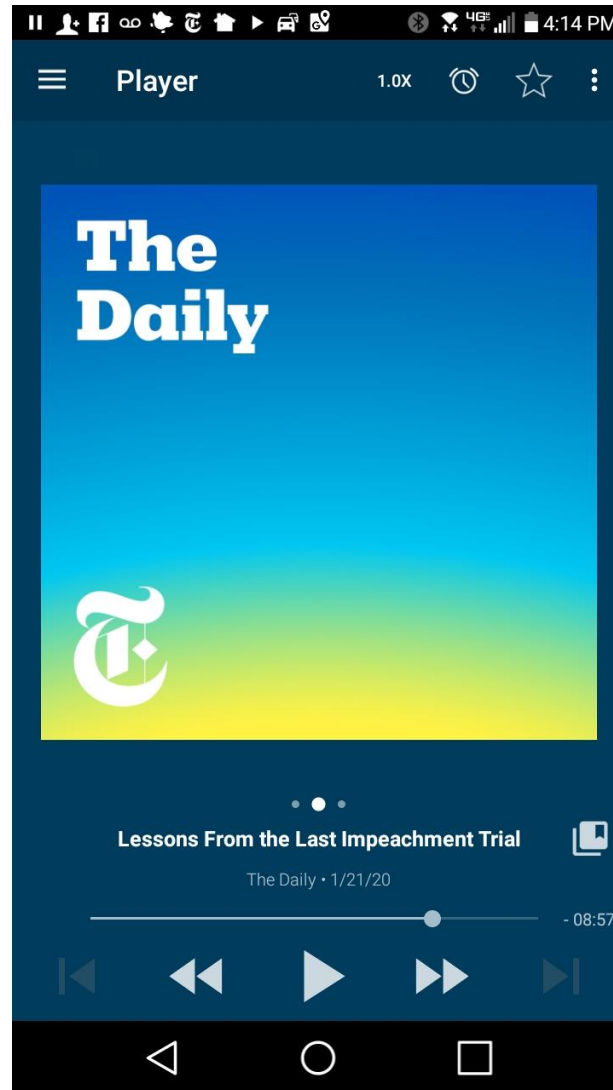


Podcast Addict





Podcast Addict





Podcast Addict



Player 1.0X

Sleep Timer

30 Minutes

Stop at the end of the current episode

Stop at the end of the current chapter (if available)

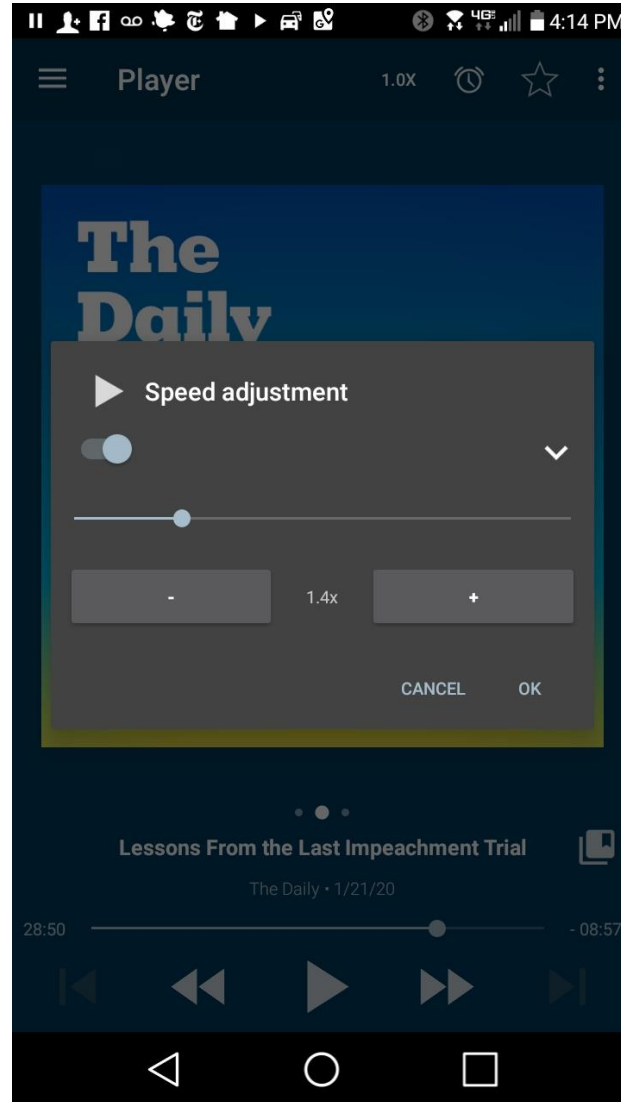
Advanced settings

CANCEL OK

1	2	3
4	5	6
7	8	9
	0	Done

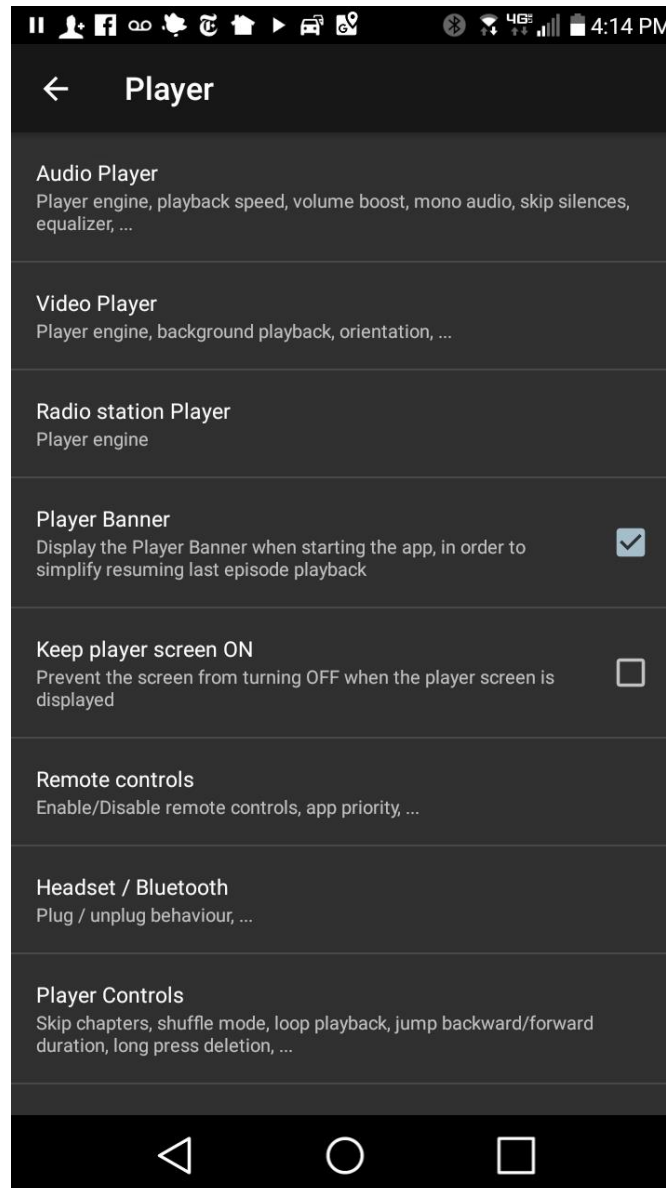


Podcast Addict



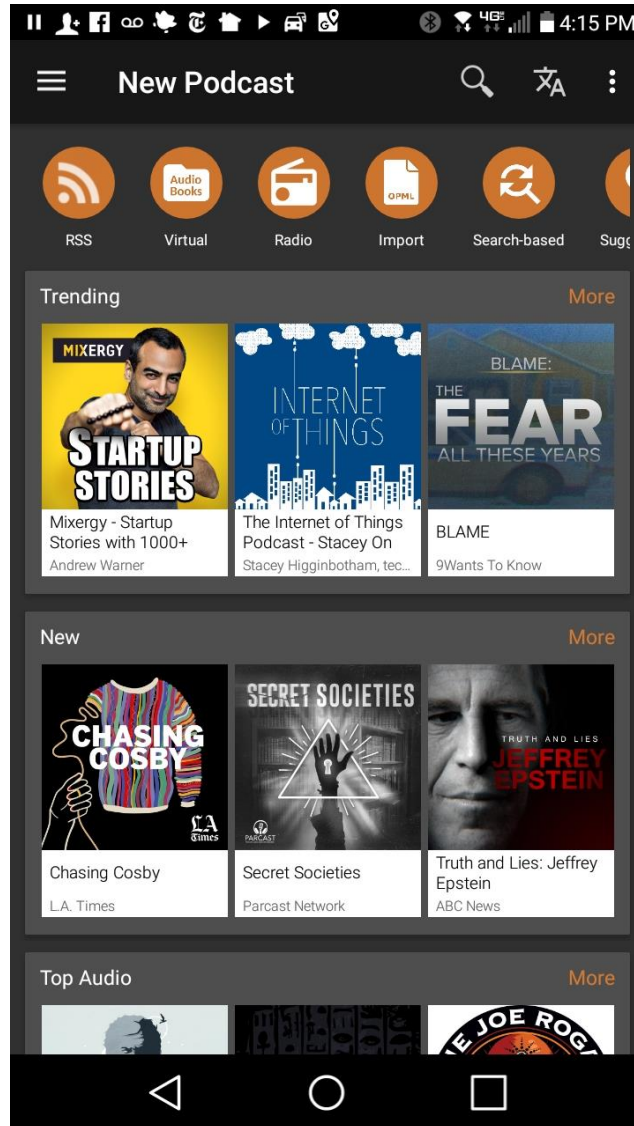


Podcast Addict



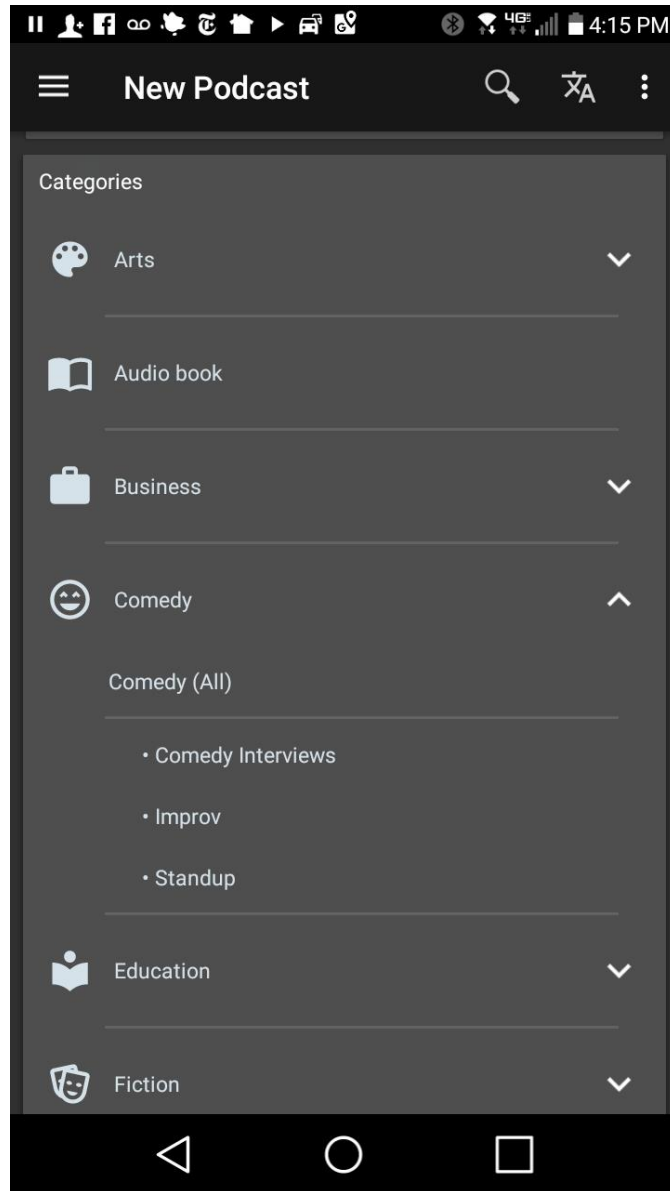


Podcast Addict



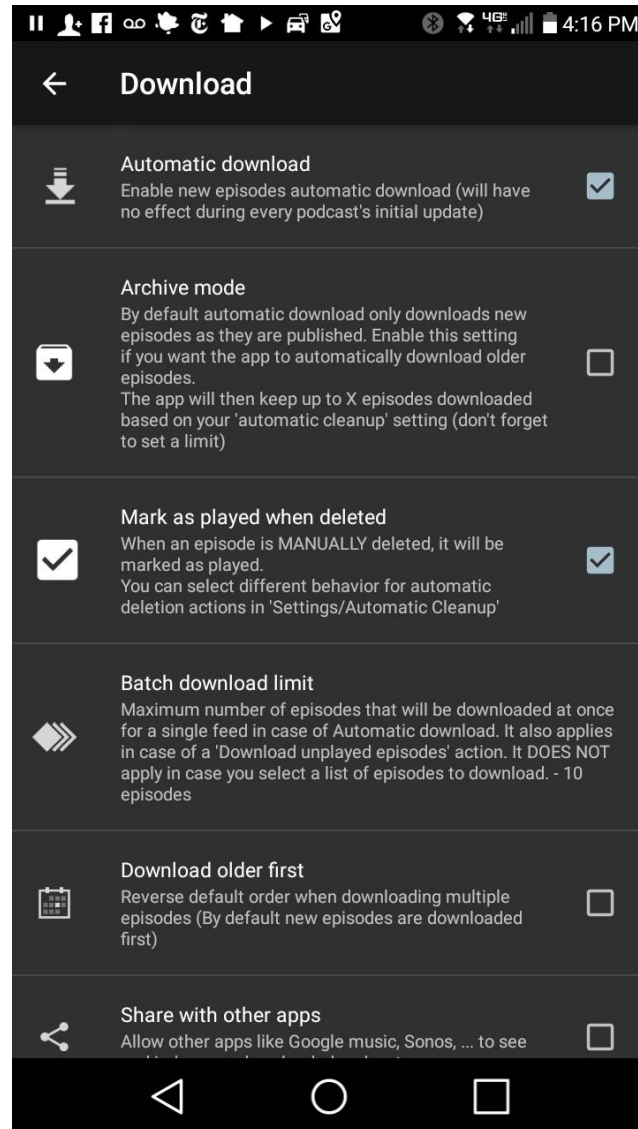


Podcast Addict





Podcast Addict





Finding Podcasts

- Use your podcasts search function or browse through recommendations
- Browse Podcast Publishers
- Get Recommendations from friends
- Find articles to see what's trending
- Sometimes podcasts you like will recommend or feature other podcasts





Popular Podcast Publishers



NPR www.npr.org/podcasts/



New York Times www.nytimes.com/spotlight/podcasts



WBEZ Chicago www.wbez.org/shows



Radiotopia www.radiotopia.fm/podcasts



Gimlet Media gimletmedia.com/shows



Maximum Fun maximumfun.org/podcasts/



Slate slate.com/podcasts



20 Most Popular Podcasts

1. The Clearing
2. Crime Junkie
3. Overheard at National Geographic
4. The Joe Rogan Experience
5. Noble Blood
6. 22 Hours: An American Nightmare
7. Hell and Gone
8. Call Her Daddy
9. Serial
10. The Daily
11. My Favorite Murder with Karen Kilgariff & Georgia Hardstark
12. Dr. Death
13. Man in the Window: The Golden State Killer
14. Stuff You Should Know
15. IT Visionaries
16. Hidden Brain
17. To Live And Die In LA
18. The Dave Ramsey Show
19. Revisionist History
20. The Shrink Next Door



My Podcasts

- **Curious City (WBEZ)**
www.npr.org/podcasts/401317007/curious-city Fun facts & history about Chicago
- **Hardcore History** www.dancarlin.com/hardcore-history-series/ Dan Carlin offers his detailed and dramatic accounts of historical eras and events (See also Hardcore History Addendum)
- **Factually! With Adam Conover**
www.adamconover.net/ The funny and engaging host takes a look at surprising truths and perspectives of the world.
- **In Our Time (BBC)**
www.bbc.co.uk/programmes/b006qykl A British take on history, science and culture
- **Hidden Brain (NPR)**
www.npr.org/podcasts/510308/hidden-brain An entertaining review of social science showing the unconscious patterns that drives human behavior





My Podcasts

- **Fresh Air (NPR)** www.npr.org/podcasts/381444908/fresh-air One of NPR's most popular programs with key host Terry Gross interviewing key people of arts and issues.
- **Freakonomics Radio** freakonomics.com/ Like the book, this podcast uses social science/economics to find new and often surprising takes on topics
- **Political Gabfest (Slate)** slate.com/podcasts/political-gabfest Weekly discussion of the political landscape with hosts Emily Bazelon, John Dickerson, and David Plotz.
- **Radio Lab (WNYC)** www.wnycstudios.org/podcasts/radiolab Hosted by Jad Abumrad and Robert Krulwich, the show focuses on topics of a scientific and philosophical nature. The show attempts to approach broad, difficult topics such as "time" and "morality" in an accessible and light-hearted manner and with a distinctive audio production style.





My Podcasts

- **Skeptics Guide to the Universe** www.theskepticsguide.org Hosted by Yale neurologist Steven Novella, along with a panel of "skeptical rogues." features discussions of recent scientific developments in layman's terms, and interviews authors, people in the area of science, and other famous skeptics.
- **Very Bad Wizards** verybadwizards.fireside.fm A podcast featuring a philosopher and a psychologist who share a love for ethics, pop culture, and cognitive science, and who have a marked inability to distinguish sacred from profane. Each podcast includes discussions of moral philosophy, recent work on moral psychology and neuroscience, and the overlap between the two.
- **Track Talk** www.letsrun.com/tag/track-talk LetsRun.com's weekly podcast where they go behind the scenes of the professional running, marathoning, and track and field world.





My Podcasts

- Penn's Sunday School pennsundayschool.com This live show features magician Penn Jillette discussing with co-hosts about current events and show-biz news.
- Sound Opinions (WBEZ) www.soundopinions.org Rock critics *Greg Kot* and *Jim DeRogatis* interview artists, talk about pop culture and music industry news, review new record releases and give trends a historical context.
- The Daily (NYT) www.nytimes.com/column/the-daily A daily 20 to 30 minute news podcast hosted by *Times* political journalist Michael Barbaro, its episodes are based on a key story of the day with interviews of journalists from the New York Times.
- This Week in Tech (TWIT) twit.tv/shows/this-week-in-tech Leo Laport hosts a round-table discussions surrounding current technology news and reviews, with a particular focus on consumer electronics and the Internet.





5 Ways Podcasts Have Changed In the last 10 years

1. *Podcasts are much longer*

Episodes now average more than 11 minutes, 40 percent higher than 10 years ago. Why? storage space has increased on phones.





5 Ways Podcasts Have Changed In the last 10 years

2. *Podcasts are no longer radio shows re-formatted as podcasts*

A few years ago, radio shows were simply recorded as is for the podcast audience. Today, most podcasts are birthed as podcasts. The growth of large podcast content companies like Gimlet and the advent of paywall podcasts as in Luminary will speed up that trend away from radio shows.





5 Ways Podcasts Have Changed In the last 10 years

3. Podcasts are more focused on their topic

Podcasting was initially dominated by people who loved the art form and were experimenting with content, today, however, many podcasts have sponsors that expect the podcast to hook listeners with compelling content





5 Ways Podcasts Have Changed In the last 10 years

4. Podcasts are obsessed with true crime stories and politics

In 2009 there were few political podcasts with *It's All Politics* on NPR the most popular and no true crime podcasts. Today true crime podcasts continue to expand fast along with a host of political podcasts on both ends of the political spectrum.





5 Ways Podcasts Have Changed In the last 10 years

5. Podcasts are now a key part of a brand strategy

The *New York Times Book Review* podcast began in 2006 and never really advertised for the *New York Times*. Today, by contrast, The Times's popular podcast, *The Daily*, regularly advertises the *New York Times* digital subscription. The Times – along with other large media companies such as *Bloomberg*, *ABC*, *CBS*, *NBC* and *Fox* have all begun to link their podcast footprint to their overall brand and increase paywall participation from loyal podcast listeners.





Start Your Own Podcast

Inform, Educate & Entertain

Steps:

1. Work on Name & Niche
2. Create a Cover Image
3. Get Podcast Intro & Outro music
4. Get Podcasting Equipment
5. Create an Environment & Process
6. Record Your First Podcast
7. Get a Podcast Host
8. Upload & Publish Your First Podcast
9. Publish Your Podcast on iTunes, Google podcast & more
10. Promote Your Podcast

See: www.shoutmeloud.com/how-start-podcast.html



Future of Podcasts



youtu.be/JGWbtaMy7Rk

The Best of
Podcasting



Thank You

Mike Buhmann
Reference Librarian

