Annotated Bibliography

Belinfanti, Aaron. "How to Start a Podcast 2020: Podcasting for Beginners." *B&H Photo Video,*

YouTube, 2 Apr. 2020, www.youtube.com/watch?v=NUmdoFDtpQg.

In this video, Aaron Belinfanti, founder of B&H Photo Video, discusses the basics of

what you need to start a podcast. Belinfanti discusses the different types of microphones that you

can use to record your podcast, explaining the pros and cons of each different microphone

choice. The microphone that he recommends for a two person podcast is a usb microphone

because it is easy and efficient, and he suggests that you use one with a headphone jack.

Belinfanti then gets into the different audio editing softwares choices that he recommends, which

include Garageband, Logic Pro, and Adobe Premiere Pro. While Belinfanti does recommend

certain choices over others for both equipment and software, he acknowledges that it is important

to use what you are most comfortable with.

Cannell, Sean. "The Joe Rogan Podcast Formula: How to Start a Video Podcast the Smart Way."

Think Media, YouTube, 23 Jan. 2020, www.youtube.com/watch?v=SfHK0dxSa2w.

In this video published by Think Media, Sean Cannell breaks down what makes Joe

Rogan's podcast and others like it so successful and how to emulate it in your own podcast. He

explains the effectiveness of the video podcast strategy, though this will be difficult to pull off

due to the current climate surrounding COVID-19. However, there is still plenty of useful insight

about how to produce a successful podcast. He states that if your podcast focuses on a specific

topic that educates listeners can be very appealing to listeners with an interest in that topic.

Cannell says that you can use that to your advantage by delving deeper into just that topic to

create a niche podcast.

Ciccarelli, David. "How to Plan Your Podcast with Scripts, Templates & Formats." Voices.com,

Feb. 25, 2020, www.voices.com/blog/planning-your-podcast/.

In this article, David Ciccarelli discusses the importance of planning your podcast. He believes that it is essential to have a loose script or outline of the podcast conversation ahead of time. While the script is important, it is also important to keep the conversation flowing smoothly, so the script does not need to be followed to a T and can be subject to change depending on what direction the conversation takes. He states that podcast script writing is all about creating momentum, keeping the topic of conversation moving in order to keep listeners engaged. He notes two particular podcast script styles: polished podcasting scripts and freestyle podcasting scripts. A polished podcasting script is similar to what you might hear in a documentary or newscast. Generally, this style of podcast script explores particular themes in sequential order, requiring a more structured conversation. A freestyle podcasting script is similar to what you might hear in television interviews or radio shows. This style of podcast script works best for podcasts with multiple hosts and it allows a more unpredictable conversation with less structure.

Deeney, James. "9 Tips for Conducting Better Podcast Interviews." Podcast.co, 3 Dec. 2020,

www.podcast.co/create/tips-for-better-podcast-interviews.

In this article, James Deeney provides nine tips for conducting better podcast interviews. The first tip is to find interviewees that you are really interested in interviewing. A conversation that you are not interested in does not make for a good interview. The second tip is to do some research on your guest in order to get a general sense of who you are interviewing. The third tip is to ask probing questions. You want your questions to incite an interesting conversation, so try

and ask questions beginning with 'why' or 'how.' The fourth tip is to have a pre-interview process. You should provide the interviewee with some context about the interview and the podcast as a whole. The fifth tip is to keep the conversation moving forward. Deeney says to be concise with your words and not be afraid to reel your interviewee back in if they go too far off-topic. The sixth tip is straightforward: don't interrupt. The seventh tip is to practice active listening. Your guest should feel like you are interested in their answers, not just waiting for them to finish so you can ask the next question. The eighth tp is to listen back to your own interviews. This will help you determine what you did well and what you can do better in future interviews. Finally, the ninth tip is to learn from the techniques of master interviewers. Try and implement some of the same techniques in your own interviews.

"How to Add Structure to Your Podcast and Hook Your Audience." *Modern Vintage Radio*, YouTube, 13 Aug. 2018, www.youtube.com/watch?v=gZs1uY1d19Q.

In this video, Modern Vintage Radio explains the benefits of having structure to your podcast, as well as the most efficient ways to intrigue your listeners. They say that creativity is limited by your own call, and that structure is a guide for your creativity. They then break down the most common podcast structure, which is five stages, consisting of: The intro, where you introduce the guest, the topic of the episode, and why it is interesting; Phase A, where you start discussing the topic; Phase B, where you dig a little deeper into the topic, hooking the listeners; Phase C, where you give one last dig into the topic of the interview; And lastly, the outro, where you reflect on the interview and what has been discussed and tease listeners on what the next episode will consist of. While they strongly recommend having structure to your podcast, they reiterate multiple times that structure is only an outline, and that what you decorate it with, such as your true personality, your point of view, and your experience, is what will set your podcast

apart.

Mikutel, Sarah. "8 Ways to Improve Your Podcast Interview Skills." Sarah Mikutel, 17 May

    2019, sarahmikutel.com/how-to-podcast/interview-skills-podcast-8-ways.

In this article, Sarah Mikutel offers insight into how you can improve your podcast interviewing skills. Mikutel states that the most important component of hosting a good podcast interview is having a purpose for the interview, using your questions to delve into a specific topic. She also says not to worry about drifting from your script, as long as you remain on topic, and to not expect to be able to ask all of your questions. Sometimes multiple questions will be answered with one response from the interviewee, so the ability to adapt your script on the fly is crucial to the quality of the interview.

Rogan, Joe. "The Joe Rogan Experience #1591 with Jordan Burroughs." *PowerfulJRE*, YouTube,

    8 Jan. 2021, youtu.be/3tRjHqfLdO8.

In this episode of *The Joe Rogan Experience*, Joe Rogan interviews 4x Wrestling World Champion and 2012 Olympic Gold Medalist Jordan Burroughs. At the beginning of the interview, Joe Rogan introduces his guest and greets him. This sets the stage for the interview, and the way that he does it makes Jordan Burroughs comfortable, allowing the podcast to sound more like a conversation than an interview. Something that Joe Rogan does really well throughout the interview is he listens very attentively to Jordan Burroughs' responses to his questions. He also asks follow up questions to Jordan Burroughs responses, which likely were not on his original script, but he does a good job adapting in order to keep the conversation flowing smoothly.

Thomson, Piper. "What Makes a Good Podcast? 5 Elements You Should Know." G2, 29 Apr.

    2019, learn.g2.com/what-makes-a-good-podcast.

In this article, Piper Thomson discusses what he believes are the 5 key elements of a good podcast. These five elements are: Focus on a central idea, play to an audience, release episodes on a schedule, show structure in your interview, and be authentic. He reiterates the importance of authenticity, stating that a podcast is defined by the relationship between the podcasts' host and the listener. He says that a good podcast creator embraces this by opening up to the audience and speaking from a place that is both authentic and vulnerable, which invites the audience to connect more with what you are saying. This creates an empathetic link between the host and the audience, which is key for keeping listeners engaged with the podcast.

van Heerden, Carli. "10 Characteristics of a Great Podcast Host: We Edit Podcasts." We Edit

    Podcasts, 6 June 2018,

    www.weeditpodcasts.com/10-characteristics-of-a-great-podcast-host/.

In this article, Carli van Heerden explains what differentiates a great podcast from an average podcast. She states that it can be argued that a podcast is made by the audio quality or the guest who are interviewed, which are definitely important components, but that the thing that defines a great podcast is the host. She believes that a host must find a happy medium for the amount of information provided in the podcast. She says too much information will bore listeners, so you may need to break up the information by adding in stories, personal anecdotes, or something your audience can relate to. In order to be a great podcast host, you have to be able to understand your audience, hearing your podcast from their perspective. She also states that it is important to make your guest comfortable at the beginning of the podcast, not diving right into

the meaty questions but rather ease into the conversation and build momentum from there. Finally, van Heerden says that the most important characteristic of a good podcast host is authenticity. Listeners want to connect with you, the real you, and authenticity is what will make your podcast the most unique and interesting.

Shenton, Laura. "The Essentials of Podcast Production." Podcast.co,

www.podcast.co/create/podcast-production-essentials.

In this article, Laura Shenton, founder of *Podcast.co*, breaks down the essentials of the production process of a successful podcast. Shenton says the foundation of a successful production process is creating a solid plan for the podcast pre-production. She provides three questions that producing a podcast should always start with: Who is your audience?, what format will your show take?, and how long will your episodes be? She says that once you have an outline for your podcast and have chosen a format for the podcast's structure, you can begin the recording process. She recommends wearing headphones for this, as well finding a quiet space to record in, which seems pretty obvious. For post-production, she suggests using an editing software that you are comfortable with to edit your audio. Shenton also lists what you should edit out of the podcast during post-production, which includes extended silences, coughs and sneezes, any awkwards segments of the interview, "umm's" and "uhh's," and explicit language. She includes that you might want to add a pre-recorded podcast intro and outro, as well as music in the background, though that is optional.