Terminology and Resources

Introduction to Terminology and Resources

Welcome to the Terminology and Resources section of our training modules. In this module you'll find definitions of many of the terms used in the rest of the training modules, plus a comprehensive resources section.

Terminology

Word	Definition
adapter	A device for connecting pieces of equipment that cannot be connected directly, like two microphones plugging into a single computer.
boom arm	An arm that extends the microphone out horizontally from the main pole of the microphone stand. The arm can be adjusted for height and proximity to your guest.
Community Service Announcement (CSA)	A message in the public interest disseminated by the media without charge to raise public awareness and change behavior. Also known as a Public Service Announcement.
content	The principal substance or product (such as written matter or music) offered in a podcast.

Word	Definition
converter (or conversion) software	Software that changes the file type of a document from one type to another. For instance, if your sound file is in MP4 format, conversion software can change it into an MP3 for editing purposes.
CRTC	The Canadian Radio-television and Telecommunications Commission is an independent public authority in charge of regulating and supervising Canadian broadcasting and telecommunications.
dead air	An unintended period of silence that interrupts a broadcast during which no audio or video program material is transmitted.
episode	If a radio program is comprised of more than one installment, each of these installments are considered an episode. The umbrella item is a podcast, which is then divided into smaller installments called episodes. One podcast can be comprised of several episodes.
fade in and fade out	An audio fade-in is the progressive increase in the volume of an audio signal. An audio fade-out is the gradual decrease in the volume.
format	The general plan of organization, arrangement, and choice of material for your podcast's content.
hardware	The physical parts of a computer (laptop, computer tower, mouse, keyboard, monitor…)
headset	Also called headphones, a headset consists of one or two earphones with a headband for holding them over the ears, shutting out external noises and bringing clarity and focus to a conversation or music. Headsets connect over a telephone or to a computer, and many also include an attached microphone, allowing the user to speak and listen while keeping both hands free.
interface	Hardware that adjusts the amount of sound going to your computer and outputs it in a form your computer can understand.
interview	A structured conversation where one participant asks questions, and the other provides answers.

Word	Definition
jingle	A short song or tune used in advertising as a form of sound branding. A jingle contains one or more hooks and meaning that explicitly promote the product or service being advertised, usually through the use of one or more advertising slogans.
livestream	Where content is broadcast live and listeners can only hear it once, at a designated time. If that same the content is recorded during the broadcast, it can be saved and uploaded to a site as a podcast, where anyone can hear the content anytime, from multiple locations.
mashup	A creative work—usually a song—created by blending two or more pre-recorded songs so that both are immediately recognizable as part of a new song.
media kit	A media kit (or press kit) is a set of promotional materials that offer details of your project to members of the news media. These details help the media produce articles, news stories and interviews.
microphone	Colloquially called a mic, it's hardware that collects sound files and creates an MP3 file, which is the basis for your podcast. A mic is a mandatory piece of hardware for a podcast. Other mandatory hardware pieces are a computer with monitor, mouse and keyboard. Mandatory software includes recording software. Optionally, you may also want editing software
platforms	Software that offer accounts so users can easily search for new podcasts, and find new episodes of their favourite podcasts. A few examples of platforms are mixcloud, anchor, iTunes, Apple Podcasts, Podcast Addict, and Spotify.
plosive	Some consonants stop air flowing out of the mouth, and then suddenly release it, which results in little explosive sounds. The consonants in English that typically result in a plosive are t, k, p, d, g, and b.

Word	Definition
podcast	A digital audio file made available on the internet, typically available as a series.
	For our purposes in these training modules, a podcast is, "pre-recorded audio or video content produced by one or more seniors for listening/viewing by a defined or undefined audience. Our defined audience is 55+. We want to be more inclusive, on the understanding that we might have various levels of computer literacy."
pop filter	A pop filter, pop shield or pop screen is a noise protection filter for microphones. It reduces or eliminates popping sounds caused by plosives during recorded speech and singing.
Public Service Announcements (PSAs)	A message in the public interest disseminated by the media without charge to raise public awareness and change behavior. Also known as a Community Service Announcement.
RØDE Reporter	A good quality, free application that allows you to record your voice through a cell phone or iPad. Any recording you make is automatically saved in the apps library of your phone or iPad.
RSS feeds	RSS stands for Really Simple Syndication, and it's a web feed that allows users and applications to access updates to websites in a standardized, computer-readable format. Whenever you upload a podcast episode to a website, the RSS web feed lets those users and applications know the episode is there.
segue	In the context of a podcast, a segue can have the following meanings:
	In music, an uninterrupted transition from one piece of music or topic to another seamlessly; to proceed without pause from one musical number or topic to another.

Word	Definition
	With spoken word, a segue is used to identify a clarifying element of the episode, like an introductory segue that announces the episode guests and topic, or returns the listener to the topic after a station break. It might also be final comments offering contact information on the guest, or teasers for the next episode.
	In these modules, we use the term segue as both a noun and a verb.
shock mount	Also known as an isolation mount, a shock mount is a mechanical fastener that connects two delicate instruments to absorb shock and vibrations.
software	A set of computer programs, in contrast to hardware, which are the physical parts of your computer.
tagline	In entertainment, a tagline is a short text which serves to clarify a thought for dramatic effect. Many tagline slogans are reiterated phrases associated with an individual, social group, or product.
theme	The idea that recurs in or pervades your podcast and creates the tone for your show.
training modules	Our collection of videos, transcripts and PDFs that offer free, uncomplicated advice on how to set up a podcast.
transcription, or transcribing software	Software that assists in the conversion of human speech into text. You can transcribe audio or video files manually, or use software that does the transcription automatically.
webpage	A document for the World Wide Web identified by a unique uniform resource locator (URL) that can house podcast episodes and information about them. A Web page can be accessed and displayed on a monitor or mobile device through a Web browser.

Word	Definition
Zoom	In these modules, Zoom refers to both a piece of hardware and a piece of software:
	Zoom recorders are a brand of portable digital recording devices used for things like interviewing and recording lectures.
	Zoom the software is a proprietary videotelephony software program developed by Zoom Video Communications. The free plan allows up to 100 concurrent participants, with some time restrictions. Users have the option to upgrade by subscribing to a paid plan.

Podcasts of Interest

There are two podcasters in our team's circle, whose work you might find useful as examples.

You can find Christine Bruce's *The Cookie Jar: grass roots recipes for change* at:

www.smithersradio.com/program/cookie-jar

You can find Charlotte Sista C Ferrell's *Speak Up! Listen Up! Act Upon!* at:

www.cjsf.ca/contents/sistaC

Podcasting Through a Campus and Community Radio Station

If your goal is to podcast under the umbrella of any of the 125 Canadian campus and community radio stations, you will want to follow up on our copyright suggestions for what the CRTC and each station requires. Ask your local station manager for more details on restrictions and expectations, or visit www.ncra.ca for more details.

Software Download Links

Here are a few links to the software we've recommended in earlier modules. These links provide installation instructions, and instructions for use.

If you're hoping to record content through your cell phone, https://play.google.com/apps offers recording software that works on all types of cell phones.

Free Software	Link
Zoom	https://zoom.us/signup#/signup [free version]
Trebble	www.trebble.fm/#a-modern-twist-to-editing-audio
Audacity	www.audacityteam.org/download/
Reaper	www.reaper.fm/download.php
Wavepad	www.nch.com.au/wavepad/
Garageband	https://garagebandonpc.com/
	https://apps.apple.com/us/app/garageband/id682658836?mt=12
Switch Sound File Converter	www.nch.com.au/switch/download-now.html
Cyberlink Power Director	www.cyberlink.com/downloads/trials/powerdirector-video-editing-software/download_en_CA.html?r=1

Inexpensive Software	Link
Riverside.fm	https://riverside.fm/
Squadcast	https://squadcast.fm/
Descript	https://www.descript.com/home-2
Hindenburg Pro	https://hindenburg.com/products/hindenburg-pro/

Inexpensive Software	Link
Adobe Audition	www.adobe.com/ca/products/audition/free-trial-download.html
Logic Pro	www.apple.com/ca/logic-pro/

Hosting Services

Free Hosting Services	Link
Podbean	www.podbean.com/login
Soundcloud	https://soundcloud.com/
Anchor.FM	https://anchor.fm/
Paid Hosting Services	**Link**
Libsyn	https://libsyn.com/
Buzzsprout	www.buzzsprout.com/

Podcast Format Types

Type	Example
solo and informal	reading a poem
host or hosts and formal	teaching tool for workshops, capturing an event or situation, scripted fiction, news recap
small group interview	a host or hosts and a single person or small group of interviewees
host, topic and audience who can contribute	questions addressed to a senior's residence
host and panel discussion	during elections