

2023

Rodgers Aughenbaugh ALA 2023 Handout

Nia Rodgers

Virginia Commonwealth University, sroddgers@vcu.edu

John Aughenbaugh

Virginia Commonwealth University, jmaughenbaug@vcu.edu

Follow this and additional works at: https://scholarscompass.vcu.edu/libraries_present



Part of the [Library and Information Science Commons](#)

Downloaded from

https://scholarscompass.vcu.edu/libraries_present/77

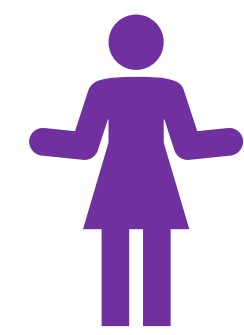
This Presentation is brought to you for free and open access by the VCU Libraries at VCU Scholars Compass. It has been accepted for inclusion in VCU Libraries Faculty and Staff Presentations by an authorized administrator of VCU Scholars Compass. For more information, please contact libcompass@vcu.edu.

Library Podcasting: Rightsizing for Resources and Outreach

Stephani (Nia) Rodgers, MLIS, VCU Libraries
& John Aughenbaugh, Ph.D., VCU Political Science Department

Scalability: Scope of Resource and Technology Commitments Will Depend on Intended Outreach Goals.

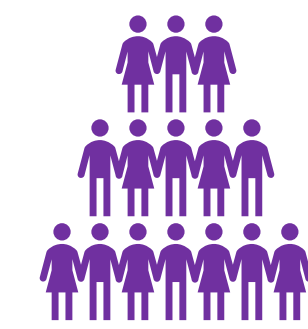
Low Investment



Medium Investment



High Investment



Human Resources (talent, time, preparation)

- One – two people recording on a telephone or computer.
- Low level of scripting, if any

- Recorded on computer or in studio
- Researched, free flowing or lightly scripted
- More production

- Team, including on-air talent, script writers, director, producer, etc.
- Recorded in professional studio
- In depth research, highly scripted
- Long production window



Financial Investment (cost, technical support)

- Minimally edited with free software (GarageBand, Audacity, iMovie)
- Transcription by device (Word, Zoom captions)
- Distributed on library-owned website (LibGuides or Canvas site, Kaltura)



- Edited in paid software (Audition, VEGAS, Camtasia)
- Transcription by professional service (Verbit, TranscribeMe)
- May have intro and/or outro
- Aggregate distributor (Transistor, Buzzsprout)



- Engineer, professional software (Filmora, Cubase, Reaper)
- Transcription by professional service (Rev, GoTranscript)
- Intro and Outro, music
- Branded distributor (Spotify, Quill)

Potential Audience (classroom, community, international reach)



- Classroom use
- Learning style accommodation



- Community use or community teaching
- Open Access Educational Use



- National or international presence
- Highly specific audiences
- Income generation