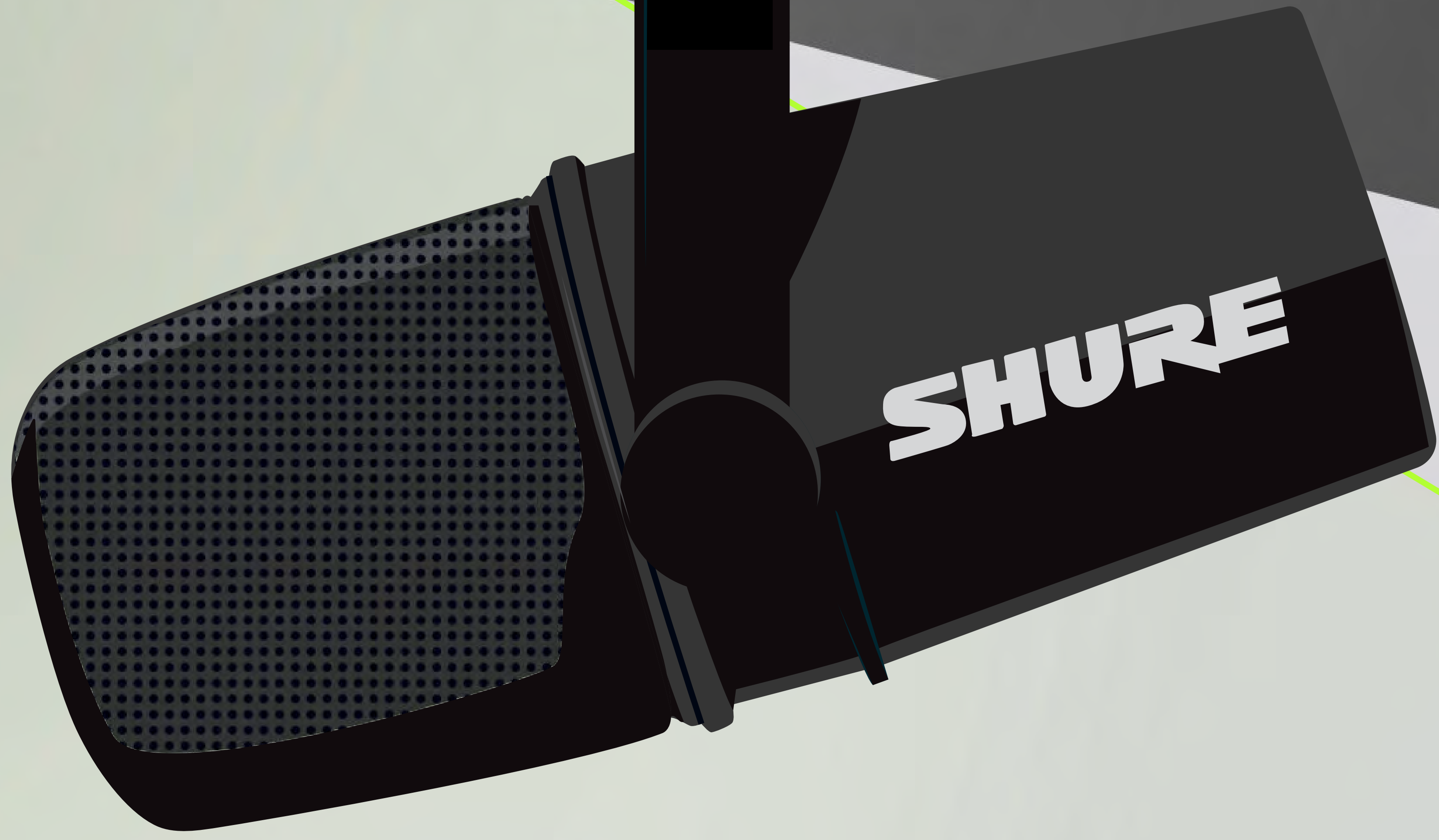


SHURE



HOW TO

**RECORD YOUR
FIRST PODCAST**



PODCAST LIKE A PRO

It's now easier than ever to create your own podcast with studio-quality sound.

Listeners often judge podcasts based on how they sound. No matter how good your content is, poor audio can be a real turn-off for any potential subscribers.

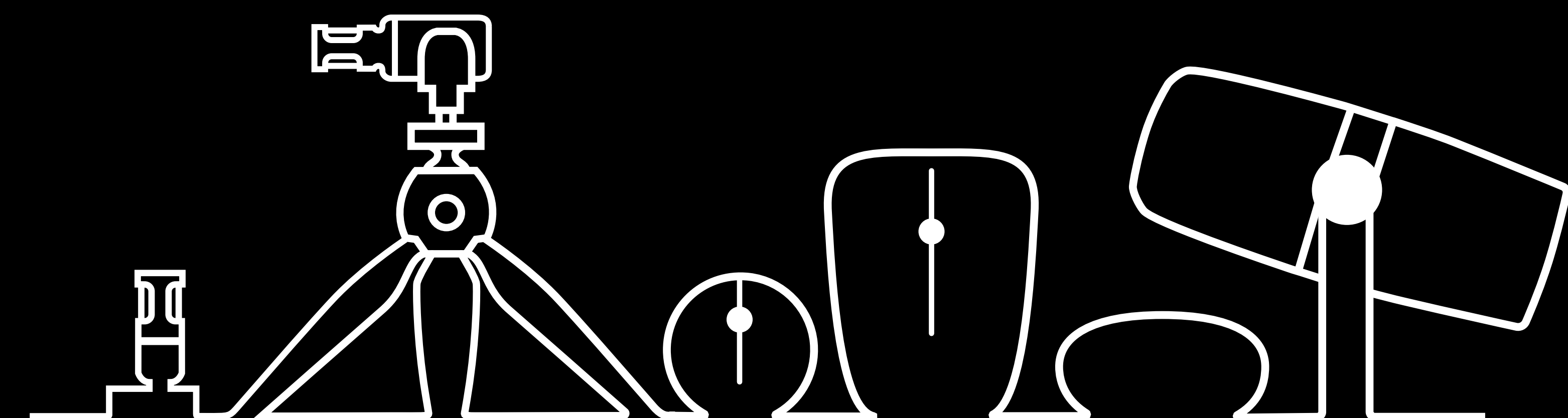
From your very first episode, distinguish your voice by making sure you record your podcast with the best audio possible.

Best of all, you don't need to be an expert when it comes to audio. With the right microphone and a few simple tips, you will be able to record, edit and publish a professional sounding podcast in no time!

LET'S GET STARTED

If you've already found a fantastic idea for your podcast, you've already done the hard work!

When it comes to recording, the aim is to make your podcast sound so good that no one notices how it sounds! The first step is choosing your Recording Space...



THE RECORDING SPACE

The size of the room, the number of windows, and even the material of the walls can have a part to play in shaping your sound.

AMBIENT NOISE

Sounds from the room and the outside world can make their way onto your podcast.

Even in a quiet room, reflections from the walls, ceiling, and wooden floor can cause your voice to sound hollow.

Before you hit record, listen to the space for a moment and be mindful that anything that you can hear with your own ears could be captured in your recording!

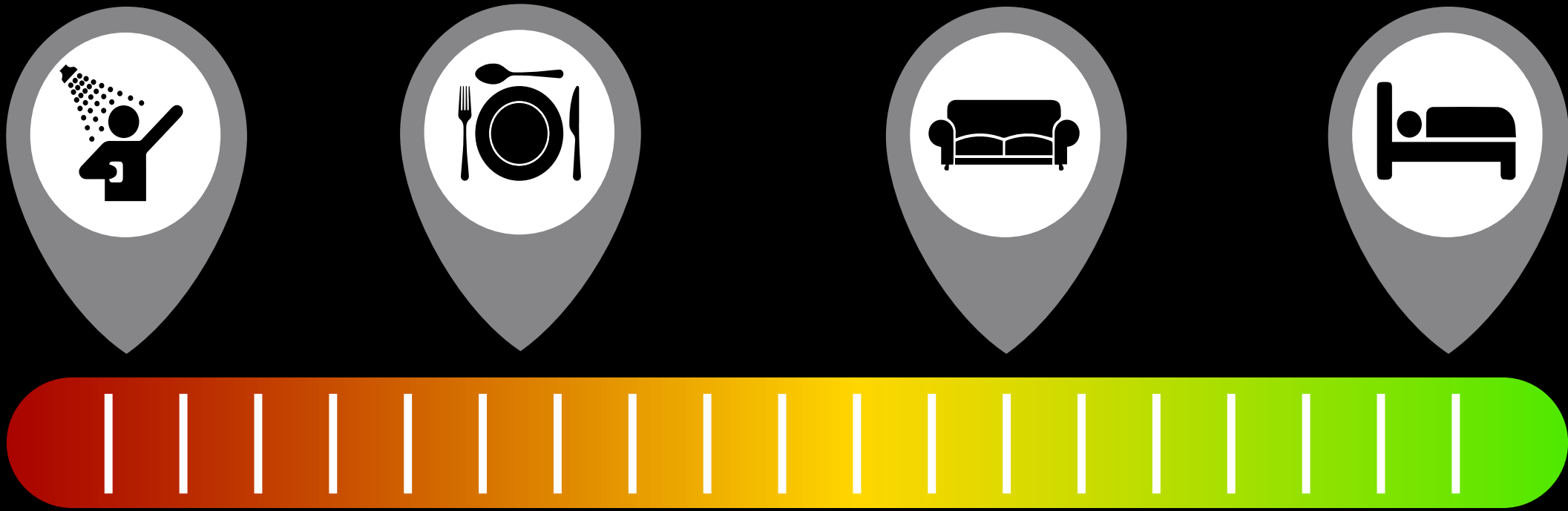


REVERB

If you were to clap your hands in a large room, you would hear it 'echo', right? - that's the sound reverberating.

The sound you create travels around the space you are in, 'bouncing' or reflecting off hard surfaces.

The same thing happens with your voice. So it's really important to be aware of how sound can be transformed by the environment.



QUICK TIP BEGIN BY CHOOSING THE BEST SPACE TO RECORD YOUR PODCAST

BATHROOM OR BEDROOM?

Singing in the shower is a guilty pleasure for a good reason!

Not only can you sing like nobody's watching, the main reason you sound great is because bathrooms tiles are very reflective, adding reverb to your voice as it bounces off the walls.

The 'reflections' you hear work really well for singing your heart out, but is not what we're aiming for when we're capturing speech.



Filled with soft and cosy items such as pillows, duvets and curtains that absorb sound, your bedroom one of the best rooms to record your podcast.

You might have seen some podcasters surrounded by a duvet to stop their voice from reaching the walls. When using the right microphone, such as the [MV7](#), there's no need to hide!



MICROPHONE SELECTION

The type of microphone you choose depends on your recording space and how you want your voice to sound in your podcast. Are you after a crisp, clean sound or a more intimate, warm tone to your podcast?

DYNAMIC VS. CONDENSER

It's really a matter of preference as to which type sounds best for podcasting. Take a look through some of the differences and find what works best for you and your Recording Space.



MV51 LARGE-DIAPHRAGM CONDENSER | USB

Condenser microphones are more sensitive which gives condensers a crisp, detailed sound; however, it can be challenging for spaces with high levels of ambient noise.



MV7 DYNAMIC PODCAST MICROPHONE | USB & XLR

Dynamic microphones are less sensitive and produce a warm, rich sound. Capable of handling high sound pressure levels, this also means that they help to reduce pick-up of background noise.



QUICK TIP

THE LEGENDARY
SM7B IS A DYNAMIC
MICROPHONE, LOVED
BY TOP PODCASTERS

DEVICES & RECORDING OPTIONS

The last piece of the puzzle is selecting the device you plan to use to record. Your set up can be as simple as just your smartphone and microphone, or you can take it to the next level with a laptop and audio interface which opens up a whole new world of options for editing and producing.



USB | SMARTPHONE

Mobile recording is the way to go if you want record your podcast quite literally anywhere.

With our [MOTIV™ Audio app](#) and the [MV51](#) or the [MV88+](#), you can record, edit and export files all in one place, opening up countless possibilities for you to record your podcast.



USB/XLR | LAPTOP

Using a laptop or computer gives you access to a playground of digital processing options, allowing for greater control over your sound than on a mobile device.

When paired with powerful processing software, you can edit your audio to a professional standard at home.



XLR | AUDIO RECORDER

If you're looking for all the convenience of mobile recording but do not need real time processing, then connecting to a recording device is a great way to capture high quality audio wherever you are.

QUICK TIP

**CLICK HERE TO DOWNLOAD
OUR FREE SHURE MOTIV™ AUDIO
APP FOR MIC SETTINGS & MORE!**



XLR OR USB

XLR

Recording in this way provides an unaltered signal for you to edit afterwards.

The sound signal runs from the mic using an XLR cable to your mixing console and/or to an external audio interface.

The interface transforms the analogue signal into a digital one, which you can then plug into your laptop and process the audio using a Digital Audio Workstation (DAW).



QUICK TIP

THE **MV7** ENABLES YOU TO RECORD VIA BOTH OUTPUTS SIMULTANEOUSLY!

USB

The easiest way to podcast. Simply connect your microphone to your smartphone or laptop and you're ready to start recording!

All our MOTIV™ microphones offer free apps to download, giving you control over your recordings.

USING BOTH XLR & USB

Recording remote conversations online for your podcast is the best use case for using both outputs.

So if you want to invite a special guest from another location, it's as easy as having a video call!

With the USB signal routed into your conferencing or live-stream software, you can enjoy the conversation knowing you sound great! Then, with the XLR output routed into an audio interface, you can record a clean, un-compressed version that you can work with afterwards in Post-Production!

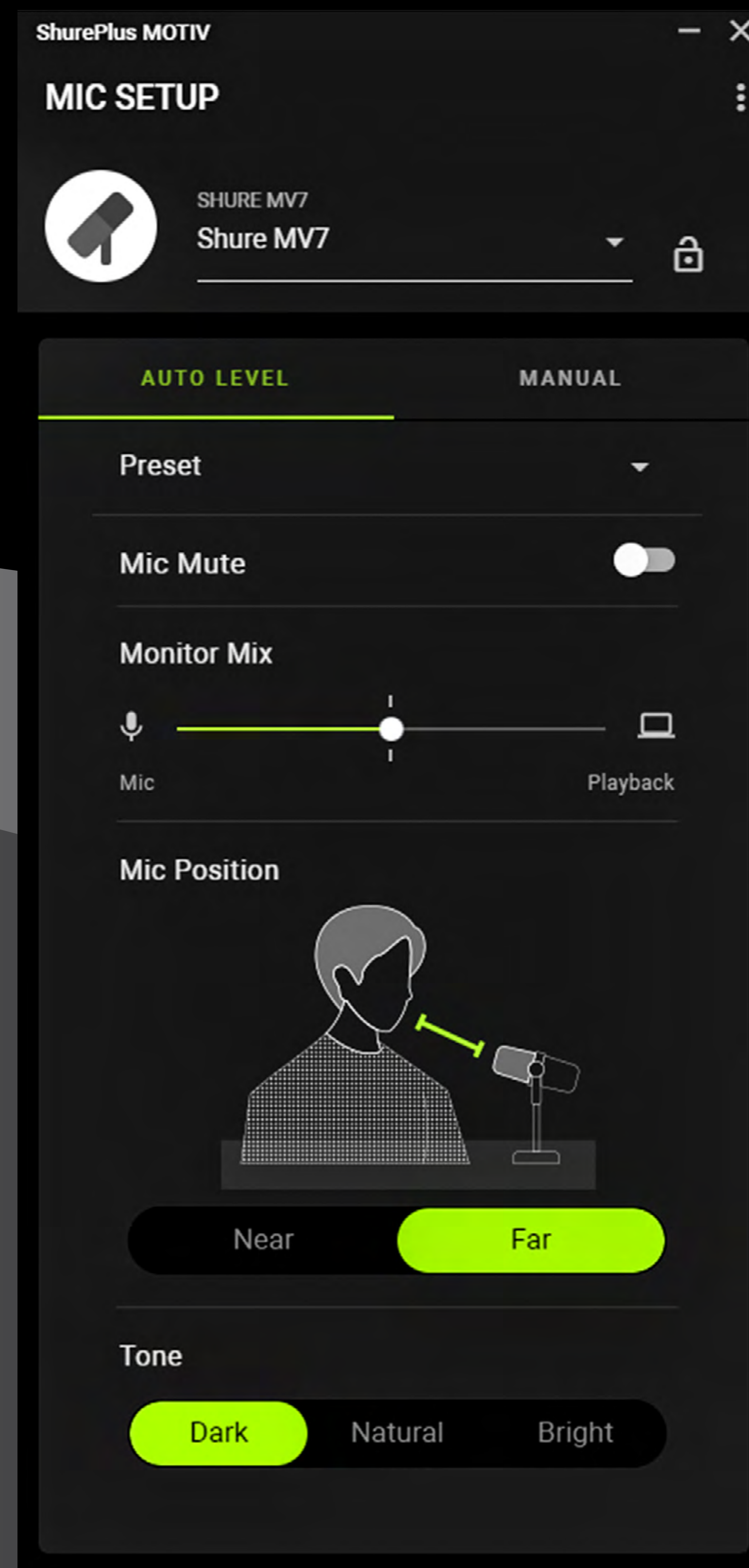
MOTIV™ DESKTOP APP

If you're not sure where to start when it comes to audio levels and post-production, the easiest way to ensure top quality, consistent audio in all your recordings is to use the MV7 via USB with our ShurePlus MOTIV Desktop app.



CLICK HERE TO DOWNLOAD NOW

LET THE MIC



With **Auto Level Mode**, you can achieve professional sound with ease by simply adjusting a few basic settings.

Our desktop app also allows you to manually alter the EQ, Limiter and Compressor and save your settings to nail your signature sound every time.

DO THE WORK

EDITING & POST-PRODUCTION

Solid post-production will take your audio to the next level. By editing out the moments of hesitation and hiding any unwanted sounds, you can control the flow of your conversation. If you are just starting out and aren't quite ready to get involved with cutting up your audio tracks, familiarising yourself with these basic tools will help you go from ordinary to studio-quality sound.

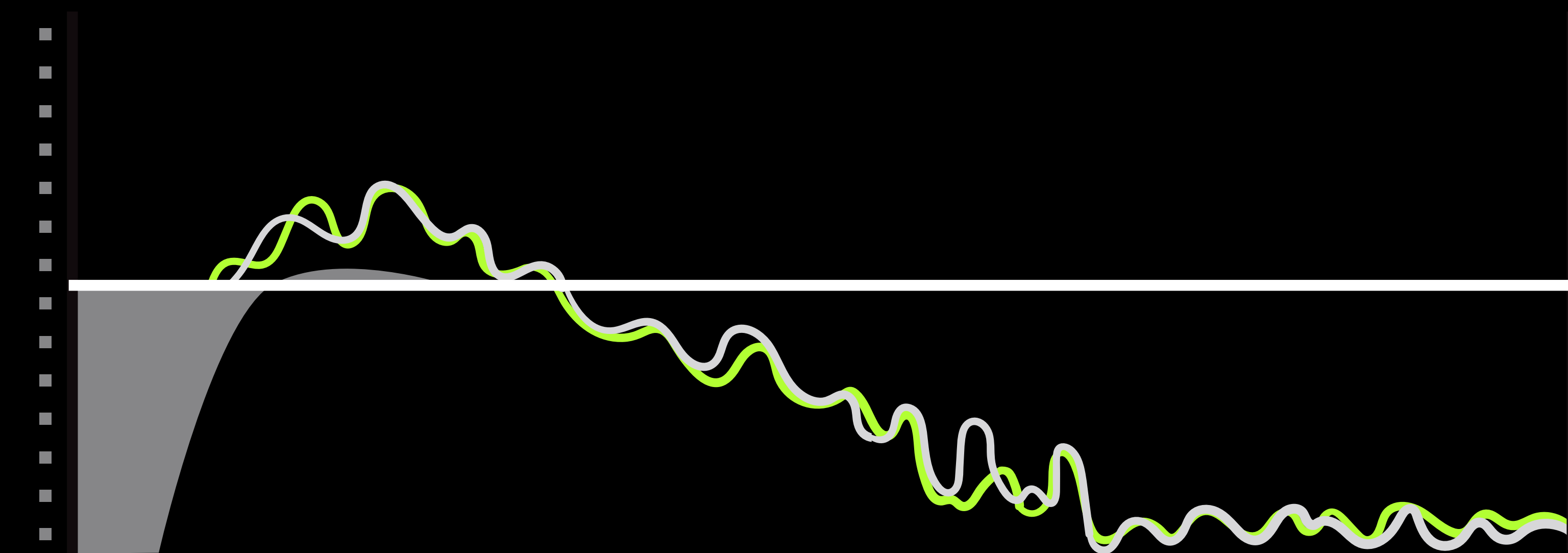


GAIN

Gain refers to the level of the microphone signal and whilst gain does increase the volume of your audio, it isn't the same as amplification.

If the level of gain is too low, the microphone output levels you receive into the DAW will not be suitable to work with, and likewise if the gain is too high, it can result in distortion or unwanted sounds.

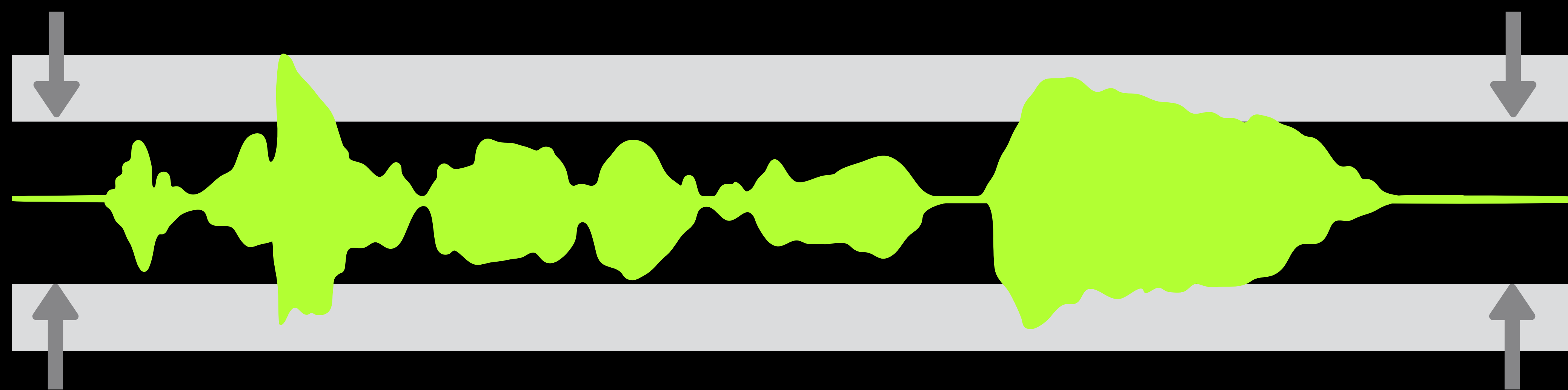
The optimum level of gain should be set to a level that allows for your voice to be heard clearly with minimal background noise.



EQ

EQ allows you to alter the frequency range so you can eliminate any unwanted ambient noise and focus the sound on your voice. Using what's called a 'low cut filter' (also referred to as a high pass filter) removes all frequencies outside of a specified cut-off point.

Applying a low cut filter gets rid of any problematic, low-frequency sounds that might distract from your voice. Using a visualiser will help you to see the frequencies that are present in your recording but your ears are the best tools available to you.



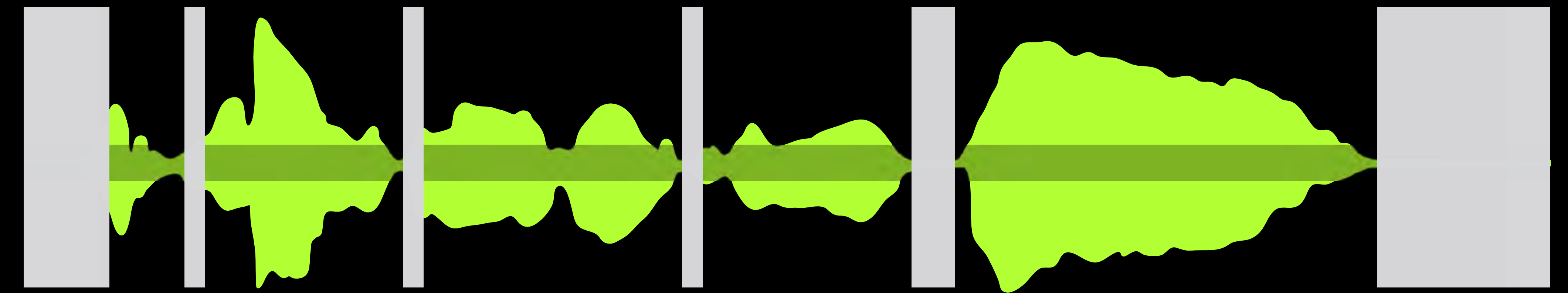
COMPRESSION

Compressors work by reducing the loudest parts of your signal and boosting the quieter parts. After compression, the quieter parts will be more apparent since the dynamic range has been reduced.

Compression should be used to strike a balance so that both the louder and quieter parts can be heard clearly and equally.

Setting a limiter works in the same way but it focuses on the very loudest parts. A limiter will reduce bring down anything over a certain level to eliminate any sudden loud noises.

When you're happy with the way that your podcast sounds, it's time to think about exporting your file and publishing it for the world to hear!



NOISE GATE

Noise gates work on a similar principle to compressors, but instead of reducing the volume of the loudest part of the audio signal, a noise gate reduces the volume of the quietest part.

The 'gate' or threshold should be set just below the quietest volume of your voice which then acts to reduce the sound of any noise below this volume level.

If used incorrectly, noise gates can make recordings sound choppy because the ambient noise between speech is completely removed. Rather than reducing it by 100%, a soft reduction of around 30 - 50% usually works best.

QUICK TIP

**MONITOR YOUR AUDIO
WITH A GOOD PAIR OF
HEADPHONES TO HELP
YOU GET THIS RIGHT**





PUBLISHING YOUR PODCAST

There are lots of podcasting platforms out there such as Simplecast, Anchor or Captivate, and some offer free plans to get you started. To choose which one is right for you, take a look at the benefits you receive, such as analytics and other insights, to help track your podcast's performance!

Some platforms have limitations on files size, so if you are exporting to a lower-res file type be sure to listen back to your file to make sure you are still happy with the sound quality. Aim for a balance of file size vs audio quality.

You're probably familiar with MP3 and WAV files for music listening. For your podcast, either format would work. However, if you're looking to edit your audio with some of the options above its best to use WAV files as these are uncompressed, clean audio files which will give you the full data to play with.

QUICK TIP

LISTEN BACK TO YOUR RECORDING POST-EDITING TO ENSURE IT STILL SOUNDS CLEAR AND NATURAL

THE LAUNCH

Now you've uploaded your first episode to your chosen platform, you can easily distribute it across the major listening platforms to begin reaching your new audience!

To accompany your first episode, you'll need to create a profile image and a bio that represents your podcast and which will appear alongside all of your episodes.

It's also a good idea to think about ways you can promote your podcast. This could be by creating a trailer or teaser clip telling listeners all about what they can expect from your podcast.

Most serious podcasters create a website for their podcast to give them a better chance of being discovered and provide additional information to connect with your audience. Social media is also a great way to promote your podcast and connect with the podcasting community.

With thousands of shows out there, having top-quality sound can set you apart from the rest and show the world that you're ready to podcast like a pro!

SHURE
SOUND EXTRAORDINARY

