

## Audio

Audio clips and Podcasts are an increasingly powerful medium for generating reader engagement and we are encouraging authors to submit these with their articles. Your audio clip will be included in the online and app

### How to create your podcast

1. Audio clips supplied to RCNi should generally be between 2-3 minutes in length. If the nature of the clip determines that it should be longer or shorter than this we can advise on this on a case-by-case basis.
2. Script what you are going to say (based on any specific subject guidelines given to you by the editor asking for the clip).
3. Start your script by briefly introduce yourself and what you will be talking about.
4. Practice reading or speaking your script a few times before you record your clip. You don't want your recording to contain long silences, the unconfident sounds of a throat clearing cough, or a nervous 'er' before each sentence.
5. Most smart phones make excellent sound recordings but you might also consider getting a good microphone if you are planning to submit regular audio clips to RCNi.
6. Record your clip in a quiet place but try to avoid areas that make the recording sound like you are in an echo chamber.
7. Also look to avoid hums and hisses from things like computer fans.
8. Don't use intro music (jingles), interludes or sound effects in the background as this often makes the speech more difficult to understand.
9. Speaking close to the microphone often gives good results, but not so close that you get distortion or 'pops' on letters such as P.
10. Make the podcast easy for people to listen to with headphones, even in noisy places such as travelling to work on the train or in a busy hospital environment. Be careful to keep the recording level constant so the listener doesn't need to change the volume to hear you.
11. Give a polite sign off at the end of your audio track but keep this to a few seconds long. For example, 'Thanks for listening today'.
12. Save your clip and email the file as an MP3 (if possible) the editor who asked you to supply a recording.