

Blog: Drop the Mic!

Yes, two mics can be better than one.

Considered Netflix for your ears, podcasts are an extremely convenient way to consume information on mobile and other devices. Started primarily as an independent way for people to freely share their expertise and experiences, podcasts are a unique media platform for launching ideas, opinions, messages and other content in an alternative approach to traditional “talk radio”.

With downloadable radio on nearly any subject imaginable, podcasts provide audio entertainment and education, virtually anywhere and anytime that is convenient for you. In defining podcast, the dictionary focuses more on what it is technically, and offers up this definition. Podcasts are:

“digital audio files made available on the internet for downloading to a computer or mobile device, typically available as a series, new installments of which can be received by subscribers automatically.”



However, perhaps a better explanation can be found in the roots of this portmanteau, where the term “podcast” grew out of the words *iPod* and *Broadcast*. Unlike radio broadcasts, podcasts are typically subscriber based, on-demand, self-published audio shows that focus on niche topics, timely commentary, guest interviews and other engaging content.



Podcasts are typically accessed by interested audience members that tune in while working, driving, jogging or just looking to pass the time learning something new.

When it comes to capturing content for today's podcaster, particularly those that focus on in person studio interviews, Clockaudio has an innovative solution with an easy plug and play twist. So, this month, we're featuring the "Duo" kit for podcasters that are looking to capture great conversation and high-quality audio. Great for one, and even better for two, this solution provides an excellent set up for today's interviewer & interviewee.



When paired with our CUI-2 USB interface, the "Duo Kit" can be customized to suit the unique needs of today's podcaster by adding on our Semi-Rigid Cardioid Gooseneck Microphone (C34E-SR-RF), through table microphone shockmount (SM 80) and capacitive touch switch (TS 003).

This type of set up gives the microphone tremendous flexibility and minimizes vibrational noise from keyboards and other desktop activity.

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When style meets function the “Duo Kit” offers a microphone with an unobtrusive and slim design that has been optimized for consistent sound quality while being immune to RF artifacts.

The Duo Kit Broken Down:

CUI-2 Clockaudio’s USB Interface	For mono or stereo microphone installations, the plug & play CUI-2 is powered by the USB, with no special drivers needed. There is an optional 12V power input provided. Mount it using the supplied screws & attach to a flat surface, like the underside of a desk or a conference table.
C34E-SR-RF	Semi-Rigid Cardioid Gooseneck Microphone. Terminated with 3 Pin Male XLR.
SM80	Through table microphone shockmount
TS003	Capacitive Touch Switch



No matter what content you are sharing, podcasts allow you a level of creativity that isn’t a pre-determined length, format, style, production level, or anything else. With this medium you can break your podcasts up into “seasons” just like a TV show, or by episode, or topic. For many, a weekly or daily podcast helps build a following. In ProAv, we’ve got some great podcasts to listen to, so check out AV Nation’s Podcasts Overviews and Gary Kaye’s and rAVE’s & rants podcasts when you get a chance.

Podcasts certainly provide a relatively inexpensive way for individuals to product their own shows. Having high quality audio gear is one of the most important factors that will help create a positive experience and learning environment to share new ideas, build audience and engage subscribers.

If you’re ready to find out more, we can help.

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