

# TECHNICAL SKILLS FOR COMMUNITY RADIO AND PODCASTING



## MODULE 2



COMMUNITY RADIO INCLUSION &  
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# 01. LEARNING OBJECTIVES



- ✓ In Module 2, we aim to provide learners with a comprehensive insight into the technical skills needed in the community broadcasting sector. Through a detailed exploration of **necessary equipment** and hands-on engagement with **streaming technologies**, participants will build foundational knowledge and practical skills vital to the industry.
- ✓ By the end of this lesson, learners will gain know-how in **managing web radio channels** using platforms like Spreaker, recording and editing **video podcasts**, and utilising appropriate microphone techniques for podcast production.
- ✓ The **interactive content** available in this module and a short quiz, are both designed to facilitate active





## 02. INTRODUCTION TO EQUIPMENT

This section aims to present and explain the technical equipment needed for community radio and podcasting. And to show how accessible it can be.

*Be your own voice and create your own message!*

*Be an inspiration to yourself and your community!*

*Get your message out to a wider audience!*





*'In radio, you have two tools. Sound and silence.'*

Ira Glass, American Journalist



# RECORD YOUR OWN RADIO OR PODCAST!

Would you like to record your own message for broadcasting?

What would it be like to create your own radio or podcast content?

It's not as difficult as it may seem; you just need to learn how to master the key equipment in a radio studio or handheld equipment. Let's start in a studio.



# RECORDING STUDIO



A recording studio is a place to live broadcast or pre record audio professionally.

Studio essentials include:

- ✓ Monitor
- ✓ Headphones
- ✓ Microphones
- ✓ Guest Microphones
- ✓ Recording Desk
- ✓ Faders
- ✓ Speaker



*Can you  
recognise all 7  
essentials  
in the image?*





HEADPHONES

GUEST  
MICROPHONE

MICROPHONE

RECORDING  
DESK

If access to a studio is limited, alternatives exist. Mobile devices offer flexibility for on-the-go recording. Software solutions, like *Audacity*, enable editing at home.

MONITOR  
(SPEAKER)

FADERS



PRO TIP:

What size should my studio monitor speakers be? [CHECK OUT THIS BLOG](#)



## MONITOR

Monitors are vital in a recording studio for community radio and podcasting as they provide accurate audio playback.

Their role is to ensure the quality of content: **clear and engaging audio** allowing precise evaluation of recorded material, helping to detect and correct any imperfections and guaranteeing that the final broadcasted product meets high standards.



## EXTRA TIP:

*Monitors can be expensive so you might not need them to start. Just using headphones can do the job until your show grows and you manage to get funds in place!*

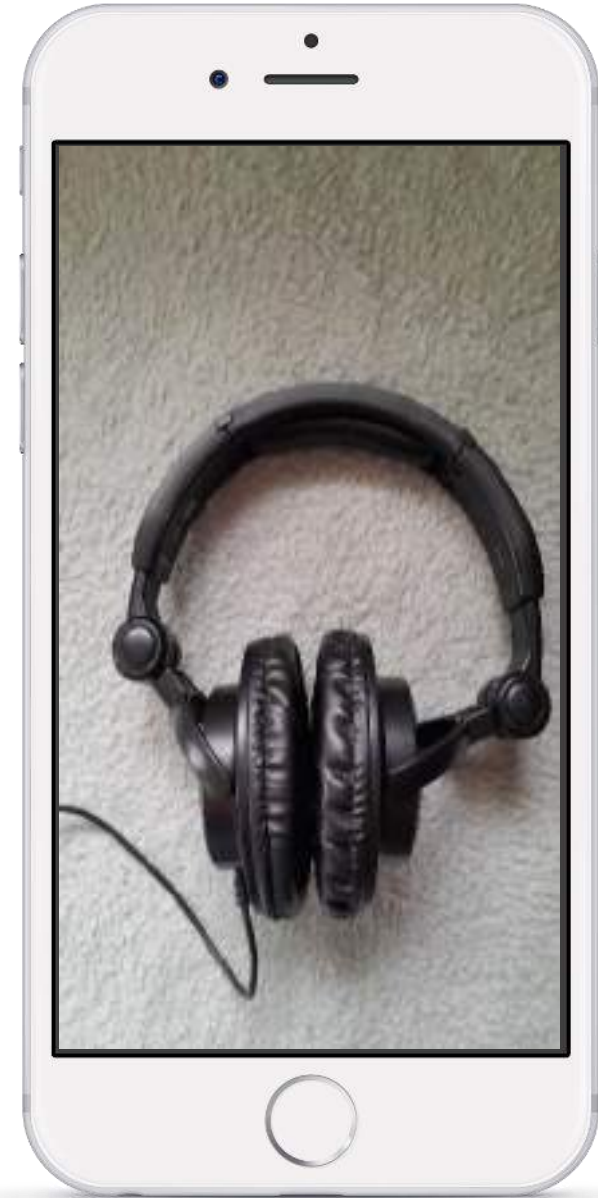
# HEADPHONES – YOUR EARS WHEN RECORDING

Headphones are a pair of earphones joined by a band placed over the head and used for listening to audio signals. Headphones are an essential tool for your radio and podcasting journey.

They come in various shapes and sizes, but they all:

- ensure you hear yourself clearly,
- adjust audio levels for optimal quality,
- maintain noise levels – not too loud or too soft.

Allowing you to fine-tune audio levels and maintain top-notch sound quality, they are your



# WHICH HEADPHONES SHOULD I GET?



A good choice would be a **circumaural headset**, i.e. one that incorporates the entire ear, and is closed, and therefore avoids possible and annoying live whistles.

**Check out this video that talks about the best headphones for podcasting!**



# MICROPHONE

A microphone is an instrument for converting sound waves into electrical energy variations which may then be amplified, transmitted, or recorded.

As a cornerstone of technical equipment in radio and podcast production, it is responsible for **sound capture** and is the first point of contact between your voice and your audience.

A good microphone allows you to express yourself effectively. It captures the nuances and emotions in your voice, ensuring that your message is conveyed with authenticity and





# THREE BASIC TYPES OF MICROPHONES

01

## Omnidirectional

Captures sound from all directions: whether you're in front, behind, or on one side of the mic, it records the signal with equal strength

02

## Unidirectional

Picks up sound only from one direction: you must insure you are speaking into the correct side of the microphone for a clear recording

03

## Bidirectional

Has a figure-8 polar/pickup pattern: it is equally sensitive to sounds from the front and back while rejecting sounds from its sides (so called “ring of silence”)



# WHICH MICROPHONE SHOULD I CHOOSE?

You should choose a good **condenser microphone** with the following characteristics:

- ✓ a large diaphragm,
- ✓ good robustness
- ✓ and frequency response.

These characteristics are ideal for recording instruments and vocals.

This is a **MIC BOOM & 'Knox Pop' Filter**, also called “**Boom Scissor arm**”.

This is necessary to keep the microphone on your desk and make it easier for you to speak and interview your guests.

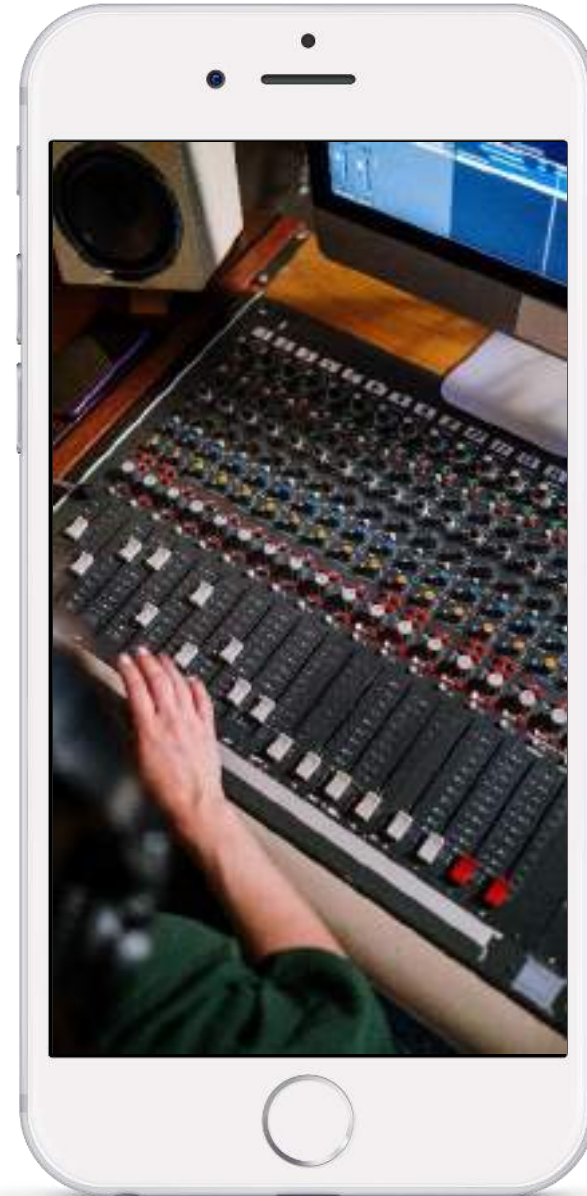


*Don't forget about the **microphone stand**! It securely holds the microphone in a fixed position, ensuring stable and consistent audio capture.*

# RECORDING DESK (MIXING DESK)

A recording desk (or a mixing desk) is used to **blend different sounds together**. You can plug microphones, electric instruments, or pre-recorded sounds into it to adjust how they all sound together.

Take, for example, a mixer with the capability to handle up to four microphones, two stereo channels for music integration, an equalization section for fine-tuning your audio, and two auxiliaries—one pre-fader and one post-fader—for applying effects and enhancing your sound.







## FADERS AND SPEAKERS

Faders are like **volume knobs** that you slide up and down to make sounds louder or quieter. They help you control the volume of different parts of your audio, like voices and music, so you can make everything sound polished and professional for your radio or podcast.



The purpose of speakers is to **offer audio output** for the listener. The electromagnetic waves are converted into sound waves through the speaker. You need speakers to listen back to your recording.



# AUDIO CARD

An audio card (a sound card), is a hardware component designed to **process and manage audio input and output** on a computer.

With features like two combo channels for connecting two microphones, a pair of monitor outputs for high-quality audio monitoring, pad attenuators for controlling input levels, and MIDI inputs and outputs for versatile connectivity, the audio card ensures that your recordings and broadcasts sound professional and dynamic.



# HARD DRIVE (and of course...a good computer!)



You will see that when you collect recordings, music and podcasts, in no time your main hard drive will be full. We highly recommend you buy an external hard drive to **keep your PC memory as free as possible.**

Also, do not forget to buy various **cables**: they are necessary to connect your devices to your mixer, headphones, microphones and so on.

# YOUR RADIO AND PODCASTING TECHNICAL EQUIPMENT



Remember that the success of a radio station relies heavily on listener satisfaction and very few people will stay “tuned in” to your channel if it is badly programmed and/or poorly recorded.

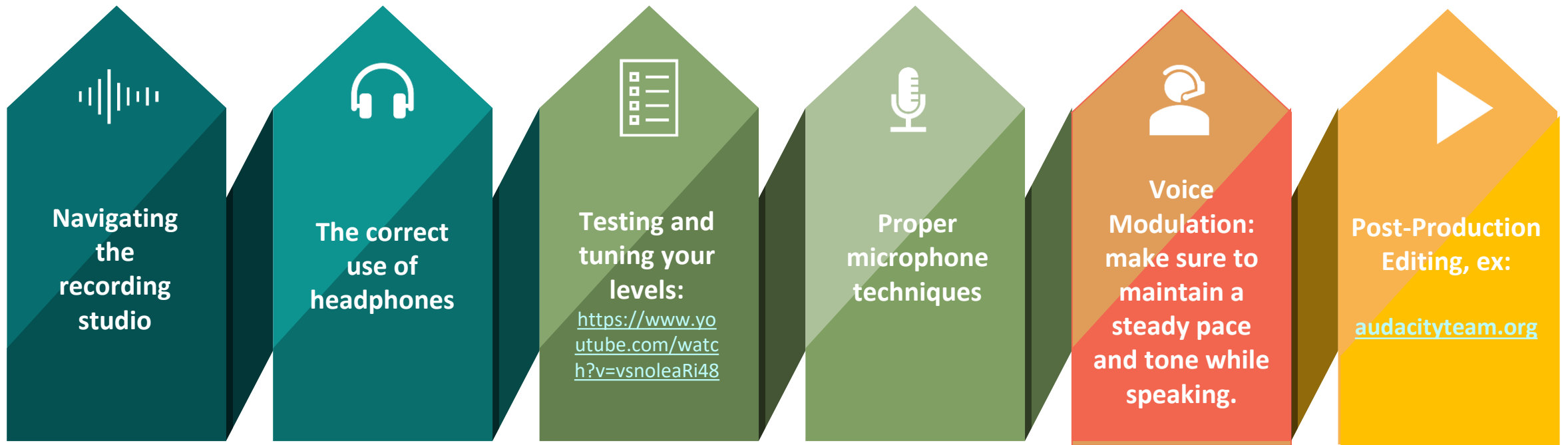
***But don't feel limited by budget!***



You don't have to buy everything at once. Consider buying one piece at a time, starting with a few good monitors and microphone, to slowly build your Radio to higher quality. And, while a dedicated studio enhances quality, resourcefulness and creativity can thrive even without one.



# IMPORTANT FACTORS FOR RECORDING A CLEAR MESSAGE WITH GOOD SOUND QUALITY





# PLAYBACK YOUR RECORDING

**To play back your recordings, follow these steps:**

- 1) Ensure all faders are in the correct position
- 2) Turn on your speakers
- 3) Wear your headphones
- 4) Locate your recording by opening your file and selecting your sample
- 5) Wait for it to load
- 6) Press play, adjust volumes on your desk if necessary

**FIND OUT MORE:** <https://www.youtube.com/watch?v=vsnoleaRi48>



# COMMUNITY BROADCASTING TOOLS

## Recording Studio Training Video

Every recording studio is different but here is one good example from the team at Sheffield 93.2 fm. They talk about how a recording studio works and also give you some valuable hints and tips.

**CHECK OUT THIS VIDEO ON THE BASIC USE OF STUDIO EQUIPMENT AND TIPS FOR NEWCOMERS TO THE STATION!**



CLICK  
AND  
WATCH



# RECORDING OUTSIDE A STUDIO?

## No problem, let's get you started



### HANDHELD RECORDERS

Handheld audio recorders are a portable devices for recording away from the studio. **They can capture sound on the move.**

The recorder will have accessories that will help enhance your recording. The audio can then be transferred to a computer for editing.





# HANDHELD RECORDER H2 ZOOM



There are many different types of handheld recorders, but one of the most popular ones is called Zoom.

Zoom H2 is a popular choice for recording on location as it has an **omnidirectional microphone** that can be used to record conversations and music on location.



# HANDHELD RECORDER H2 ZOOM ACCESSORIES



# HANDHELD RECORDERS: TIPS FOR RECORDING

Recording with a handheld recorder presents unique challenges in achieving clear and high-quality audio.

Factors like environmental noise and microphone placement can significantly impact the final sound.

Follow these tips for navigating these hurdles effectively to achieve successful recordings.



# Tips on how to effectively use the Zoom H2.

## Zoom H2 Training Video

Every handheld recorder is different but here are some tips on how to effectively use the Zoom H2.

**Did you know that Zoom H2 was used to record audio in some unusual and extreme locations, including the depths of the ocean and the vacuum of space?**

CLICK  
AND  
WATCH



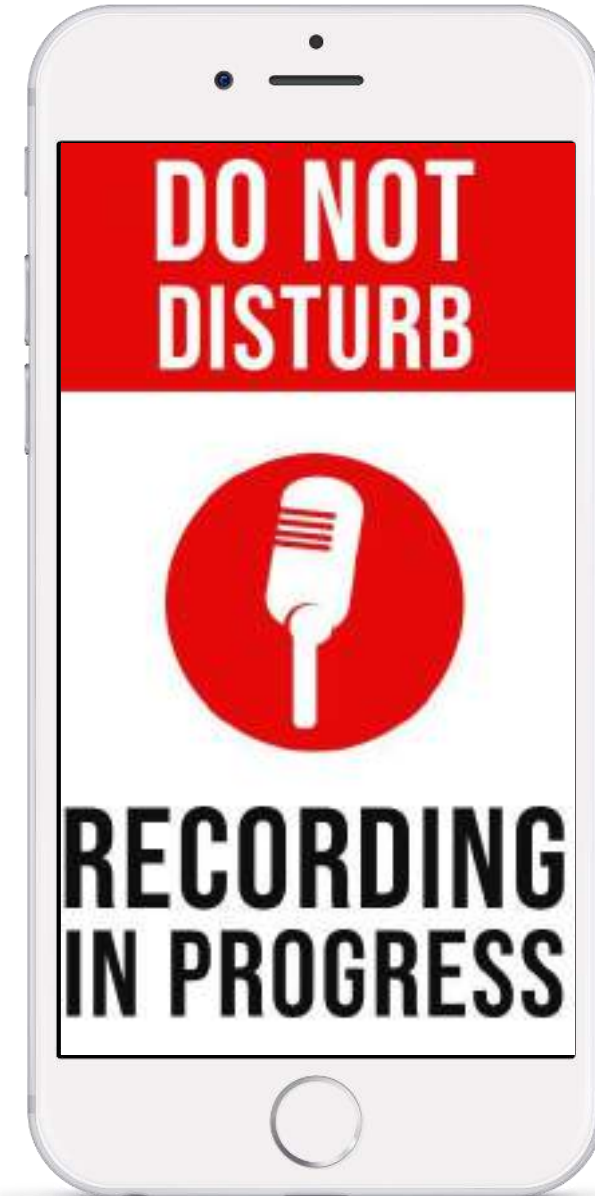
# MOBILE PHONES

Recording video has never been so easy! Smartphones are always with us, so never miss out on an opportunity to record something, just use your smartphone!

Mobile phones can also be used as a **portable device** for recording away from the studio.

Whether it's on-the-go interviews, live music, or field recordings, your mobile phone can effortlessly collect audio.

Later, you can transfer these recordings from the SD card to your computer for seamless editing.



# Tips to use your smartphone for recording



Although it may seem simple, recording with your smartphone can pose some challenges. There are certain best-practice tips that can empower you to elevate your smartphone recording skills and produce captivating content with improved quality and creativity.



**Read more about it here:**

[10 Tips For Recording Better Video With Your Smartphone](#)



# Excellent Resource on Community Broadcasting Tools



This project was completed as a training tool for community radios.

Follow the links below to learn more about the studio equipment and handheld devices:

[SMART Radio Training - Discover The Studio](#)

[SMART Radio Training - Portable Recorders](#)





## 03. WEB-RADIO, WHERE TO START?

To open a web radio channel is an amazing adventure, with plenty of opportunity for self-growth and achievements.

But, how to create a web radio?



# WEB-RADIO, WHERE TO START?

You might think that starting a web radio project is expensive. But, actually, *starting a good web radio project does not cost a lot of money!*

There are also some clever ways to get the funding you need. You can look for local or national funding, fundraise, crowd fund or perhaps even seek EU funding. While there are costs involved in setting up a web radio, they are way less intimidating compared to the funds you would need for opening an “old-school” FM radio station.

**Curious to know more?**

**Let's go together through this section to discover what is needed to open a web radio!**



# WHAT DO I HAVE TO BUY?

There is essential gear you'll need to get started. These foundational tools are the building blocks of your web radio journey.

First, you should invest in basic, but good-quality equipment including:

- **mixer**
- **microphone**
- **direction software**
- **sound-proof cabin or room**



# I HAVE THE EQUIPMENT AND, WHAT NOW?

Then, you will have to acquire:

- ✓ the national licenses for the music
- ✓ the original songs
- ✓ a website
- ✓ the SCF license
- ✓ the most varied apps to be present on all smartphones and smart speakers.

**Don't forget to install good Wi-Fi or connection data.**

If you have a computer, you probably already have at least an **i5 processor** and **8 Gb of RAM** for continuous and stable use. Furthermore, radio automation software mainly runs on Windows PCs.





## WHAT ABOUT THE SOFTWARE?



# AUDIO CONTENT PREPARATION SOFTWARE



To choose the right software it is important to decide how you will work.

If you plan on streaming full podcasts with few and short announcements, [Audacity](#) might work as a free option.

For a proper mix of music: [Sound Forge](#), [Adobe Audition](#) or similar programmes.



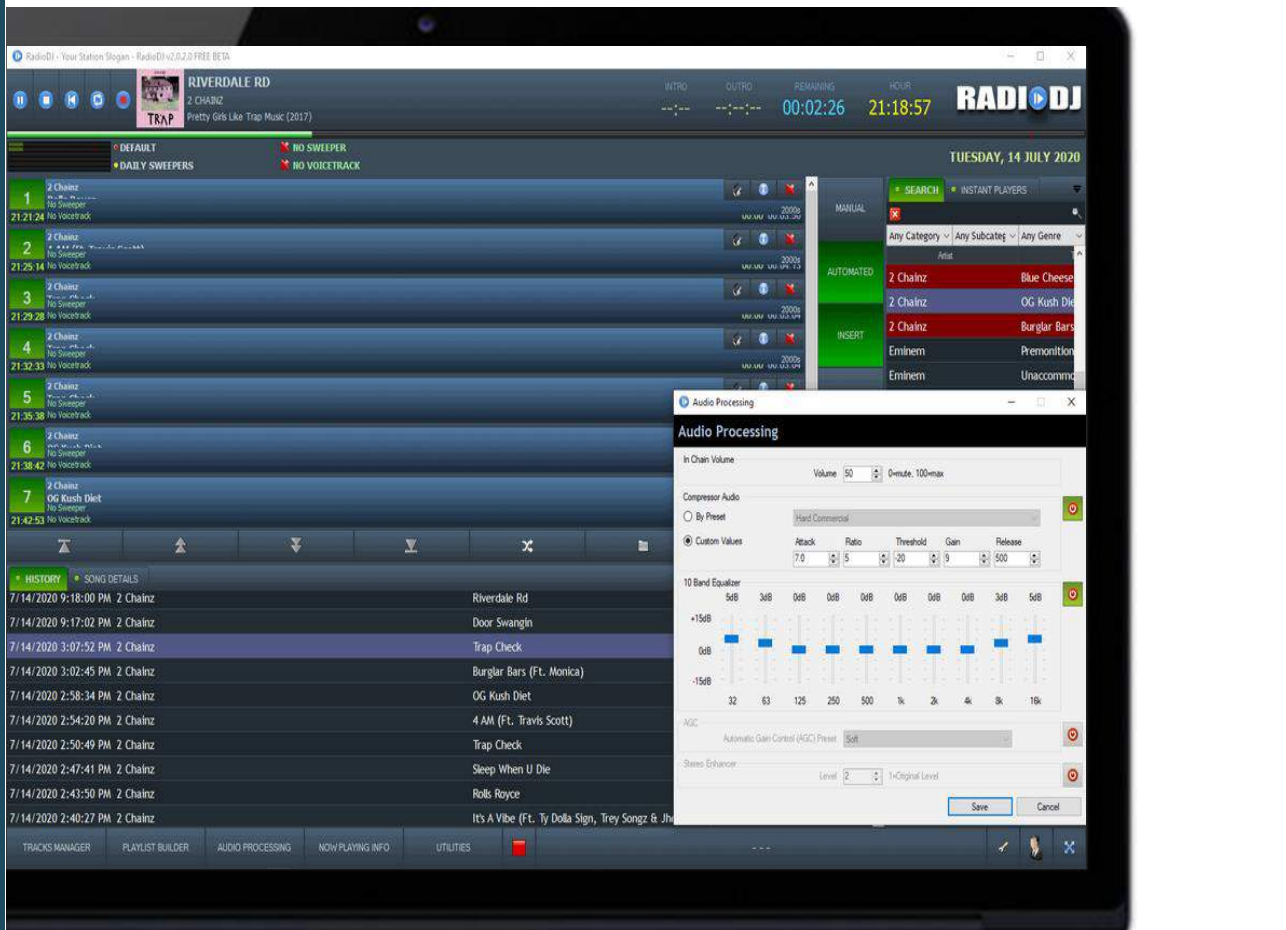
# SOFTWARE TO CREATE AND SCHEDULE PLAYLISTS

You only need this software if you plan to go live 24/7 instead of using an online automation provider like [radio.co](https://radio.co).

Remember that **live broadcasting requires your computer to always be on** and that you have a very stable internet connection.

Check out these software solutions:

- [MB Studio](#)
- [Radio DJ](#) (free)



# SOFTWARE FOR BROADCASTING THE AUDIO STREAM



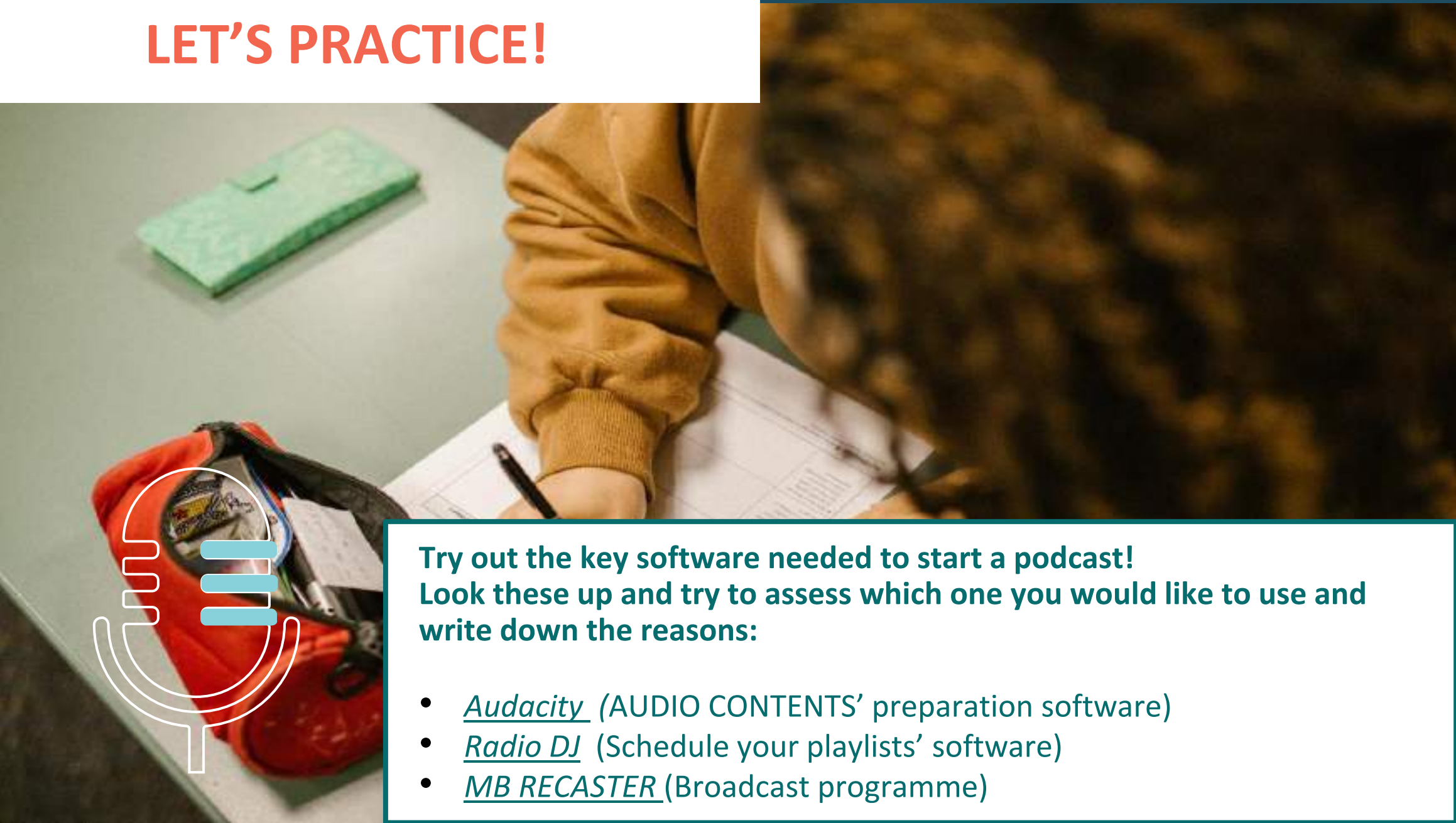
Broadcasting software is required if you want to broadcast all your shows live. But even with an automated schedule, you'll need it if you want to launch some live talk from time to time.

Check out these **FREE** software solutions:

- [BUTT](#) (Broadcast Using This Tool)
- [MB RECASTER](#)



# LET'S PRACTICE!



Try out the key software needed to start a podcast!  
Look these up and try to assess which one you would like to use and write down the reasons:

- [Audacity](#) (AUDIO CONTENTS' preparation software)
- [Radio DJ](#) (Schedule your playlists' software)
- [MB RECASTER](#) (Broadcast programme)







## CONCLUSION

To start an online radio broadcast, you can easily arrange a simple setup using ordinary household equipment: a basic computer, a Skype microphone, a regular stereo with AUX input and basic headphones.

**But, the quality of the final result will greatly be influenced by the quality of your devices, tools and software.**



## 03. MANAGING A PODCAST CHANNEL

A podcast is an audio-only episodic series that features one or more hosts talking about a particular topic. There are podcasts that discuss just about anything you can think of.

Podcasts are shared via an episodic series of digital audio files that a user can download to a personal device to listen to at a time of their choosing.

# THE POWER OF PODCASTS

According to Statistica, podcasts have a significant reach, with 28.1 percent of European adults tuning in on a monthly basis. Podcasts can be very useful if you want to:

- Build an audience and network. A podcast is a relatively inexpensive way to build your network. Through podcasting, you can meet other people who are interested in what you talk about and care about your causes.
- Credibility as an expert in your community.
- You may eventually be able to monetize your podcast by playing sponsored advertisements and earn money.

Now, let's look at an easy way to get started.....



# WHY SPREAKER?



Spreaker.com is an online platform for podcasters. It is easy to use, and it can be used for free (up to a maximum of 10 episodes).

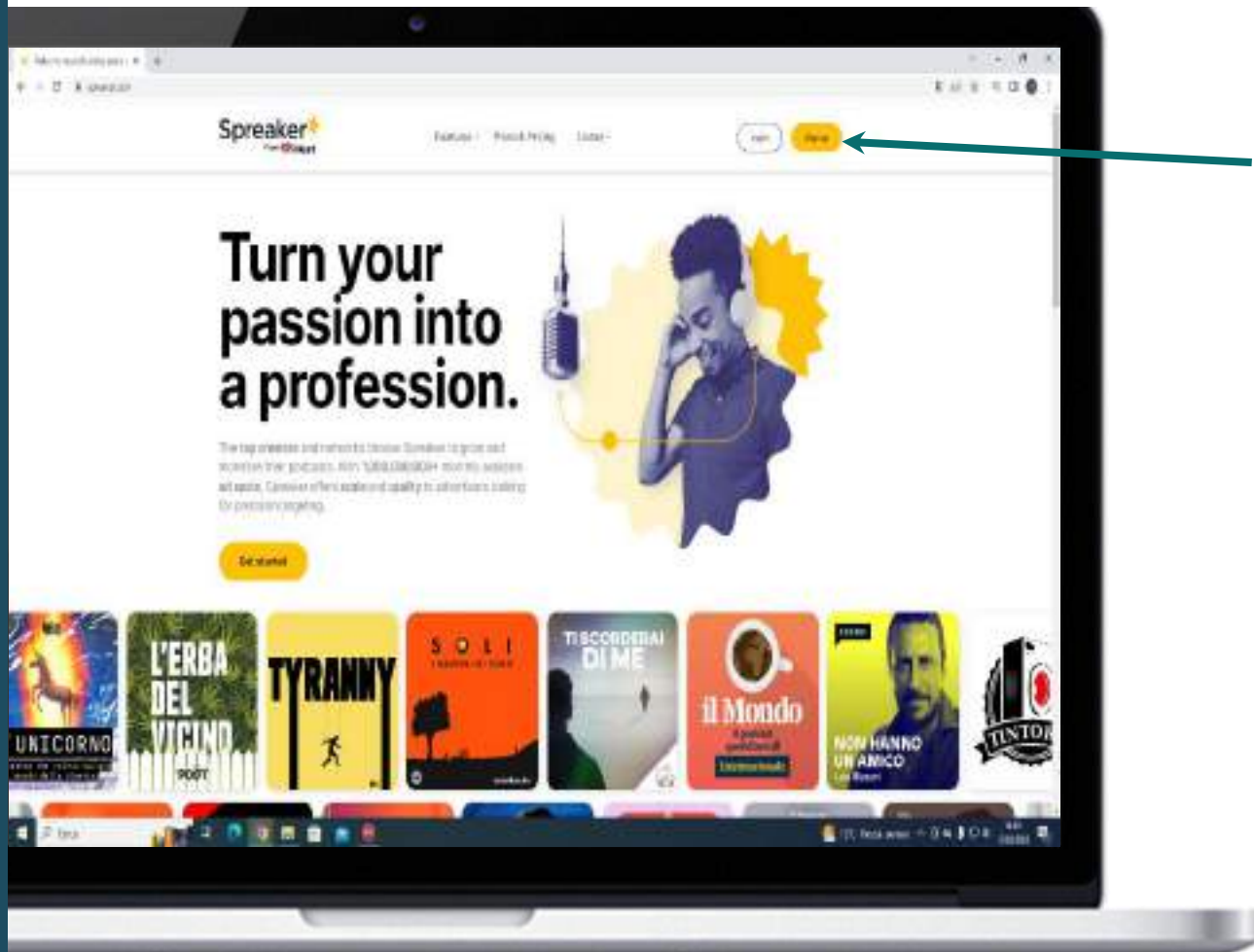
Spreaker is a good option if you don't have a proper podcast studio. Just download the Spreaker app on your phone or laptop, get headphones with a microphone and a story to tell!

## The benefits of Spreaker:

- ✓ It is easy to use
- ✓ It helps you throughout your whole podcast journey
- ✓ You can search for other content creators
- ✓ It helps you with uploading on other platforms too, like Spotify and Google Podcasts



# HOW TO CREATE AN ACCOUNT ON SPREAKER



- Go to [www.spreaker.com](http://www.spreaker.com)
- Click on the “**Sign up**” button at the top right of the page.
- You will see 5 plans. Choose the one you prefer.
- Fill out the personal info needed to create your account and verify your email.



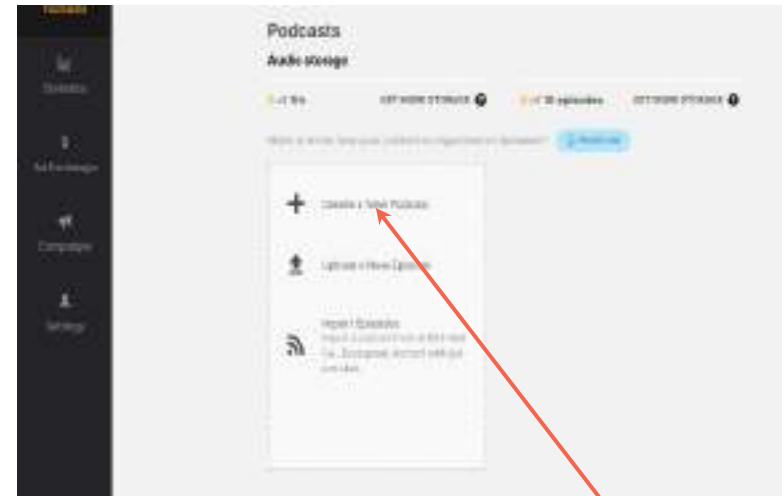
# PODCASTING PROCESS: HOW TO CREATE YOUR PODCAST CHANNEL

1. Click on **“Features”**.

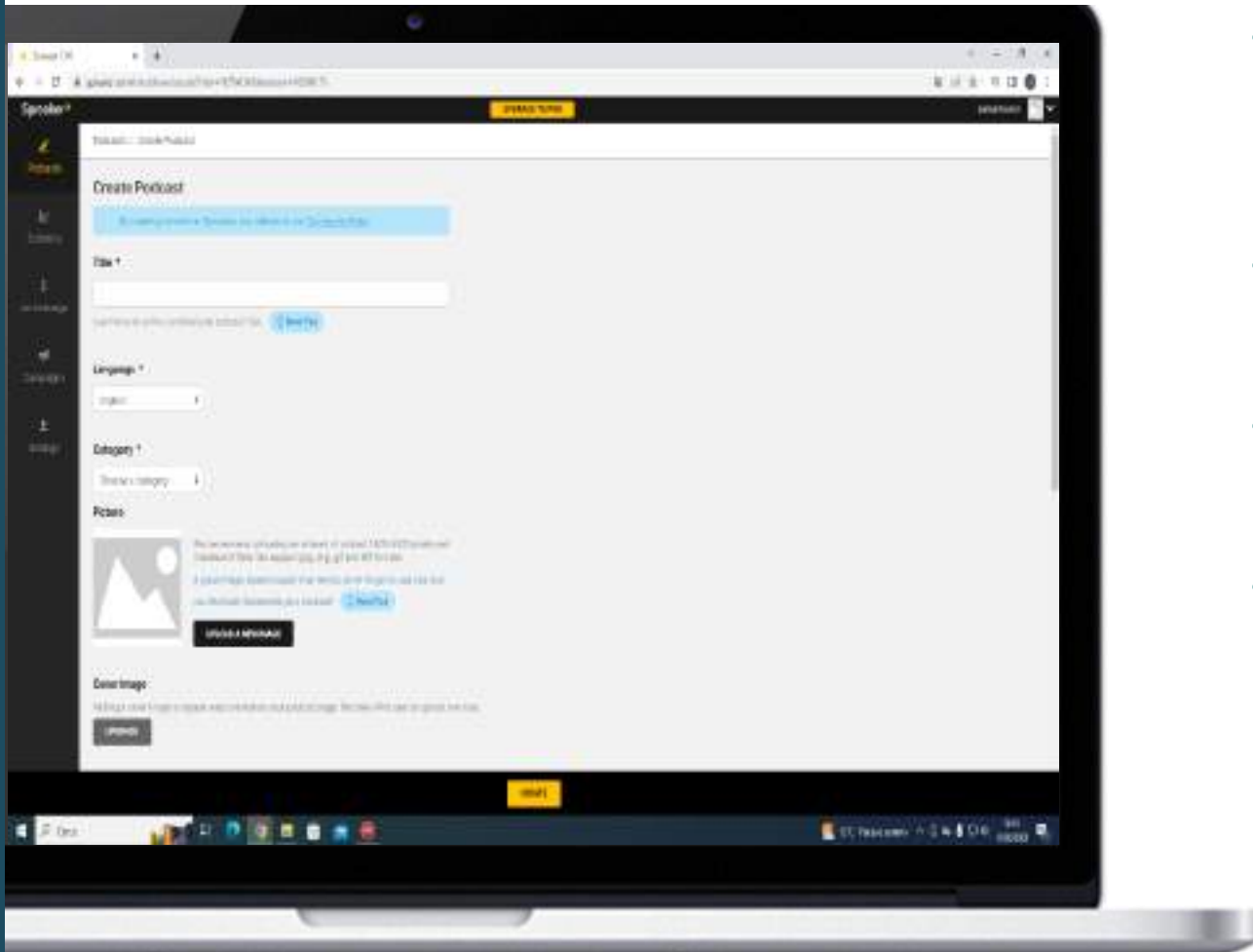
2. On the yellow strip, click on **“Podcast Distribution”**.

3. On the next page, click on **“Start Distributing”**.

4. Click on the + icon with the text **“Create a New Podcast”**.



# CREATE A NEW PODCAST



- Fill in the **Title** of your podcast, then choose **Language**, **Category** and insert a **Picture**.
- Choose if you want your podcast to be *public* or *private*.
- Next, write a short and catchy **Description** about your podcast.
- Lastly, fill in your **Email Address**. Your email will be displayed on your podcast page and RSS feed, and it will allow you to confirm ownership into platforms like Spotify and Google Podcasts.



# RECORDING YOUR PODCAST ON SPREAKER APP

To record your podcasts with Spreaker, ***download the Spreaker App***. You can do this on both your computer/laptop and phone.

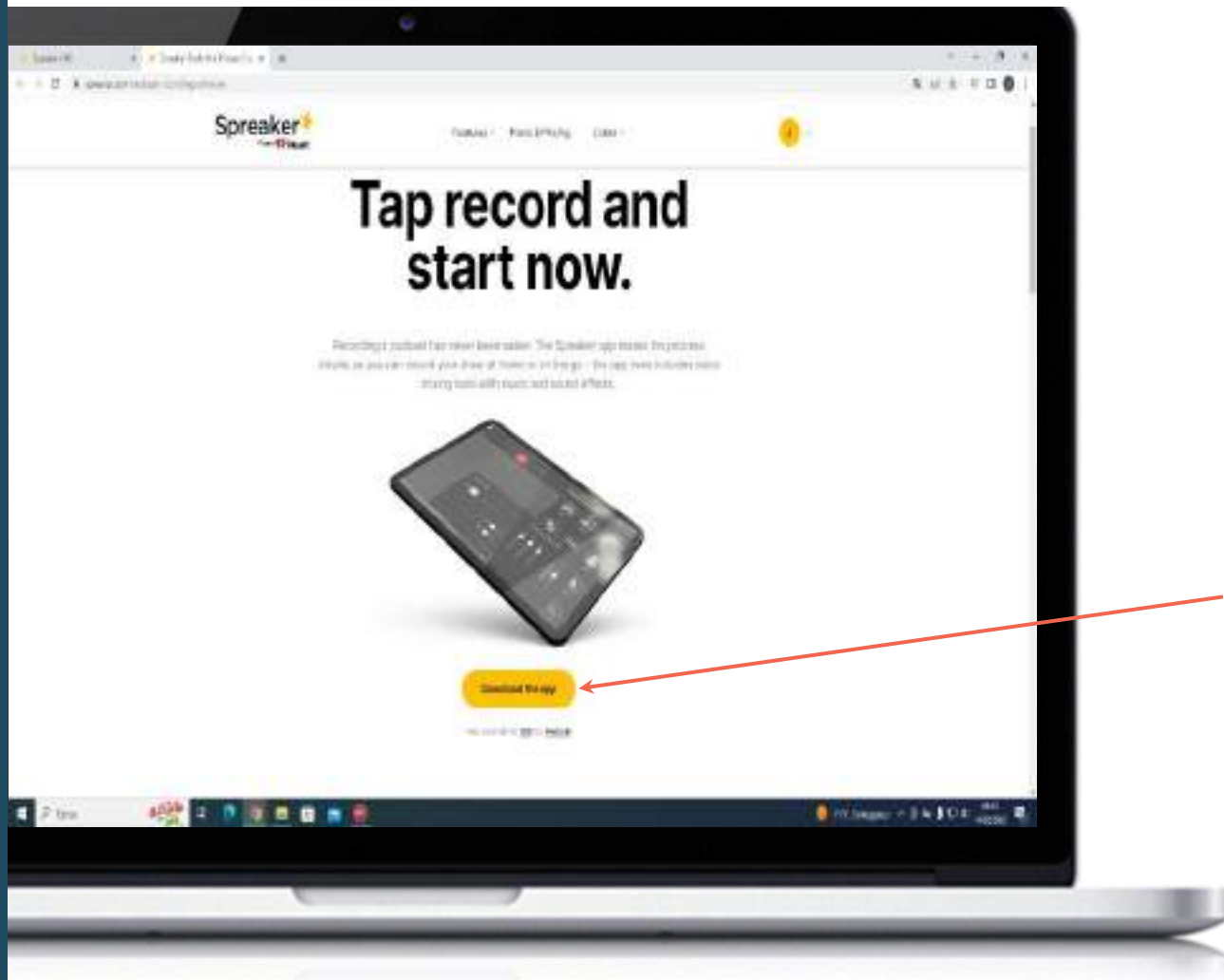
The App makes it very simple to record your podcast: it offers voice mixing tools and sound effects, a full suit of podcast editing options, and a live podcast recording option.

**Let's see how it works on your computer/laptop.**





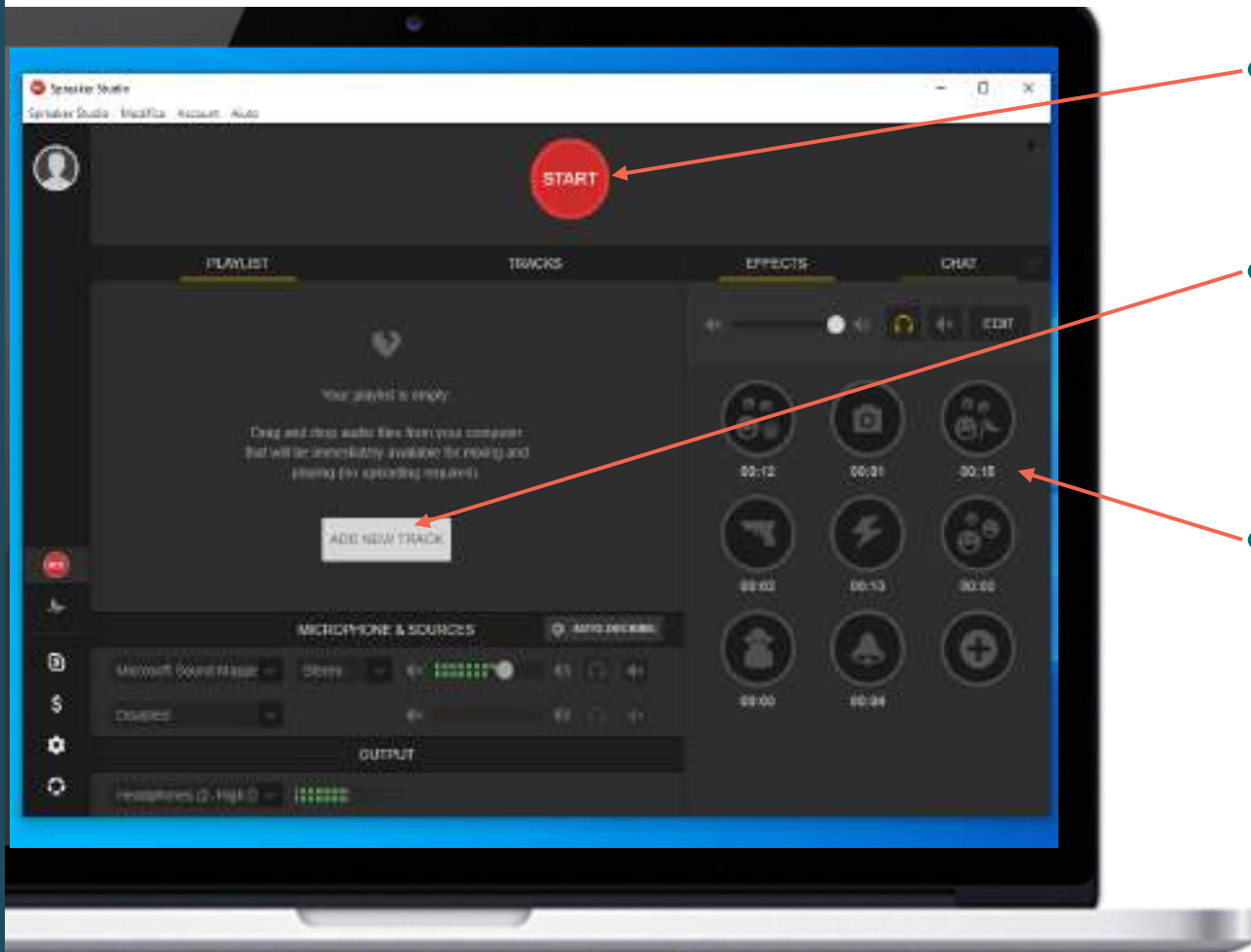
# HOW TO DOWNLOAD THE APP ON YOUR COMPUTER?



- Place your mouse on your podcast and click on **VIEW AND EDIT**.
- Click on **RECORD EPISODES**.
- Now you're on a page where you can download the app.
- Click on the yellow button with the text **"Download the app."**



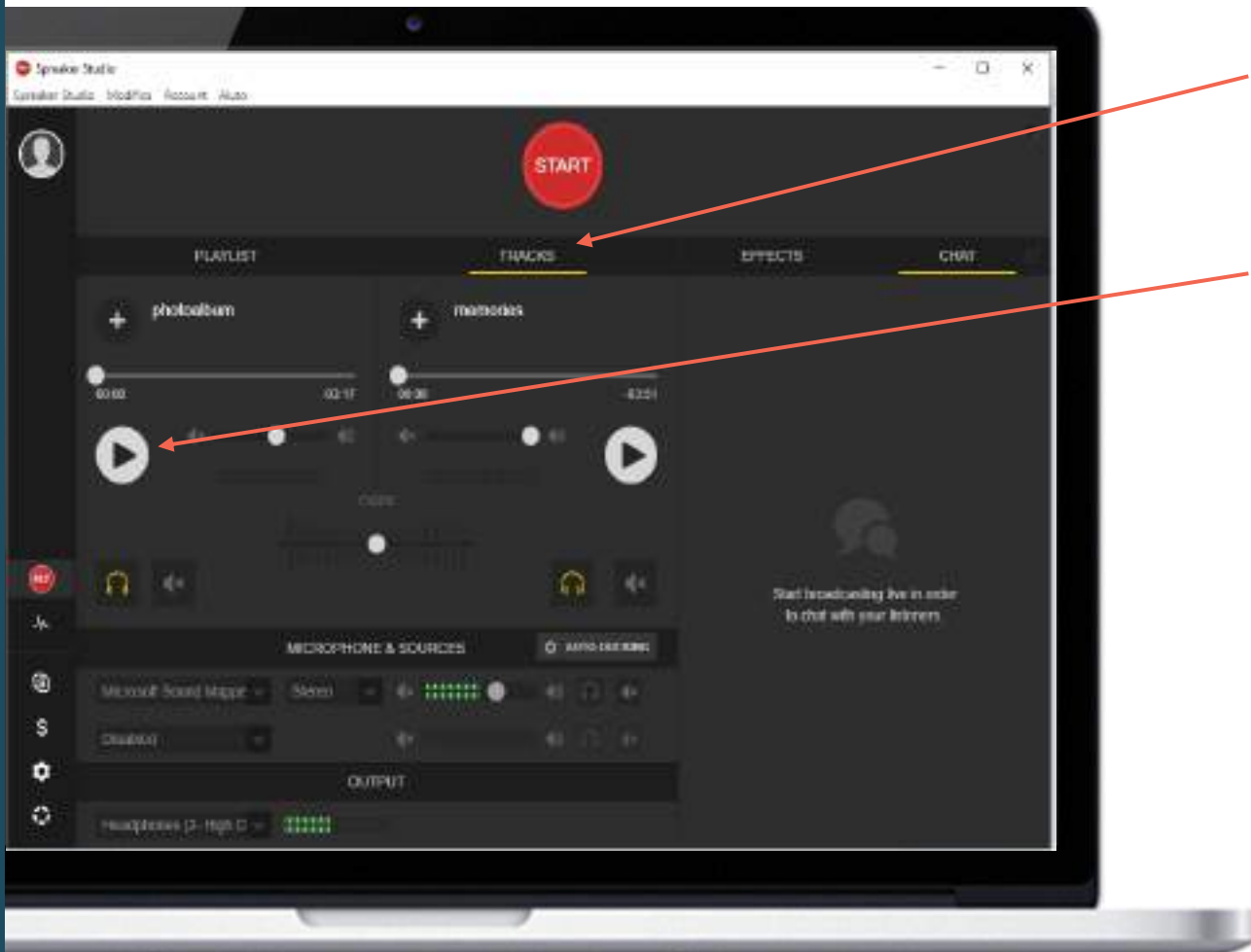
# HOW TO USE THE SPREAKER APP?



- Click on the red **START** button to record your podcast.
- Add tracks to the playlist to use for mixing and playing during your podcast, click on **ADD NEW TRACK**.
- The icons under **EFFECTS** are sound effects. Each icon has a different sound, and you can use these effects during your podcast.



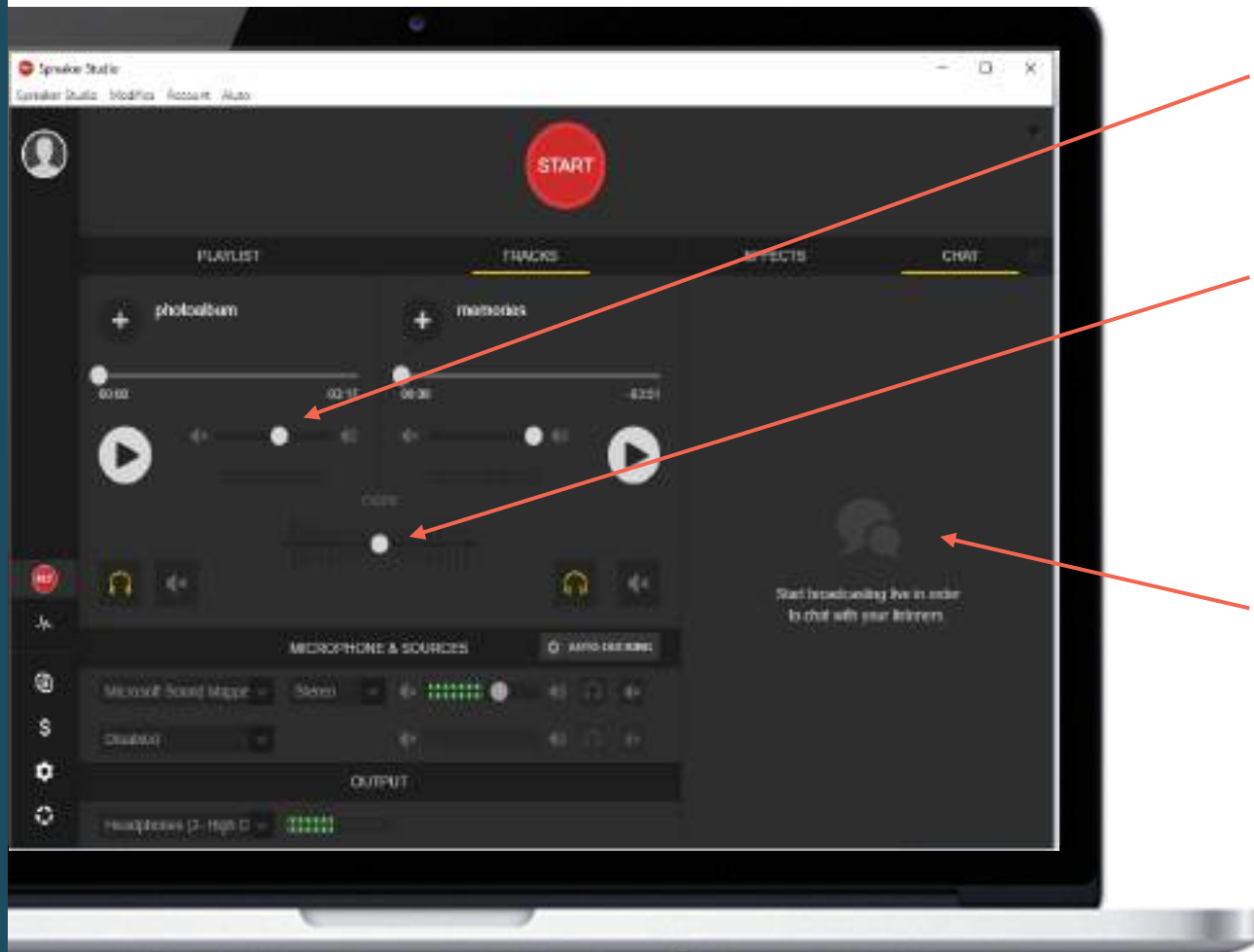
# HOW TO USE THE SPREAKER APP?



- Under **TRACKS** you can add 2 songs to play during your podcast.
- Click on the **PLAY** button to start the song. You can scroll through the song by dragging the white ball back and forth on the timeline.



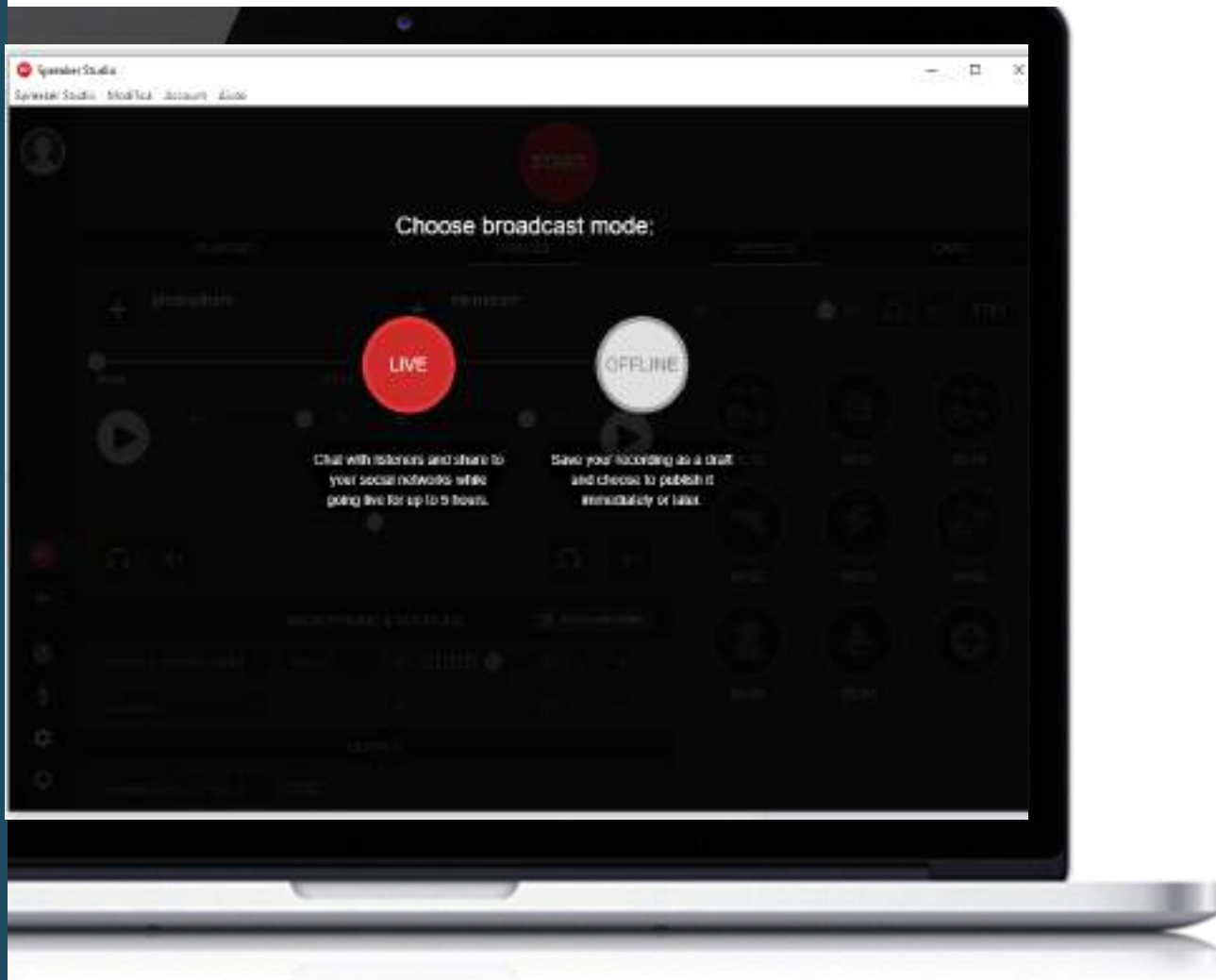
# HOW TO USE THE SPREAKER APP?



- **Control the volume** by dragging the white ball back and forth.
- With the **fader** you can make your music fade away and fade back in by dragging the white ball back and forth.
- If you want to record a live podcast, you can chat with your listeners under the **CHAT** section.



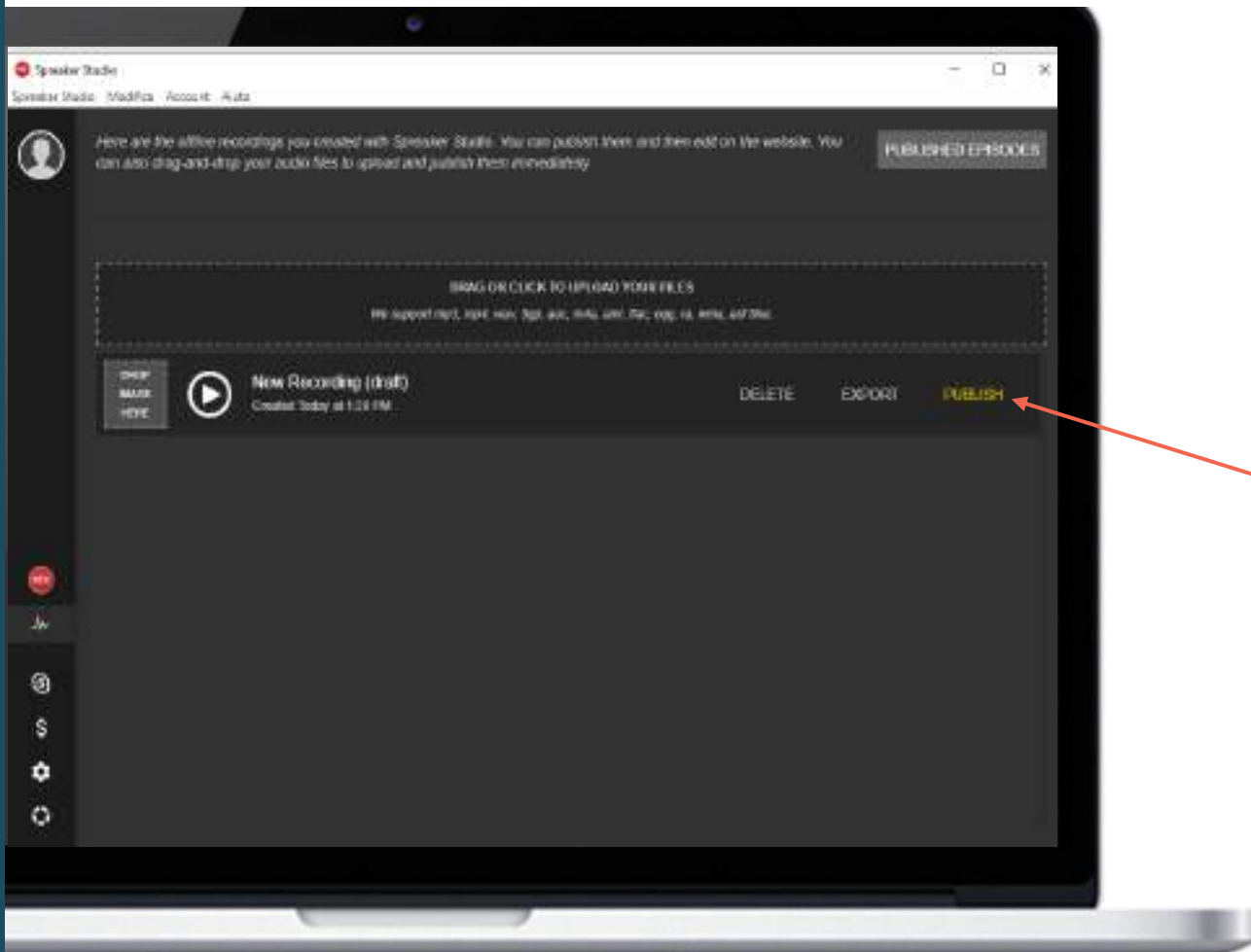
# HOW TO USE THE SPREAKER APP?



- When you click on the red **RECORD** button you can choose between a live or offline podcast recording.
  - a) Choose **LIVE** if you want to *chat with your listeners* while recording.
  - a) Choose **OFFLINE** if you want to *save your podcast* and want to publish it later or immediately.



# PUBLISH YOUR PODCAST



- Click on the gray button next to the red button when you're finished with recording.
- Now you will see your recordings.
- Click on **PUBLISH**.



# PUBLISH YOUR PODCAST

1. Fill in the **Title** for your podcast, write a **Description** and add up to 5 **Tags** to make it easy to search for.

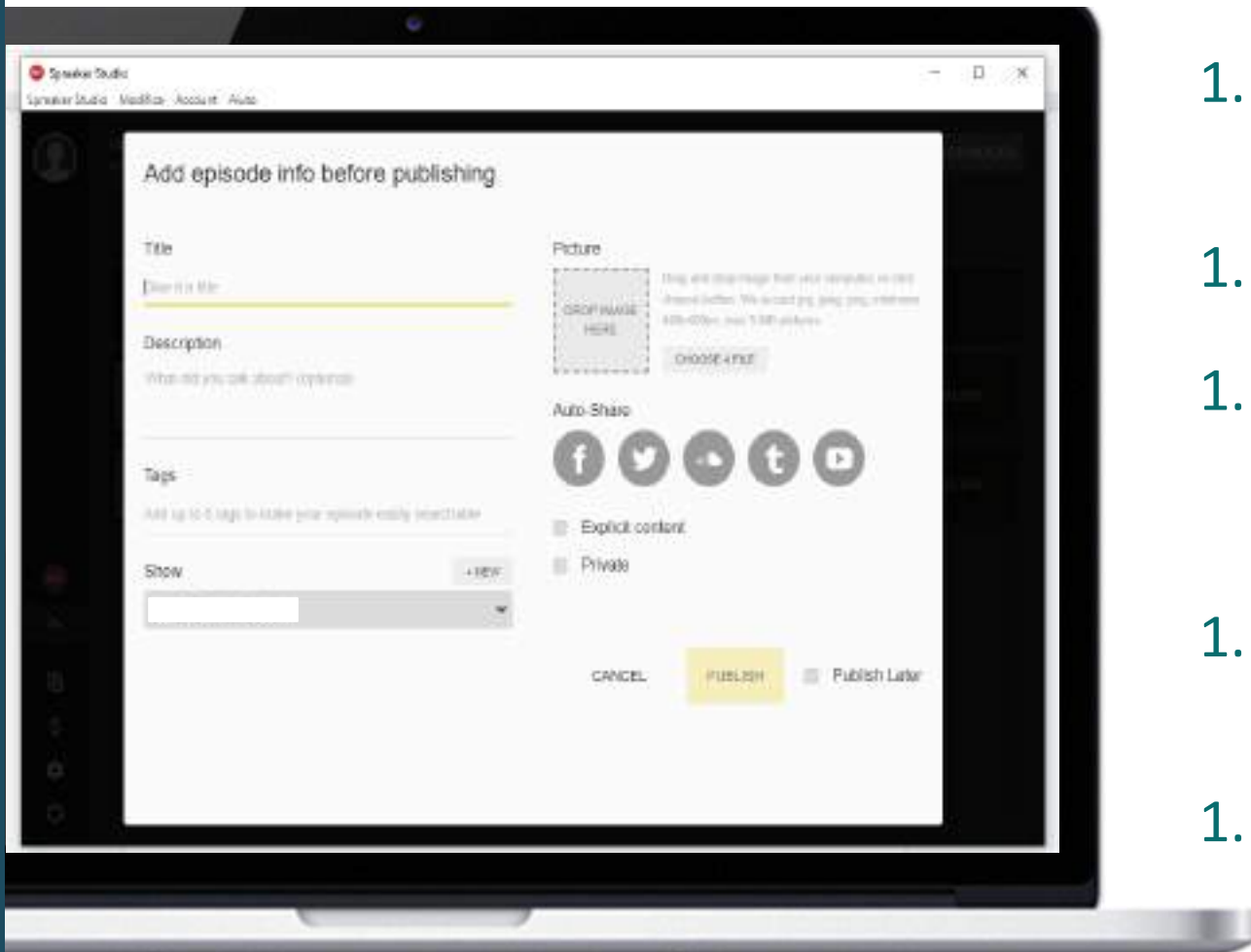
1. Choose for which of your podcast **Shows** you want to use this episode.

1. Add a **Picture**.

1. You can connect your social media accounts with Spreaker app and **Auto-Share** your podcasts there too.

1. Choose if you want to publish your podcast as **Explicit Content** or **Private**.

1. And now you can finally **PUBLISH** your episode. **Well done!!!**



# YOUR PODCASTING SKILLS

By following the instructions on [Spreaker.com](https://www.spreaker.com), you will improve your skills in recording, editing and publishing a podcast on an open source.

Spreaker is just one example of all the platforms on which you can publish podcasts, but it is a great platform to practice and to improve your storytelling, recording and editing skills. You now know how to make an account on Spreaker and how to use the app and record your podcasts!

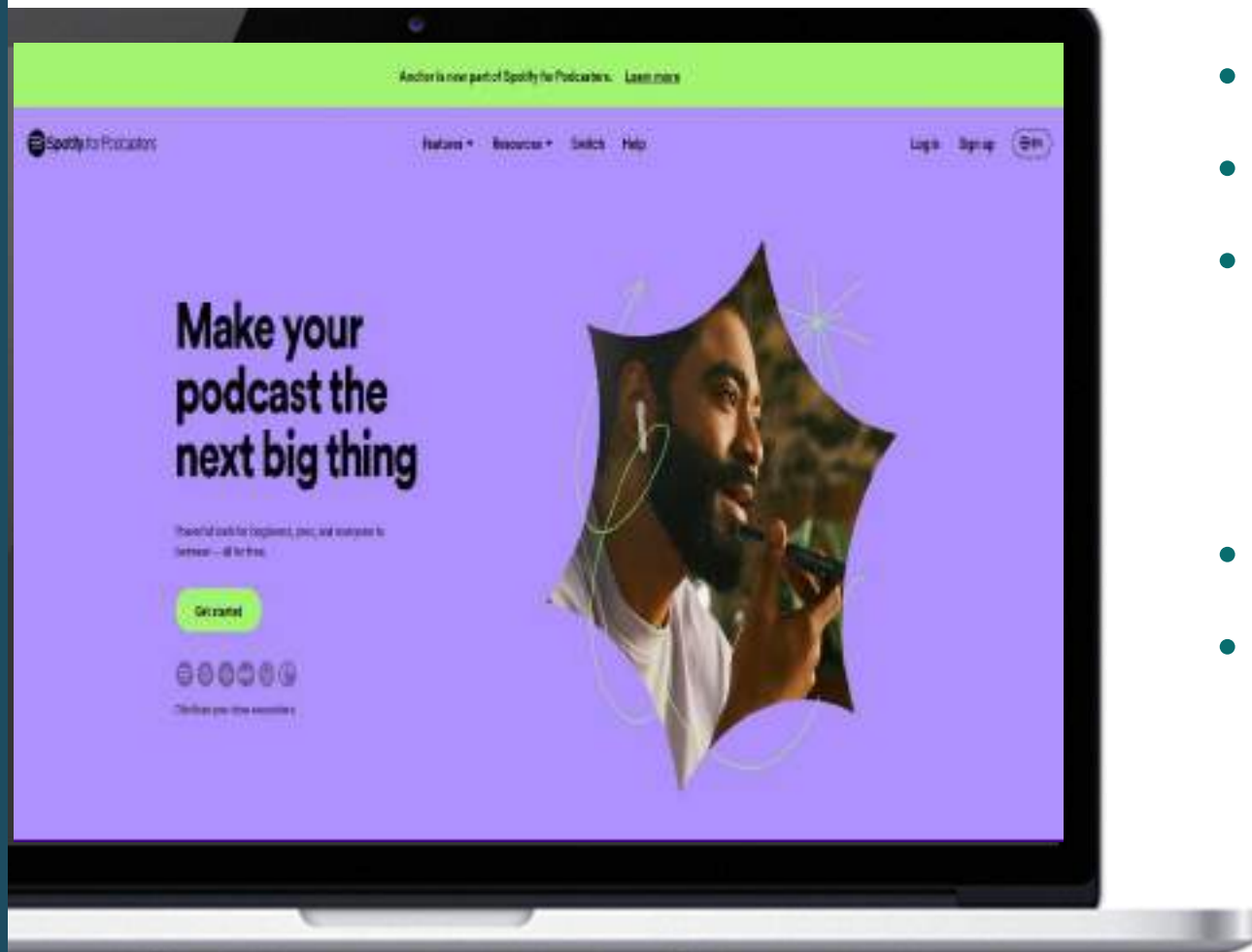
And the final step is **MANAGING A PODCAST CHANNEL ON FREE CHANNELS**. If you don't have a budget, consider free options such as:

- Spotify for podcasters
- Youtube Studio





# CREATE A PODCAST ON SPOTIFY FOR PODCASTERS

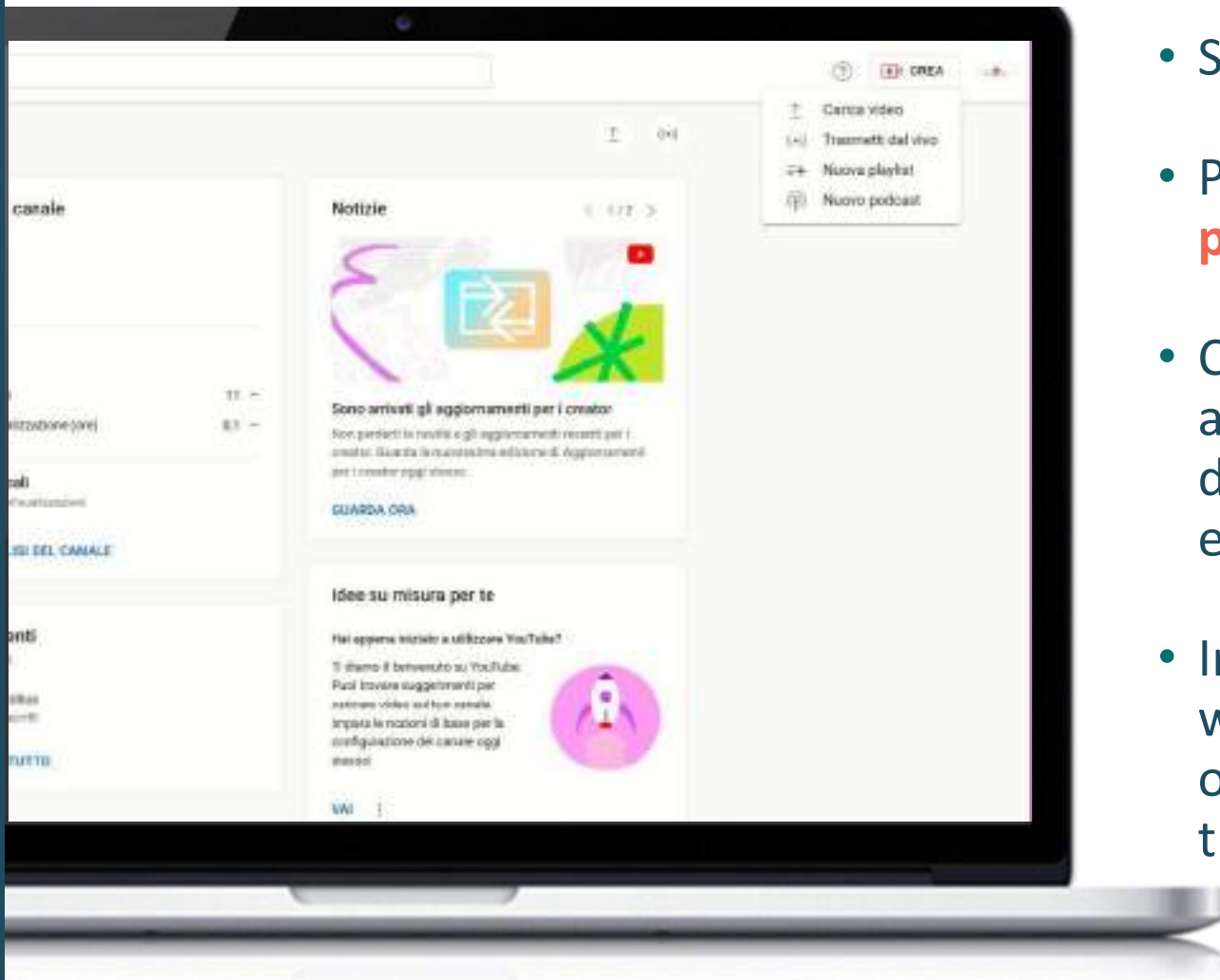


- Go to [www.podcasters.spotify.com](https://www.podcasters.spotify.com)
- Login or create an account.
- Press **Configure your podcast**, then proceed to fill in the various fields, choosing the name of your podcast and writing a brief description of the contents.
- Click on **Let's get started**.
- At this point you can start creating your episodes. Click on **New episode** at the top right, then select **Create an episode**.



# CREATE A PODCAST ON YOUTUBE STUDIO

- Connect to <https://studio.youtube.com/>
- Sign in with your Google account.
- Press on Create channel and select **New podcast**.
- Choose **Create a new podcast**, type a name, a short description, then from the Visibility drop-down menu select **Public**, to make the episodes visible to everyone.
- In the Thumbnail section of the podcast, you will need to upload a thumbnail image. Click on **Add video**, then select **Upload video**, then press on **Select file**.





## 05. USING RECORDERS, VOICE AND MICROPHONE TECHNIQUES

Technical skills for community radio and podcasting

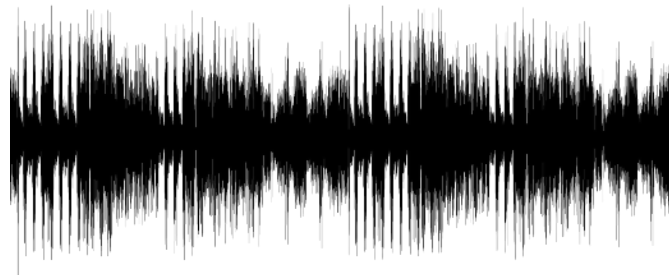


# USING RECORDERS, VOICE AND MICROPHONE TECHNIQUES

*Your Voice, Your Message!*

- It is now time to record your message.
- You can record on handheld equipment or a smartphone.
- In this section, you will also learn how to project your voice and master microphone techniques.

*A good sound quality recording is essential to get your message across!*





***'With radio, the listener absorbs everything.'***

**Bob Edwards**



# Handheld Recorder Zoom H2

By now you are familiar with the Zoom H2 handheld recorder. Let's see how you should be using it!

Turn it on by sliding down the switch (HOLD) on the right-hand side (gently). It will turn on and load the SD card.



MIC GAIN can be used to turn up and down your recording volume.

VOLUME can be used to turn up and down your replay volume.



Insert headphones here for better monitoring and playback.

# RECORDING WITH HANDHELD RECORDERS



Before you start!

- ✓ Ensure you have sufficient battery power.
- ✓ Check your memory/SD card has sufficient storage.
- ✓ Choose a quiet place where there are no distractions and do a short test for ambient noises.
- ✓ Place on a surface between you and your guest to prevent interference.
- ✓ Have your script/questions prepared.
- ✓ Do a test to ensure your levels are correct, so talk into the microphone. The correct levels are achieved when they are reading 2/3 of the way.



# HANDHELD RECORDING BASICS

*Do not worry if you have never done recording via handheld devices – here are key tips to guide you every step of the way!*



Do not let paperwork, clothes or jewellery interfere with your recording.



Use a stand where the recorder will be upright and pick up the voices as the microphone is unidirectional.



Ensure a good quality recording and always ensure that the counters are moving.



Your recording will be automatically saved when you stop recording. You can play back and check your recording by selecting the play back button.





# RECORDING ON A HANDHELD RECORDER: DO'S AND DON'T'S

## DONT'S

Do not adjust your settings while recording as the sounds of the dials moving will be heard.



Do not record outside on a windy day.



Do not record where busy traffic is passing.



## DO'S



Use headphones when recording, this will ensure you do not inadvertently pick up background noises



Remember to project your voice.



Use a muffler on your microphone when recording, this will help stop distortion and popping.





# HOW TO PROJECT YOUR VOICE?

Projecting your voice when ensures clear and consistent audio quality, and this is how you do it:

- ✓ Ensure you are seating comfortably.
- ✓ You can also choose to stand up – your voice will be more powerful.
- ✓ Ensure you are the correct distance from the microphone.
- ✓ Practice what you are going to say before you record.
- ✓ Ensure you have the correct pronunciation.
- ✓ Write out any difficult to pronounce words phonetically.
- ✓ Avoid sounding like you are reading, use a conversational tone.
- ✓ Avoid any abbreviations, say out each word clearly.



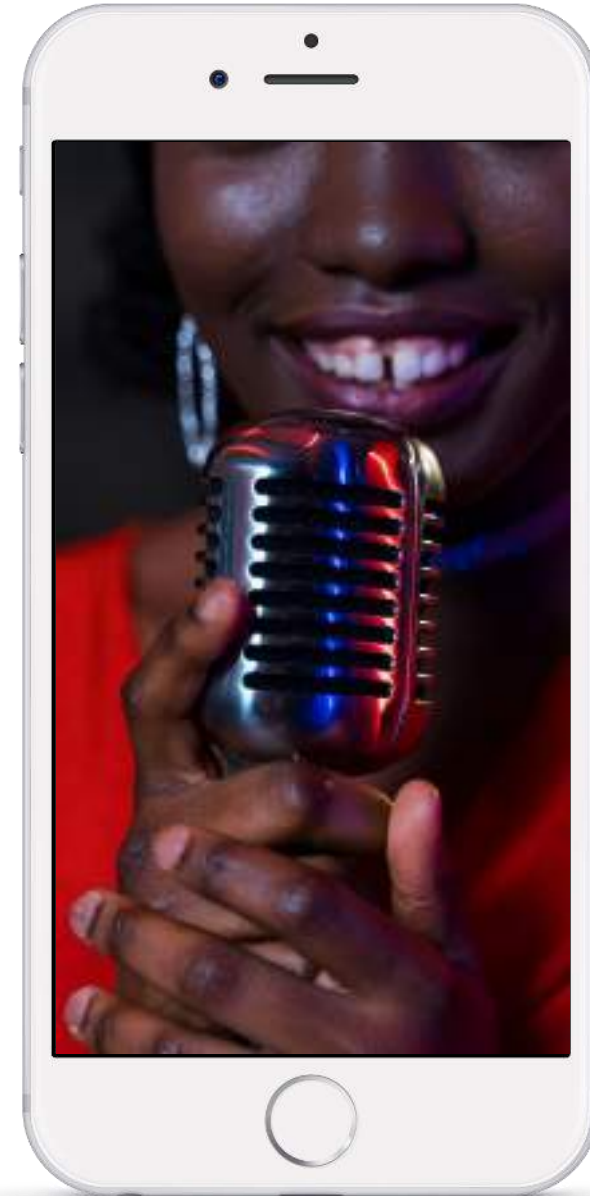
# MICROPHONE TECHNIQUES

- Position your chair in easy reach of all faders. You must also be able to see your monitor clearly.
- Speak straight into the microphone. Don't move your head from side to side or up and down.
- Have your script where you can see it fully without having to move your position.
- Keep your tone at an even pace, and you may put emphasis on words or phrases.
- Always do a sound check for tone and pace



# MICROPHONE TECHNIQUES

- Use your headphones so you can hear what you are recording.
- Angle your microphone so you are approximately 10cm away from it. If you are too near, you may distort your voice, and if you are too far, your voice may be too low and hard to hear.
- Remember that microphones are very sensitive, so avoid noises like tapping or fiddling with your pen while recording.
- Ensure you cover your microphone with a





# More learning on Community Broadcasting Tools



Specific Methodologies And Resources for Radio Trainers

This project was completed as a training tool for community radios, follow the links to learn tips on microphone technique and handheld recording.

- [Speaking to the microphone](#)
- [Articulation and pronunciation](#)
- [Microphone and headphone technique](#)
- [Broadcasting Studio](#)





## 06. VIDEO PODCASTS – QUICK RECORDING, EDITING, AND PUBLISHING GUIDE

Video podcasts are an exciting medium to engage your audience visually while conveying powerful messages.

In this presentation, we'll explore the essentials of creating compelling video podcasts that captivate and inspire.

# WHAT ARE VIDEO PODCASTS?

Video podcasts, also known as vodcasts or vlogs, combine the convenience of podcasts with the visual impact of videos.

They offer a more immersive experience, allowing creators to showcase their content through visuals and animations.

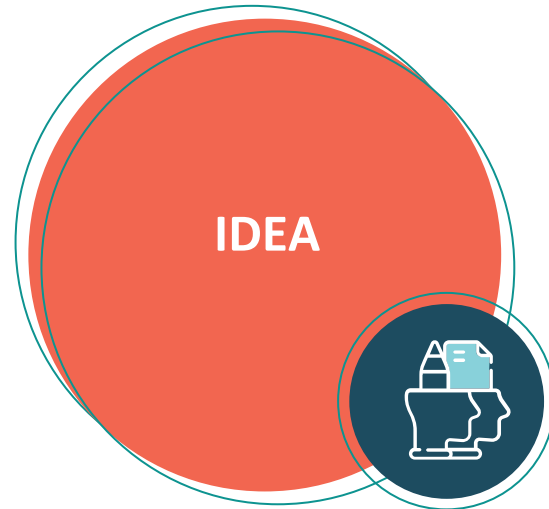
Video podcasts open a world of creative possibilities, from interviews and tutorials to storytelling and event coverage.

Visual storytelling has the ability to **convey emotions and experiences** in ways that words alone cannot.





# PLANNING YOUR VIDEO PODCAST



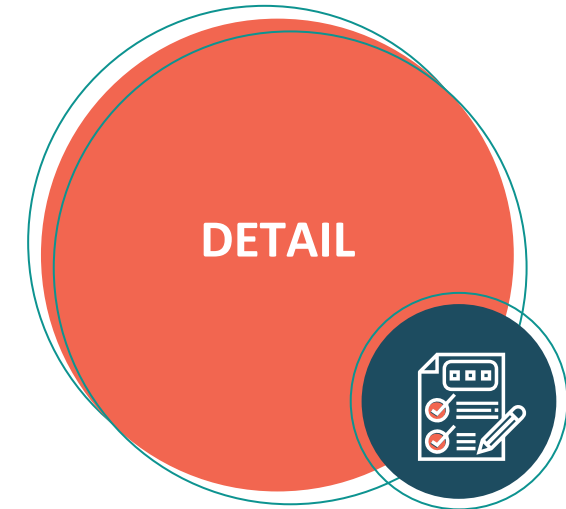
## Start with a captivating concept

Define your podcast's theme, target audience, and key messages.



## Storyboarding

Outline the flow of your video, identifying scenes, visuals, and transitions.



## Scripting

Write a compelling script that complements your visuals, ensuring a coherent and engaging narrative.



# VIDEO PODCAST EQUIPMENT ESSENTIALS

## Camera

Use a high-definition camera or a smartphone with excellent video capabilities.



## Microphone

Invest in a good-quality microphone to ensure clear audio.



## Lighting

Proper lighting can make a significant difference in the visual appeal of your video podcast.



# FILMING TECHNIQUES AND TIPS

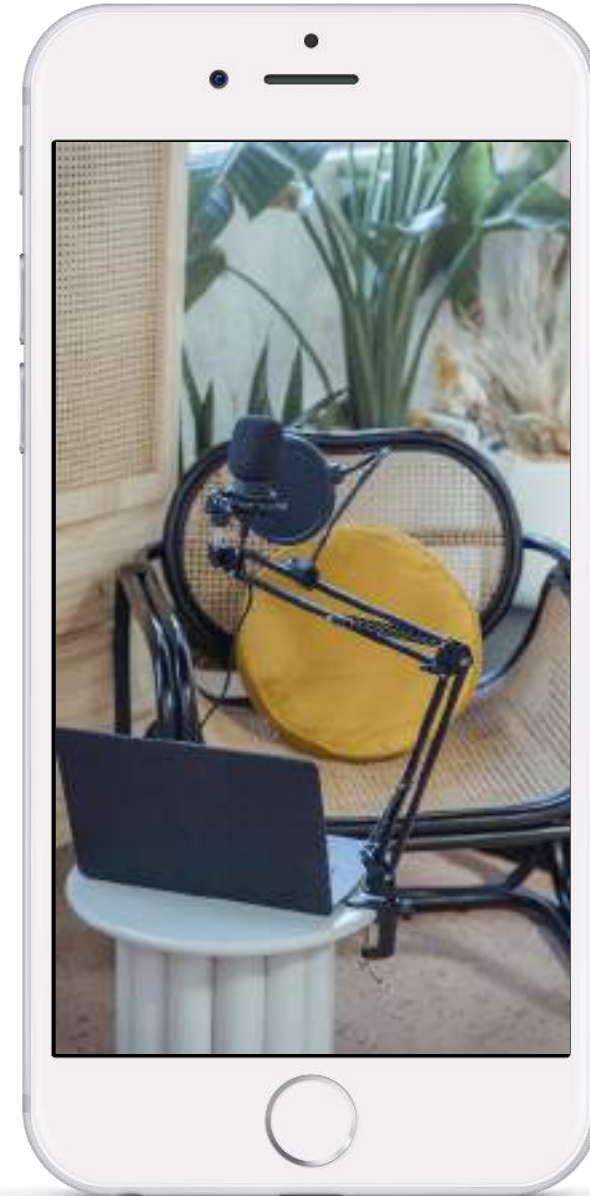
Filming for your video podcast *doesn't require professional expertise*. With these simple tips, you can produce engaging and professional-looking content, regardless of your experience level.

- **Framing:** Compose your shots thoughtfully, following the rule of thirds and balancing elements within the frame.
- **Camera stability:** Use a tripod or stabilizer to keep your shots steady and professional-looking.
- **B-roll footage:** Include supplementary footage to enrich your storytelling and keep the



# RECORDING AUDIO

- **Noise reduction:** Choose a quiet environment for recording to minimize background noise.
- **Voice modulation:** Speak clearly and confidently, adjusting your tone to match the content's mood.
- **Audio syncing:** Ensure audio and video are in sync during post-production for a seamless viewing experience.



# EDITING SOFTWARE AND TECHNIQUES

- **Software options:** Explore video editing software like Adobe Premiere Pro, Final Cut Pro, or free options like DaVinci Resolve.
- **Editing basics:** Trim unnecessary footage, add transitions, overlays, and music to enhance your video's visual appeal.
- **Attention to details:** Pay attention to color correction, audio levels, and visual effects to create a polished product.



# CREATING CAPTIVATING THUMBNAILS

Your video's first impression is crucial, and one of the most effective ways to make it count is by **designing eye-catching thumbnails** that accurately represent the content of your podcast.

A well-crafted thumbnail can entice viewers to click and watch your video podcast. They should be visually compelling and reflective of your brand's style and personality.

*Think of it as the cover of a book; it's the first thing potential listeners see, and it sets the tone for what they can expect from your content. Invest time and creativity in crafting thumbnails that help you stand out in the crowded world of online video content.*



# VIDEO PODCAST PUBLISHING

- **Choose the right platform:** You have various options, like YouTube and Vimeo, or podcast directories that support video podcasts.
- **Optimize your metadata:** Using relevant keywords and tags in your descriptions and titles improves the discoverability of your episodes, making it easier for your target audience to engage with your content.
- **Consistent schedule:** Establishing a consistent release schedule is essential to keep your audience coming back for more. Whether it's a weekly, or monthly cadence, sticking to a predictable schedule helps build anticipation and trust among your viewers, which fosters a loyal audience base.



# WELL DONE ON FINISHING MODULE 2!

*Next: MODULE 3  
Content preparation  
and management for  
the radio and  
podcasting*



Video podcasts are an incredible medium to share your message, captivate your audience, and showcase your creativity.

Embrace the power of visual storytelling to take your podcasting journey to new heights!

Let your imagination run wild, and create video podcasts that *inspire, entertain, and leave a lasting impact* on your viewers.

**Good luck!**







# THANK YOU

Any questions?



[www.website.eu](http://www.website.eu)