

Intermediate Course Overview

This course is suitable for those who have a set show idea and/or have content recorded and are ready to work your ideas into a podcast or radio show.

You **MUST** have a set show idea and have completed either the Basics course or have some experience in Radio & Podcasting to attend this course.

At the completion of this course, you will have produced a broadcast ready single episode show and gained the skills and knowledge to continue and/or expand on this process.

To accomplish this, you will need to be proactive and dedicate a few hours of work outside of the class each week.

This is a hands-on practical learning experience with an introductory email which will include the **following weeks** class notes so you can prepare for each class.

Weekly Activity

- Present a 5-minute introduction on the Rodecaster Pro
- Become familiar with introducing yourself and the name of your show each week when you arrive to class.

Running Sheet

- Play audio bite/station ID
- Introduce yourself and your show and share a highlight of your previous week
- Play audio bite/station ID
- Share a highlight of what you are looking forward to in the coming week
- Play audio bite/ station ID
- Read a CSA (Community Service Announcement) or short paragraph or text and sign off with short outro
- Play audio bite/station ID

This activity can be done solo, or you can interview another class member

This activity can be scripted, bullet pointed or freestyled. Notice the difference between each

This should take **NO MORE** than 5 minutes per person

Week 1 - How to turn your ideas into a formatted show and present engaging and compelling content

Group discussion: 15-minute presentation from each student to present and receive feedback for your show idea

NB: Respect for privacy and ideas

- Define and refine the process of transferring ideas and content into a show format
- Explore all show aspects and possibilities and decide which format you will deliver your content in
- Plan how you will execute your format

Week 2 – Interviewing, Recording, Levels and Voice Technique

- Covers in depth the logistics of capturing a quality interview and defining the method you will choose
- Define what equipment you will need and the correct use of your gear
- Covers mic technique, voice technique and the all-important intricacies of levels
- File management and transferring
- A PDF is available detailing equipment required to set up a home studio

Week 3 – Preparing a Show Intro / Demo & Recording

- A well-produced demo or show intro is valuable as a promotional tool. It's ultimately an audio bio for your show and can be used for a show application on Bay FM, your show page, social media promos, sponsorship proposals etc
- Whether you are presenting a radio or podcast show you will need a well-produced intro that welcomes your listeners to each individual episode
- Plan and Record Demo / Intro

Week 4 – Creative Editing in Audacity: Show Intro & Flow Techniques

- Edit your show intro in class
- You **MUST** bring it in and be able to access it in class
- Explore techniques to arrange your content to make the intro more appealing and engaging
- PDF notes provide 20 best audio editing software suggestions for those confident in Audacity

Week 5 - Creative Editing on Audacity: Creating a Template & Final Production Tips

- A template will enable you to produce a consistent show. With a fixed intro, space for interviews, content, music etc and an outro this will save valuable time each week if you choose to use an Audacity template
- This is a hands-on practical class to work on completing the first episode of your show
- There will be a listening and assessing process to see how your show is evolving
- Feedback will be sent via email
- Includes demo on how to add music, sound effects to spice up your production
- Learn to create soundbites and hooks for social media promotion

Week 6 – Uploading to Media Platforms & Distribution

Welcome to the world of audio distribution!

Congratulations. You've just produced the first Episode of your very own show and now you're ready to share it with the world!

But where do you start when it comes to getting your masterpiece onto the internet or into your community via the Bay FM airwaves?

Finding the right audience for your content and connecting regularly to your listeners are key ingredients in building a following and gaining a listening audience who value and appreciate your work

There are two options available to you:

- 1) Show Pitch to Bay FM Program Team
- 2) Individual Podcast Distribution

We explore in depth these two options after which you will have the knowledge to prepare you up for the next step in the process of either applying for a show on Bay FM or distributing your Podcast into the world

1) Show Pitch

Develop a show pitch and present your show idea to Bay FM award winning journalist and Exec. Producer of CNR (Community Newsroom) Mia Armitage

This will provide you with valuable feedback and will give you a clear indication of whether you should apply for a slot on the current Bay FM grid

You are encouraged to play your demo or Intro in this session

Follow up email with Bay FM presenter information will follow any successful pitch

2) Individual Podcast Distribution

The two most important components to successfully distribute your podcast are:

- ★ RSS feeds
- ★ Podcast directories

Learn about the complex components involved in setting up your own podcast page.

Covers hosting platforms, distribution outlets, directories and the ever-elusive RSS (Really Simple Syndication) feed

Includes links to media platforms, suggested podcast directories and comprehensive PDF notes