
HOW TO START YOUR OWN PODCAST

A STEP-BY-STEP GUIDE

ARISE STUDIOS

Producing



What is a podcast?

Types of Podcasts?

1. Informational / Educational Podcasts
2. Entertaining Podcasts

Podcast Formats:

1. Solo (Monologue) Podcasts
2. Interview-Based Podcasts
3. Conversational (Co-Host/Panel) Podcasts
4. Narrative/Storytelling Podcasts

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Podcast Duration:

1. Short (5–15 mins)
2. Medium (20–40 mins)
3. Long (45+ mins)

The Perfect Idea for a Podcast

How to Choose a Topic

- ✓ Passion & Knowledge
- ✓ Market Demand
- ✓ Longevity
- ✓ Personal or Expert Experience



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Understanding Your Target Market

- Demographics
- Listening Habits
- Interests & Pain Points
- Engagement

📌 Tip: Create a listener persona.

How to Choose a Guest

- Expertise & Relevance
- Engaging Personality
- Audience Appeal
- Availability & Willingness

📌 Tip: Research guests and tailor questions.



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Research: Facts vs. Fiction

- Using Reliable Sources
- Cross-Checking Information
- Citing Sources When Needed
- Blending Facts with Engaging Delivery

📌 Tip: Be transparent about personal stories or opinions.

Crew Description

- Producer
- Director
- Lighting Technician
- Sound Engineer
- Camera Operator

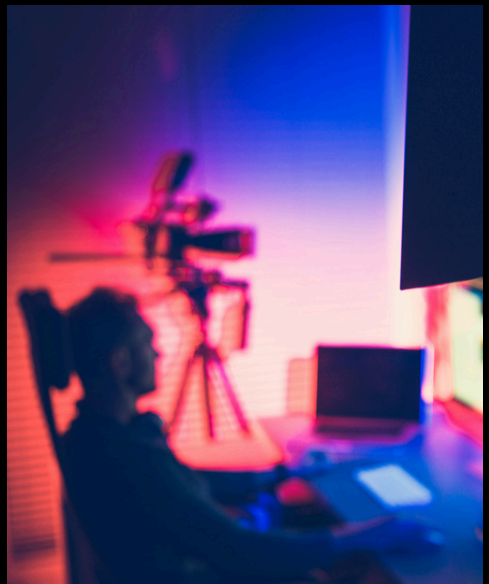
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Equipment:

1. Venue Setup
2. Microphones & Types
3. Cameras & Types

Presenting:

- Voice
 - Posture
 - Face
- 📌 Tip: Speak with intention and energy!



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The Interview:

- Bringing Out Emotions
 - Telling a Story
 - Making Guests Comfortable
- 📌 Tip: Create a safe space for powerful storytelling.


Launching & Promoting a Podcast:

- Social Media
 - Attracting Listeners
 - Posting Schedule
 - Where to Play
- 📌 Tip: Repurpose content for continuous promotion!

Technical

- Types of Cameras & Setup – DSLR/Mirrorless, Camcorders, Cinema Cameras (e.g., Sony A7III, Canon EOS R, Blackmagic 6K). Choose setup based on podcast style (single or multi-camera).
- Handling & Protection – Use a stable tripod, minimize movement, clean lenses, and store in a dry, padded case.
- Turning On/Off – Use the power switch carefully; always turn off before changing lenses, memory cards, or batteries.
- Camera Settings – Adjust ISO (light sensitivity), Shutter Speed (motion blur), Aperture (depth of field), and White Balance (color accuracy) for optimal quality.
- Camera Angles – Use Eye-Level (natural), Over-the-Shoulder (perspective), Close-Ups (emotional impact), and Wide Shots (context)

Sound


- Types of Mics:
- Lavalier (Clip-on) – Small, hands-free, great for interviews.
- Shotgun Mic – Captures focused sound, reduces background noise.
- Dynamic Mic – Durable, best for loud environments (e.g., live podcasts).
- Condenser Mic – High-quality, sensitive, ideal for studio recordings.
- Setup (On/Off)  – Connect mics properly to cameras or audio interfaces. Always test sound before recording.


Placement :

Lavalier – Clip near chest, away from fabric noise.

Shotgun – Point at the speaker, just outside the frame.

Dynamic/Condenser – Keep 6–12 inches from the mouth for clarity.

Audio Levels  – Keep levels between -6dB and -12dB to prevent distortion.

Noise Control  – Use soundproofing, pop filters, and windshields to minimize background noise

Technical

Lighting

1. Use of Lights – Enhances visibility, mood, and professionalism. Types include:
 - Key Light (main source)
 - Fill Light (softens shadows)
 - Backlight (adds depth)
2. Positioning – Place lights strategically:
 - Key Light at a 45° angle to the subject
 - Fill Light on the opposite side
 - Backlight behind the subject for separation
3. Turning On/Off – Adjust brightness before recording. Use dimmers or softboxes to control intensity.
4. Mood Creation – Adjust tones for desired effects:
 - Warm tones (yellow/orange) create a cozy, intimate feel
 - Cool tones (blue/white) give a modern, professional look

Technical

Branding

- Podcast Name & Logo – Choose a unique, memorable name that reflects your content. Design a clean, bold logo for easy recognition.
- Visual Identity – Use consistent colors, fonts, and graphics across all platforms (cover art, social media, thumbnails).
- Tone & Style – Define your podcast's personality (casual, professional, storytelling, or comedic) and maintain a clear brand voice.
- Intro & Outro – Use a catchy jingle, slogan, or tagline to create familiarity. Keep it short and engaging.
- Consistency – Maintain regular posting, a unified design, and a clear message to build audience trust and recognition.

Technical

Challenge: Create a 2-Minute Podcast

- Choose a Topic – Pick a niche subject (e.g., motivation, true crime, entertainment).
- Write a Short Script – Keep it clear, engaging, and to the point.
- Set Up Equipment – Use a good microphone, quiet space, and proper audio levels.
- Record & Edit – Capture clean audio, remove mistakes, and add a simple intro/outro.
- Enhance with Music/Sound Effects – Add background music or sound effects (optional).
- Export & Share – Save in MP3 format and upload to platforms like Spotify, Apple Podcasts, or YouTube.

Adobe Premiere Pro Basics



Workspace Setup

- Customizing panels
- Using the Editing workspace

Timeline Layout

- Video and audio tracks (V1, V2, A1, A2)
- Organizing clips and sound

Adobe Premiere Pro Advanced Editing

- **Syncing Audio & Video**
 - Using the Merge Clips feature
 - Manually aligning waveforms
- **Adding B-Roll, Pictures & Lower Thirds**
 - Overlaying media on higher timeline layers (V2, V3)

Using the Essential Graphics panel for lower thirds



Adobe Premiere Pro Advanced Editing pt.2

- **Scaling, Positioning, Opacity & Transitions** 🧐

- Adjusting settings in the Effect Controls panel
- Using keyframes for smooth motion and fades

- **Exporting & Playback** 📁

- Using H.264 (MP4) for web content
- Choosing the right resolution and bitrate

📌 Tip: Use shortcuts and presets for faster editing! 🚀



Editing Challenge: 1-Minute Video

- Import Footage – Main clip, B-roll, and audio
- Sync & Cut – Trim using the Razor Tool (C)
- Enhance with B-Roll & Graphics – Add overlays, images, and lower thirds
- Adjust & Smoothen – Scale, position, add transitions, and tweak opacity
- Export in H.264 – Set resolution to 1080p or 4K for high quality

📌 Tip: Keep it engaging with fast cuts, smooth transitions, and clear audio! 🎥



Editing Essentials



Editing brings your story to life by ensuring smooth cuts, balanced audio, and well-placed effects.

- ◆ Key Takeaways:
- Focus on storytelling over effects.
- Use B-roll and transitions for a seamless flow.
- Keep edits clean and intentional—less is more.
- Export in the right format for quality playback.

📌 Tip: Practice different styles to refine your editing skills! 🚀

Post-Production

Thank You



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