PERFORMANCE TO VIRTUAL
Tools, Tips and Techniques
Bart Weiss, Dallas VideoFest

EPISODE 4 – Podcast – Theater
Radio Drama, Expenses, Sound Design

Podcasting is an economical and intimate way to connect with your patrons and the community with performances, information and marketing. They are relatively easy to produce, and provide an efficient way to stay connected and engaged with audiences.

Generally, there are three kinds of podcasts:

- **Narrative**
    - *Theatrical*
    - *Audio Performance*
    - *Storytelling with interviews*
    - *Well suited for theater companies*
- **Discussion**
    - *Solo or multiple voices*
    - *Interviews*
    - *Topics*
    - *Augmenting productions*
    - *Marketing tool*
- **Un-Edited Podcasts**
    - *Streamed or recorded live*

Narrative Podcasts are well suited to theater companies, who generally have access to resources making these performances exceptional. They utilize actors, voices, playwrights, scripts, music, and sound effects to draw listeners in and tell a story.

"It's important when you're working on a project, that you balance these things in a way that you stress what's important at that moment," said Brian MacDonald, a sound designer for Cry Havoc Theater Company, which produced audio theater during the pandemic.

Discussion Podcasts can span a wide range of styles and topics to reach audiences, all through the lens of your arts organization.

These can include:

- Hot issues or topics
- Community discussion
- Artist interviews

- Behind the scenes
- Deep dive into a production
- Arts education
- Added value for donors patrons
- Marketing tool

They can include video (Zoom) or audio-only. These are usually recorded in advance, and in the editing process cleaned up and tightened up to remove pauses or mistakes, improve pacing, or even add music or sound effects.

UnEdited Podcasts

These are live-streamed or taped live without edits. These can have a raw energy, are the easiest to do because they aren't cleaned up, but they can also drag on and be boring.

"Please make it short, maybe 20 minutes," says *Performance to Virtual* creator Bart Weiss. He says if you let your guests ramble, you risk losing your audience. "Unless they're really fascinating, interesting people, they probably won't want to listen to it as much as you want them to listen it."

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LINKS - Episode 4

- **Audio Editing Software (for purchase)**
  - Adobe Audition
  - DaVinci Resolve/Fairlight

- **Audio Editing Software (Free)**
  - Garage Band - Apple (Bart's recommendation)
    - Garage Band Tutorial
  - Audacity
  - Audacity alternatives
  - Descript - Will transcribe the podcast. And you can edit the text, which will edit the audio file.

If you have questions on recommendations or need help email bart@videofest.org.