

PERFORMANCE TO VIRTUAL

Tools, Tips and Techniques

Bart Weiss, Dallas VideoFest



EPISODE 5 – Podcast

Storytelling and Telling Your Story

In this episode, we hear from **Sterling Shea**, a DFW actress who is marketing manager for Shakespeare Dallas and social media manager for Stomping Ground Comedy. Sterling is the creator of the **Arts District Podcast** where she interviewed arts leaders about their craft and work. She began these pre-Covid and interviewed guests in person, then shifted to Zoom. While she's put that podcast on hold to launch Shakespeare Dallas' podcast SHAKESPEARE DECODED, Sterling is proof you can teach yourself how to do podcasts. Here, Sterling shares her tips for success!

A few highlights:

- *Keep the length to 45 minutes or less.*
- *Use Zoom to record podcasts.*
- *Use the feature that begins recording immediately so there is no chance of forgetting to hit record.*
- *Use free Spotify software called Anchor.*
 - *Provides a website.*
 - *Can help you monetize your podcast.*
- *Write up your show notes to highlight three to four best moments*
- **Favorite pro hack:** *Go to Zoom settings, click on **Record a separate audio file for each participant**. Allows you to have clean audio of each person being recorded.*
- **Best advice:** *Make it a team effort. Producing good podcasts is hard work.*

Need advice? Email Sterling at: arroyosterling@gmail.com

Anchor

Producer and podcaster **Bart Weiss** walks us through the easy to use, and free Spotify podcast software: [Anchor](#).

- *Recording episodes.*
- *How to set up for monetization to make money off your podcast.*
- *Drop and drag ease.*
- *Pick release dates*
- *Create art or uploading*

- *Podcast distribution*

#

PERFORMANCE TO VIRTUAL *Tools, Tips and Techniques* **LINKS - Episode 5**

- **Basic Microphone**
 - [Blue Yeti USB Microphone \(Blackout\)](#)
- **Better Microphone**
 - [Shure MV7 Podcast Microphone](#)
-
- **Audio Mixer**
 - [Behringer XENYX 802 8-Channel Compact Audio Mixer](#)
-
- **Podcasting Software (Free)**
 - [Anchor FM](#)

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

