



Podcast and video for
science communication.

Setup, recording and editing

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IR0000032 – ITINERIS, Italian Integrated Environmental Research Infrastructures System
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Mission 4 “Education and Research” - Component 2: “From research to business” - Investment
3.1: “Fund for the realisation of an integrated system of research and innovation infrastructures”



Key Concepts:

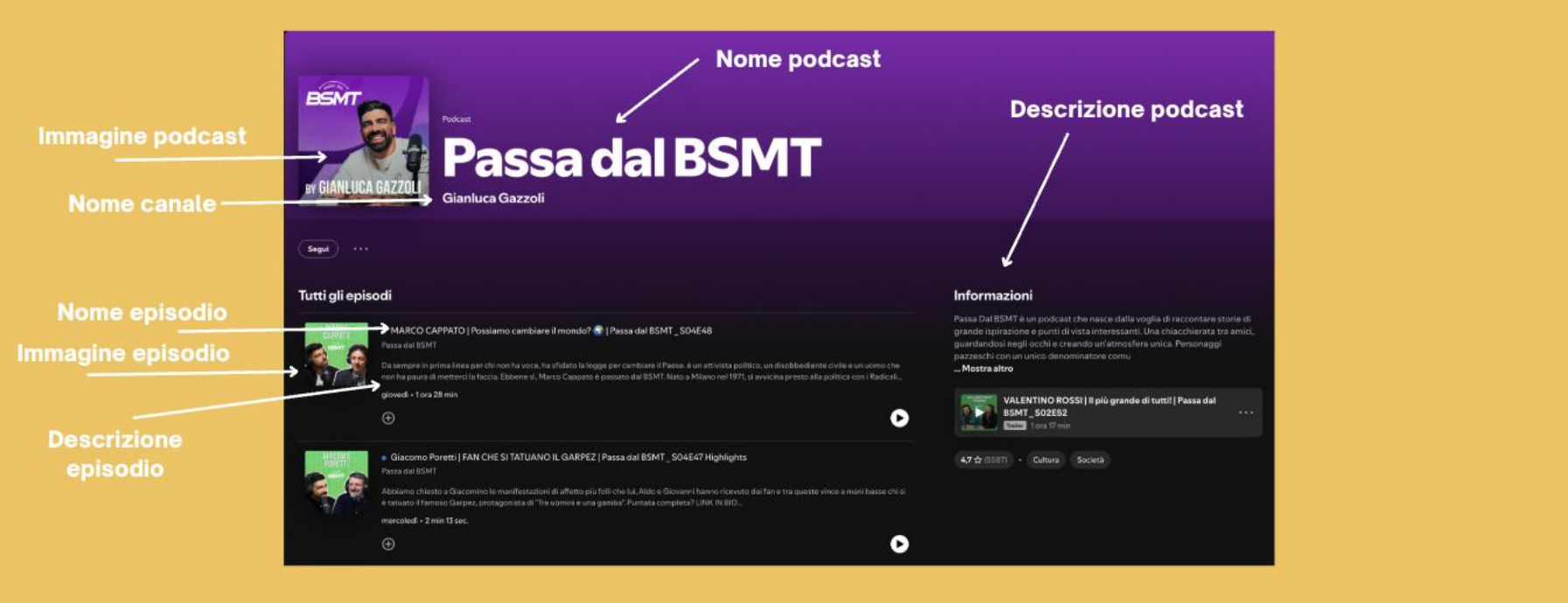
- 🌐 **Writing for listening is different from writing for reading:** it requires shorter sentences, simpler vocabulary, and immediate clarity.
- 🌐 **Lightness, rhythm, and engagement:** a good podcast script sounds natural when read aloud. Use a conversational tone (adapted to the topic), manage pauses, and vary the pace to maintain attention.

Key Concepts:

-  **Audience-centered:** Always imagine your typical listener and “speak” directly to them. Ask questions, give examples, and create sonic images to help them follow effortlessly.
-  **Adapt your style:** Adjust based on format (narrative, interview, tutorial, etc.). Make sure it's coherent with the experience you want to offer.
-  **Read aloud:** The best way to check for clarity and flow. Simplify tricky spots and polish the script until it sounds smooth.

Podcast Structure and Trailer Creation

 **Spotify home page:** how to write a main description after your pitch?



Nome podcast

Immagine podcast

Nome canale

Descrizione podcast

Nome episodio

Immagine episodio

Descrizione episodio

What is a Podcast Trailer?

 A short audio (30 seconds – 2 minutes) that introduces your podcast, previews content, and invites people to listen.

Why is it important?

It acts as your podcast's business card to attract new listeners and position your show on platforms

Effective Trailer Structure:

 **Introduction** – Who you are and the podcast's name

 **Content** – What it's about and why it matters

 **Call to Action** – Ask listeners to follow and say where to find it

Creating an Effective Intro Jingle

What a good intro contains:

 podcast name

 narrator/author

 key message

 target audience

 benefits

Why is the Intro Important?

🌐 It presents the podcast briefly, orients the listener, and builds familiarity and recognition

Difference Between Intro and Trailer:

 The **intro** is a recurring element at the start of each episode

 The **trailer** is a standalone presentation for promoting the series

Core Elements of an Effective Intro:

- 🌐 Who you are – your voice and role
- 🌐 Podcast name and theme
- 🌐 Target audience – who it's for
- 🌐 Benefit – why they should listen

Tips for Making It:

- 🌐 Keep it short (10–15 seconds)
- 🌐 Use consistent music and text
- 🌐 Consider placing it after a short cold open to avoid sounding repetitive

Writing Episode Zero

What is Episode Zero?

An introductory episode that presents the podcast's content, goals, and structure

Why It's Important:

- 🌐 First impression – acts as a calling card
- 🌐 Orientation – sets expectations
- 🌐 Retention – helps convert curious listeners into regulars

Episode Zero vs. Trailer

 **Episode Zero:** Full episode introducing your podcast in detail

 **Trailer:** A short, catchy clip to hook listeners

What to Include in Episode Zero:

- 🌐 Host intro – who you are and relevant background
- 🌐 Podcast overview – themes, format, release schedule
- 🌐 Target audience – who it's for and what value it offers
- 🌐 Call to Action – invite to subscribe, rate, share


How to Structure Episode Zero:

Why a structure helps:

- Avoids awkward silences or rambling
- Ensures logical flow and consistent pacing
- Helps with editing and narration rhythm
- Gives a clear beginning and end

Outline vs. Script:

 **Full Script (Rigid)** – great for narrative or technical content needing precision

 **Outline (Flexible)** – lists key points and segments, good for interviews/conversations

Questions to answer:

- 🌐 What's the main topic and message?
- 🌐 What tone and style will you use?
- 🌐 Who is the target audience?
- 🌐 How long is the episode?
- 🌐 Are there guests? Sound effects? Sponsored messages?
- 🌐 What's the hook at the beginning?
- 🌐 How will it start and end?
- 🌐 What transitions connect each part?

Basic Episode Outline Example:

- 🌐 **Hook/Teaser** – Grab attention in the first few seconds
- 🌐 **Intro** – Host intro, podcast overview, topic announcement
- 🌐 **Main Content** – Segment 1, Segment 2
- 🌐 **Interview** (optional) – Guest intro, questions
- 🌐 **Call to Action** – Invite interaction, subscriptions, links
- 🌐 **Outro** – Summary, thanks, teaser for next episode, contact info, closing music.

Podcast Recording Setup – Full List

1. Microphone

- **Dynamic:** if you're in a noisy or untreated room
- **Condenser:** if you're in a quiet, treated space
(Choose XLR over USB for flexibility and better quality)

2. Audio Interface or Mixer

- **Audio interface** (e.g. Focusrite Scarlett, Motu M2): for 1–2 XLR microphones, best for solo or duo podcasts with separate tracks.
- **USB mixer** (e.g. Yamaha MG10XU, Rodecaster Pro): if you're recording 3+ microphones or want real-time audio control (live shows, multiple guests).

3. XLR Cables (Canon)

- One **XLR cable per microphone**

4. Closed-Back Headphones

- For accurate monitoring while recording
- Avoids sound bleeding into the mic

5. Recording Software

- **Free options:** Audacity, GarageBand
- **Advanced:** Adobe Audition, Reaper, Hindenburg

USB Microphones

USB Microphones

How they work

- Plug directly into your **computer via USB**
- Have a built-in **analog-to-digital converter** and preamp

Pros

- **Plug & play**: no extra gear needed (great for beginners)
- Cheaper and more portable
- Works well for solo podcasts, video calls, quick recordings

Cons

- **Limited upgrade path**
- Usually only **1 mic per computer** (multi-USB setups are messy)
- Sound quality generally **lower** than XLR in pro setups

Basic Episode Outline Example:

Dynamic Microphones

- **Live performances:** concerts, events, theater
- **Basic podcasting:** untreated rooms, no soundproofing
- **Instrument recording:** drums (snare, toms), electric guitars (amplifiers)
- **Street recording:** quick interviews, noisy environments
- **Popular models:** Shure SM58, SM57



Basic Episode Outline Example:

Condenser Microphones

- **Studio recording:** vocals, acoustic instruments, piano
- **Advanced podcasting:** treated or quiet environments
- **Voice-over and dubbing**
- **ASMR or detailed field recording**
- **Popular models:** Audio-Technica AT2020, Rode NT1-A, Neumann TLM 103



Audio interface VS Mixer

Use an **audio interface** if you're doing **solo or duo podcasts**, voice-over, or music recording, and need **clean multitrack audio** for editing later.

Use a **mixer** if you're handling **3+ microphones**, doing **live shows**, or want to **adjust levels and effects while recording or broadcasting**.







THANKS!

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