



Giving voice to your issues

1961-2011
CUSO-VSO
50 YEARS, 15,000 VOLUNTEERS,
35 MILLION HOURS OF SERVICE

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What is podcasting?

- Your own online radio or TV show
- At its most basic, an audio or video file is uploaded to a server. Once uploaded, anyone can download it, or have it automatically downloaded to their computer (RSS)
- From the computer, it can be listened to, burnt onto a DVD/CD, downloaded onto an iPod or other MP3/Video player.
- Apple's iTunes recently announced the 4-billionth download from its site (music and podcasts). Industry estimates suggest that over 65 million people around the world regularly listen to podcasts.



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Why podcast?

- **Reason 1:** People want content in different formats. If you can offer your post as a podcast (audio or video), people may download it and listen to it on the move or while doing something else.
- **Reason 2:** The number of podcast listeners has grown substantially. 3 out of 10 regular internet users downloaded a podcast in 2008.
- **Reason 3:** Podcast listeners are active social networkers. This is an opportunity to go viral with your organization or issue in respective social networks (facebook, etc).



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Why podcast cont' d

- **Reason 4:** Podcasts add a personal touch to a website. Your supporters will feel more connected to your organization if they can put a face to the name.
- **Reason 5:** Having a podcast show helps you to raise your organization's credibility instantly. If the content is good, your viewers will keep coming back for more.
- **Reason 6:** Podcasts are easily listened to by all people, especially visually impaired and the reading challenged, and people who are auditory learners.



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The age of participation...

- In this era of Facebook, YouTube and Twitter, we are witnessing the transition from an age of information to an age of participation.
- There is a lot of information out there these days, so just adding more content to the communications stew is usually not the answer. We need to think not as a content producer as much as a *meaning-maker*.
- Communication is not just about informing; it is about engaging and persuading. Information alone rarely produces change. Just because people know what we know doesn't mean they'll think what we think. We need to engage people emotionally as well as intellectually.



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The power of a good story

- Content is still ‘king’ and we must harness the power of a good story. Stories are powerful. Whether on paper, pixels or clips, they illuminate an organization’s issue in both emotional and intellectual terms, and showcases its purpose in practical terms.
- We live in a world of overwhelming information and competing messages. Human beings are hard-wired to love stories, but in this world of info-overload, you have little time to emotionally hook people into reading/hearing/viewing your tale.



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Podcasting tips

- Know your audience
- Keep podcast short
- Use scripts (not always)
- Record intro and wrap-up after interview
- Be yourself
- Slightly exaggerate intonation
- Strive for high quality sound
- Use music



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Podcasting tips cont' d

- Practice with equipment
- Do second takes if needed
- Take notes for later
- Practice good microphone technique
 - **Microphone position**
 - Speak clearly and not too fast



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Equipment

- **Audio**

- Simple recorders or use your video camera
- An external mic is a good idea
- Headphones

- **Video**

- External mic
- Tripod or monopod
- Headphones



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Discussion about video recording

- Holding camera steady
- Getting good audio
- White balance
- Zoom only to re-frame
- Focus on eyes; switch auto-focus off
- Get b-roll
- Get room tone
- Filters
- Sun, backlighting, exposure



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Discussion about audio recording

- Microphone technique – popping Ps
- Headphones
- Listen for background noise, wind
- Get room tone
- Don't move mic or wires
- Mic closer to subject than you
- Record opening
- Record ambient sounds (especially for documentaries)



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Interview technique

- Ask open-ended questions
- Silence is useful
- Start soft, build trust
- Don't show your knowledge; play a bit dumb
- It's ok to challenge



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Practice interviewing

- In pairs or small groups, practice interviewing
 - What's the subject?
 - Ask a few questions
 - Give feedback to each other



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If making a documentary short

- What is the main story?
- Can you focus your story?
- What are your target audiences?
- What is the KEY message?
- What is your story's 'hook'?
- Will this message resonate with your audience? Can you make it more relevant or engaging?



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Audio editing

1. No editing approach (create a clean recording)
2. Basic editing: cutting out umms, noises, bad takes
3. Multi-track editing: basic editing, plus add sounds, music, layers



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Podcast examples

- Marian White's 1GOAL podcast
- Interview with Ruth Addison (slight edit)
- Microcredit documentary (multitrack)



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Free audio editing software

- Audacity
 - demo



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Video editing

1. In-camera (not easy)
2. Basic editing
3. Multi-track editing (fades, dissolves, adding effects, music, etc.)



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Video example

- NJI video or Impactful Volunteering video



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Free video editing software

1. Microsoft Movie Maker
2. Apple iMovie



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Video editing

- Sony Vegas Pro
 - Demo (with Peru clip)



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Editing process

1. Assembly edit
2. Rough edits
3. Fine edit
4. Sound edit



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If writing a script

1. Did I write in the active voice?
2. Do I stick to one simple idea per sentence?
3. Did I eliminate unnecessary information?
4. If I were telling this story to a friend, how would I say it?
5. Do I overwhelm my audience with too many numbers or names?
6. Have I used a sophisticated or intellectual word, when a common word or phrase would do?
7. Did I leave any unanswered questions?
 - All stories (broadcast or print) should have a beginning, a middle and an end.
8. Was I fair, and did I tell the truth?



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Video distribution

- YouTube
- Vimeo
- GreenTV
- many others...
- Embed in your websites



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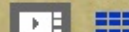
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Subtitles part 1 of 4
232 views - 1 year ago



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CUSO VSO
22 views - 1 year ago



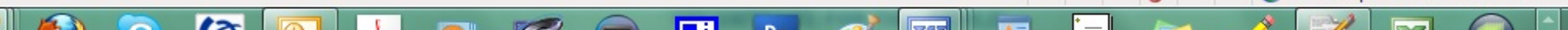
Introducing Umeeda
Switto CUSO VSO
199 views - 1 year ago



CUSO-VSO PSA
203 views - 3 months ago



Introducing Mathieu
Gagnon CUSO VSO



Audio distribution

- iTunes
- Websites/podcast channels (eg. MyPodcastWorld, rabble.ca)
- RSS feeds
- Community radio
- Embed in your websites



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podcast network

rabble podcast network is a growing collection of Canadian podcasts which offer an alternative take on politics, entertainment, society, stories, community and life in general. [more...](#)

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THE F WORD

What's the deal with roller derby?

JUNE 9, 2010 | Terminal City Roller Girls stars Risquee Biznatch and Suzy Shameless speak with Ellie Gordon-Moershel about the twists and turns in the increasingly popular sport.



34:25 minutes (31.51 MB)



STARK RAVEN: PRISON JUSTICE

Cutbacks all round (except for the prison building budget...)

JUNE 9, 2010 | With the tough on crime agenda in full swing, billions of dollars are being spent across the country on prison building. But the Tories are being eerily tight lipped



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Public Service Alliance of Canada
Alliance de la Fonction publique du Canada

OUR PODCASTS

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- Asia Pacific Currents
- Aw@!
- Boiling Frog
- CitizenShift
- Council Of Canadians Podcast

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RABBLEDOCS



A Piece of Paradise

BY CHARLOTTE SCOTT | FEBRUARY 23, 2006

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Artist: Sean Kelly
Title: A Piece of Paradise
Album: rabledocs
Genre: Other
Length: 55:30 minutes (25.41 MB)
Format: Stereo 22kHz 64Kbps (CBR)

Show Notes:

SIMILAR ENTRIES

- Where Credit is Due
- Atlantica Party in the news
- What can the federal party learn from the Nova Scotia NDP?
- Africville
- Misguided concerns in the Nova Scotia election

TOP PICKS ON RABBLE

New sanctions on Iran, it's an old story that started in 1951 by *Nima Maleki*

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Join before June 30!



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CUSO-VSO is one of North America's largest international development organizations that works with volunteers.

We gratefully acknowledge the financial support of our donors, partners and the Government of Canada through the Canadian

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In spite of the obstacles facing them, people in every corner of the developing world are building better futures for their communities.

And our skilled volunteers are working side-by-side with these committed citizens to make this change happen in over 40 countries.

What in the world is going on? Find out firsthand
[Find out more](#)

SPOTLIGHT ON...

1GOAL - EDUCATION FOR ALL



Education beats poverty.

That's why some of soccer's greatest players are joining 1GOAL, CUSO-VSO, and millions of people from across the globe.

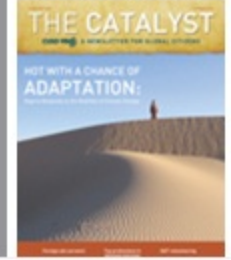
Take a free kick against poverty...

K'naan supports 1GOAL



"I have signed on to the campaign. I'm proud that 1GOAL is using my song Wavin' Flag. It's a great project, and I hope people can join with CUSO-VSO and sign their names and support education for all."

THE CATALYST NEWSLETTER



Read our latest issue

CUSO-VSO PODCAST NETWORK

We're podcasting the stories of our volunteers and partner groups.



Tune into our world

MEDIA OFFICE

Read press alerts, download a media kit, or interview our E.D.



View media info

UPCOMING EVENTS

We hold regular recruitment, volunteer and public education events.



Check our **news & events page** to read CUSO-VSO news and see what's coming up in your part of the world.

CUSO-VSO GLOBAL FREQUENCIES

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Jan 07

RUTH ADDISON, CUSO-VSO BOARD MEMBER FROM GHANA (PODCAST #4)

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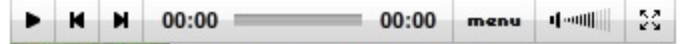
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Ruth Addison, CUSO-VSO Board member from Ghana (podcast #4)

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Listen to recent episodes:



- Natalie Poulson, 1GOAL**
Join the 1GOAL Campaign "Education for All" at www.cuso-vso.org and view
- Susan Learoyd, Africa #26**
Susan's work in Africa with CUSO and CIDA illustrates the close ties these organizations
- Susan Isaac, Nigeria,**
The anti-apartheid struggle in South Africa was supported by CUSO in the 70s & 80s -



Use the scrollbar above or go to this [Podcast Page](#) to hear all episodes.



Home > Act Now > Campaign for change > Education for All

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1GOAL - EDUCATION FOR ALL

Make education the legacy of the 2010 World Cup

For the first time ever, the FIFA World Cup is taking place in Africa, and millions of people will be focused on the continent. To seize this opportunity, FIFA has joined with the **Global Campaign for Education** to leave a legacy of education across the world through the support of millions of World Cup fans.

Add your voice now! Sign up here >>>

Listen to CUSO-VSO Public Engagement staff Marian White **interview 1GOAL organizer** Natalie Poulson.

Education beats poverty

That's why some of soccer's greatest players are joining 1GOAL, CUSO-VSO, and millions of people from across the globe. We have one goal: to help the children around the world who are missing out on a primary education get one. **1GOAL is not asking for money; we're asking you to sign your name for those who cannot.**

CUSO-VSO SUPPORTS 1GOAL

1GOAL
EDUCATION BEATS POVERTY

This World Cup, sign your name for those who can't. Help make education for all a reality.

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K'naan supports 1Goal



"I have signed on to this campaign. I'm proud that 1Goal is using my song *Wavin' Flag*. It's a great project, and I hope people can join with CUSO-VSO and sign their name and support education for all."

- K'naan

Watch the **1GOAL video**



If you have your own channel or podcast page...

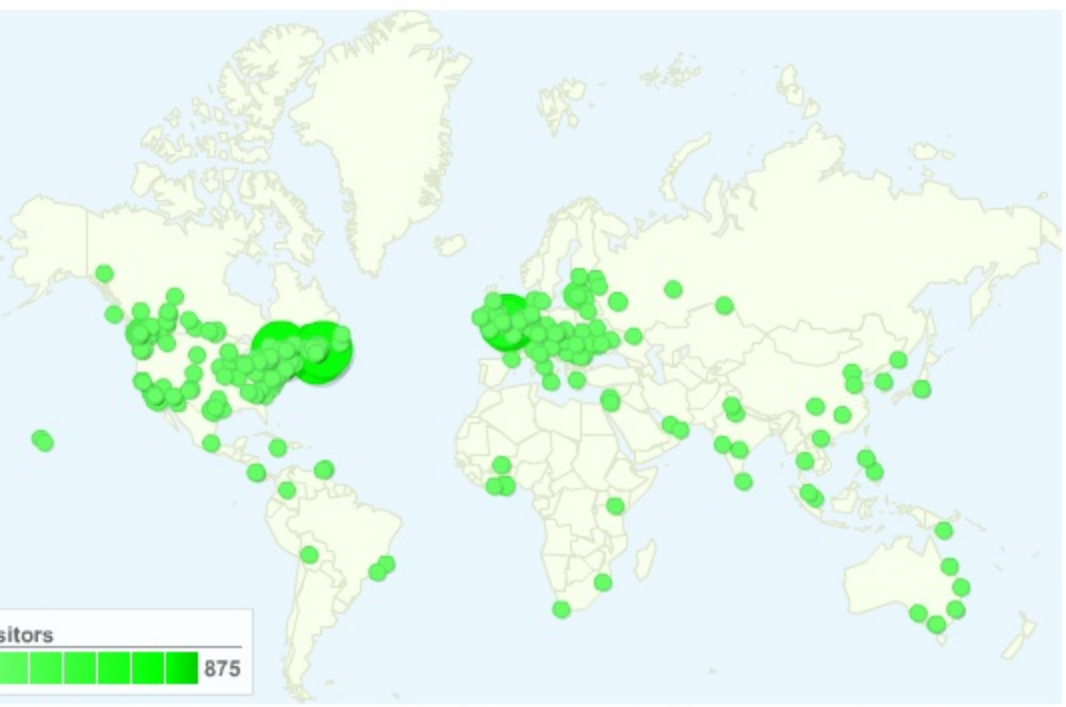
- Don't forget to sign up for Google Analytics or something similar
- Many podcast channels have analytics built in.



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Geo stats

What are the geo stats?
Loading stats for all podcasts refresh
Your stats may be delayed by up to 5 minutes



City	Visitors	Country	Visitors
Halifax, Canada	875	1 Canada	4360
Ottawa, Canada	819	2 United Kingdom	1512

Podcasting on iTunes

- Create your first episode, which can be an audio recording or video. Supported file formats include .m4a, .mp3, .mov, .mp4; .m4v.
- Posting your episode file(s) on a server with a publicly accessible URL
- Creating an RSS feed
- Posting the RSS file on a server
- Submit the URL for your RSS feed to iTunes



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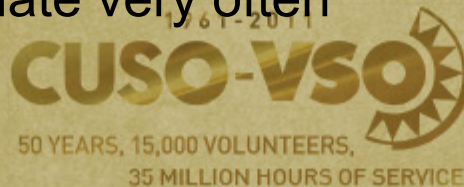
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What is RSS?

- RSS is a technology that is used by millions of web users to keep track of their favorite websites.
- In the 'old days' of the web to keep track of updates on a website you had to 'bookmark' websites in your browser and manually return to them on a regular basis to see what had been added. **The problems with bookmarking:**
 - You as the web surfer had to do all the work
 - It can get complicated when you are trying to track many websites at once
 - You miss information when you forget to check your bookmarks
 - You end up seeing the same information over and over again on sites that don't update very often



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RSS

- *What if you could tell a website to let you know every time that they update? In a sense, this is what RSS does for you.*
- RSS is a technology that provides you with a method of getting relevant and up-to-date information sent to you for you to read in your own time. It saves you time and helps you to get the information you want quickly after it was published.
- RSS stands for ‘Really Simple Syndication’. Many people describe it as a ‘news feed’ that you subscribe to.



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Resources

- www.problogger.net/
- www.podcasting-tools.com/



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Discussion



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