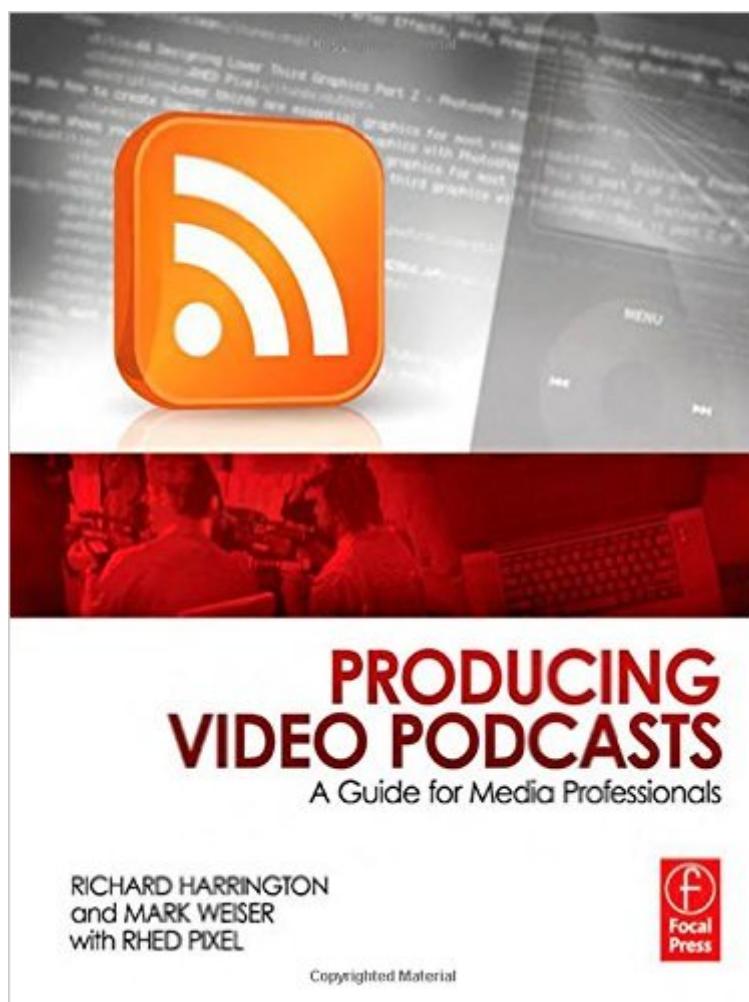


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# Producing Video Podcasts: A Guide For Media Professionals



## **Synopsis**

Put the video podcast medium to work for you and your clients with a winning formula. Know how video podcasts work and every facet of what it takes to produce a professional-quality program that will meet every criterion for success. The authors are seasoned video production pros that have been on the crest of the video podcasting wave as it has risen. With over 2500 episodes produced, they can reveal what works and what doesn't with detailed, illustrated guidance. You get the nuts and bolts of the complete process, including:

- \* Preproduction: budgeting guidelines, mapping your production, and working with talent
- \* Production: the ENG shooting style, lighting values and portability, sound, essential camera features, acquisition formats, and gear lists
- \* Postproduction: resources for adding music and images, motion graphics, and editing techniques
- \* Delivery: cost-effective hosting options, creating RSS feeds, compression, and hosting processes
- \* Promotion: choosing directories, promoting your program, and monetizing your podcast

Instruction and case studies go in-depth on issues unique to the podcast medium. A full-color presentation delivers tangible, inspiring examples of creative video podcasts. The companion website—[www.VidPodcaster.com](http://www.VidPodcaster.com)—provides a blog, templates, planning documents, sample clips, and state-of-the-art updates.

## **Book Information**

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## **Customer Reviews**

I normally don't write reviews, but after meeting the author at a recent conference, I felt I had to spread the word. This is one of the best books on technology I have read in a while, and I read a lot

of tech books for my job. If you know technology but need the video part it works, if you know video and need the technology part, it works, if you need both it works. The book just works. I have been following Richard's podcasts for a couple years, but have never read any of his books, my loss. If you are interested in video podcasting, this is the book for you. My only warning would be make sure you are interested in podcasting and not streaming. There is a huge difference and this book shows you the difference, then teaches you podcasting.

A writer friend asked me to take a look at *Producing Video Podcasts A Guide for Media Professionals* by Richard Harrington and Mark Weiser. As an audio podcaster for two years, he knew I would have an interest in seeing what could be done with video to produce a show. Understanding my desire for quality in any avenue, he knew I would want to do it the very best and most professional way. This book is THE tool for such a purpose. The authors give good definitions of industry terms that might not be familiar to a novice podcaster. The book covers a wide variety of features and gives step-by-step instruction on using the latest and ever-evolving technology and equipment, but it also discusses the business side of podcasting such as budget, hosting, publishing, and monetizing the show. You'll be able to understand your audience and how to approach them after reading *Producing Video Podcasts*. The book is careful to keep beginning podcasters out of trouble with the copyright police by making sure the reader understands what music is safe for use on podcasts and where to obtain such material. No book on videography would be complete without some information on RSS feed, YouTube, setting up cameras and microphones for filming, how to edit, and understanding HDV (high-definition video) standard sizes and frame rates. This book covers all that and much more. Filled with graphics, samples, tips, and photos, this is the complete handbook on preproduction, production, postproduction, delivery, and promotion of a professional video podcast.

If you are interested in Video Podcasting as a Professional, then this is the resource for you. The book is a treasure trove of knowledge with a great support web site as well providing you additional information, forms and tips that any video podcaster will find useful. If you have never done a video podcast from beginning to end, you will be shocked at the details and the steps required to do this properly. Richard and Mark have put a lot of detail in their book and what has been great for me is that when I ran in to a problem on the book's website, Richard responded to me very quickly and helped me with my problem. I would completely recommend this book to anyone currently doing video podcasts or simply interested in the process. If you are looking to do video podcasts

professionally, then this is a must have book.

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