

PODCAST PACKAGES



ABOUT 4 THE ONE STUDIO



4 THE ONE STUDIO IS A VIDEO PRODUCTION STUDIO COMMITTED TO
EXCELLENCE IN ALL THAT WE DO

PODCASTS PRODUCED BY



THINKLESS PODCAST



SET LIFE PODCAST



NEXT SHIFT PODCAST

WE STRIVE TO GIVE OUR CLIENTS THE **BEST QUALITY** PODCAST PRODUCTION IN HOUSTON, TX

HOW DO I START A PODCAST?

1

WHEN STARTING A PODCAST, IT IS IMPORTANT TO **KNOW YOUR AUDIENCE, TOPIC OF CONVERSATION, AND THE TONE OF THE SHOW.**

THESE ARE ALL VERY IMPORTANT IN THE OVERALL PERFORMANCE OF YOUR PODCAST.

2

GET CREW TOGETHER TO FILM AND HOST THE PODCAST + **FIND THE RIGHT EQUIPMENT TO FILM/ RECORD YOUR EPISODES, ALONG WITH SOMEONE TO EDIT THE FOOTAGE TOGETHER.**

DON'T WORRY- WE HAVE THIS PART COVERED!

3

ONCE PODCAST IS RECORDED + EDITED, **GET THE PODCAST DISTRIBUTED!** THERE ARE MANY DISTRIBUTION PLATFORMS YOU CAN USE TO **GET ON THOSE BIG NAME PLATFORMS LIKE- APPLE, SPOTIFY, GOOGLE, ETC.**

DON'T WORRY- WE HAVE THIS PART COVERED TOO!

WHAT IS THE TONE OF A PODCAST?

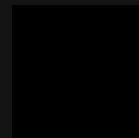



THE TONE OF YOUR PODCAST CAN BE SET IN MANY DIFFERENT WAYS SUCH AS:

- BRANDING (SEE BELOW)
- LANGUAGE USED IN FILMING
- STYLE OF CLOTHES: LAID BACK, BRANDED
- STYLE OF SET DESIGN

1

WHEN STARTING A PODCAST, IT IS IMPORTANT TO **KNOW YOUR AUDIENCE, TOPIC OF CONVERSATION, AND THE TONE OF THE SHOW.**

COLORS

	BLACK: #000000 RGB 0, 0, 0 CMYK 0%, 0%, 0%, 100%
	TAN: #C19C7D RGB 193, 156, 125 CMYK 0%, 19%, 35%, 24%
	GRAY: #D8D2D5 RGB 216, 210, 213 CMYK 0%, 3%, 1%, 15%
	WHITE: #FFFFFF RGB 255, 255, 255 CMYK 0%, 0%, 0%, 0%

FONTS

THINKLESS

TITLE: HIGH CRUISER
SUBTITLE: HIGH CRUISER

OTHER USEABLE FONT: CANVA SANS
(BOLD OR REGULAR)

WHAT CREW DO I NEED?

CREW IS IMPORTANT TO HAVING A GREAT QUALITY PODCAST! HAVING SOMEONE WHO HAS KNOWLEDGE ON THE **EQUIPMENT** SUCH AS: CAMERAS, LIGHTING, SWITCHER, + MICS. IS MAKE OR BREAK FOR GETTING THE CONTENT CAPTURED.

2

GET CREW TOGETHER TO FILM AND HOST THE PODCAST + **FIND THE RIGHT EQUIPMENT TO FILM/ RECORD YOUR EPISODES, ALONG WITH SOMEONE TO EDIT THE FOOTAGE TOGETHER.**

CREW:

- DP (VIDEOGRAPHER)
- SOUND ENGINEER
- LIGHTING + GRIP
- VIDEO EDITOR



THINKLESS PODCAST

2 CAMERA SET UP WITHOUT GUESTS

DIFFERENT PODCAST SET UPS:

- 3 CAMERA SET UP
- 2 CAMERA SET UP
- WITH GUESTS
- WITHOUT GUESTS



SET LIFE PODCAST

3 CAMERA SET UP WITH GUESTS

WHAT IS PODCAST DISTRIBUTION?

PODCAST DISTRIBUTION ALLOWS YOUR PODCAST TO BE STREAMED ON PLATFORMS SUCH AS APPLE PODCASTS, SPOTIFY, ETC.

3

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ANY QUESTIONS?

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