

MEDIA & JOURNALISM

Podcasting, Audio Journalism & Digital Broadcasting

A two-day programme in podcasting & digital broadcasting, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

A hands-on production course for audio creators, corporate podcasters, and radio journalists focusing on immersive audio storytelling, spatial sound design, distribution strategies, and monetization models for the evolving audio ecosystem.

What participants will learn

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| <p>01 Audio Engineering & Production: Master multi-track editing, AI voice enhancement, and mixing.</p> | <p>02 Immersive Spatial Audio: Produce 3D binaural soundscapes that captivate modern listeners.</p> |
| <p>03 Interview & Host Skills: Conduct engaging, natural interviews that draw out deep insights.</p> | <p>04 Growth & Monetization: Implement strategies for audience acquisition, retention, and revenue generation.</p> |

Who should attend

Media and communication professionals, PR teams, content producers, journalists and organisational spokespersons.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Capstone: Building a launch-and-growth strategy for an audio channel.

Detailed programme

Day 1: Audio Concept, Scripting & Technical Production

01 The Audio Landscape

- Trends in listener habits: On-demand, voice-activated search, spatial audio, and short-form audio clips.
- Defining target audience profiles and formatting (narrative documentary, chat, hybrid).
- Concept Session: Pitching a 2030 podcast concept.

02 Narrative Audio Scripting & Story Structure

- Writing for the ear: Conversational syntax, visual descriptions, and pacing.
- Structuring episodic arcs, hooks, transitions, and mid-roll breaks.
- Writing Drill: Scripting the opening 2 minutes of a narrative audio episode.

03 Professional Audio Recording & Studio Setup

- Microphone selection, room treatment, portable setups, and cloud recording platforms.
- Vocal control, warm-ups, and host presence.
- Practical Lab: Recording high-fidelity vocals under varied acoustic conditions.

04 AI-Enhanced Editing & DAW Workflows

- Accelerating workflows with AI text-based audio editing, noise cleanup, and auto-leveling.
- Multi-track editing fundamentals in digital audio workstations (DAWs).
- Hands-on: Editing a raw multi-speaker conversation into a clean edit.

Detailed programme

Day 2: Spatial Sound, Audience Growth & Monetization

05 Immersive Spatial Audio & Sound Design

- Principles of binaural audio, 3D soundscapes, and atmospheric sound design.
- Layering music, sound effects (SFX), and field recordings to enhance narrative immersion.
- Exercise: Designing a spatial audio scene using 3D audio tools.

06 High-Impact Hosting & Guest Interviewing

- Active listening, asking open-ended questions, and managing difficult guests.
- Drawing out emotional narrative depth while maintaining control of the episode timeline.
- Roleplay: Live interview recording with real-time peer feedback.

07 Distribution, SEO & Algorithmic Discovery

- Dynamic RSS feeds, multi-platform syndicate distribution, and voice-engine optimization.
- Repurposing long-form audio into short-form audiograms and video clips for social media.
- Practical: Generating social-ready visual audio teasers.

08 Monetization, Analytics & Launch Strategy

- Revenue models: Direct subscriptions, dynamic ad insertion, sponsorships, and listener circles.
- Analyzing retention graphs, listener drop-off points, and conversion metrics.
- Capstone: Building a launch-and-growth strategy for an audio channel.

How you will learn

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TRAINER PROFILE

Sharves Bala

A corporate communications strategist and executive trainer with more than 20 years of experience in PR, media relations, reputation management and stakeholder engagement. Her sessions use practical frameworks, case studies and simulations.

Trainer availability is confirmed for each programme.

Confirm HRD Corp (HRDF) eligibility and claim arrangements with ISDS before booking. Where applicable, claims are arranged through Orange Revolution.

Plan your training with ISDS

Discuss fees, delivery options and a programme suited to your team.

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