



VIDEO

TECHNOLOGY

A COMPLETE LIST OF VIDEO TECHNOLOGY

develop • create
edumarketingTM
market • educate

VIDEO TECHNOLOGY RESOURCES

Easy Travel Set Up

Selfie Stick with Built in Lights: Mqouny (\$21)

<https://amzn.to/3LDxAZH>

Airbuds

Microphone: Rode Video Micro (\$50) <https://amzn.to/3LDbINO>



Desktop Set Up

Camera: Logitech C922 (\$100) <https://amzn.to/41NbhYf>

Microphone: HyperX Quadcast (\$125) <https://amzn.to/3LDsmwX>

Microphone: Jlab Talk Pro (\$90) <https://amzn.to/3LswXSsw>

Lighting: Lume Cube Video Conference Lighting (\$70)

<https://amzn.to/42nXqYe>

Lighting: Logitech LED Streaming Light (\$60)

<https://amzn.to/3paGcPQ>

Lighting: Emart Photography Lights (\$25)

<https://amzn.to/415Ef4n>



Easy Phone Set Up

Phone: iPhone or Android

Microphone: Rode Video Micro (\$50) <https://amzn.to/3LDbINO>

Lighting: Lume Cube (\$70) <https://amzn.to/3HGhTQ7>

Tripod: Ulanzi MT-44 (\$25) <https://amzn.to/3HF8gkJ>

Complete Set: Lume Cube Broadcast Set (\$200) <https://amzn.to/417zxD9>

Intermediate Camera Set Up

Camera: Sony ZV-E10 (\$800) <https://amzn.to/41Q8j5I>

Microphone: Sennheiser Pro MKE400 (\$200)
<https://amzn.to/3LV1lkw>

Headset: Headset: (\$32) <https://amzn.to/3KTL6rC>

Tripod: (Smaller for Desk) ULANZI Camera Tripod (\$50)
<https://amzn.to/43U5W2F>

Tripod: (Larger for Floor) Manfrotto Travel Befree (\$240)
<https://amzn.to/3pdxlYg>

Lighting: GMV (\$210) <https://amzn.to/3HqHbSe>

What to look for in a Camera:

1. Microphone Jack
2. Headphone Jack
3. Viewfinder

Teleprompter Apps

iPhone: Teleprompter Apps <https://apps.apple.com/us/app/video-teleprompter/id1444106389>

Android: Nano

[https://play.google.com/store/apps/details?id=com.aihamfell.techteleprompter&hl=en_US
&gl=US&pli=1](https://play.google.com/store/apps/details?id=com.aihamfell.techteleprompter&hl=en_US&gl=US&pli=1)

Desktop & Phone: BigVu

<https://desk.bigvu.tv/ref/congrats?fpr=ginger-bell25>

Little Prompter (fits over your Desktop Camera) (\$150)
<https://amzn.to/3VNOI8S>

Ilokni Portable Mini Teleprompter (fits over your Desktop Camera) (\$60) <https://amzn.to/3B9eDZQ>

Neewer Teleprompter for Camera and Smartphones (\$100)
<https://amzn.to/41hvsMU>

Ilokni Remote Control (\$20) <https://amzn.to/3LO5lri>



Podcast Production Services

Branding

We would not even consider starting a podcast without having a name that corresponds with a website or URL. Here's some pointers for coming up with your name:

1. Make sure it is something that is aligned with you and your podcast.
2. It's ok with it is a longer URL. The main thing is to make it simple to put into your social posts and marketing.
3. Don't use a URL with hyphens and try to get a .com.

Godaddy – www.godaddy.com

NameCheap - www.namecheap.com

Podcast Webpage

Use what you like, but we put all of our clients onto the Podcast Podpage. It's not an easy system to learn, but once you learn it, it is beautiful. What I love is that it has a guest registration form, video feed and has all of the podcast feeds easily built in to add from your RSS feeds. Podpage does not have a podcast hosting service built in, so you will need to also have a podcast hosting service.

Podcast Webpage – www.podcastpodpage.com

I also like transistor which is a podcast hosting service that also provides a built-in podcast website. It's simple to set up all of your feeds in transistor and if you are going to be handling your own guest registration, then you can do everything in transistor.

Transistor - <https://transistor.fm/?via=ginger>

Podcast Hosting Service

You will need a podcast hosting service to host your audio files and distribute your audio files to streaming apps like Spotify, Apple Podcasts, iHeart Radio, Amazon, Google Podcasts, etc. You will begin by submitting your podcast for an RSS feed. From there your hosting service will provide the ability for you to publish your audio files onto the streaming services.

There are several options out there. We use Transistor for our clients, but we manage several podcasts, which is why we use them. We also love their analytics and ease of audio file upload and publishing.

You will also need to set up a YouTube account to post your video postcasts onto.

Transistor: <https://transistor.fm/?via=ginger>

YouTube: www.YouTube.com

Some other podcast hosting services we like include:

Buzzsprout: <https://www.buzzsprout.com/>

Libsyn: <https://libsyn.com/>

Recording Equipment

You don't need to break the bank to get your recording equipment for your podcast. What you will need is a camera, microphone, and a platform to record your podcast. I recommend ALWAYS doing a video podcast and posting both video and audio files. There are a ton of options, but here I am going to give you what I have in my studio.

CAMERA:

Logitech C922 <https://amzn.to/41NbHYf>

Canon EOS <https://amzn.to/40S2T8x>

Sony ZV-E10 <https://amzn.to/41Q8j5l>

Panasonic GH5 <https://amzn.to/3NklZjh>

TRIPOD:

ULANZI Camera Tripod: <https://amzn.to/43U5W2F>

MICROPHONE:

Samson <https://amzn.to/3HksZu4>

SHURE MV7 Microphone: <https://amzn.to/3Ata1gE>

SHURE MV7 Lightning Cable: <https://amzn.to/3NggUYb>

Microphone Boom Arm: <https://amzn.to/3UY79SB>

Headset: <https://amzn.to/3KTL6rC>

Logitech USB Headset: <https://amzn.to/3V0Xf2A>

LIGHTING:

Logitech <https://amzn.to/41Qb1Yp>

Lume Cube <https://amzn.to/44gfzJ4>

Elgato <https://amzn.to/3AGoJ46>

Neewer <https://amzn.to/3HqkX2N>

EXAMPLE PODCAST SETUP:

Samson <https://amzn.to/3HksZu4>

Technica <https://amzn.to/44gbGDY>

Focusrite <https://amzn.to/3nhXBpe>

RODECaster <https://amzn.to/3NjggEV>

Zoom P4 <https://amzn.to/3Hkubxy>

RODE Boom <https://amzn.to/447ybex>

Shock Mount <https://amzn.to/3ngzs2e>

Pop Filter <https://amzn.to/3LpVEz8>