

Improving

Audio / Video Quality

Free Tier: Basic Setup

- Audio:
 - Laptop or smartphone built-in microphone
 - Zoom (free version for up to 40 minutes)
 - Free audio editing software (e.g., Audacity, GarageBand)
- Video:
 - Built-in webcam on laptop or smartphone
 - Basic video editing software (e.g., iMovie, Windows Movie Maker)
 - Use natural lighting - position yourself facing the window

Beginner Tier: Entry-Level Equipment

- Audio:
 - USB microphone & stand (e.g., Blue Yeti, Audio-Technica ATR2100x-USB)
 - Podcast-specific recording platform (e.g., Riverside, Zencastr)
 - Audacity or GarageBand for audio editing
- Video:
 - External webcam (e.g., Logitech C920 HD Pro, Microsoft LifeCam Studio)
 - Ring light
 - Tripod or mount

Pro Tier: Advanced Setup

- Audio:
 - XLR microphone (e.g., Shure SM7B, Shure MV7)
 - Audio interface to connect the mic to your computer
 - Acoustic treatment for the recording space
 - Professional audio editing software (e.g., Pro Tools, Logic Pro)
- Video:
 - Mirrorless (preferred) or DSLR camera (e.g., Canon EOS R, Sony Alpha)
 - Professional lighting setup
 - Advanced video editing software (e.g. Adobe Premiere, Final Cut Pro)
 - Green screen for background flexibility (optional)