PART 1

INTERNET RADIO 101+

WHAT YOU NEED TO KNOW TO GET YOU STREAMING QUICKLY

INTRODUCTION

- Hello, my name is Wes Simkins and I have been doing online radio since 1999. Things have really changed since I started but one thing remains the same; when you first start it can be extremely confusing.

- In this course I'm going to teach you all the essentials to get your internet radio station up and running in a very short time and have it sounding good!

- I have gotten thousands of emails from people just like you asking for assistance so I am making video courses to help make your new hobby a little less painful.

GETTING STARTED

1	2	3	4	5	6	7
Find your stream host and purchase your stream.	Get started quickly with your **first month FREE** on ProStreaming.net.	Prepare your files BEFORE uploading them.	Make sure you have them organized in folders.	Make sure all the meta tags are correct.	Use a gain control program to normalize them before uploading.	Let's just walk you through all of this.

GET DEPENDABLE SERVICE

- The first thing to remember when starting your station is to get <u>dependable service</u> so you are always streaming. If you put your station on a service that overcrowds their servers and uses cheap bandwidth you can find your station down more time than streaming. Nobody wants to listen if your stream always has issues. This is why I use <u>ProStreaming</u>.
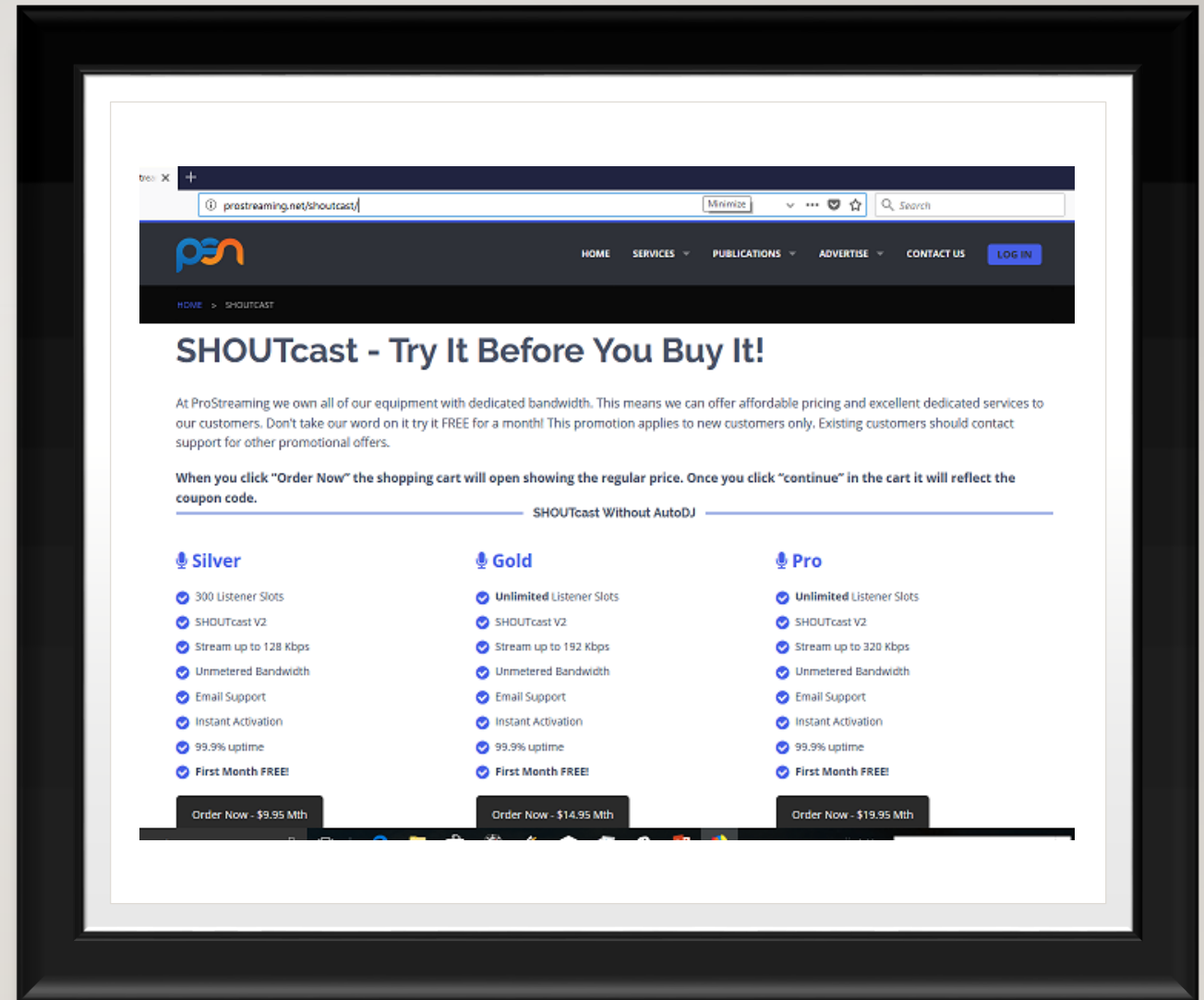
MAKE SURE YOU HAVE ENOUGH STORAGE

- Now, let's get down to the brass tacks. The first thing you need to do is pick your **dependable yet affordable** stream host. When picking your plan make sure you have enough storage included for the MP3 files your are going to use and the new ones you will get along the way. I made the mistake of only getting 5 GB of storage when I first started using Centova Cast and ran out of space within my first month. I recommend a plan with at least 20 GB of file storage. You may not use it all at first but you won't believe how fast your library will grow once you start getting into this.

FIND YOUR HOST

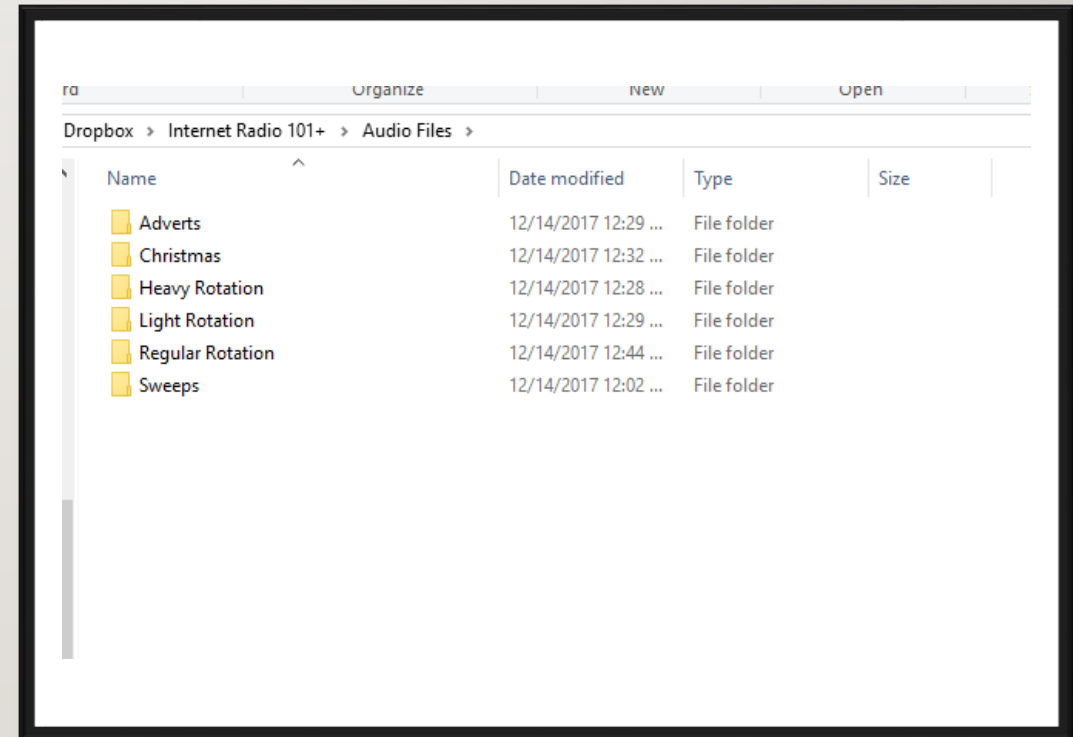- GET A FREE MONTH TO HELP GET YOUR STATION UP AND STREAMING!

- SHOUTCAST V2
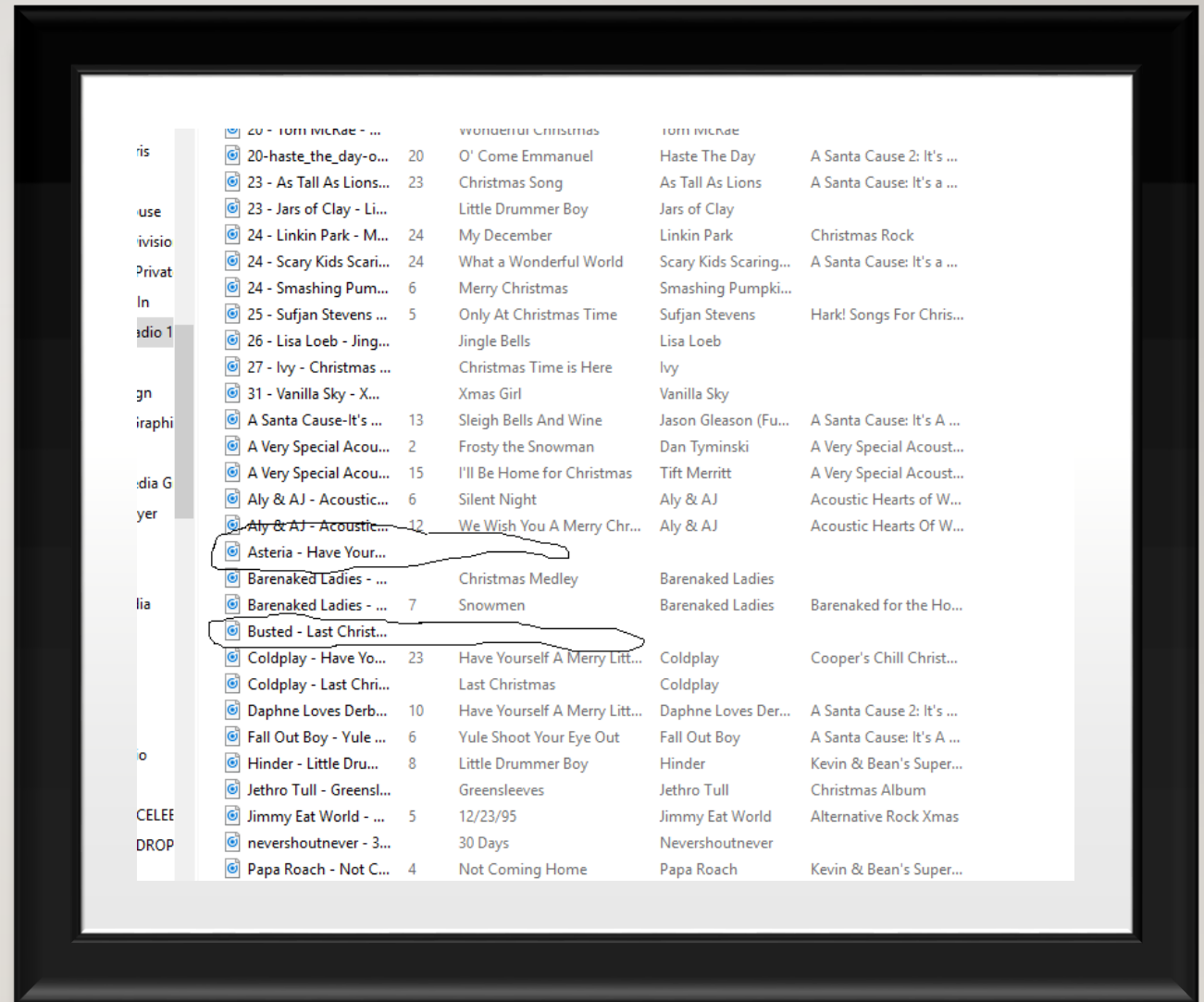
- HTTP://PROSTREAMING.NET/SHOUTCAST/

ORGANIZE YOUR FILES

- NOTICE I HAVE NAMED MY FOLDERS THE SAME AS I WILL NAME MY PLAYLISTS LATER IN THE COURSE.

- WE WILL UPLOAD THEM JUST LIKE THIS.

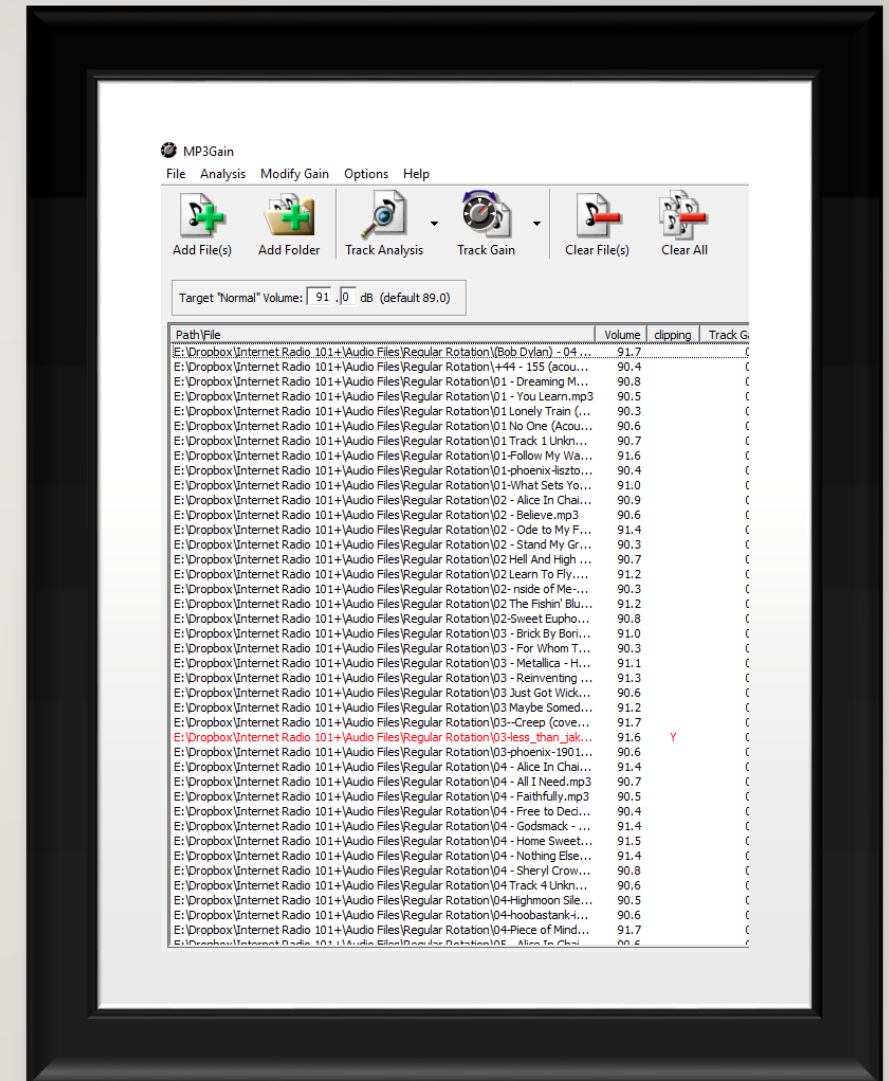- USING THIS METHOD SAVES A BUNCH OF TIME LATER.

CHECK TAGS

- Meta Tags are a very important part of this process. It may take time to get them tagged correctly but this is a must!

- As you can see in the picture I have a couple files that need to be tagged. Let's use MP3 Tag to fix them real quick.

- MP3 Tag is a free program that you find in a google search. I have been using it for years.
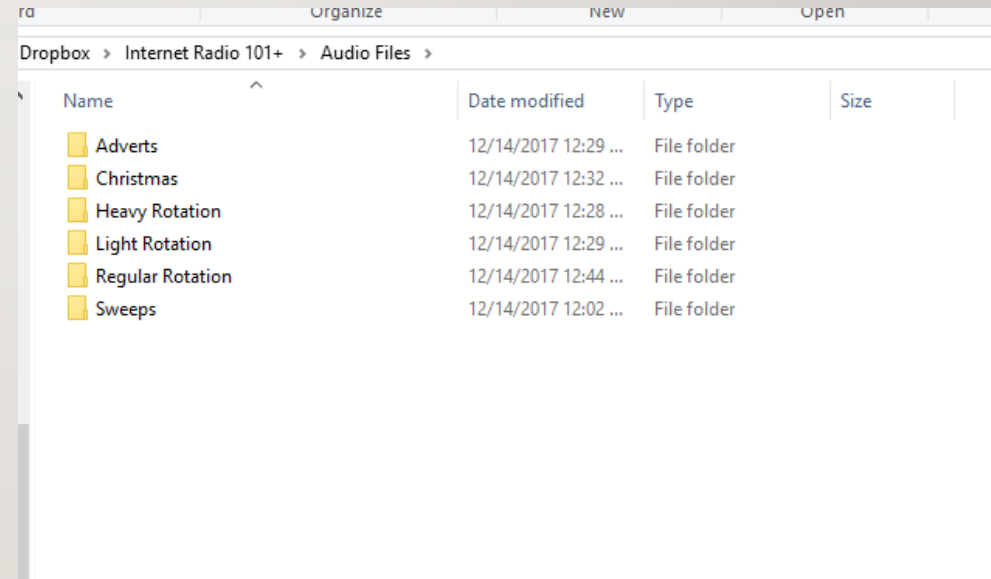
NORMALIZE

• Normalizing insures your listeners get very smooth transitions during playback and they won't have to continuously adjust their volume control. I recommend a FREE program called MP3 Gain that will allow you to do all your files at once. I do not recommend a Gain of more than 99 db.

• For training purposes I used 91 db for all of my audio files. This will make an excellent volume level when I start my stream.

MAKE SURE TO COPY

- When making your playlist folders use copies of your original files.

- Keep your high quality originals in separate folders.

- The high quality originals work better on desktop automation systems.

- Desktop automation is used to go live on your station to do shows.

BITRATE

If you are going to stream at 128 kbps, make sure all of your files are encoded at 128 kbps. If you are trying to save bandwidth and going to stream at 96 kbps, encode all your files to 96 kbps. All files MUST BE encoded with "Constant Bitrate" or your server will not function properly. To quickly and easily convert all your files we recommend a FREE program called Converterlite. Just make sure to decline all the software offers you will receive during installation.

128 Kbps is the most I stream at. If you stream over that then mobile users eat up more data to listen. 128 is CD quality and sounds great. It also makes the files smaller so you have more storage and can use more tunes.

PROGRAM LIST

- MP3 Tag

- MP3 Gain

- Converter Lite

- FileZilla FTP Client

- Centova Users Manual

- https://www.mp3tag.de/en/

- http://mp3gain.sourceforge.net/

- http://www.converterlite.com/

- https://filezilla-project.org/

- http://www.centova.com/doc/cast/user_manual

PART 2

INTERNET RADIO 101+

CONFIGURING CENTOVA CAST & UPLOADING YOUR FILES

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SETTING UP CENTOVA CAST & AUTODJ

- Let's walk through setting up your Cenotva Cast account and preparing it for use.

- First we will login and configure it for AutoDJ so we can upload the files and make our playlists.

UPLOAD FILES

- Using your favorite FTP Client upload all your corresponding files and folders to the "Media" folder on your streaming server. I personally use [FileZilla Client](#) for this which is also free. FTP details are provided under the "Quick Links" section on your Centova Cast Dashboard.

- For training purposes I have already uploaded most of my files.

MAKING OUR PLAYLISTS

- Now that we have uploaded our files we can make our playlists. The playlists will conform to the folders we uploaded.

- Once we have created them we can drag and drop the music files into each list.

- Once done we start our server and we are on the air!

PROFESSIONAL IMAGING

- Now that you have music playing in rotation for your friends and followers to listen to, it is time to think about what we call Imaging/Sweeps. You can try and create your own but if you want to retain listeners you really need to have them done professionally. I know the word **PROFESSIONALLY** usually means **EXPENSIVE,** but in your case that simply is not true. Prostreaming offers some very affordable packages to help get you started.

- http://prostreaming.net/production-imaging/

DON'T GET DISCOURAGED

- Unless you have thousands of friends to listen to your station it will not be that popular right out of the gate. My first station only averaged 1 or 2 listeners a week. My mentor warned me of this before I even started. It was a hobby so no big deal. If you think you are going to be a overnight success, you are very wrong.

- **What I Learned.** Over the course of the first year I learned I could actually spend a little money to promote overseas and listeners outside of the US starting flocking onto my station. It seems the folks overseas are more prone to listen than people in the US. That's not always the case but this is a discussion for another blog topic.

CLOSING ADVICE

- The last piece of advice I can give is to keep playing with your rotation and expanding your playlists. Get your friends to help you with music suggestions and such. The more you involve them the greater chance you have of them sharing your station with others to help your audience grow.

- In the mean time if you have any questions and are a [ProStreaming](#) customer, the Support Department is willing to help all they can. There are several publications on the main menu you can subscribe to that can keep you informed on the industry. I hope to have another article published in the very near future to discuss station promotion and live streaming. Until then, happy streaming and just have fun!