

In their own words

Beginners guide to audio storytelling



Learn about techniques and digital tools you need to gather and share the stories and experiences of the people your charity or community group works with



Conversations with a purpose





What we'll cover today

- ✓ Planning your conversation
- ✓ Consider recording best practice
- ✓ Select free and affordable tools for audio capture
- ✓ How to turn your recording into a written transcript



Let's record...



My name is...and when I was a child I really loved to...because

1. Go to Padlet
2. Record your answer
3. Then breakouts in pairs: Listen to someone else's answer
4. If you have time, ask a question, what more would you like to know about their story? (Write in the comments)



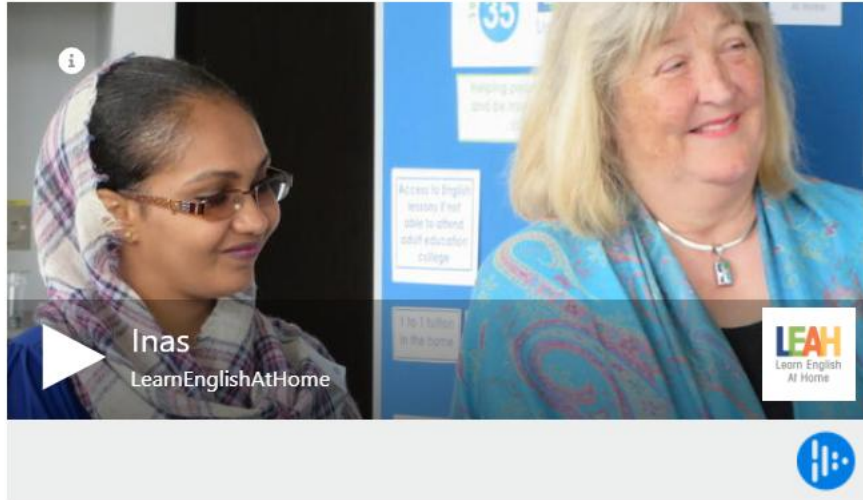
Planning your story gathering

What questions might we ask ourselves?

Answers in chat please...



Audio examples



[Learn English at Home](#)
[Ina's story](#) using
Audioboom

- ✓ Short quote for impact or evidence of need
- ✓ Embed and play on website
- ✓ Builds overall impression of an organisation



#LifeAfterLockdown

Z2K
poverty



Audio examples



[Z2K Life After Lockdown project](#) turned into video, uploaded to YouTube (You could use [Headliner](#) to do this)

- ✓ Audio stories gathered alongside video to drive policy work
- ✓ Focused policy asks around Rented Private Sector and Universal Credit



Audio examples

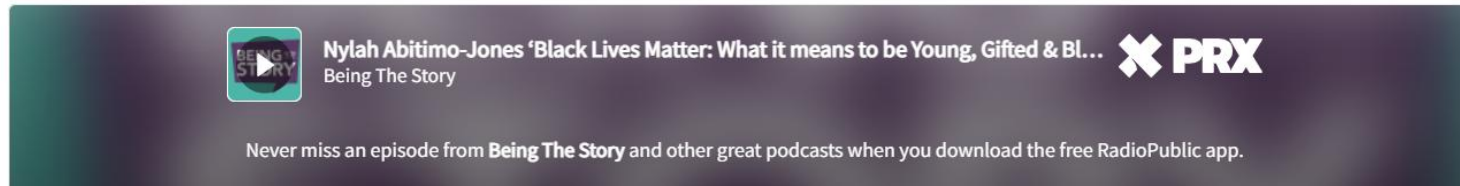


[Dory at Dementia Diaries on Soundcloud](#)

- ✓ Diaries as part of a long-term campaign
- ✓ Call up and leave messages at any time by landline



Audio examples



[Nylah Abitimo-Jones on the Being the Story podcast](#)
using [Radio Public](#)

- ✓ Interviews recorded in front of a live audience and available as a Podcast
- ✓ Part of an ongoing [spokesperson network](#) with Sounddelivery on issues that matter to people



Audio examples



Childcare Voices

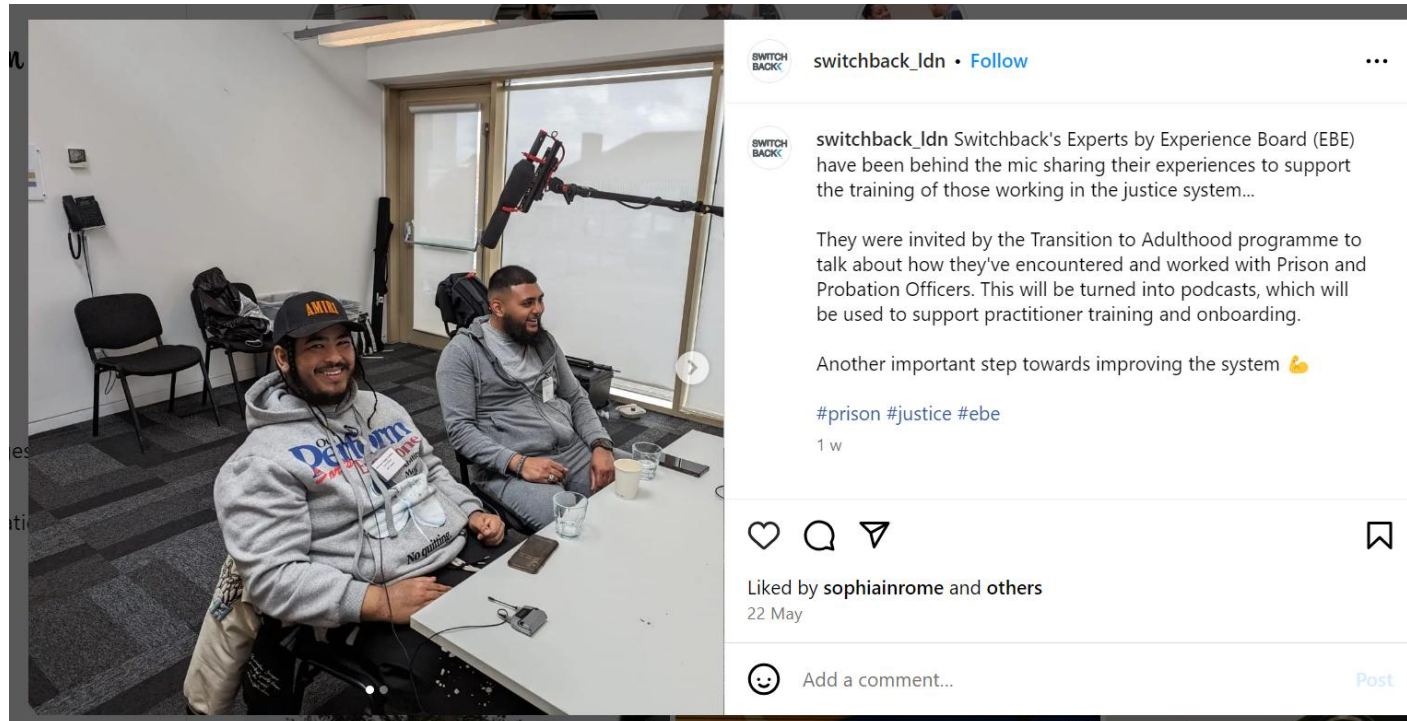
People on the frontline of the childcare crisis share their stories and investigate the historical roots of the problems they face. As they look into the past, will they find solutions to the problems of today?

On the Record [Childcare Voices](#) project using [Acast](#) podcasting platform

- ✓ Podcasts using stories of experiences of childcare crisis to suggest solutions
- ✓ Shared by funder
- ✓ Part of London Challenge Poverty Week campaign



Audio examples




- ✓ Recording their lived experiences
- ✓ Podcast turned into training

Switchback improving the probation system with recordings for Probation Officer training




Audio examples

Our Work ▾ Publications London's Poverty Profile ▾ News & Views



Listen to Danna's story



Read Danna's story

Hi, I'm Danna. I'm from Colombia, but I grew up in Spain. I have been living here in London for eight years. I have two children, Juliet and Martina, I came to live in London to have these opportunities, to evolve as a person as well, so I found that London is the perfect city for me where I can fit. The diversity that I can find here you cannot find it in another part of the world, so that was perfect for me.

[London Looks Like](#) series by Trust for London on Soundcloud and in full written text on website

- ✓ Audio stories and portraits about day to day life in London
- ✓ Can you share a story with your funder? What campaigns do they have?



Audio examples



Screenshot with link to the BBC Listening Project website. You'll need to set up a free account to listen

[BBC Listening Project](#)

- ✓ Recording a conversation between two people who know each other well
- ✓ Putting people with lived experience in control of their narrative



You might not use the audio



Balcony Blog #1 - Sharon

In this blog
series, we
interview
Hackney Wick
residents about
their lives under
lockdown

[Wick Award Big Local lockdown stories](#)

Hi Sharon! What can you see from your balcony?

It's quite nice today. I can see for miles from my balcony. Victoria Park and over to Canary Wharf in one direction and just blocks of flats over the other side of Wick Road. All this is the Big Local area.

What does your day look like?

The days are different. We can't run the clubs and bingo that we used to run in Gascoyne Hall. That took up lots of my time. We had craft club on Monday, the community lunch on Wednesday and Bingo on Thursdays- I might see nearly a hundred people a week.

In another way my day has not changed all because I help my family and do shopping for old people every other day.

What are your worries?

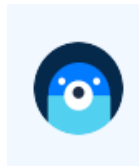
Just a few! I worry about my family. What it's like for the kids to be out of school I don't want them going back til it's safe but they need school. My eldest grand-daughter is not

"I worry about the old people - the ones who are staying in - doing as they are told - getting thin and forgetful... and I worry about the ones that go out on the buses like nothing's happening."

— Sharon



Or only use the transcript



December 2020



Wed, 12/9 · 5:50 PM
Clare NLCF Roundtable
🕒 1:04:05



Fri, 12/4 · 5:13 PM
NLCF Philippa breakout
🕒 1:04:09



Thu, 12/3 · 4:13 PM
NLCF Sorrel breakout and why Superhighways
🕒 1:05:25

Themes, quantifying and sentiment analysis



The screenshot shows the Catalyst website header with navigation links: About, What we do, Resources, Success stories, News, and a 'Get involved' button. Below the header is a breadcrumb trail: Home > Resources > How micro charities and grassroots groups went digital: lessons from the pandemic. The main article title is 'How micro charities and grassroots groups went digital: lessons from the pandemic'. Below the title is a sub-headline: '3.3.2021 - For charities & infrastructure organisations' and the author's name: 'Sorrel Parsons'. The article features an illustration of two people working on a large digital structure.



✓ Consultation meeting with Director, Digital Third Sector Transformation at The Scottish Government



Insights or storytelling?



- ✓ Looking for themes, making changes & sharing findings



- ✓ Sharing a story to raise awareness or motivate action



Semi-structured interviewing for exploration and insights

- ✓ ... is a scheduled activity
- ✓ Uses an **interview guide**
- ✓ Interviewer is prepared and in control, but not controlling
- ✓ Max. 1 hour





How will you use audio in your work?

Answers in chat please





QUESTIONS



**Planning your
questions**

Let's imagine we are looking for a story about how our early childhood fun helps or shapes us as adults



Planning your questions – part 1



1. Listen to your partner's recording
2. Individually, write 5 questions you might use as a starting point for recording a conversation about their experience.
3. Use this [Google Doc](#)



Brain paws..



Planning your questions – Part 2



1. Discuss your questions with your partner
2. What would the story have looked like? What might have been missed?



Follow up question techniques for insights

- ✓ Ask for an example
- ✓ Ask for meaning (“What does that mean?”, “What does/did that mean to you?”)
- ✓ Provide some evidence (“What makes you say that?”)
- ✓ Ask for more detail (“Can you tell me more?”)
- ✓ Reflect back to check understanding
- ✓ Verbal and non-verbal agreement (express interest)



Questions for storytelling

- ✓ Plan questions to elicit strongest response
- ✓ Ask the same question – get the right answer (forewarn them!)
- ✓ Easy starter – warm up?
- ✓ End for surprise/reflection



Avoid

- ✓ Leading questions
- ✓ Double barrelled questions
- ✓ Loaded questions
- ✓ Ambiguous questions
- ✓ Jargon
- ✓ Overly sensitive questions





HOW TO



**RECORD AND
TRANSCRIBE YOUR
CONVERSATIONS**

Spot the problems in
this recording....



Job Club, New Addington and Fieldway



We recorded it a long time ago, not Croydon Voluntary Action!

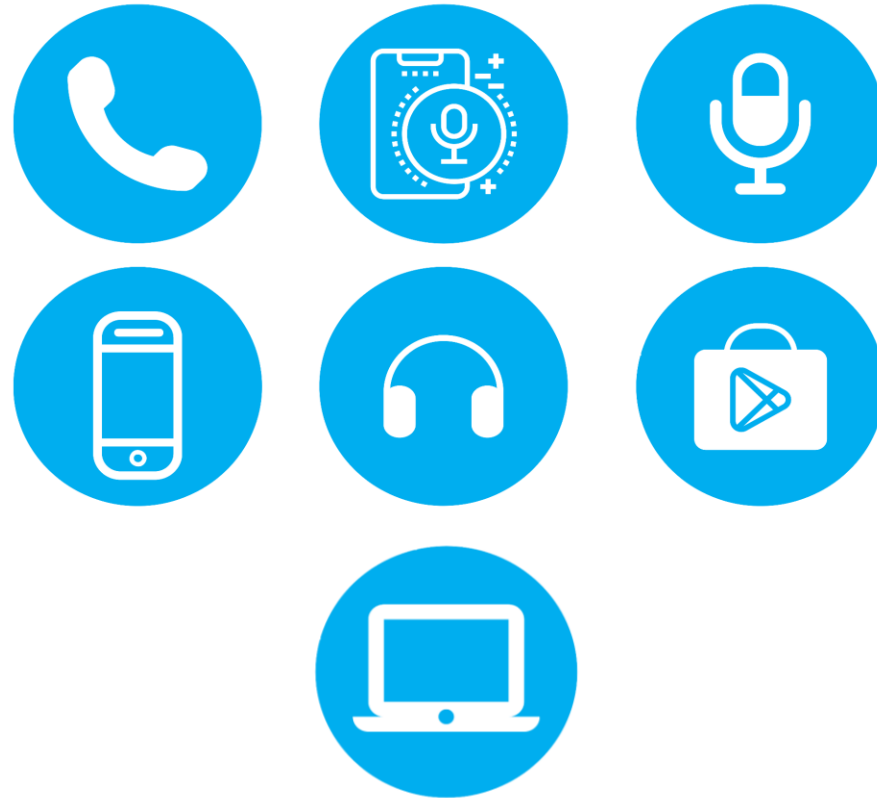


Pre-recording

- ✓ ...do you have consent?
- ✓ You have told people you are **recording**
- ✓ It's stored safely
- ✓ Virtual consent – forms, audio (video?) especially for publishing
- ✓ Equipment checks



What
equipment
will you
need?
Or already
have?



Answers in chat please...



Helpful equipment and techniques..

Lapel mic – plug into your phone (face-to-face)



Telephone pick up mic – insert into your ear and your recording device



Use a mobile app e.g. Automatic Call Recorder (don't forget to switch it off)



Play it loud for transcription tools to more easily pick up the sound from another device

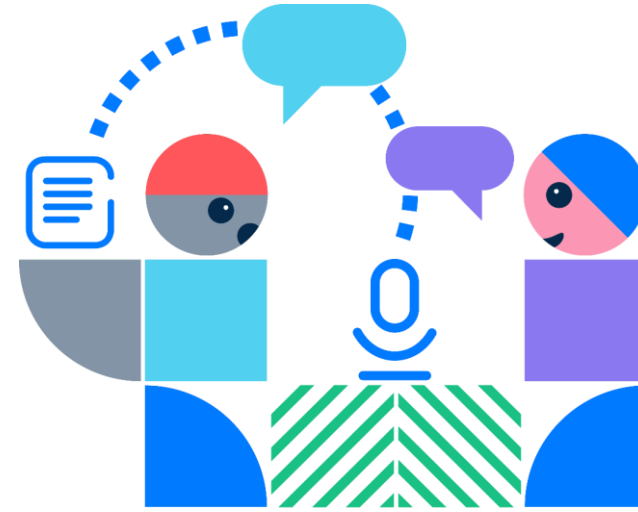


Transcribing

- ✓ Phone speech notes (might be hard virtually)
- ✓ AI transcription
- ✓ Other free converters
- ✓ DIY listening and typing
- ✓ What do you already have in your tool box?
E.g. Captions on your videos



Recording & Transcribing – Otter.ai DEMO



Recent Activity



Chief Officers' Network Meeti... is ready

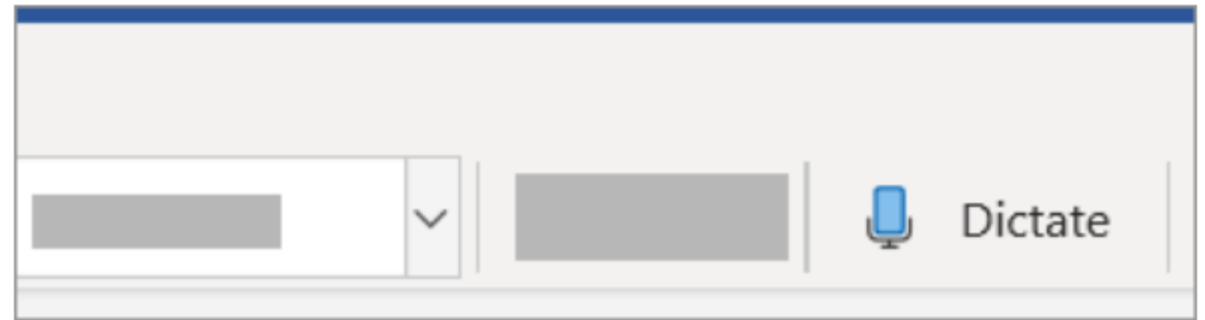
Apr 1

<https://otter.ai/pricing>

There are others (but paid for multi-language e.g. [Rev](#) and [Sonix](#))



Auto transcribe – Office 365 dictate demo



Upload audio to Word to transcribe

The image shows a sequence of three screenshots from the Microsoft Word application, illustrating the process of transcribing audio. The top screenshot shows the 'Dictate' button with a drop-down arrow and the 'Transcribe' button. The middle screenshot shows the 'Transcribe' dialog box with the language set to 'English (United Kingdom)' and buttons for 'Upload audio' and 'Start recording'. The bottom screenshot shows a list of languages for selection, including various Arabic dialects, and a preview of the transcribed text from an audio file named 'Horse riding story.mp3'.

Dictate

Sensitivity

Dictate

Transcribe

Transcribe

Generate a transcript by uploading your audio file (.wav, .mp4, .m4a, .mp3) or start a recording.

English (United Kingdom)

Upload audio

Start recording

Arabic (Bahrain), modern sta...

Arabic (Egypt)

Arabic (Iraq)

Arabic (Jordan)

Arabic (Kuwait)

Arabic (Lebanon)

Arabic (Oman)

Arabic (Qatar)

Arabic (Saudi Arabia)

Transcribe

Horse riding story.mp3

00:00:00 00:00:22

1x

00:00:02 Speaker 1
My name is sorrel and as a child I loved horse riding very much. And because it, well, I loved horses, but also I loved riding. I liked the thrill of jumping.

00:00:15 Speaker 1
Liked being outside and outdoors.

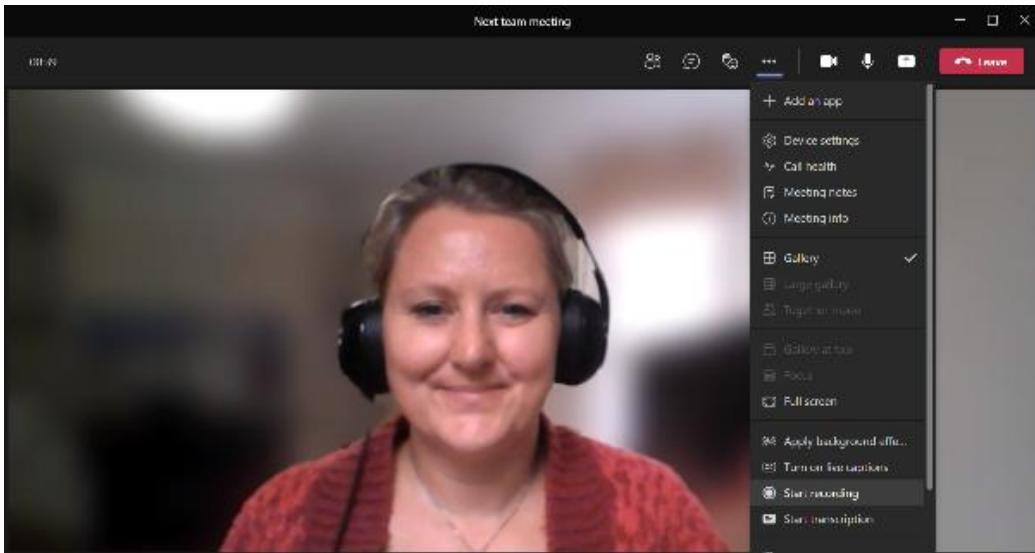
Add to document

New transcription

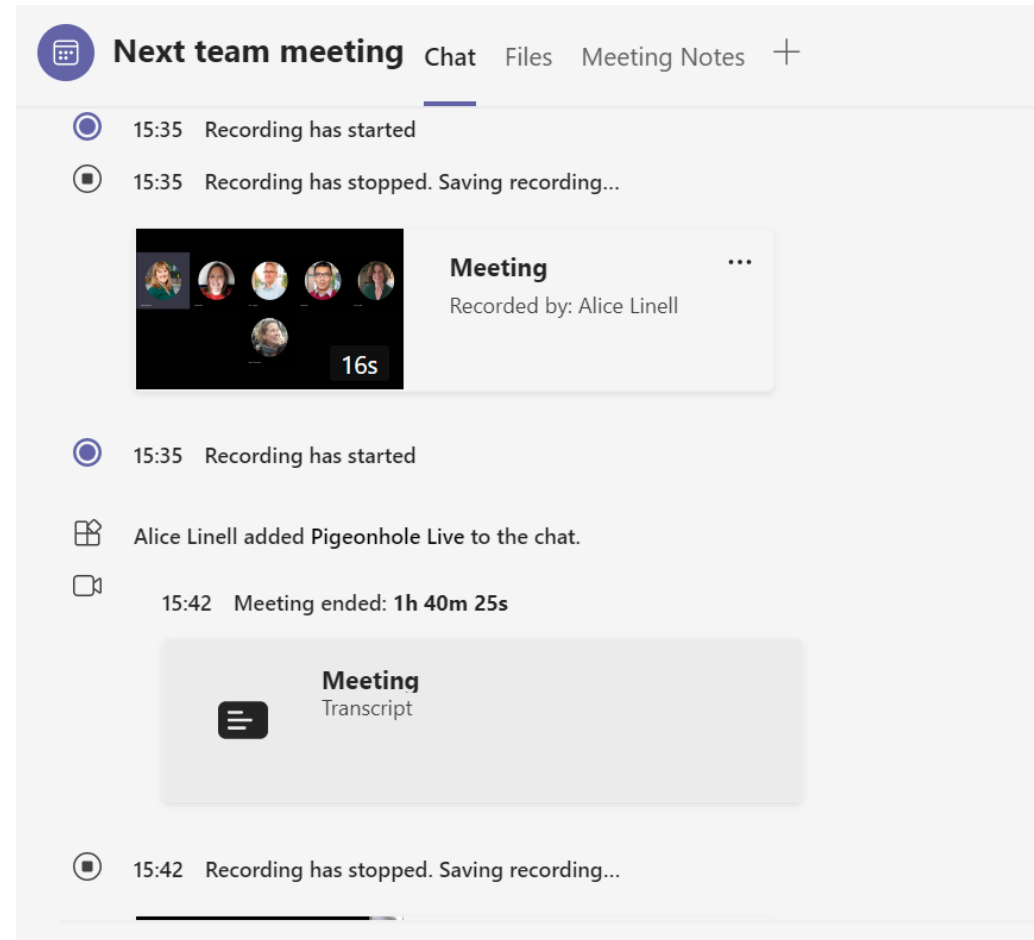
1. Open Word in M365
2. Go to Dictate
3. Click on the drop-down arrow
4. Transcribe
5. Choose a language (there are lots!)
6. Upload audio
7. Leave the document open for it to finish transcribing
8. Now Add to document



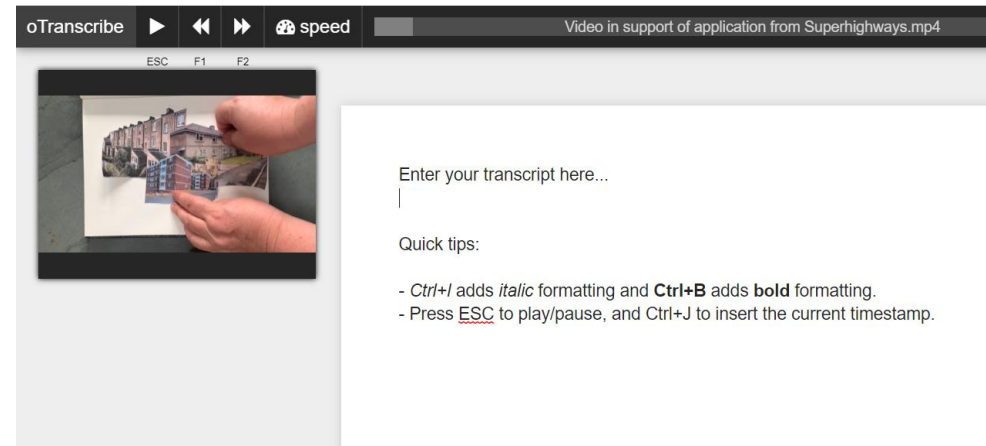
Auto-transcribe with Microsoft Teams



1. Record your meeting
2. You can access your recording and transcript in the calendar invite
3. And saves to either One Drive or SharePoint



DIY transcribe – O-transcribe DEMO



The screenshot displays the oTranscribe application interface. At the top, there is a control bar with the text "oTranscribe" on the left, followed by play, previous, and next buttons, a "speed" control, and a progress bar. On the right side of the control bar, it says "Video in support of application from Superhighways.mp4". Below the control bar, there are function key labels "ESC", "F1", and "F2". The main area is split into two sections. On the left is a video player showing a person's hands holding a printed image of a building. On the right is a text input area with the placeholder text "Enter your transcript here..." and a vertical cursor. Below the input area, there is a "Quick tips:" section with two bullet points: "- Ctrl+I adds *italic* formatting and Ctrl+B adds **bold** formatting." and "- Press ESC to play/pause, and Ctrl+J to insert the current timestamp."





Try it for yourself:

1. Download **your own** audio story from Padlet (I also have a quote from Superhighways digital skills research in 2020 if you need it)
2. Go to [O-transcribe](#)
3. Upload the recording
4. Transcribe the recording
5. If you have time and want to, create your Otter.ai free account

Alternatively insert [this YouTube video](#) about You Can Make Music





TOOLS TO



**EDIT AND PUBLISH
YOUR RECORDINGS**

Publishing tools



Small Charity Impact

Edit Analytics Total plays: 12

Man & Boy: a positive story of impact

26 Sept 2018, 16:58



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Man & Boy: issues and challenges

Top Episodes

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Max Hamilton: a young ambassador for Express CIC in Kingston by Small Charity Impact

Hannah Craig on supporting mental health of SEN children by Small Charity Impact

KINGSTON'S CHARITABLE SECTOR



Presented by Patricia Turner for KINGSTON VOLUNTARY ACTION



Canva DEMO

File Resize Editing Audio tests Present Share

Transcribe Audio

Upload your audio file

Choose file

Make sure audio file is in MP3, WAV, M4A or OGG format. It should not be a song and less than 4.5 MB in size.

Sorrel horse riding story.mp3

Colorize

Select font

Font preview

Poppins Regular

Transcribe your audio

Poppins 54.3

My name is Sorrel and as a child I loved horse riding very much because I loved horses but also I loved riding. I like the thrill of jumping, I like being outside and outdoors, I like looking after horses.

Notes Duration Timer Page 1 / 1 23%



Editing

- ✓ Simple audio edits are available in publishing sites
- ✓ Audio edit apps on phones
- ✓ [Audacity](#) – free open source for desktop (our fave).
- ✓ Canva

See our [step-by-step guide to editing with Audacity](#)



Storing your data?

- ✓ Download the right apps to your device
- ✓ Which account are you signed in with?
- ✓ Delete recordings where necessary
- ✓ Make time...
- ✓ ...and form good habits





RESOURCES



**Get started
with audio**

Superhighways training & extra resources

[Look at our current training offer](#) and add yourself to the waitlist if they're full

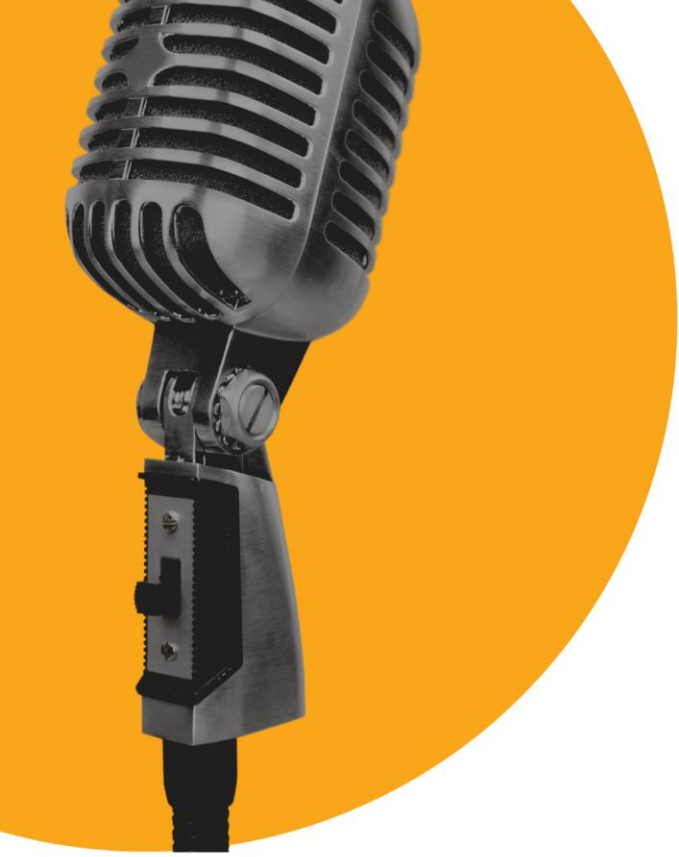
[Download our Favourite Apps](#) for data collection & storytelling tools sheet

[Sign up to our monthly eNews](#) for updates from us on all things charity sector and digital/data, plus future training and support offers

Ask for help with anything: info@superhighways.org.uk

Final thought





Thank you for taking part

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www.superhighways.org.uk



Trust for London
Tackling poverty and inequality

