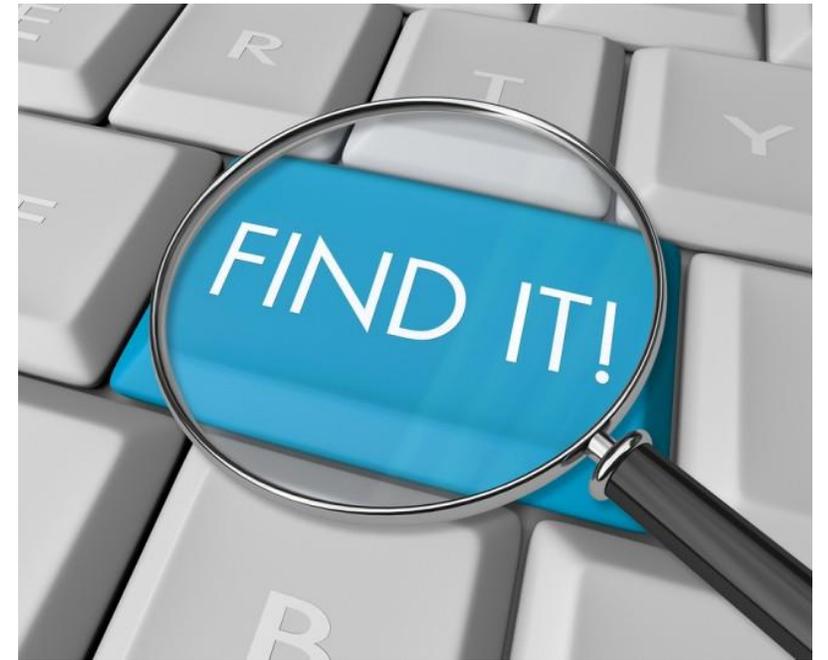


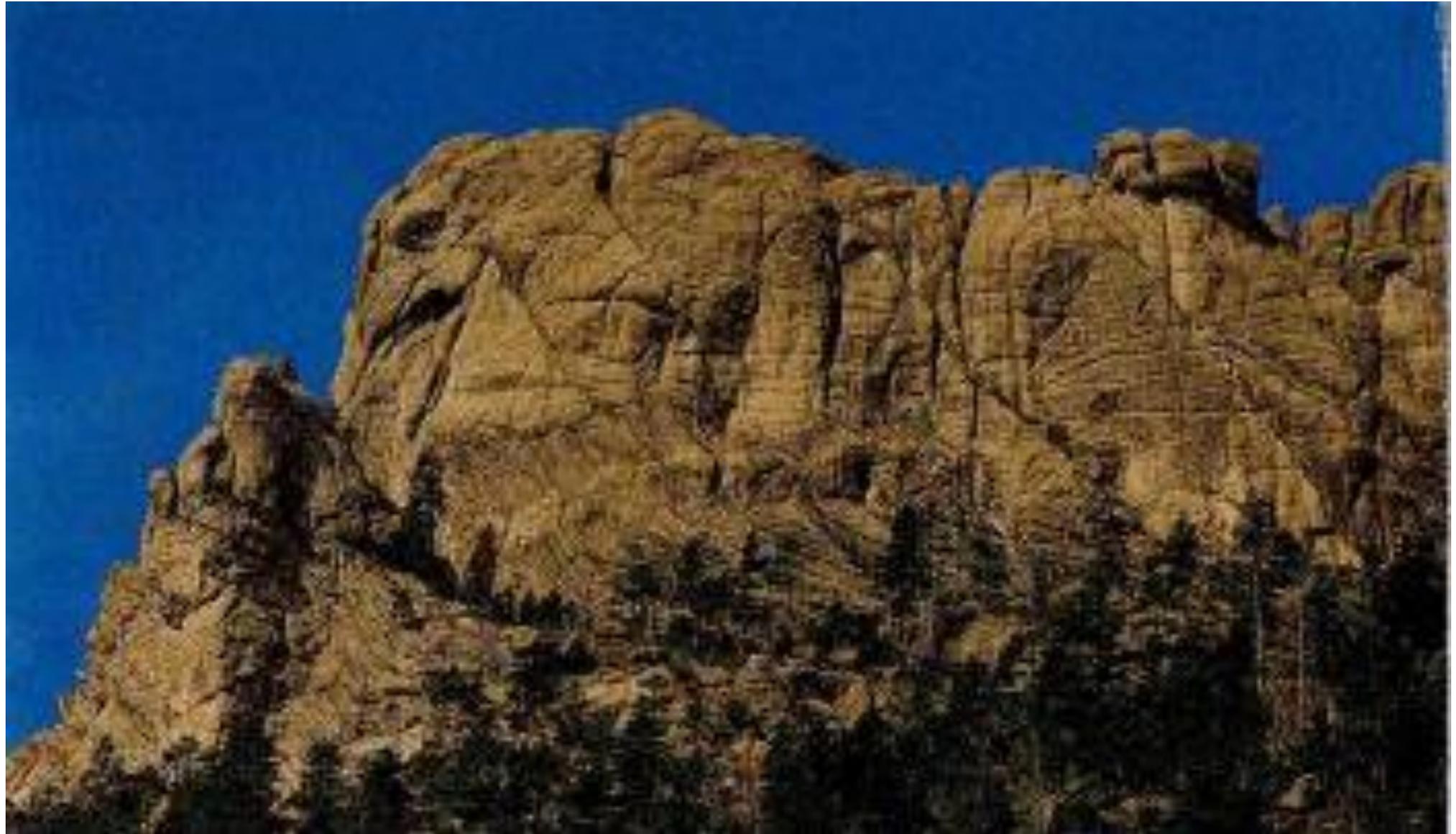
The Art of Editing Audio Finding the Diamond in the Rough

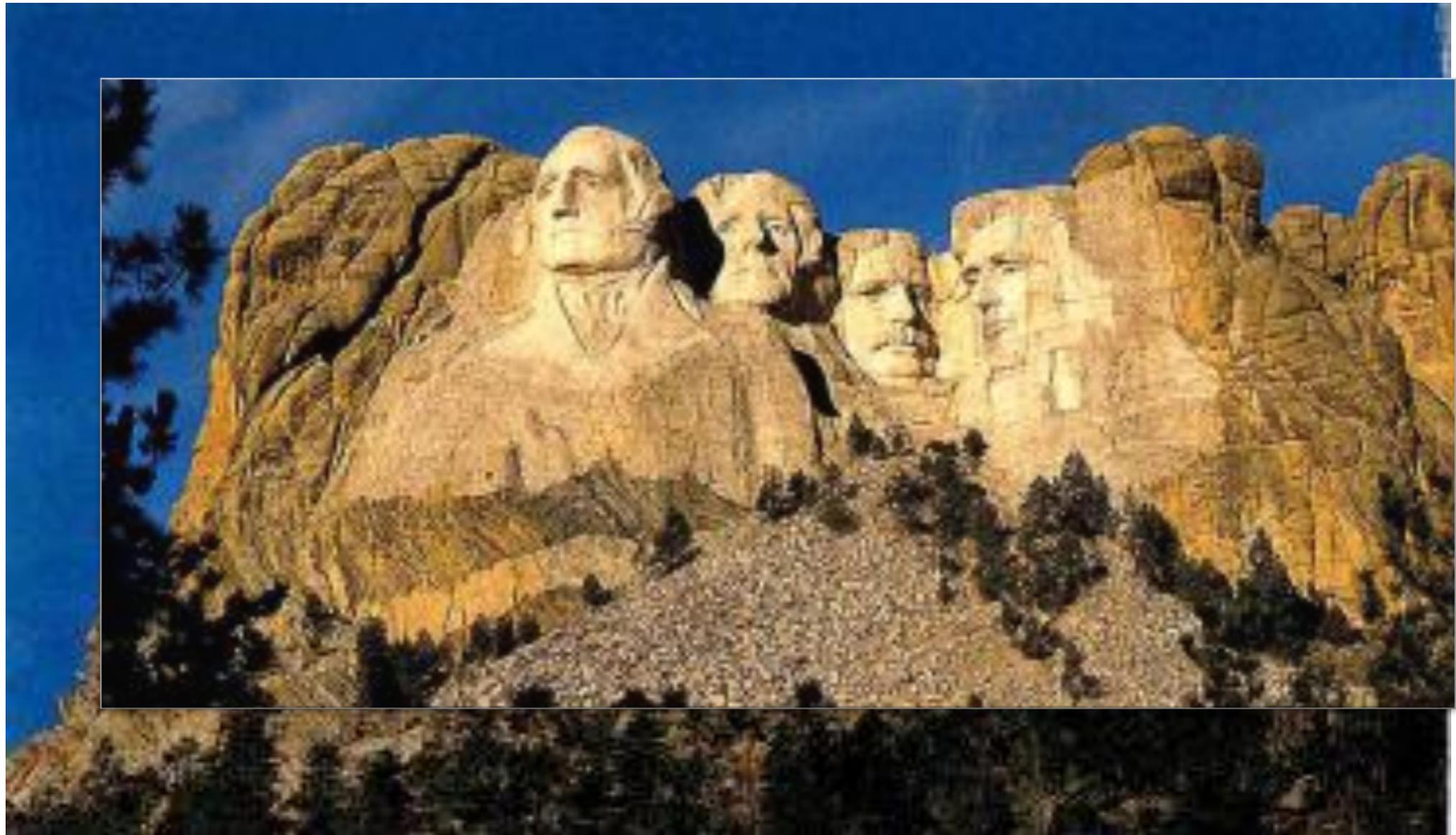


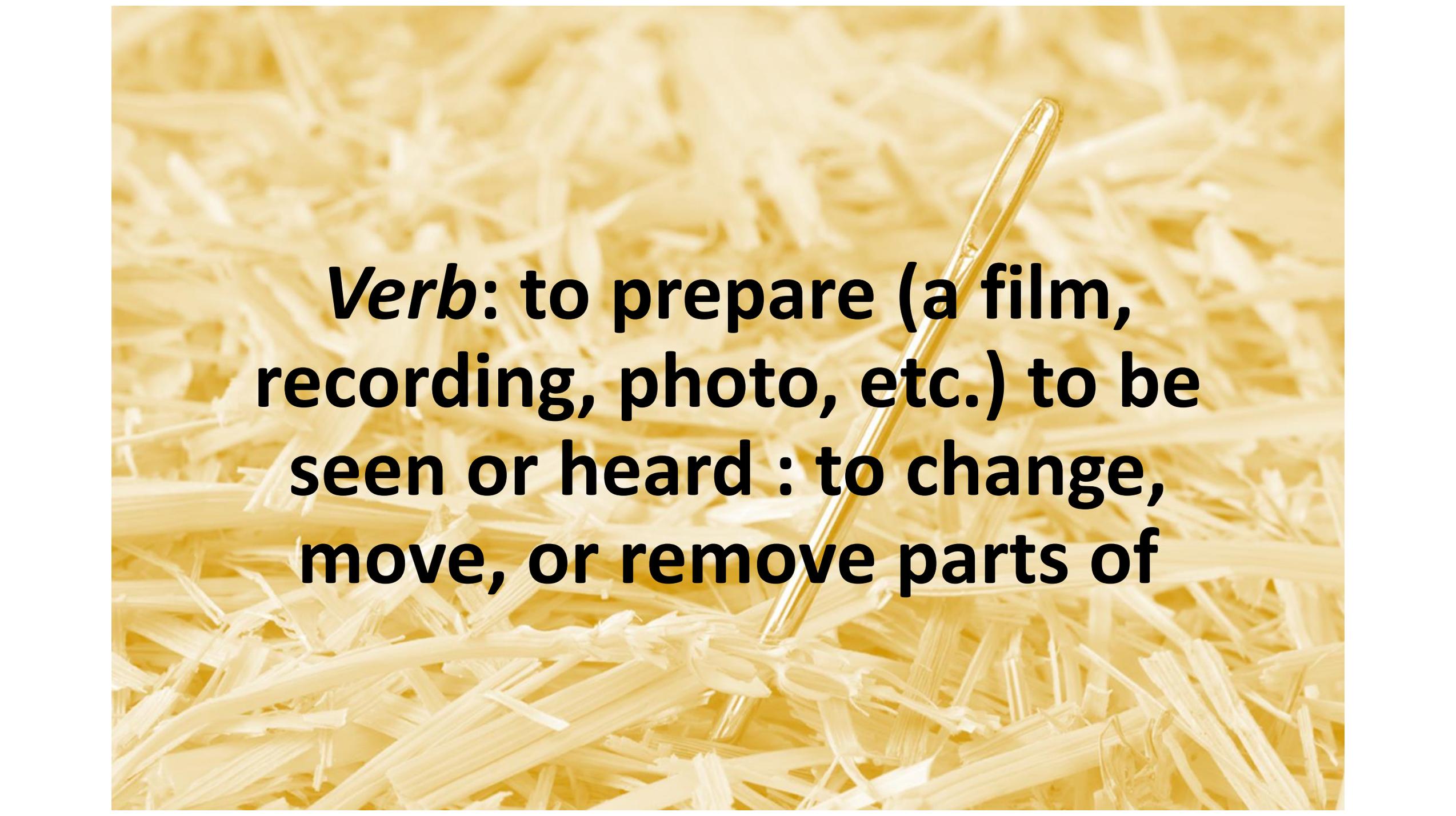
Dave Jackson

www.schoolofpodcasting.com

@learntopodcast







***Verb:* to prepare (a film, recording, photo, etc.) to be seen or heard : to change, move, or remove parts of**

Every podcaster should consider editing their show because of its ability to increase IMPACT.



Do You Need To Edit?



subscribe.



Lex Starwalker

Lives in Fort Wayne, IN

StarwalkerStudios

***If a podcast doesn't
have good production,
I don't subscribe in
the first place.***

***Shows have less
than 5 minutes to
catch my attention.***



Todd Cochrane

Works at RawVoice
Attended Embry Riddle Aeronautical University
Lives in Honolulu Hawaii



If I give a show a listen and it's going to waste my time with a lot of rambling and looking for notes and hosts losing their places, I don't listen a second time.

Everything I'm subscribed to is edited.

Mignon Forgarty (Grammar Girl)



The background features several light blue arrows pointing downwards from the top edge. At the bottom center, there is a pink target with three concentric rings and a central bullseye. The text is centered in the middle of the image.

Every podcaster should consider editing their show because of its ability to increase IMPACT.

-David Jackson

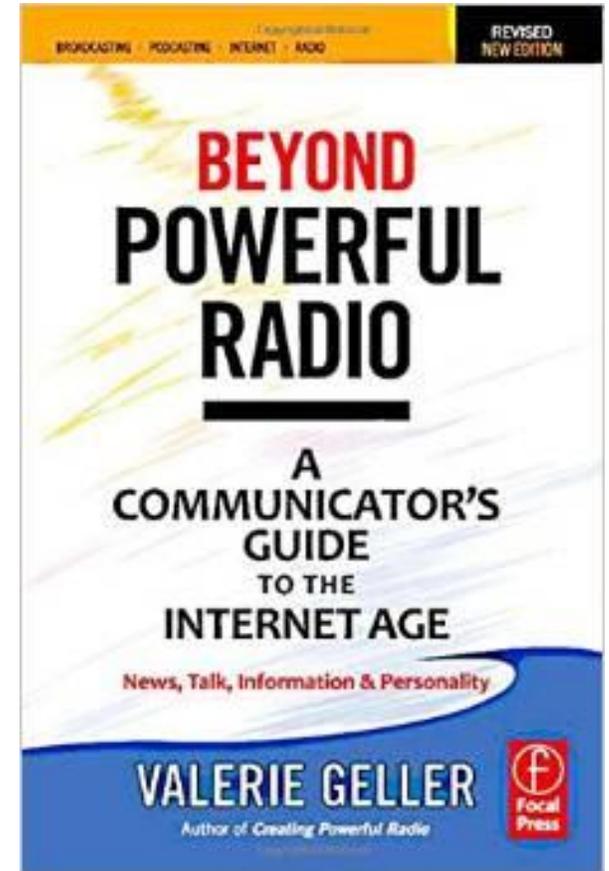


subscribe.

I love editing. It's one of my
favorite parts about filmmaking.
Steven Spielberg



If you are live on-air anything goes! But anything prerecorded should be perfect.
-Vallerie Geller

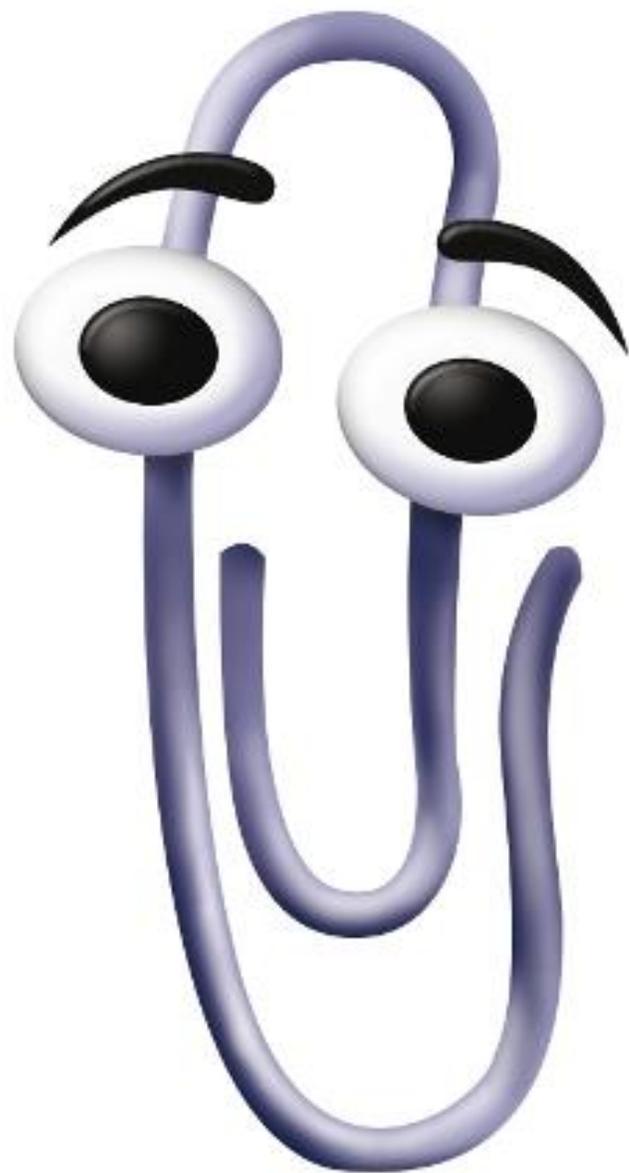


KEEPING IT REAL



KEEPING IT REAL





If we edit items going to
important people
(Resumes, E-mails) Does
this mean our audience
isn't important if we
don't edit?

Have you ever
unsubscribed to a
podcast? Would you have
stayed if they had done a
little editing?

Yes! There was a podcast a couple years ago that fit this problem. The host Spent the first hour of a two-hour episode talking with his guest about completely irrelevant things. And the host couldn't stop saying, "um." Solo shows were even worse on the "um" front, as it seemed to be every fourth word.

-Daniel J. Lewis



I've done this several times. My test is the car. If your levels are no good there, your out! If you and your cohost are at like a 10 db difference then I delete ya!



Ryan Talbot

Worked at WBIN-TV
Attended Future Media Concepts
Lives in Manchester,NH

TECH MATH IV

~~EDITING~~

Sound Sharpening

Content Sharpening



NO TIME



Production Sharpening

EDITS

PREPARATION



NO PREPARATION

+

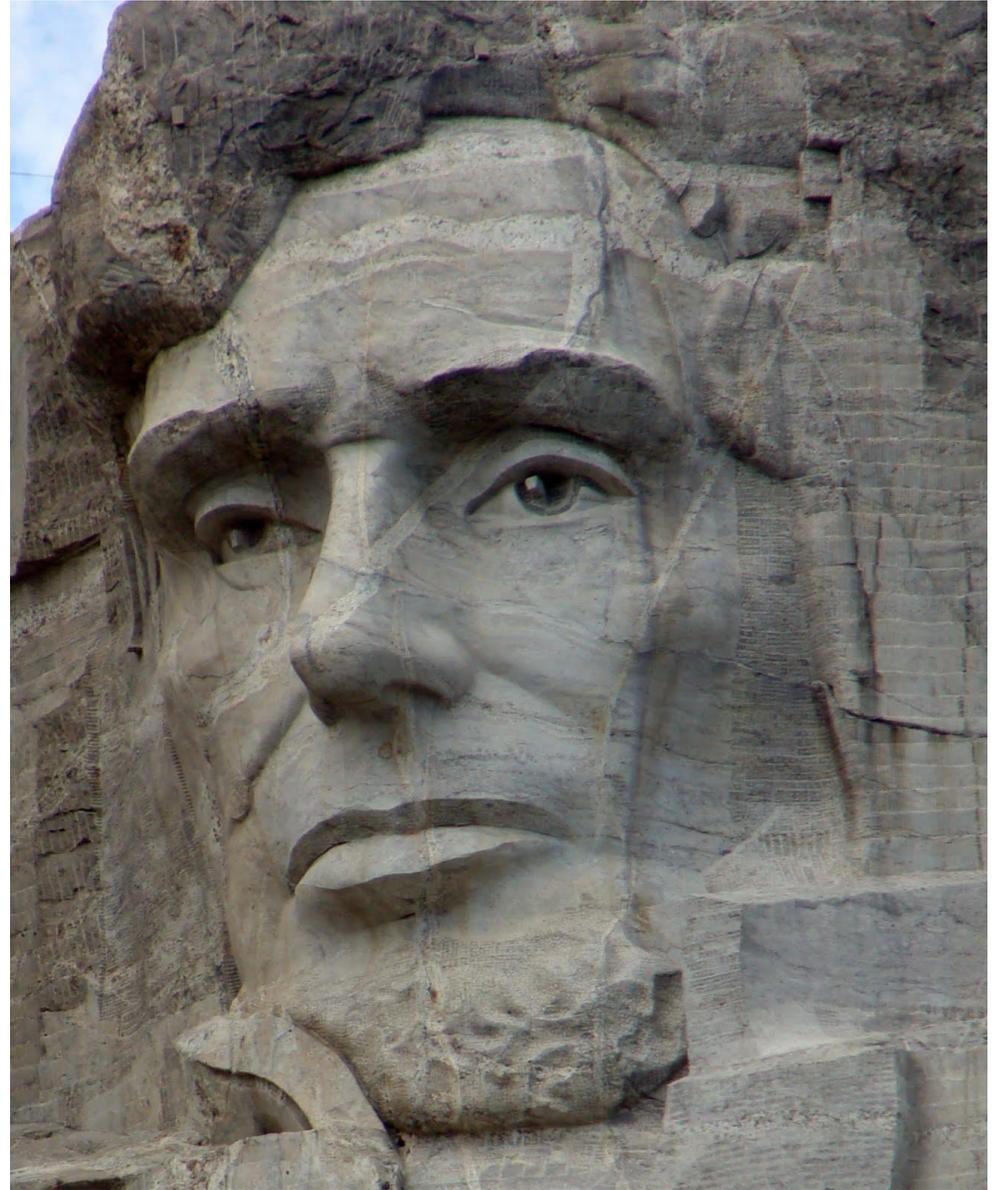
NO EDITING

= Less Impact

= Less Audience

Give me six hours to
chop down a tree, and I
will spend four hours
sharpening the axe.

-President Abraham Lincoln







INTERVIEWS

NO,

NO, But I do know...

The Boomer Business Owner

PRE-INTERVIEW CHECKLIST

CURRENT AS OF 21 JULY 2014

Thank you for agreeing to be interviewed on The Boomer Business Owner podcast. We are VERY excited to have you as our guest! Please keep in mind that our audience is made up of **baby boomers (age 49-67 +/-)** who have either never ventured into online business or at some point, may have started or currently do run, an online business with very modest to no positive results. They are **generally online business newbies**.

Check name pronunciation

May I ask, are you a baby boomer or honorary baby boomer?

This interview is meant to be very **conversational**. Below is a list of potential questions, depending upon how the interview flows and its length. **Please feel free to talk to the listeners.**

Ideally, I'd like the interview to be around 25 minutes +/-

As we have a number of topics to cover, I ask that you be **concise** with your answers

My goals here are threefold:

- Help listeners glean some useful information
- See if they resonate with you for future business
- Walk away with 1-2 pieces of actionable advice

Podcast Guest – Preparation Guide

Jim Collison June 7, 2013 Podcast No Comment

Like Share 0 Tweet 0 +1 1 Share



In order to help guest coming on the podcast prepare for their appearance, make the experience as enjoyable as possible and ensure a quality podcast, we have prepared the following guide. (Special Thanks to Mike Howard from <http://jpeg2RAW.com> for assembling this list)

Basic items you will need:

- **The Webcam** – webcam's that are built into a laptop generally are not of the best quality but will work. Its best if the camera is place at an angle that is horizontal to your eyes and not looking up at you. You might need to place your laptop on some books or a stand for best results.



- **Headset** – A Headset with a mic is preferred but not mandatory. (Here is an example: <http://amzn.com/B005VAORH6>) The mic in your webcam or built into your laptop is generally not of the best quality and will pick up a lot of ambient noise. Even with a headset mic, **you will want a relatively quiet location.**

If you would like to **upgrade your set up**, without spending too much money, you could use a microphone like the **ATR-2100** (<http://amzn.com/B004QJOZ54>) or **AT2005** (<http://amzn.com/B007JX8O0Y>). Either of these two mics can be paired with any kind of headphones or earbuds for really good sound.

- **Google+ Hangouts** – We generally use Google+ Hangouts for the podcast. If you don't have an account, we have a guest account you can use. During the pre-show interview, we will need to set this up.

- **Skype** – If we do need to use Skype for backup reasons, make sure it is updated to the latest version. We may need use this for the pre-show or the actual podcast if there is an issue with Google+ Hangouts that night.

- **Internet** – You will need an adequate internet connection – Fast DSL or Cable with a 1mb up and 3mb+ down speed will be the bare minimum.



**WRONG
WAY**







PLAY

STAY

SHOW NAME
EPISODES
INTERVIEWS
PRODUCTION
FINISHED



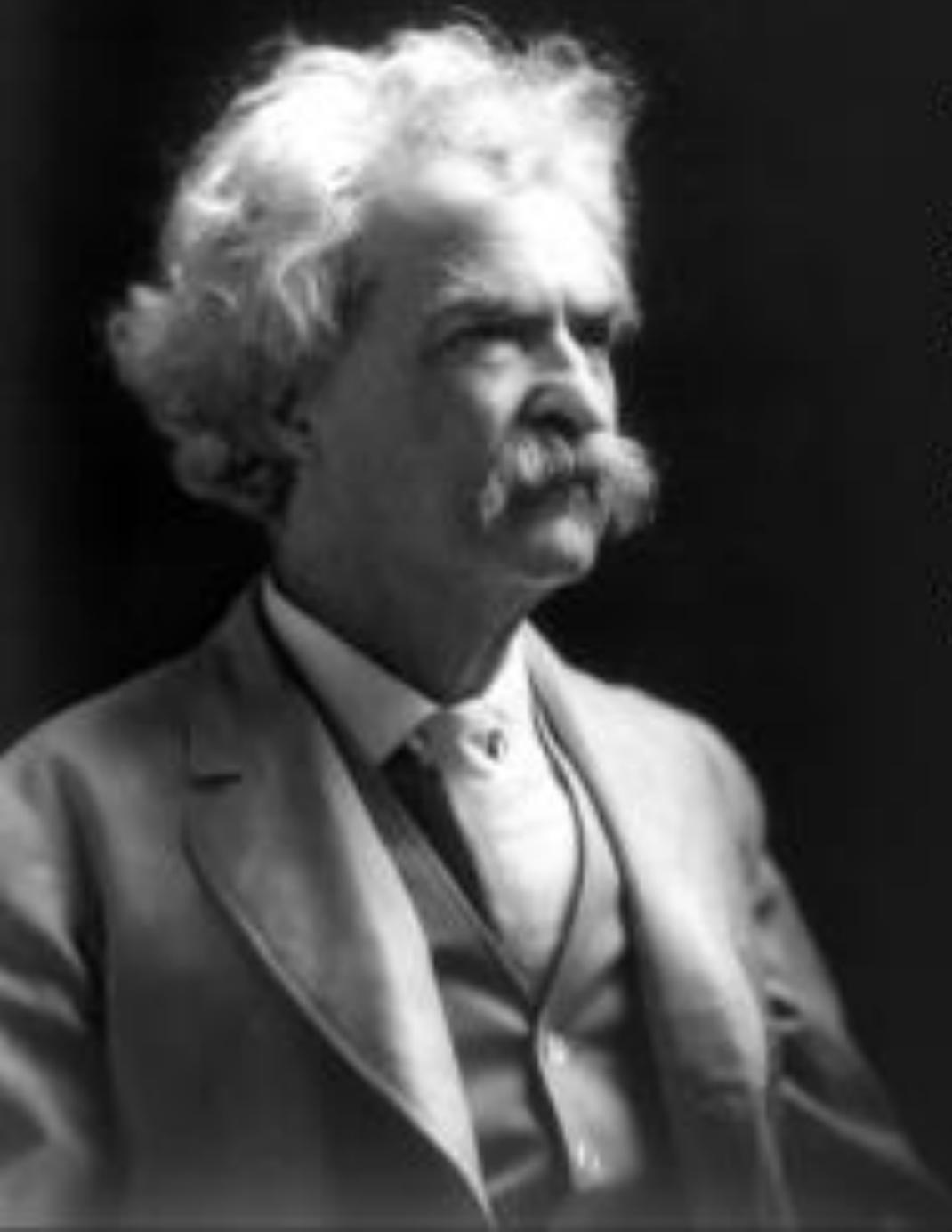


Edit through the ears of your audience

Your edits should not sound like an edit

Save different versions in case you need to go backwards





The right word
may be effective,
but no word was ever
as effective as
a rightly timed pause.

Mark Twain

“No” Answers

Ums

Stock Answers

Talk Overs – Interruptions

Brain Farts

Over Answer

Too Much Detail





HOLLYWOOD
PRODUCTION _____

DIRECTOR _____

CAMERA _____

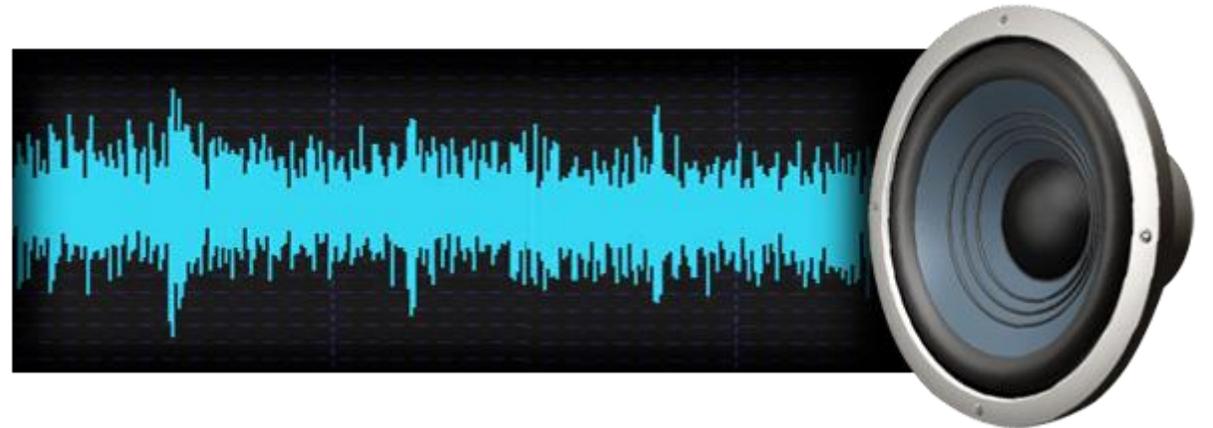
DATE

SCENE

TAKE

Popcorn

Ums – Crutch Words
Over Answers
Stepping On Each Other
Answer / Response
Hiccups – Skype – Brain
No I haven't....



EDITING

PREP

PROMOTE

EDIT

PREPARE

PROMOTION

GOOD



IMPACT





Every podcaster should consider editing their show because of its ability to increase IMPACT.

-David Jackson

David Jackson
Personal Podcast Coach



School of
PodCasting
.com

Established 2005

David Jackson
Personal Podcast Coach



www.schoolofpodcasting.com/pm14