

## Transcripts - Listen up How to Launch and Grow a Hit Podcast Edit & launch your podcast

We're back for video number three in week number three of your podcasting. So in this video, I'm going to talk to you a little bit about editing. How do you get the sound off of your recorder? How do you get it onto your computer, which we'll look at in a second. And how do you edit that audio? And then what do you do with your final product? How do you actually get it out there in the world as a podcast that people can listen to so the first thing you have to do is get your audio off of your device and onto your computer. So if you have been using a USB mic, this is simple it's already on your computer. If you were using your iPhone, then you have to get the audio from there. You can airdrop you can email it to yourself. But if you're using something like this one of these external recorder as you're going to want to get the SD card in here, there's always going to be an SD card. You can either take that out and put that directly into your computer or you can use one of the cables that came with plug it in plug it into your computer easy. The biggest tip I have when it comes to getting audio off of your recording devices and onto your computer is actually about naming you really want to name the file. If you don't name the file something specific later on you might wind up searching for this file again, and you wind up looking at this long list of things that are named stuff like DC. 0 0 0 3 and you have to listen to it all and it's a huge pain. So name the file when you pull it off your device and name it something specific. I usually put the date the interviewees name or some descriptor of what this actually is. So that later on when I'm looking for something I can find. So once you've gotten your audio off of your device and onto your computer, you're probably going to want to edit it. Unless you're some kind of magical human who can nail it on the first take you're going to want to edit and editing audio is again really complicated and we're not going to get really. Deep In The Weeds on editing this is not a tutorial for anyone Software System or another I'm going to show you a software but it's not necessarily the one you might want to use and we'll talk about what the options are and there are a lot of editing software's out there. There's audacity Hindenburg Pro Tools GarageBand Adobe Audition and all of them have pros and cons and all of them have different costs associated for most of you. I'm actually probably recommend going with Hindenburg. It's \$95 and. Really great system that a lot of people really like. And it does all the things that you're probably going to need it to do. It was also designed by Audio people who do this kind of podcasting. It's a good system. I use Pro Tools. I wouldn't necessarily recommend that you go out and drop hundreds of dollars on software, which is how much Pro Tools costs and I'm going to show you Protools now because it's the system that I have on my computer. But I'm not saying that you necessarily need to use Pro Tools and this is definitely not a Pro Tools tutorial. It's just a way to show you a couple of basic concepts of editing that you might want to use when you edit your podcast. Okay. So let's look at what editing looks like. Okay. So this is what Pro Tools looks like this is pretty standard for what lots of different audio editing software looks like. You know with some variation you're going to have a Time code up here. You're going to have tracks. Here's one two, three four tracks. You can see them listed here, you know, you'll be able to select things. So this is pretty much what a lot of things are going to look like obviously, they're not all going to look the same. So I've already imported my audio which you can do by going to file import audio, you know, there is an import function for

every software. I've got it here and I'm going to drag my audio over. And put it here. So you can see that there are waveforms. You can see that that off you can see here that you've got, you know me talking and it's gets quieter over here gets louder over here. You can see that I recorded room tone. As I asked you all to do with in Pro Tools, there are some different ways that you can see how loud something is I have a you know built in here slider so louder quieter louder quieter right same with this. So let's say I want to I'm going to move my room tones over here. We'll come back to them in a. Let's have you hear what some of this sounds like. To be able to mix these two things together and now once again record room tone. Okay, so I have those two pieces of tape. There are a couple things that you're going to do with two pieces of tape like this often you're going to want to be able to fade them in and out of each other. Or you might want to make one quieter or louder or maybe you have somebody who like here got loud and then got quiet and you want to be able to modulate and make sure that it's all about the same level. Let's do a couple of those things. So let's start with these those are really easy. So let's say I want to fade out here. There are different kinds of Fades right? You can make the fade get quiet really quickly. You can make it get quiet really quickly the other way or you can have it just be a straight fade. There's all different options here and you can see here that I've got my fade. So here's let's make it long so you can hear what it sounds like so you here, I just sort of got right out there. You can do the same thing fading in. You can see as the tape is going you're going to see these little bars on the left hand side that are going to go up and down. That's the volume. Now let's say I want to be able to cut in between these things really quickly. You know, I don't have this much space to nice slow Fade Out. Let's say I want to do maybe I just want hi there. This is Rose and maybe I want something from over here. Let's say I want to add combine these two things. This is a different room of my house and I want to feed them now. You can cross fade them like this. So it does that but sometimes there's not going to be enough space right? Sometimes the sentence you want to cut is right there. And if there's any kind of room sound in the background, it's going to sound really abrupt. This is where room tone comes in. So instead of doing this which makes it feel really tight. Let's see how that sounds instead. What I want to do is I'm going to take my room tone for each one and I'm going to rearrange my tracks here just to make it slightly easier so you can kind of see visually so you can rename your tracks. So this is let's say office. Let's call this office room tone. Let's call this living room and let's call this living room room tone labeling tracks can be really helpful so you don't forget. What's what. So let's say I want I'm going to group my office and my office room till now. I don't need all of this obviously, but just in case I could gathered a bunch of it. So I'm gonna select a bit in the middle and what you can do basically is you can lay this under so that this becomes the Gap, right? So here you have your to room tones, right and you're using them to blend these two pieces of tape to give them a little space in between them. So it doesn't sound like there's just this gap of nothingness in between. It still feels like natural, you know, you have these two room tones coming together. So this will fade into this room tone and this one will fade up and then it'll fade. And now I'm in a different room of my house. So this is one way that you can extend gaps in between two pieces of tape where you might not have enough space to really fade them and this is a really long clip here. We probably wouldn't use this much room tone in between two clips, but you know, it works also it works if at the end you just want to fade out so. If you want to be able to kind of give a big pause and wait, you can stick this at

the end. So that's what you do with room tone. The other thing I want to show you is volume. So let's look at the situation in which I talk loudly and then I spoke quietly. See that section where I've got I will talk loudly and quietly. Let's just look at that really closely so you can see obviously in the waveform that here's the loud part yours a quiet part. But what if I want them to be about the same, right? What if someone gets really quiet and I really want to be able to bump this up now, there's a couple ways you can do it in this case. You can just separate those clips make a little cut here and just you know, bump up this you usually one of then fade them so that you can hear. But you can also do that without separate Eclipse. Maybe you have something within one clip you want to do and you see this line that I've been playing with. That's my that's my gainness my volume. And what I can do is I can add little points along this line and I can use them to change the volume and then I can say, okay. Well now I wanted to go up to go like this. You know, you can you can really get fine-tuned with these little lines right and get really deep and say okay. I just want to just right there and then I want to go up and then I want to go down right so you can do all of this with your volume so that you can make sure that everything is about the same volume because you don't want to be in a situation where it's really loud sometimes and really quiet other times when people can't hear what's going on. Often this happens in between guests to if you have two people talking sometimes one person's really loud. I want persons really quiet and you want to be able to change that just for the whole track. So let's say that you have two tracks and one of them is much louder than the other instead of editing the audio within each clip. What you can also do is here in Pro Tools. I can say Okay, I want to bump up the volume on this entire track. That's what this is doing here. Right? So this is just going to be much louder. Now I will talk loudly then s if I say I take this down you can't even hear it. So that's how you can change your volume. That's how you can fade in between things, right. That's what it looks like. Now. This is obviously just really basic. So let me show you an example of a Pro Tools session for an episode of Flash Forward what that looks like so you can see I have a lot of tracks going on here. We can zoom in on this area. So this is the little intro scene that I built. Here's the introduction. This is my narration. You can see the list of tracks over here. This is sort of a bunch of different sounds that I'm using to build a little bit of an audio drama at the top of every episode. And then you can see I've got some tape here. I didn't use room tone for Karl because it was a phone call and there wasn't a room sound to be had same thing with Kristin so you can sort of see how this works how you end up laying all this stuff out. So let's go back to our sample session here or mooc sample session. Okay, so you want to now export this thing? Let's say you're done. This is your beautiful first-ever podcast. Here. It is. It looks lovely. You want to get it out of here. So you can actually upload it somewhere and create a podcast. So what do you do? Okay, so you're going to select whatever it is that you want and let's say this is our podcast in Pro Tools exporting is called bouncing. Actually. You don't really want export you want bounce. It's weird not all called places call it that but we're going to go. To disk again. None of these little details are important. This is just to show you what it looks like. You do want to bounce out an MP3 file and a WAV file if you can MP3 is what all the sock systems are going to use but wave is you know, a higher quality audio file its going to have a little bit more Fidelity you want to have that just for your records that you have it in the future just in case but MP3 is what people are going to use when they actually query your RSS feed, which we'll get to in a second. Okay, so we're gonna go this out. Congratulations, you just made your

first podcast episode. Yay. But what do you do now? Okay, you have this file on your computer and that's not a bad cast yet. You have to put it out in the world somehow to make it a podcast that people can actually access on their devices and that's actually a little bit more complicated than you might think. So, you're probably familiar with YouTube where you just go to YouTube and you upload your video and YouTube hosts it for you and show. It to people that's not really how podcasting works. You don't go to Apple and upload your audio and have apples sort of send it out to all the podcasting apps instead. You actually have to host the audio yourself and you have to create an RSS feed for that audio. So what does that mean? The easiest way to think about this is actually to think about it from the perspective of a consumer. So let's say that you go to your phone and you want to download a podcast. Let's say maybe flash-forward. You go to your podcast app. And you say I want to go to Flash Forward you say I want this episode and what your app is doing is actually creating something called an RSS feed and an RSS feed is basically just a list of episodes and information about those episodes including where to find the actual MP3 that the episode is to send to your device that you can listen to it. So you need to have an RSS feed and you need to have a place where the files are hosted that the. Speed can point to now. There are a couple of ways you can do that. Some of those are free. Some of them are not free. Let's talk about them. So first you need to host your file somewhere and second. You need to build an RSS feed to talk about those files to the greater world. Most of the time those two things are connected most of the time if you are hosting with a company they can and will generate an RSS feed. For you now, you can host the files yourself and generate your own RSS feed. If you feel comfortable doing that. It's not that complicated. I'll post a link on how to do that in the notes for these videos. But if you are like me you and like many people and you don't feel comfortable necessarily hand coding an RSS feed. There are lots of options. Some of them are free. Some of them are not the most popular probably free option is something called SoundCloud. You've probably heard of SoundCloud. It's mostly a music hosting platform, but they also do podcasts and they can generate an RSS feed from those podcasts for you. Now SoundCloud has been in the news a lot for potentially being about to go out of business, but they are a good free option assuming that you aren't uploading more than their monthly limit. Now, I would probably recommend actually spending a little bit of money on a system that does give you a little bit more information and might be a little bit more stable. So there are lots of podcast hosting companies out there. There's libsyn blueberry. Anchor pod Bean. Probably a bunch of that. I'm forgetting definitely a bunch that I'm forgetting and I'll post a link to a lot of different options in the notes again for this video. Which one is right for you really depends on how much audio you're generating what kinds of analytics you really want and which company you think serves you best. There's a lot of options most of them are pretty good. So these companies are going to allow you to upload your audio to them. They will host it for you and then they will generate an RSS. Now you then need to take that RSS feed and you have to tell these podcasting apps that it exists so that they can know to query it in the first place. I would start there is Apple podcasts. They are still the biggest place people listen to podcasts and it's a good place to start. So let's look at what it takes to submit an RSS feed to Apple podcasts. Okay, so you're going to go to podcasts connect on apple.com my. And that's going to show you your podcast. Now. You probably won't have anything in here. I have a couple things obviously I have Flash Forward. I have two shows that I messed up the

submissions for in here that are still lingering and I can't get rid of them to shame me all the time. This is an old podcast. I used to manage for my college and this is what it'll make it again probably be blank for you. And that's fine what you want. Actually is this little plus sign button right here. I'm going to click that and this is where you're going to plug in your RSS feed. Okay, I'll use the Flash Forward RSS feed as an example. Here's what the flash-forward RSS feed looks like. So you can see it just has information about the show and then each item is a different episode. So this is the most recent episode of Flash Forward the title of the that episode was portrait of the Artist as an algorithm. Here's some of the show notes here's where and it'll tell you where to find it. It also knows that it's looking for where my podcast lives right? So each one of these entries is an episode of the show. And that's what Anna podcast RSS feed looks like. So here I'll just show you what we do. We put it in here and then you would click validate now. I'm not going to do that because this is already been validated by Apple, but that's what you're going to do. It might then ask you a couple more questions you go through that. Now it does take a little bit of time sometimes for Apple to actually validate your RSS feed. So when you're thinking about launching your show, you do want to be cognizant of that. You don't want to necessarily launch the day that you put this into the Apple iTunes connect situation. You want to be able to give it a couple days. Sometimes it takes even a week depending on I don't know whatever magic apple is doing. So once you have an email from Apple saying that your feed is validated that is when I would suggest you go through and put your feet into other podcasting directories things like Google play or Stitcher things like that. Obviously, you can do that before you put it into Apple, but because apple is such a dominant player in the marketplace and because so many podcasting apps actually query the Apple podcast directory. I recommend starting there and not necessarily doing other things until you can make sure that Apple has validated your feet. Now Apple does have some rules about things that you have to do within your RSS feed and within your submission. And if you are using any of the main RSS feed generators, like libsyn or blueberry or anchor any of those that should all be taken care of they should know but if you do want to check and if you're writing your own you can go to help dot apple.com. I will link this. This is a complicated like but here's podcast best practices and this has a bunch of information about what your feed should look like. Different enclosure tags that you should have the size of your artwork all of that stuff. So for example, your artwork needs to be a certain size for Apple to be able to give that art to the person who's clearing it with their app. So just want to make sure that you're keeping track of all of this stuff and make sure that everything check all your boxes done all your eyes cross all your t's so that you can get validated by Apple as quickly as possible and that's podcast production compressed down into three General and probably very Speedy Videos. We didn't get to get into any nitty-gritty about pretty much anything. But hopefully this was a good overview for you to know what you should be thinking about. When you go to produce your podcast next week. You're going to hear about audience how to measure them who they are and how to figure out what they're up to. Happy podcasting.