

We're back for Video number three in week number three of your Podcasting of course. 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 will 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've been using the USP like 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 e-mail it to yourself but if you're using something like this one of these external recorders 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 it and played 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 end up looking at this long list of things that are named stuff like DC and 0 0 0 3 and you listen to it all. And it's a huge panes of media file. When you pull it off your device and even something specific I usually put the DEET the interviewees name or some descriptor of what this actually is so that later on when I'm looking for something I can find it. So once you've gotten your audio off of your device 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 any one software system or another I'm going to show you US 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 is out there. There's a density Hindenburg Pro Tools garage band Adobe Audition and all of them have pros and cons and all of them have different costs associated. For most of you I actually probably recommend going with Hindu's ninety five dollars and it's a 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 from tools costs and I'm going to show you pro tools 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 it 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 with some variation. You're going to have a timecode up here. You're going to have tracks. Here's one two three four tracks you can see that listed here. 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. There is an important function for every software. Got it here and drag my audio over and put it here so you can see that there are waveforms you can see that off you can see here that you've got me talking and it's gets quieter here gets louder over here you can see that I recorded room tone as I asked you all to do within Pro Tools. There are some different ways you can see how loud something is. I have a built in here slider so louder quieter louder quieter rhyme. Same with this. So let's say I want to move my room Tone's over here we'll come back to them in a second.

Let's have you hear what some of this sounds like. I know this is Rome's. This is Delmonte. Now I'll come loudly. Now and now I'm in a different room of my house and you can probably hear that I sound different mixes two days out once again my chord root Okay so I have those two pieces of tape. There are a couple of things that you're going to do with two pieces of tape like this. Often you're going to want to be able to face 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 feeds right. You can make them feel good 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 feeds here. Let's make it wants you to hear it sounds like. So you I just 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 here.

Right 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. I'd say I want to combine these two things. I want to feed them. Now you can crossfade them like this. So that does that but sometimes there's not going to be enough space. 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 title how that sounds. Instead what I want to do is take my room tone for each one and I'm going to rearrange my tracks here just to make it slightly easier as you can kind of see visually so you can rename your tracks. This is let's say office let's call that office room tone let's call this living room. Let's call this living room room labeling tracks can be really helpful so you don't forget what's what. So let's say I want to go to my office in my office. Now I don't need all of this obviously but just in case I gathered a bunch of it so I'm gonna select it in the middle. And what you can do basically is you can lay this under so that this becomes the gap. RAY So here you have your two room tents right.

And you're using them to blend these two pieces of tape to give them a little space in between them. It doesn't sound like there's just this gap of nothingness in between. It still feels like naturally these two room was coming together. So this will fade into this room town and this one will fade up and then it'll fade. BROWN 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 feed them. This is a really long clip here we probably wouldn't use this much room Tony between two clips but 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 wheat 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 it volumes so let's look at the situation in which I talked loudly and then I spoke quietly so you 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 way form that here's the wild part years apart. But what I want them to be about the same rate what if someone gets really quiet and I really want to be able to bump this up. Now there's a couple of ways you can do it. In this case you can just separate those clips. Make a little card here and just bump up this you usually one of them feed them so that you can hear but you can also do that without separate clips.

Maybe you have something within one clip you want to do and you see this line in play. That's my that's my game. That's a volume. And what I can do is I can add a little point along this line and I can use them to change the volume. I can say okay now I want to go up like this and you can you can really get fine tuned with these little lines right and get really deep into. OK. I just want to just right there and then I want to go up and then I want to go down. Right. You can do all of this with your volumes of. 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 a thousand times and really quite other times and people can't hear what's going on. Often this happens in between guests to have two people talking. Sometimes one person is really loud. One person is 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 but you can also do is here in profile's I can say okay I want to bump up the volume on this entire track. That's what this is doing here right. This is just now much louder. That this if I say I take this down you can't even hear it. Our core so let's say you can change your volume.

That's how you can feed him 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 profile session for Ampersand a platform that looks like so you can see I have a lot of tracks going on here we can zoom in on this area. This is the little intro scene that I Bill. Here's the introduction. This is my narration you can see the list of tracks over here. This is a bunch of different sounds that I'm using to build a little bit of audio drama at the top of every episode and then you can see I've got some Teep here I didn't use your tone for Carl because it was a phone call and there wasn't a room sound to be had. Same thing with Kristen. 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 Boock sample session. 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. You can actually upload it somewhere and create a podcast. So what you do. OK so you select whatever it is that you. But let's say this is our podcast in commercials. Exporting is called bouncing. Actually you don't really want export you want bounce. It's weird not all places call it that. We're going to go vovs to discuss again. None of these details are important.

This is just to show you what it looks like. You do want to found out an MP 3 file and a wave file if you can't. And E3 is where all the sound systems are going to use but wave is you know a higher quality of your file can have a little more fidelity. You don't have that just for your records that you have it in the future just in case. But E3 is what people are going to use when they actually query your RSS feed which will get you in a second. Okay so that's the sound. Congratulations you've just made your first podcast episode. But what do you do now OK. You have this file on your computer and that's not Caza. 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 shows it to people that's not really how podcasting works. You don't go to Apple and upload your audio and have Apple 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 you go to your buy gas app and you say I want to go to FlashForward you say I won this episode and what your app is doing is actually querying 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 MP 3 that the episode is to send to your device. 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 RSS feed can point to. Now there are a couple of ways you could 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 and 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 post 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 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 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 maybe a little bit more stable. There are lots of podcasts hosting companies out there and there's lib's in blueberry anchor pod B. Probably a bunch 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 gonna allow you to upload your audio to them that they will host it for you and then they will generate an RSS feed. 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 in my account. They are still the biggest place people within the podcast and it's a good place to start. So let's look at what it takes to submit an RSS feed to Apple podcasts. So you're going to go to podcasts connect Apple dot com slash my podcasts and nothing to show you your forecast. Now you probably won't have anything easier. I have a couple things obviously.

Flash forward I have two shows that I messed up the submissions for 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 I look like it'll probably be blank for you and that's fine. What you want actually is this little plus sign button right here. You can click that and this is where you get to plug in your RSS feed. Okay I'll use the flash for an RSS feed as an example. Here's what the flash forward RSS feed looks like so you can see it 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 that episode was portrait of the artist as an algorithm. Here are some of the show notes. Here's where and it'll tell you where to find it. And also knows that it's looking for where my podcast lives raid's each one of these entries is an episode of the show and that's it in a podcast RSS. He looks like. So here I'll just show you what we do. We put it in here and then you click Valori. I'm not going to do that because this has already been validated by Apple but that's what you're gonna do it might 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 what 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 a Deakes 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 views 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 pie victory argument starting there and not necessarily doing other things until you can make sure that Apple has validated your feed. 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 lives in a blueberry or anger or any of those that should all be taking care they should know. But if you do want to check and if you're reading your own you can go to help dot dot com. I will link this. This is a complicated link 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 apples 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 your boxes are authorize crossing IATSE get valued by Apple as quickly as possible. And that's Podcast production compressed down to 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 forecast. Next week you're going to hear about audience how to measure them what they are and how to figure out what they're up to. Big be broadcasting.