

Podcast Editing



Description

Podcasting is more than just recording an episode and publishing it. The challenge is that many podcasters do not have the time, knowledge or desire to handle all of these tasks themselves. Working as a VA specialized in podcasts saves your clients a lot of time, and can even help them increase the quality of their podcasts. In addition to audio file editing, you can do transcription, prepare episode notes or help with podcast marketing.



Audio support tasks

PODCAST RELATED TASKS

VA specialized in podcast editing is responsible for the technical hocus-pocus that results in the client receiving a good-sounding file ready for publication on the Internet.



Noise and buzz reduction

Removal of errors and mistakes indicated by the author

OOPS!



Removal (as far as possible) of sounds such as yyy, eee, mmm, etc., or other sounds (e.g. taps, clacks)

Adding intros/outros sent by the author



EQ, compression, de-bleed, equalization of volume levels of all tracks (LUFS -16 dB).

Uploading files to a hosting server and publishing the episode on websites and ID3 tag editing for mp3 files;



Preparing transcription of episodes

Additional production support tasks:

- searching and contact with the guests,
- preparing ideas for new episodes,
- developing promotional graphics,
- creating a universal intro/outro for the podcast

PODCAST EPISODE IDEAS



GUESTS

Inviting a guest or guests to an episode gives the audience the opportunity to meet inspiring people and their point of view on various issues.

REVIEWS AND OPINIONS

Author can talk about a product or service they recently used, sharing their observations and impressions with the audience, presenting the advantages and disadvantages.



Q&A

Think about what people who are interested in the topic of the podcast ask about most often. Look through online forums and social media discussions. Make a list questions so the podcast author can answer any of them.



"HOW TO" GUIDES

People have a lot of problems and questions every day - depending on the field the author is in, she/he can tell in the podcast how to deal with them.





Investment or cost of entry

- Computer
- Ample external hard drive or cloud storage to keep clients' projects safe
- High-quality headphones to hear all the episode imperfections
- Audio editing software
- Transcript software
- Graphic edition software (eg. Pro version of Canva)
- You will also need a website to display your portfolio.
- Podcast-making app (such as anker.fm) which can help distribute the podcast on different websites (like Google podcast, Spotify, iTunes).
Those have an option to add audio for free but there are limitations.

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Environmental Impact

The environmental impact will come from:

- Cloud data storage (🌿🌿🌿)
- Exchanging files with client (🌿🌿)
- Energy consumption of your computer. Example: 8 hours of work on an iMac generate 160 g of CO₂ (It depends on your country's way of generating electricity) (🌿🌿🌿)



Ways to reduce it include:

- Encouraging clients to make shorter podcast episodes (max. 40 min).
- Not storing all your data in the cloud and choosing external drives if possible.
- Sending fewer emails use a communication tool, such as Slack to work with different podcast hosts.
- Exchanging audio files with clients through services that have Climate Neutral Certification and offset their carbon emissions, such as WeTransfer.



Good Practice

- **Provide show notes and/or a podcast website** that links transcripts so people with hearing troubles can access the content.
- Encourage the podcast authors to provide **alternative ways to consume the podcast**: for example, a captioned video with a nice background.
- Prepare **text transcripts and image descriptions** to accommodate screen readers.
- **Properly edit the transcription**: Spend some time to make sure that the text is comprehensive and presented in good format: with paragraphs, titles, and bullet points.

- Prepare **different price ranges** for the podcast editing services you offer. For example: if your base service is editing an episode with one page of show notes, you could add additional options, such as preparing the full transcript, uploading the episode on the platform, etc.
- You should also **differentiate the price** based on the length of the episode. For example: 30 min = 30€, 45 min = 45€ etc.
- Before starting the cooperation with the client, **ask for a sample of their recordings** so you can evaluate if their recording place is quiet enough.



Challenges

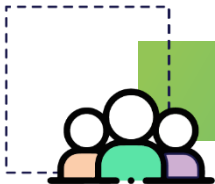
- Audio editing and transcription are time-consuming tasks.
- Clients might send poor-quality audio recordings.
- Not having a fixed work schedule, and sometimes working for 12 hours straight.



General Advice/ solutions

- Start slow: cooperate with one podcast creator to evaluate how much time the editing takes you so you can measure the amount of work per week.

- Always ask for recommendations and permission to include the podcast author on your website.
- At first, stay versatile by remaining open to different podcast topics to enhance your editing skills.
- Listen to different podcasts to stay inspired for new ideas.



Who is this tool/ activity for?

- Someone with good digital literacy.
- Fan of podcasts and learning about different topics.
- Social skills to talk with potential clients and their guests.
- Someone who does not mind tasks that can be repetitive and who pays attention to detail, as you will spend a lot of time in front of a computer with headphones on, putting together a perfect audio file.

Conclusions

- Most of CO2 emissions will come from electricity consumption and data storage.
- For more accessibility, prepare a transcript for every episode.
- Podcast editing and transcription preparation are time-consuming tasks
- You will need technical skills and patience.
- Improve skills in graphic design so you can also offer podcast marketing support services for your clients.
- Offer differentiated prices for different podcast-related tasks.



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