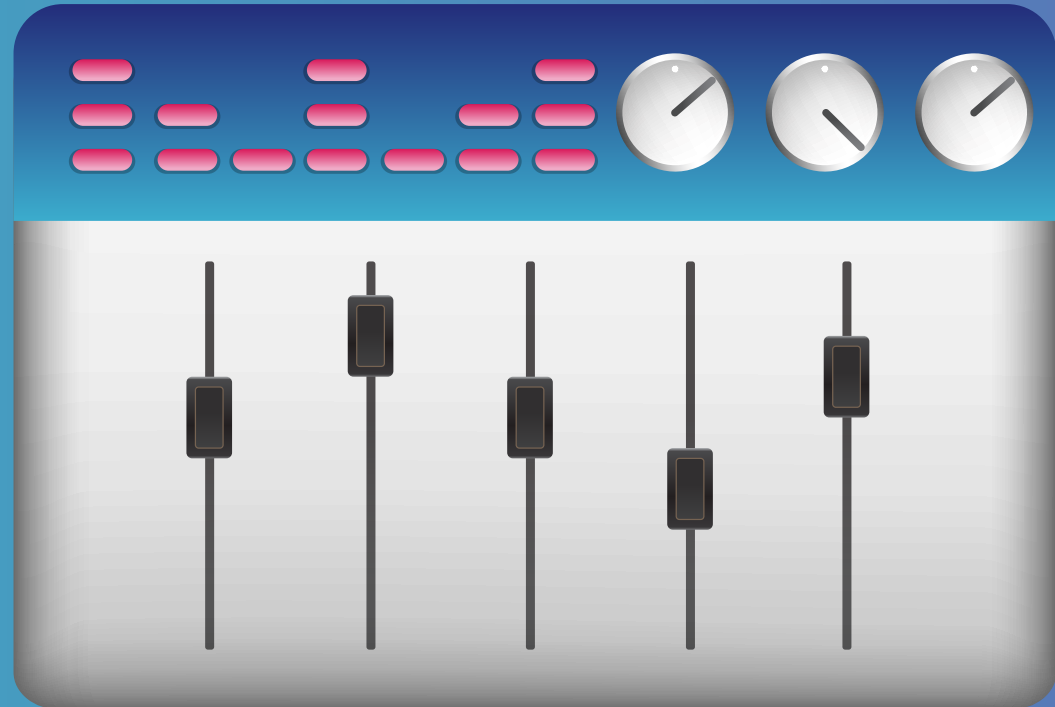


PODCAST POST-PRODUCTION AND DISTRIBUTION

Welcome back to the final guide in this series! This one will cover the topic of post-production, the final stage of the podcast production process. We'll be going over the processes involved and the tools and skills you'll need to learn to make your podcast sound extra sweet.



WHAT IS POST-PRODUCTION?

Post-production is the process of refining your podcast recordings in preparation for their release on streaming and podcasting platforms. It encompasses the editing, processing, mastering and eventual release of the podcast, all of which will be covered in depth in this guide.

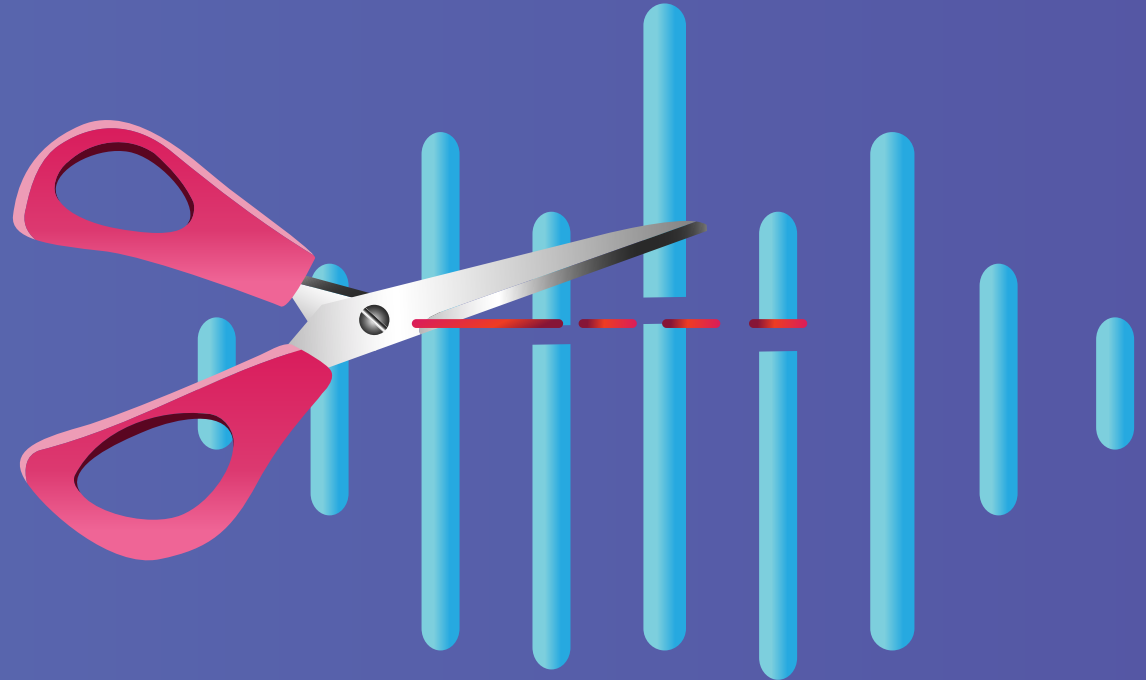
For this stage of the process, you can use your software of choice. As this is a beginner's guide, we'd recommend using something low-cost with a low barrier of entry like Audacity or GarageBand (both can also be used to record your podcast, which we covered in the previous guide).



EDITING

A good place to start with post-production is to edit your episode down, cutting out anything you don't want the audience to hear (things like overly long pauses, false starts and "ums" and "ers"). This ensures that the conversation flows and doesn't lose momentum, which can feel awkward to listen to. Even if your podcast is slower paced, this is still a necessary step as too many mistakes or pauses can distract listeners from the conversation or topic at hand.

When cutting out unwanted parts of the podcast, it's important to ensure that the edit isn't too obvious as that can also take the audience out of it. The best way to do this is to use crossfades. In audio production Crossfading is a common transition between two clips, where the first clip fades in while the second fades in simultaneously. Using very small and precisely placed crossfades to disguise an edit in a conversation will go unnoticed by most listeners.



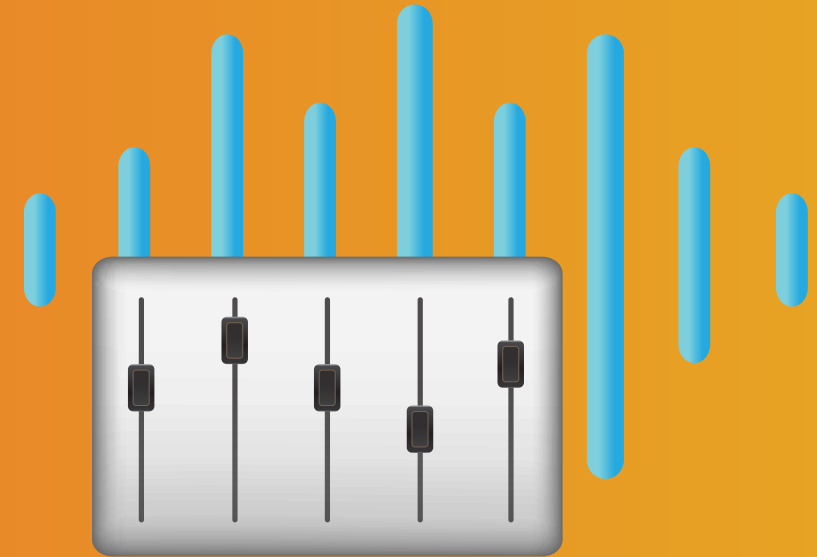
PROCESSING

Once you've edited your episode and are happy with the flow of the conversation, the next step is to add a layer of polish to the recordings, which can be achieved through audio levelling, denoising and equalisation.

Audio levelling is the process of increasing or decreasing the volume of your recordings to ensure that they don't feel imbalanced. In the context of a podcast, the voices of each person involved should be equal to ensure a pleasant listening experience. This should be the first thing you tackle, as the other steps in this section can increase the volume of your tracks, so ensuring a good balance of volume across the tracks in your podcast early on will help you keep the overall volume of your podcast under control.

Denoising reduces unwanted sounds in audio clips. It is an inaccurate process that can result in watery and unclear audio if too much denoising is applied. Good recording is crucial before post-production as denoising can only improve but not fully fix a poor recording.

Equalisation (commonly referred to as EQ) is the process of adjusting the volume of certain frequencies* of your audio tracks to enhance their overall clarity. Removing some of the "low" frequencies on a track reduces ambient noise such as fans and AC units as well as preventing voices from sounding too boomy or resonant, while boosting the "mid" and "high" frequencies, adds clarity to voices that sound thin. This is an extremely watered-down explanation of the concept, if you'd like to learn more about EQ and the specifics of how it works, this guide by Glow is a great starting point.



ADDENDUM

*Frequency: the speed with which certain sound waves vibrate at, generating a sound audible to the human ear

MASTERING



After all that, you just need to master your podcast, the final stage before distribution to streaming services. This stage will serve to give your podcast a boost in volume, which is why recording quietly prior to this stage is essential. The Mastering stage involves two processes: compression and limiting.

Compression is the process of reducing an audio recording's overall dynamic range, making the quieter parts louder and the louder parts quieter, to ensure a more consistent volume throughout. In the context of a podcast, it is used to attenuate the voices of the speakers which throughout may suddenly or gradually decrease or increase in volume by making the volume of their voice consistent. The exact settings to use for compression change with each episode and could easily make up their own guide, but if you're curious about learning how compression works in more detail, Glow has another great guide on the topic.

Limiting is the very part of the process and does what it says on the tin: you define the maximum volume and it works to prevent your podcast being too loud. Limiting is a process that requires care and attention to detail, trying to limit a signal that is already too loud causes a "whooshing" effect in the audio volume as it pulls the audio down harshly to match the volume specified. On the other hand, you don't want to limit a signal so much that it loses a ton of volume and becomes inaudible.

DISTRIBUTION

Distribution is the process of uploading your completed podcast to websites. A good place to start is Anchor.fm, owned by Spotify (the largest aggregator of podcasts in the world currently). Anchor allows you to set up a podcast page, input all the information about your podcast and, once your account is verified, will upload your podcast onto Spotify.

Anchor also generates an RSS (Really Simple Syndication) feed which, in this context, is a link containing up-to-date information about your podcast and its episodes. This allows it to appear on other podcast apps with the process sometimes occurring automatically, but you can also manually submit the RSS feed to websites you want your episodes to appear on.



We hope you've learnt something across the course of these three guides, happy podcasting!

**ARE YOU LOOKING TO SET UP
YOUR OWN PODCAST?**

WE'D BE HAPPY TO HELP YOU OUT!

CONTACT RECBOUND TODAY!