



Best Practices? Or, What NOT to do

Keith lane

TG Geeks Webcast

#PIY2017



Introduction

- Keith Lane
- 4 Years Podcasting. Started with Slice of Sci Fi and then started TG Geeks Webcast with Ben Ragunton.



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Best Practices

- I have a check list of things I have learned the hard way that I would like to share so you don't have to make those same mistakes too many times
- I also have a sample workflow for our show that I will share with you
- Please stop me if you have questions



Microphones and Sound Equipment

- Check Microphones and other Sound equipment before recording (cats have a way of changing settings)
 - Microphones plugged in
 - Sound board plugged in and settings are correct
 - Software is using the appropriate settings –
 - Make sure you are NOT using the the onboard microphone
 - Batteries for microphones and other devices charged



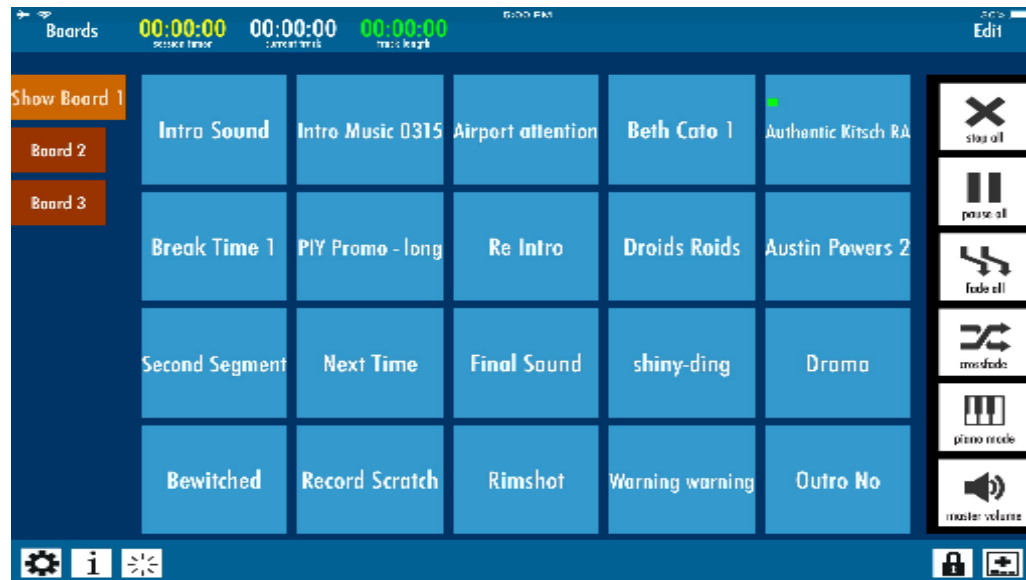
TG Geeks Setup





Sound Effects

- Sound Effects software is working...
 - Are all of your effects in order?



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Other Equipment Housekeeping

- Do you have enough space on the drive to store the recording
- If using Skype – are all settings correct (voice messaging...)
- Test the recording software. Is it actually recording or just monitoring? (I use Audacity)
- Other sources of noise mitigated? Cell phones on tables, laptops, * used as props....



Guest Housekeeping

- Have you confirmed your guest? time, place, source
- Warn them if you are a G Rated podcast....
- How do they want to be introduced
- Let them know how you conduct interviews and not to hang up when you close the formal interview
- Guest Bumper/ ID for your show – you can always ask
- Where can they be found on Social Media



Last but not least

Reboot if necessary
(have you turned it off
and back on?)



Some food for thought about your podcast

- Thoughts on how much you want to spend.....
 - Your brand – Trademarking a phrase or name
 - Website
 - Hosting in multiple places
 - Give-away items
 - Cons, Film Festivals, other podcast specific events
 - Equipment



Sample Workflow

- Prepare script – we use a loose script for talking points and general layout of show
 - Date, time, episode #, Title
 - Any sound effects, bumpers, id's, etc
 - Segment elements – First segment talking points, birthday segment, Second segment
 - Follow-up items – where to find you, any notes, or shout outs, etc
 - Wrap up



Sample Workflow (continued)

- Interview prep – if doing interview
 - Pre email questions for background on guest – it gives us info to ask questions
 - List of question ideas – we have a list but like to keep our interviews conversational
 - Confirmed time, etc
 - Research any points of interest if necessary
- When guest joins, chit chat and set expectations (housekeeping)



Sample Workflow (continued)

- Check equipment – See above
- Start recording – Countdown, dead airspace, launch
- Make notations if necessary of times for editing purposes (F-bombs from guests, etc)
- Stop recording and immediately Save (I have multiple folders. One for Interviews aw and Edited, One for Show files, One for Episode files complete)
- Use dead airspace for Noise Removal
- Save again



Sample Workflow (continued)

- Use the Leveling function as necessary
- Save Again
- Edit as necessary from notes or other misc. edits
- Save again
- Export as chosen file (I use .mp3) adding any tags
- Load into iTunes for additional editing (adding artwork)
- FTP .mp3 to site
- Load .mp3 into video software



Sample Workflow (continued)

- Crunch to .mp4 for YouTube
- Create Show article (contains Show Notes, links to items discussed or guest sites, follow-up items)
- Load to YouTube with header from article
- Add link to Article/ Show Notes in YouTube description
- Schedule YouTube publication time
- Add YouTube link to Article
- Schedule for publication



Sample Workflow (continued)

- We use WordPress for our site and several plugins that can schedule the post and publish to multiple platforms (Twitter, Facebook, etc.)
- Pray that it all works



Questions?

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THANK YOU!

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