



PODCAST BREAKDOWN OF SERVICES

- **EQ** - Adjust frequency levels to improve sound quality. Can be used to improve clarity, strengthen voice or create fuller sound.
- **Compression/Leveling** - Often recordings will record at different volume levels, one person is either too loud or too soft. Compression prevents this from occurring. It also will match the volume level to iTunes/YouTube standards
- **Gating** - A practice designed to keep out errant sounds between conversations.
- **De-Ess** - A filter that removes sharp "S" sounds that affect the listener experience.
- **Noise Reduction**- Specialty filters that will block out background noise such as A/C units and computer hums.
- **Umms & Ahhs** - A manual process that does take some time Roughly 45 minutes for 30 minutes of audio.
- **Discretionary Editing** - Client lets me make all determinations regarding content and show flow (ie. I handle it).
- **Directed Editing** - Client provides production notes that outline what cuts are made where and overall direction of podcast. Saves time and money.
- **In-Show Production** - The adding of SFX, music or other production elements as directed by client. May not be necessary for your show.
- **Intro/Outro Creation** - Can be entirely produced in-house or music can be outsourced (recommended).
- **Promo/Sponsor Creation** - Develop a promo to showcase show sponsors. "This episode was brought to you by..." Can include production elements.
- **Voice Over** - I am a trained Voice Over Artist. I have audiobooks on Audible/Amazon as well as radio spots and commercials in circulation.
- **Music Sourcing** - i scour the internet databases for music and SFX that fit your show needs, all while being license compliant.
- **Meta Data Tagging** - Tagging mp3 files with show data such as title, Artist, Genre and Show Artwork. Ideal for Podcasting.
- **RSS Uploading and Distribution** - Handle the import and uploading of Podcast Episode to host site/RSS feed.
- **Show Note Writing** - Can be either a detailed minute by minute breakdown of episode or a short paragraph summary of episode. Audio Transcribing is *not available*.
- **Social Media Platform Distribution** - I have a marketing background, having at one point worked for the Cleveland Cavaliers Marketing Department. I can handle copy writing and posting of show on various social media platforms.