



MASTER PRODUCTION & POST-PRODUCTION GUIDELINES

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File Naming Conventions

- [NAME OF SERIES OR WORK]
- [EPISODE #]: (i.e. Season 2, Episode 5 = 205)
- [IDENTIFIER] (could be guest name or subject/topic of the episode),
- [VERSION #] of edit (i.e. v01 or v12)
- [DATE OF EDIT] (monthdayyear - no spaces: 042021 = April 20th, 2021)
- [ADDED ATTRIBUTES] (i.e. Advisory+Creds)
- [EDITOR'S INITIALS] in parenth i.e.: (PR)

Note: No Spaces - Please use Underscores between word or identifier.

EXAMPLES:

SyncLove_Ep101_Pilot Edit_Courtney_Sheehan_v01_010221_(CM).mp3

Crazy_MoFos_EP202_Robert_DeNiro_Donald_Trump_v08_091122_Advisory+Creds_(MDN).mp3

NRS_E105_George_Wallace_Full_DR_Final_Project_Archive_012422(KK)

Standard Episode Format: Starts and Ends

INTRO

1. Disclaimer - if needed (*standard/reuse*)
2. ECM Sonic Branding (*standard/reuse*)
3. Teaser (Zinger line or exchange)
4. Intro Theme Music Start
5. Series Intro <:15 (*standard/reuse*)
6. Episode Intro
7. Intro Theme Music Fade Out - during last line of episode intro
8. Episode

OUTRO

1. Episode Wrap-Up & any Special Thanks (episode-specific only)
2. Outro Music Start
3. Preview of Next Episode
4. Credits (*standard/reuse*)
5. If you liked, subscribe & rate, visit us at electracast.com (*standard/reuse*)
6. Outro Music Ends
7. ECM Sonic Branding (*standard/reuse*)

Simple Podcast Script

Series intro:

Hello and welcome to (podcast name). The podcast series where we talk about (topic). I'm (name of host) and I'm with (name of co-host).

Episode intro:

In today's episode, we'll be talking about (episode topic - why should listeners care). We're/I'm joined by (guest name, guest job title) who will be sharing their (thoughts/experience).

Welcome to guest:

Hello and welcome.

Talking points

- Talking point 1 (introduction, overview of subject why it's important)

- Link to talking point 2
- Talking point 2 (introduce with key facts/research)
- Link to talking point 3
- Talking point 3 (introduce with key facts/research)
- Key takeaways/looking to the future from guest

Outro:

Thanks to (name of guest here). Recap of what was spoken about and what you want your audience to go away with.

Call to action:

(this can appear earlier on if there's a natural point to have it mid-episode):

Please rate, review and subscribe to or follow the podcast on Apple, Spotify or wherever you get your podcasts.

Final words:

I'm (your name). Thanks for listening.

Podcast Recording Tech Prep Checklist **(Share with Hosts and Guests)**

1. If you don't have Zoom installed on the device you'll be conferencing with, please do so immediately at <https://zoom.us/>.
2. If you are using a computer for Zoom conference or local recording, restart your computer 20 minutes before the interview is scheduled to begin. This helps get rid of all background programs so there's less chance of lag. When it restarts, make sure there aren't any background programs running, especially mail and messaging apps that make noises.
3. You'll want to use headphones or earbuds for the Zoom meeting to isolate the sound as much as possible. Avoid wireless earbuds if possible, as they can run out of battery power mid-interview.
4. We request that you record on an additional device for just your voice locally as a back-up. This could be an iPhone with Voice Memo, or a computer with GarageBand or other audio recording software.

5. If you are using a mobile device or tablet, turn cellular reception off and mute any incoming messages, notifications or calls.
6. You'll want to have the fastest Internet connection possible. Use Ethernet if you have it, or be close to your WiFi router.
7. Try to find a quiet place to conduct the interview (doing it in an open office space or cafe is a bad idea). Avoid hard surfaces that reflect sound. If this is difficult, a closet full of hanging clothes can be a good place to record.
8. The microphone on your laptop should suffice, but using a separate, dedicated mic, if you have one, will produce superior sound quality.
9. At the time the interview is scheduled, you'll receive an email from me that will include a link to Zoom. All you have to do is click on that link. You don't need to download anything. You may be put in a virtual green room and then admitted to the session. At this point the interview will not be recording.
10. Once we're ready to start the interview, I'll take us live and begin recording. The recording should begin with all participants counting 1-2-3 together and then a single simultaneous hand clap. This will help the editor sync all the voices together.
11. At the end of the interview when we say goodbye, I can end the recording and we can continue to talk.
12. After the interview is over DO NOT CLOSE THE BROWSER TAB. Wait for your half of the interview to finish uploading to the cloud. Once it finishes uploading, you can close the tab.
13. You will need to send us your local recording from your secondary device via a large file sharing service such as Dropbox, GoogleDrive, WeTransfer or Sync.com. If you send through Gmail it should automatically convert the file to GoogleDrive.

Audio Specs

Required Audio Specs:

- MP3 File
- Sample rate of 44.1khz or higher
- Consistent formats between stereo and mono for episodes and associated ad files (i.e. if an episode is uploaded in stereo, please ensure ads targeting that episode are also in stereo)

Recommended Audio Specs:

- -16 LUFS Loudness Average
- 1db True Peak
- Range of 6-9db
- We do not specify which bitrate should be used

Podcast Post-Production Process

FOR ALL:

- COLLECT RECORDING ELEMENTS FOR POST
 - Collect all **media assets**
 - Zoom recording (or other Remote)
 - Audio
 - Video
 - Local recordings
 - Audio
 - Video (if applicable)
- SYNC AND TRIM
 - Import all tracks (audio & video) into **Digital Audio Workstation (DAW)**
 - Align phase-accurate all tracks
 - Check drifting
 - Trim head of all tracks to match start time
 - Export all audio and video files separately in high resolution
 - Duplicate and back-up a copy of all aligned and trimmed files in an archive on Sync

- ASSEMBLY & EDITING
 - Import all files into **Descript**
 - Check alignment
 - Transcribe contents
 - Identify and label speaker names
 - Import any additional sfx, music, credits, sonic branding (temp use)
 - Duplicate and back-up Descript session
 - Start editing
 - Use text edit, which automatically conforms all tracks
 - Um/ah removal
 - Space removal
 - Substantive edits, per Producer direction
 - Producer to review and provide notes on each draft round
 - Producer decides when ready for ECM approval

 - EDIT APPROVAL
 - Producer submits edit to ECM for **Executive Approval**
 - ECM decides on Host/Partner review
 - ECM provides any notes
 - Producer and Editor make fixes
 - Repeat until ECM approves for mixing
 - Batch export all tracks from Descript Pro as individual files for final mix
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IF AUDIO ONLY:

- FINAL MIX
 - Import all files into:
 - ProTools, Logic, Adobe Audition (as pre-approved by ECM)
 - Import any additional sfx, music, credits, sonic branding (final use)
 - Edit in any additional assets and conform to temp placements
 - **Mix episode** in DAW
 - Export low-res version for Producer review
 - Producer decides when ready for ECM approval

- FINAL MIX APPROVAL
 - Producer submits low-res export to ECM for **Executive Approval**
 - ECM decides on Host/Partner review

- ECM provides any notes
 - Producer and Editor make fixes
 - Repeat until ECM approves for Mastering
- MASTERING
 - Master final approved mix
 - Batch export all tracks as **mastered** stereo audio stems organized by DX MX and SFX (dialogue, music and sound effects)
 - If done in DAW then export and reimport to video software for layback to picture
 - Export low-res and high-res versions of Final Deliverables

IF VIDEO DELIVERY IS REQUIRED:

- FINAL MIX
 - Import all Descript files into:
 - Premiere, Final Cut, iMovie, DiVinci (as pre-approved by ECM)
 - Import any additional sfx, music, credits, sonic branding (final use)
 - Edit in any additional assets and conform to temp placements
 - **Mix episode** in video software unless DAW required
 - Export low-res version for Producer review
 - Producer decides when ready for ECM approval
- FINAL MIX APPROVAL
 - Producer submits low-res export to ECM for **Executive Approval**
 - ECM decides on Host/Partner review
 - ECM provides any notes
 - Producer and Editor make fixes
 - Repeat until ECM approves for Mastering
- MASTERING
 - Master final approved mix
 - Batch export all tracks as **mastered** stereo audio stems organized by DX MX and SFX (dialogue, music and sound effects)
 - If done in DAW then export and reimport to video software for layback to picture
 - Export low-res and high-res versions of Final Deliverables

- APPROVAL FOR DELIVERY
 - Final QA check
 - Approval to upload to hosting service
-

ARCHIVING BOTH AUDIO AND VIDEO (ALL):

- ARCHIVING & BACK-UP
 - Most DAW and Audio Editing applications have special features and methods to collect and archive entire projects to include ALL data and files used – not just the elements on the timeline. DO NOT DELETE UNUSED OR BACKUP FILES when archiving:
 - Premiere: <https://library.albany.edu/sites/default/files/2019-05/Premiere-backup.pdf>
 - Final Cut: <https://youtu.be/7I5IMaVyiG8>
 - Davinci Resolve: <https://www.youtube.com/watch?v=o4Poo-1bzPE>
 - Pro Tools: <https://www.youtube.com/watch?v=-8nj43kgyg>
 - Logic: <https://whylogicprorules.com/archiving-projects/>
 - DO NOT DELETE UNUSED OR BACKUP FILES when archiving logic project.
 - Make sure you are clear on how to export or backup ALL media and project files and please follow naming convention as described above – i.e.:
 - NRS_E105_George_Wallace_Full_DR_Final_Project_Archive_012422(K K)
 -
 - **Archive all** projects, deliverables, versions, session files, stems, mixes, EDLs etc. to:
 - Cloud - ECM subscribes to Sync.com and can offer unlimited storage and credentials to upload ALL production & projects/archives
 - Cold storage (hard drives, thumb drives, etc.)
 - Save Descript transcript to Sync/ ECM Episode Transcripts Shared Folder *f/<corresponding series subfolder>*
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