PODBUFF

Client	Ms. Example
Podcast	The Example Podcast
Package	StarterBUFF
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Summary

The Example Podcast is a health and wellness podcast that is produced using using Audacity and Final Cut Pro. This is Podbuff's overview of The Example Podcast, along with some insight into Sound Quality / Voice Quality / Mix & Mastering.

Spotlight Ares

Style	This is a really nice execution of a podcast in the wellness category! We like the relaxed style, the positivity, and knowledge of the presenters. There's a good mix of humour, depth and things to ponder. Overall, it's an impressive effort, especially since you're only four episodes in.
Sound	Overall, the sound quality is good, with some room for improvement. The good news is that you can start making changes without spending any money! Our first suggestion is for a basic treatment of your recording space - put down some soft furnishings like cushions, a sofa, curtains etc. These will help minimise reflections and make the space sound more like a studio. If you do have a little budget, there are basic soundproofing kits like this one.
Mic / Voice	One major thing to consider here: the mic type. It sounds like you're using dynamic mics, which can be a good option if you go for higher-end stuff. But they're also designed for higher noise situations (think live concerts and tv reporters on location), so you have to "work" them a bit harder. The first thing they require is better voice projection, which isn't an issue for you, but might be more difficult with guests who don't have a lot of experience behind the mic. The other thing is that they are seriously directional, meaning if you don't talk into them, you go off mic and lose audio. The solution we'd suggest is condenser mics. They're built for studio, so they're a little more sensitive (i.e. get better signal with less work) and because they aren't being being thrown around on stage, they trade some robustness for higher quality i.e. they sound better but are a little more fragile.

Mix & Master	This is a tricky one and generally takes time and experience to get right. The good news is that your content doesn't have too many moving parts, so you can concentrate on making the elements that are in there as good as possible! First thing: consistency. We noticed that the levels between different episodes sometimes varies - you should be aiming for a level of -16 LUFS. That's what your podcast host service works best with, and it'll make sure your episodes all come out at the same level. We've provided a link to an explanation of what LUFS is and why it's important. Final thing: make sure you export in stereo. It's a small thing that makes a big difference! If you're exporting in mono on purpose to reduce file size, consider that streaming doesn't care how big the file is, it Streams everything at the same rate. On top of that, research shows that most people load up on podcasts while on wi-fi, so your listeners' mobile data shouldn't be too badly impacted by doubling up the channel count!

Power Moves

Have a look at this list of the top affordable condenser mics for podcasters. Our pic is the Rode NT-1 - we've used it extensively and we think it sounds great at a very good price.

Here's an explanation of LUFS and why it's important. You don't have to get too hung up on all the technical jargon, the main thing here is to consider what the video says from a listener's point of view.

An interesting read on the effects of colour on wellness - there's some good motivation here to consider incorporating certain colours into your set and podcast branding.

Workflow Boosters

Have a look at this online mastering platform (it's not free, but it's good!)

If you'd prefer to wrangle the mastering yourself (it can be daunting, but we recommend it), then this crowd has some great plugins that work with Audacity.

We recommend this AI platform to help with editing, show notes and social media post creation.

If you'd like more insights or need assistance with any element of your podcast, please send us a mail!

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