



THE PODCAST COMPANY

[www.thepodcastcompany.co.uk](http://www.thepodcastcompany.co.uk)

## GUIDE TO SERVICES – Audio Podcasts

TPC offers a fully bespoke podcast production service. This guide outlines a typical 'end-to-end' solution. Rates dependent on which elements are required and variables such as duration of recording sessions.

For an accurate costing please contact us – [info@thepodcastcompany.co.uk](mailto:info@thepodcastcompany.co.uk)

### Pre-production

- TPC to liaise with client to establish episode structure/format based on agreed brief
- If required, TPC to create first draft of script/narrative structure for each episode
- TPC to assist with script for generic intro, outro, calls-to-action, etc. for voiceover to bookend each episode thereby creating continuity, consistency and a strong identity to complement client brand
- TPC to provide options for music bed that client can audition/select
- TPC to liaise with client to create recording schedule
- TPC to book appropriate studio for recording or visit site if location recording to assess suitability
- TPC to liaise with client's social media and website management staff to plan co-ordinated promotion and creation of dedicated page on host website for the podcasts as well as 3<sup>rd</sup> party podcast platforms

### Recording

- TPC to provide studio with sound engineer and producer for 'round table' discussions etc. – we recommend up to 4 people (can include Skype /phone link)
- For a podcast of half an hour edited duration, we advise a one hour studio booking with half hour overrun
- Or, TPC to attend location (e.g. client's offices) with mobile recording crew as required

### Post-production

- Rough assembly edit of all recordings
- TPC to provide uncut audio or transcript of 1<sup>st</sup> edit for client to decide on content edits
- TPC to produce first edit based on feedback along with voice over elements and music bed
- Client to provide any feedback for second and final edit
- TPC to deliver final file in WAV/MP3 format

### Hosting/feed to iTunes etc.

- TPC to create hosting account from which audio files are made available to podcast platforms such as iTunes. Podcasts also to be embedded through to a dedicated page on the client's website
- TPC to advise and create appropriate artwork, show notes, tags, etc. to maximise pick-up
- TPC to further liaise with client's social media and website manager to ensure strongest possible co-ordinated promotion of series

### Other services/useful info

- Presenter: We have an experienced in-house presenter
- Range of in-house voice over artists and narrators at discounted rates
- 3 London studio bases: Queens Park, Kings Cross and Soho
- Video: We have a dedicated crew for video podcasts – on location or in studio. We can also apply graphics, text, presentation slides, etc. to audio recordings to create a 'pic-pod' that can be uploaded to a Youtube/Vimeo channel.