

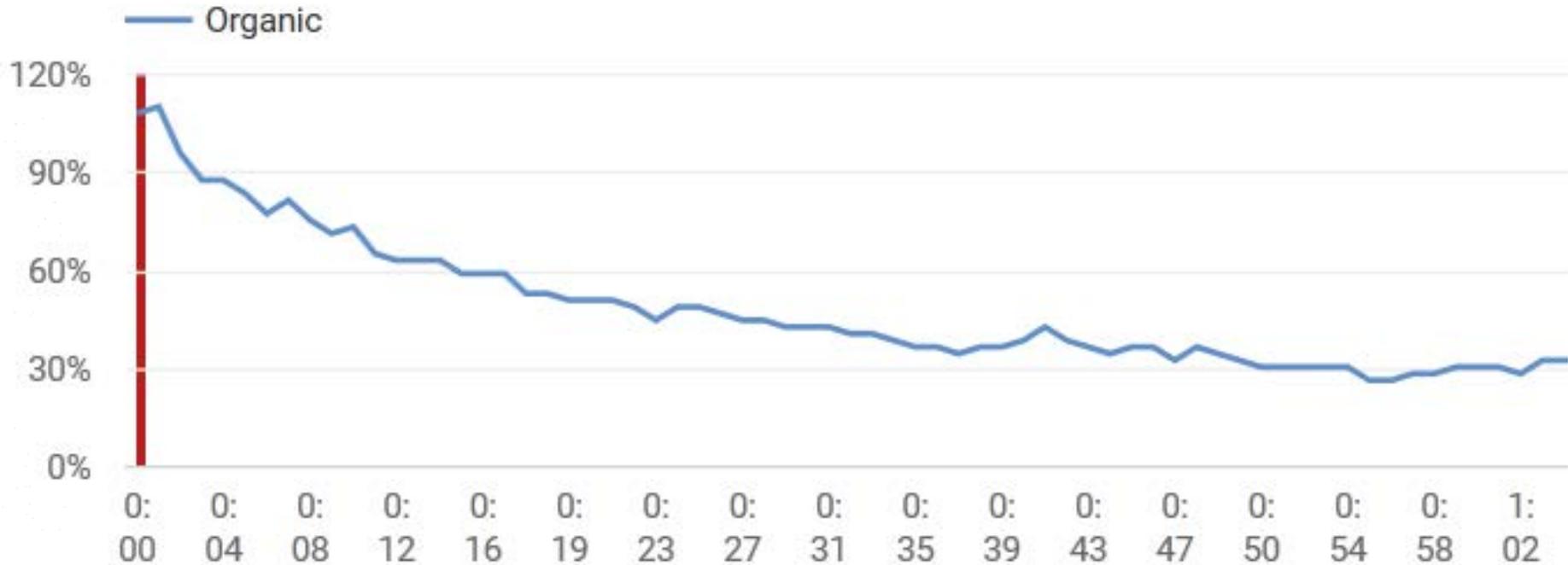


Audio Matters!

Improve your recorded and live web delivery

SCLA
October 21, 2015
Diana Finkle

Audience Retention



Key Aspects of Audio Content

- Technical quality
- Tone
- Pacing
- Supplements



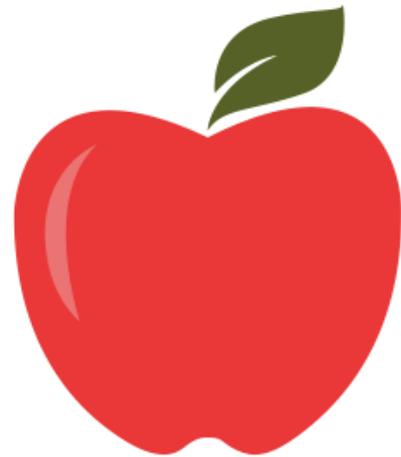
Technical Quality

- Equipment
- Environment
- Setup



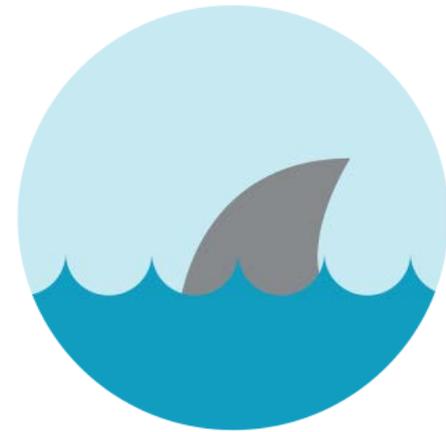
Tone

- Know your audience
 - Investment
 - Background
 - Environment
- Formality
- Supplements



Pacing

- Introductions
- Pauses



Should I introduce myself in this video?

What's the video about?

Concept

Service

Resource

Are you *the* one who does it?

Yes

Does it require special training?

No

Nah

Yes

Truth time: Do you plan to be around awhile?

Nope ;)

Yep!

Skip it

Do it!

Captioning

- Do it
- Do it right



Flubs & Flaws

- You will mess up
- Bonus mouth noise
- Save your breath



Audacity to the rescue!

- Free
- Multiplatform (PC, Mac, GNU)
- So. many. features.
 - Record
 - Noise reduction
 - Cut (& paste)
 - Silence audio





audacity



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 [Audacity: Free Audio Editor and Recorder](https://audacityteam.org/)

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July 15, 2015: Audacity 2.1.1 Released

[Audacity 2.1.1](#) replaces all previous versions.

- The most visible new feature is [scrubbing and seeking](#), including backwards play. Update a precise position in the audio.
- You can now install plug-ins without restarting Audacity or add and remove any effect or !
- Over 50 bugs have been addressed with this release. Edits are now processed much faster duration.



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Audacity

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Windows

Recommended Downloads - Latest Version of Audacity

- [Audacity 2.1.1 installer](#) (24.0 MB, includes help files)
- [Audacity 2.1.1 zip file](#) (8.8 MB) - smaller download (without help files), also useful if you cannot run the installer because of restricted permissions

[System Requirements](#)

Optional Downloads

Plug-ins and Libraries

- [LADSPA plug-ins 0.4.15 installer](#) (.exe file, 1.4 MB) - Contains over 90 plug-ins.
- [Plug-Ins](#) - Download additional effects and filters.
- [LAME MP3 encoder](#) - Allows Audacity to export MP3 files.
- [FFmpeg import/export library](#) - Allows Audacity to import and export many additional audio formats such as AC3, M4A and WMA, and to import audio from video files.

Alternative Download Links

- [OldFoss](#) hosts the current Audacity version and all previous versions.
- [Google Code](#) hosts selected previous versions up to and including Audacity 2.0.5.

Nightly Builds

- **For advanced users** [nightly builds](#) are available for testing purposes. [Nightly builds](#) are alpha builds from latest



Audacity

★★★★★ (203) : from <http://audacityteam.org>

AUDIO EDITORS

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This software runs on: Windows, Linux, Mac OS X : Last updated: July 16, 2015

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Description

Audacity(R) is a free, open source (cross-platform) digital audio editor, recorder and mixer. It is a mature software application, that comes with a long list of features such as:

- recording (from a microphone or mixer)

If download does not start automatically, pick a version.

How do I download and install the LAME MP3 encoder?

Because of software patents, Audacity cannot include [MP3](#) encoding software or distribute such software from its own websites. Instead, use the following instructions to download and install the free and recommended [LAME](#) third-party encoder to export MP3 files with Audacity. See the [LAME Legal Issues](#) page for more details.

Windows

1. Go to the external [LAME download page](#) 
Left-click this link, do not right-click.
2. Directly underneath "For FFmpeg/LAME on Windows click below:", left-click the link **Lame v3.99.3 for Windows.exe** and save the file anywhere on your computer.
3. Double-click "Lame v3.99.3 for Windows.exe" to launch it (you can safely ignore any warnings that the "publisher could not be verified").
4. Follow the Setup instructions to install LAME for Audacity, making sure not to change the offered installation location of "C:\Program Files\Lame for Audacity" (or "C:\Program Files (x86)\Lame for Audacity" on a 64-bit version of Windows).

You should now be able to export MP3s without any further configuration, choosing **File > Export Audio...** then selecting "MP3 Files" in the [Export Audio Dialog](#).

Troubleshooting

Occasionally, there may be a conflict where Audacity still tries to detect the path to an older lame_enc.dll file. To correct this:

1. Ensure there are no older versions of lame_enc.dll in any locations where Audacity detects it, namely:
 - C:\Program Files\Lame for Audacity or C:\Program Files (x86)\Lame for Audacity (this is where the installer puts the new .dll)
 - the **Audacity installation folder** (usually C:\Program Files\Audacity or C:\Program Files (x86)\Audacity), or in the "Plug-Ins" folder inside that.
2. Exit Audacity and navigate to the **audacity.cfg** preferences file at:
 - **Windows XP:** Documents and Settings\\Application Data\Audacity\audacity.cfg
 - **Windows Vista/Windows 7/Windows 8:** Users\\AppData\Roaming\Audacity\audacity.cfg.



In order to see audacity.cfg, you may need to set the operating system to show hidden files and folders. See instructions for [Windows 7](#) and [Windows versions before 7](#).

3. Open audacity.cfg in a text editor such as Notepad, and delete the two lines starting with:

```
[MP3]
MP3LibPath=
```

4. Save the changes to audacity.cfg and restart Audacity.

As an alternative to editing the audacity.cfg file, you may instead delete that file itself. However this will completely reset your [Audacity Preferences](#), which may not be what you want.

Mac OS X

On OS X 10.6 or later, Administrative (and occasionally, root) permissions may be needed on some machines to read the LAME library the installer places in /usr/local/lib/audacity.

In case of difficulty, please download the zip version "Lame_Library_v3.98.2_for_Audacity_on_OSX.zip" from "Alternative zip download for Lame 3.98.2" [below](#) and follow the instructions.

Start Download Now

Audio to Audio Converter Convert Various Audio Files & More!



TO DOWNLOAD Lame and FFmpeg for Windows, click links BELOW:

If Audacity does not detect LAME, download the ZIP option, extract the files inside to a well known folder, then open Audacity, go to Library Preferences and configure it to search on the well known folder you extracted the files to.

NOTICE: As of 2014-June-27 Clam Antivirus is showing a false positive for Lame_v3.99.3_for_Windows.exe - Thanks user J.Garcia for contacting me. FILE IS SAFE, but always check your downloaded files with www.virustotal.com.

[Lame v3.99.3 for Windows.exe](#) - (SHA256 SUM [here](#))

ZIP OPTION:

[libmp3lame-win-3.99.3.zip](#) (Issues? Some help [HERE](#))

If you need a newer version of Lame, here is [v3.99.5 in a ZIP file](#), known to work with Audacity 2.x.

**FFmpeg 2.2.2 Binary for Windows, compatible with Audacity 2.0.6 and later (please update, or use v0.6.2 below)
(Lame is right ABOVE, this is ffmpeg):**

[ffmpeg-win-2.2.2.exe](#) - (SHA256 SUM [here](#))

ZIP OPTION: [ffmpeg-win-2.2.2.zip](#)

FFmpeg 0.6.2 Binary compatible with Audacity 1.3.13 to 2.0.5 only, on Windows:

[FFmpeg v0.6.2 for Audacity on Windows.exe](#) - ([ZIP version - here](#))



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Questions?



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youtube.com/user/ClemsonLibraries