

5-7-2016

# Upcycle Your Audio

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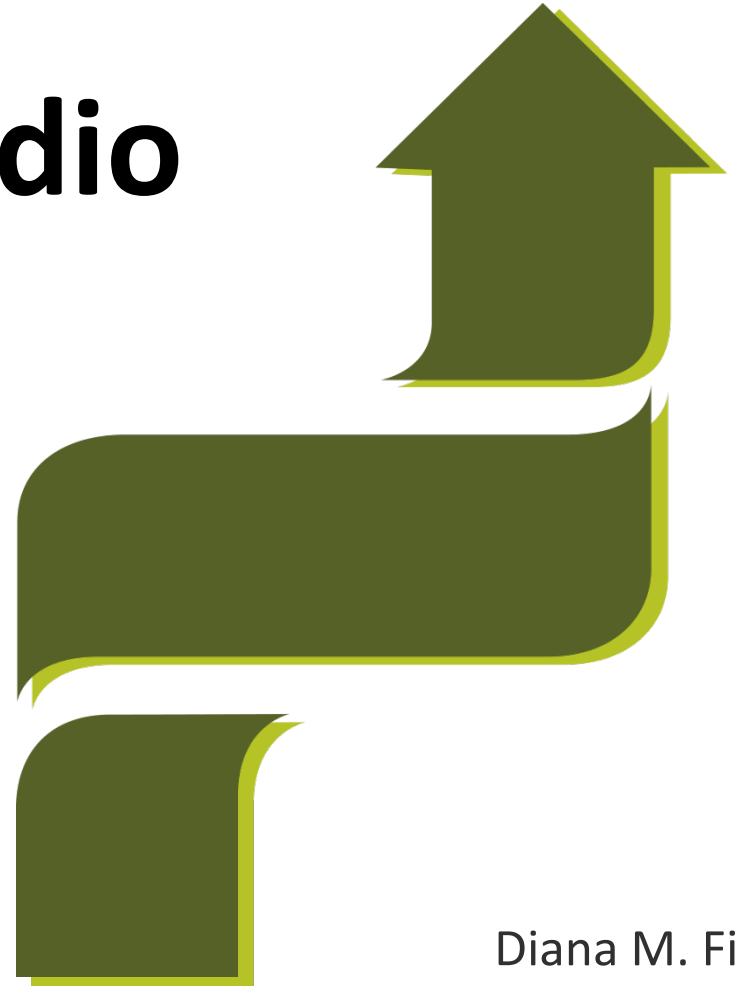
Finkle, Diana, "Upcycle Your Audio" (2016). *Presentations*. Paper 82.  
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# Upcycle Your Audio

Creating Recorded & Live Web  
Audio Your Audience Can't Refuse

Presented at  
LOEX 2016  
Pittsburgh, PA  
May 7, 2016

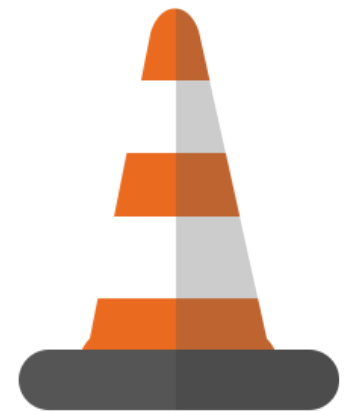


Paper of same title published in *Library Orientation Series No. 49*.

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# Behind This Presentation

- Years of...
  - experience with online videos, classes, and webinars
  - trial and error
- Video tutorials for incoming students
  - 28,000 views
  - 73%+ retention rate (lifetime average)





# Levels of Multimedia Quality

- Media
- Content
- ~~Network~~



# Key Aspects of Audio Content

- Technical quality
- Tone
- Pacing



# Technical Quality

- Equipment
- Environment
- Setup



# Tone

- Keep it lively
- Know (or imagine) your audience
  - investment, background, environment
- Formality
- Supplements





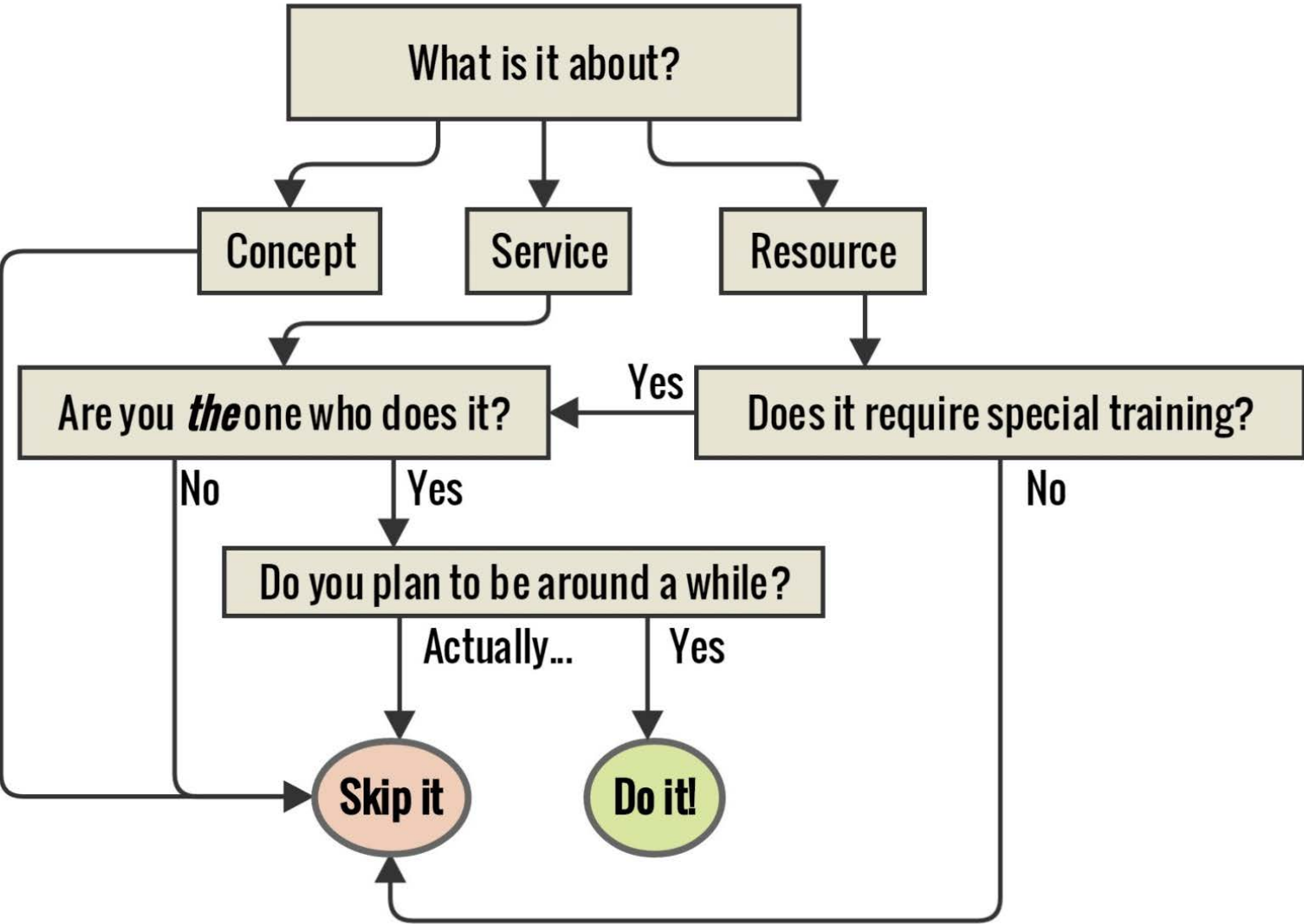
# Pacing

- Primary versus secondary content
- Pauses





# Should I introduce myself in this video?



# Accessibility

- Audio-only
- Audiovisual



# From Preparation to Practice

- You will mess up
- Your mouth makes (extra) noise
- Breathing is noisy



# Audacity to the Rescue

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



# Balance the equation

**Effort**  $\xrightarrow{\text{Time}}$  **Satisfactory product**

- The answer depends on you and your audience.\*

\*and possibly your boss

