



Latinas In Podcasting

Adobe Podcast Demo Replay - February 2025

Harmony Jiroudek

[00:00] <intro music plays>

[00:05] **Paulette:** All right, Harmony. So we are getting a demo of the Adobe Podcast product this morning with Harmony and Harmony, let's just start.

[00:17] **Harmony:** Yeah, let's, let's dive right into it. And yeah, and for folks that are going to be watching the recording my name is Harmony. I'm our customer success and education manager for Adobe Podcasts.

[00:26] So, reach out to me if you have any questions. I'll share my email at the end. So yeah, super excited to show, show you around today. So I'm gonna share my screen. And let's keep this a dialogue, like, just jump in with questions as you, as you have them as we kind of, uh,

[00:43] there we go. Okay, perfect. Paulette, Lauren, can you see this okay? Okay, awesome. So, today we're here to talk about Adobe Podcast. And for, for people that think Adobe, they're probably like, podcasting, what? There's a, there's a tool for it. And so, it is a newer tool in the Adobe ecosystem. It's been around a little over a year now.

[01:07] It is a web based app. So you notice I have, I've got a chrome tab open here. So you're just going to go to podcast.adobe.com to, to try it out. And then a caveat too, is if you have, if you're already paying for creative cloud, you, you already have access to this. So if you just go into creative cloud, type in podcasts, it'll launch it.

[01:28] In the web. So yeah, you don't have to pay extra for it. It'll just be available here. So real quick, just for visibility, we do have a free plan. So everything I show you today, you'll be able to do for free. And then on the premium plan, there's some added benefits as far as like, be able to enhance video, some extra extras with our studio product, which I'll dive into.

[01:52] This is 9.99 a month, but we do offer a free 30 day trial. So I'll show you guys how to sign up for that at the end today. But yeah, just wanted to let you know this. We have a

perpetual free license. So it's super easy to try out. All right, so. I like to think of Adobe podcast is made up of like three main main features and welcome Cassandra.

[02:16] Hey we've got our enhanced speech tool, which allows you to remove background noise and echo. I use it all the time because I have a noisy house and a noisy husband and a noisy dog. So I flip that on and it removes all of that. So I'll show you guys how to get going with enhanced speech. We also have our studio feature.

[02:38] This is the central hub where you can record or upload existing audio and then edit it like a text document. You can add royalty free music or you can upload custom music as well. So for your intro, outro bumpers and then you, we also have this mic check feature, which allows you to do, well, it's exactly like it sounds like you can, you can just do a quick check.

[03:01] It will give you some, actually, let's just dive right in. You'll be able to make a quick recording, so I'll go ahead and I'll go ahead and record something. We might, you might lose my audio, but I'll, I'll, I'll be right back. Alright, this is Harmony testing my microphone setup. I've got a Shure MV7. And then what you'll get is, it'll give you a little bit of visual feedback.

[03:27] So if, let's say you've just set up your studio for the first time, or you just plugged in a new USB microphone it'll give you some, some guidance as far as like, okay, we're looking good. Or maybe like, turn down the, turn down the volume a little bit so you can have that quick check before you go into studio and, and start recording.

[03:45] So that's, that's my check. It's super simple. I'm just going to go back to our home page here. My, this is probably my favorite feature and this is enhanced speech. So even if you are Let's say you don't even need to, like, pop in here and start recording. You just need to, like, you've got a recording that was maybe recorded on, on your phone or with a Zoom recorder.

[04:07] All you have to do is drag and drop it right into this field or you can just pull it from your desktop as well. And, once it's been uploaded, you can turn on this toggle here. So it's just this little enhanced speech toggle. And you'll notice that there's a strength slider here. So this is how much of the effect you want to apply.

[04:27] So let's hear it. Let's hear this video without it on.

[04:34] **Nick @ BBC:** So we're at the Emirates football ground. We've just been to see Arsenal women's team against Manchester City.

[04:40] **Harmony:** Alright, go back.

[04:43] **Nick @ BBC:** So we're at the Emirates football ground. We've just been to see Arsenal women's team against Manchester City. You can hear all the number of people coming out.

[04:51] And that's a really difficult thing for

[04:54] **Harmony**: Hopefully you guys can hear that difference. I've got another example here. This is our friend, friend Nick at the BBC, who's generous enough to share these videos with us. Go here.

[05:04] **Nick @ BBC**: I'm trying. This is, are we on?

[05:07] **Harmony**: Yep.

[05:09] So come to London to see if the the new algorithm can actually work with some of the busiest roads around.

[05:15] There are, this is one of the, the prime places that report.

[05:19] **Harmony**: So, it's, loud streets or, loud in this case of the soccer game, he was outside in both scenarios. I'd probably say, like, the worse your audio is, the more enhanced speech really shines through. One thing I'd say is, like, if you're, if you have a recording where maybe you record it in your office.

[05:38] It sounds, it already sounds pretty good, but you're just looking for like a little extra sweetening. You, you can still use this, but I'd probably recommend, bringing it down to like, somewhere between 20 and 40 percent because you don't want it to sound, start to sound too over processed.

[05:53] So at that point, I would say just play around with the slider to make it, sound just the way you're, you're looking for. Because it's definitely not a one size fits all. It's all about, like, what is the original audio quality sound like. Once, once you've dialed in that intensity to how, in this case, it sounded a little bit better around the kind of default percentage, which is around 90%.

[06:14] At that point, you should just hit download. And that will download locally to your, your computer. The nice thing about Enhanced Speech is that you can use it on desktop and mobile. It's available in a bunch of different browsers. So I just want to pause here and see if there, are there any questions from, from the group at all?

[06:32] Or otherwise I can keep going. Okay, all good. Cool. So, so that's Enhanced Speech. Oh, and yeah, Cassandra, great question. So, it does, it, It will remove echo as well. So in terms of using that slider, what it's doing is it's, it's enhancing the voice, the spoken audio, and then the slider that's going to be controlling how much of the background noise that you want to bring in back, background noise and echo that you want to bring in and out.

[07:01] One thing that's actually coming in, I want to say, Okay. Well, I'm not going to give a timeline because I always get myself in trouble. But one thing that's coming is an extra slider. So the first slider will be how much you want to enhance the actual spoken audio. And then a second slider will control how much of the background noise you want to bring in.

[07:20] So that's, that's something that's, that's coming. But yeah, great question. Awesome. Okay, I'm going to pop back here to our main main site, and I think we'll probably spend most of our time in studio, and then I'll also wrap up talking about Adobe Express as well, which is our kind of web based graphic design and video tool because we have to have great podcast cover and thumbnails too.

[07:44] So let's, let's jump into Studio. And, and again, this is your hub for being able to record, edit, add music and then download your, your audio. So up here at the top, it's going to tell me how, how much time or yeah, how much I've recorded at this point. So recorded 166 minutes. When you're ready to start recording, just create a new blank project.

[08:08] I like to create a project per episode and then that way, as you go through and create, your, your collection of episodes, you can scroll down, you can see where, where you last left off. This will show the most recent project you had open, that'll be the last one that shows up here and then you can see it, all, the whole collection of projects that you have.

[08:28] But let's go ahead and. I'm going to show you a project that's already been recorded and then we'll all record something from scratch as well. So we'll open up this one here. Cool. So this is this was a quick conversation between our head of Adobe podcast and our lead designer, Sam. So, what they did is they opened up, opened up a project.

[08:52] Mark invited Sam in here, the invite guest link, so this is the remote recording component, so let's say if I wanted to invite Paulette in here, I could send her a link, I can just copy that link. And then one caveat with Studio is that it is only available in Chrome, so you'd want to open this up in Chrome, paste that link in there, and then we would both be in this project, and we would be able to record, hear ourselves, and it would transcribe everything that we, that we, that we say. After you stop recording, it'll give you this transcript back. So I'm just going to play this a little bit so we can hear them chatting.

[09:28] **Mark @ Adobe:** Hey there, this is Mark Webster, the head of Adobe podcast.

[09:31] **Sam @ Adobe:** And I'm Sam Anderson, the lead designer for Adobe podcast.

[09:34] **Mark @ Adobe:** Sam and I thought we'd put together a quick project to help you get started. Our goal is to make

[09:39] **Harmony:** Cool. So, so the, the nice thing about this is that when you want to make changes to the text, you just, or, to the audio, all you do is, let's say, want to take out this sentence here, highlight it, hit delete, and that removes the underlying audio. So now it'll go from

[09:57] **Sam @ Adobe:** For Adobe Podcast.

[09:59] **Mark @ Adobe:** Our goal is to make it easy for everyone.

[10:01] **Harmony**: So it just skipped right out. And then if I wanted to undo that, I'm just gonna Command or Control Z, and that'll bring back the sentence that I just removed. So, you don't have to necessarily, like, know how to, edit in a waveform. It's just all text based editing.

[10:16] Another thing, too that you can do. So let's say, this is AI transcription, so it's not like, it's not a hundred percent accurate, but it's pretty darn close. It never gets my last name right. So in the case where you need to make a correction, you can highlight a word. And then you'll see over here on the right, this option to correct the transcript.

[10:35] I'm going to just, let's zoom in a little bit there. Cool. So let's say if Webster was, wasn't spelled correctly, I would just correct it. And then, maybe there's like two Bs, so I'll put in a second B, there we go. And then make that correction. So, this comes into play especially once you're ready to like download your transcript, put it in your show notes.

[10:54] Having accurate transcripts is super important, I probably don't need to tell this group that. But just, yeah, I wanted to show you how you can make those. You'll also notice we, we have this placeholder here. So, I use these in a couple of different ways. So placeholder might be like, I've gone through and edited maybe the first 30 minutes of something, and I need to take off and I need to come back and like, start this up a little bit later so I can make a note for myself.

[11:20] Whoops, here we go. Come on. So let me edit here.

[11:28] **Mark @ Adobe**: You over in the filters panel, you'll find a

[11:33] **Harmony**: There we go.

[11:37] You left. Oh my gosh, why are you acting so weird? You left off here. Perfect. And I'll just get rid of here. So it's a way for you to leave yourself some, some internal notes, or I might use this where it's like, I need to record a pickup here. So maybe down at the bottom, I'm going to add another placeholder, record, sign off, so it's just a way to remind yourself, like, this might be where I need to pick up or record a voiceover or, yeah, you could use it in those ways.

[12:10] You're also noticing these these pink waveforms here. So this indicates we've got some music in here. So what you can do is maybe if I wanted to add some intro music over here on the left, just click on music here. Here, this is where you can add your own custom music. So if you already have an intro or outro music that you like to use, you can upload those here and they'll just be available in your collection.

[12:32] But if you need to source something, we have a bunch of intro outro transition music that we worked with a company where it's like, it was curated specifically for spoken audio and podcasts. It's all royalty free, so you can use this as much as you'd like. So I might go through and want to I'll take a listen to a couple of these.

[12:51] Let's see. Shimmer. That sounds fun. Okay. Like that. Pop. And then I'll just click on the plus button here. And then once that's been added, you'll see over here on the right, we've got

the two bars. So I'm going to click on that. I can split this. So let's say if it's like too long, I can split it and then I can.

[13:14] Get rid of that second half, or I'm just going to undo. I'm going to, I actually like that whole, that whole track, so I'm going to keep it as is. I'm going to add that back. There we go. And then I, I might want to like fade this in, or I could set it as background. So that means we'll hear Mark and Sam talking while, while the, the music fades in.

[13:36] So if I set that. And then play.

[13:40] **Mark @ Adobe:** Hey there, this is Mark Webster, the head of Adobe Podcast.

[13:43] **Sam @ Adobe:** And I'm Sam Adams.

[13:44] **Harmony:** Whereas if I just want to have it fade in, I'll start over. And then Mark and Sam will come in.

[13:59] **Mark @ Adobe:** Hey there.

[14:00] **Harmony:** So you got some options as far as how you want to sequence that. And then wherever your cursor is, let's say I added some music in and I actually want this a little bit later.

[14:09] Over here on the left, there's this handle bar that you can click on so then I can drag it around. Maybe I want it like right after he says the word copy and then that way you can just move it around based on where you want to have it placed in the, in the episode. Um, let's see here. The other thing I should mention in the filters panel, this is where you can turn on enhanced speech.

[14:31] So if you have a recording with someone where their audio is problematic, you can switch it on in here and that will apply it to the full recording. Let's see here. So yeah, I just wanted to show you this to get you a sense of like how easy it is to do some of the text based editing. I'm actually going to show you now.

[14:51] That's okay. We're going to create a project from scratch. So you'll see you get this blanks, blank canvas that you can start working from. So I'm going to do Harmony working. And again, if I wanted to invite a guest to join me in here, I can do that. Send them a link, or I can send them an email as well.

[15:10] And then it'll just give them a link to pop in here. But I'm going to start recording. So if you click on start recording. You'll see a waveform here, and if you had a guest in here, there would be a second row. So if Paulette was in here with me, I'd see her, the waveform, and her avatar as well. So when you're recording, you'll see the runtime and the active waveform here.

[15:35] It'll show you when it starts to pop or when, maybe the volume's a little low. That's probably enough, so I'll go ahead and stop recording. And since I only recorded a really, short

portion, it's going to see it transcribed really, really quickly. So if I play from here and if you had a guest in here, there would be a second row.

[15:55] So if Paulette was in here with me, I'd see her, the waveform. And I'm, yeah, you can turn on the filter, so there we go. Yeah, exactly. Got the spelling right. And then from here, you can just highlight the stuff that you want to get rid of. And you'll notice here this little dot. I think that's a filler word.

[16:17] So let's see her avatar as well. So when you're so it will identify where there are filler words so you can find those you can delete them. You'll also see these little dots that's typically indicating where there's moments of silence, so you can go in and get rid of those too. I would be. like don't go crazy and just like start removing all the dots because, you might want to keep those moments of pause or little moments of breath.

[16:44] So I would just say like, go through do an initial listen and then create your, your rough draft from there. I'm going, I'm going to pause, just see, are there, are there any questions so far?

[16:58] I think, Oh, Cassandra, you had a question about dark mode. Ooh, I don't, not yet. Let's see here. Well, actually, I'm in let's see, I'm in a regular Chrome tab. If this was incognito Yeah, not yet. Not yet. But good request. I'll share that with the product team. But this, this is a good segue since we came back to our, our main page.

[17:22] We just, it's worth mentioning, we just localized the platform in 10 different languages. So, I, my default setting is English but you can switch it to, to other languages here. So, I, I could go ahead and switch that, and that'll switch the platform over. As you can see, go ahead and it went ahead and localized in Spanish here.

[17:41] I'll go ahead and switch it back real quick. But something else that's exciting is that we also have transcription support in five different languages. Well, English, Spanish, French, German, Italian, and Portuguese. So when you record let's say in Spanish, it will transcribe in Spanish. So here's quick example, this caveat, I'm using my 11 labs synthetic voice.

[18:05] So, so in this case I had existing audio elsewhere. So in this, in this, in this scenario, I uploaded that audio and then it, it transcribed. So in this case it identified the, Spanish is the language. Okay, pop back here. And, okay, and then once you have something that you've recorded, you're happy with it, you've added your music, you, you've enhanced it, and at that point, you're, we're ready to download it, and we're ready to get it out of Adobe Podcast.

[18:38] One thing that you can do, let's say if I wanted to send this over to Paulette let's say we, we finished an interview, and I want her to be able to review it, I can share it as a template, so I'll, I'll create a template link. Okay. And then I'll just send that over to Paulette. She can review it. And then she might say, like, eh, at ten minutes, like, let's cut out that section where we were talking about how the, how bad the weather is in San Diego today.

[19:03] So that's a nice way of being able to, like, share the project with someone that you might be collaborating with, or just want someone to be able to review it before you go ahead and publish it out. And speaking of publishing, once we're ready to get it out of podcasts, we'll click download. And we'll, we'll have some different options here.

[19:21] So the first one is pretty straightforward. This is your finalized edited audio. So you can download it either as an MP3 or a WAV, WAV format. Then you can also get your transcript out. There's a couple different formats here, depending on if you want to put this into your show notes, or just like turn, turn something into like a blog.

[19:41] So we have some, we have three different formats here. The original recordings, this gives you the option to download the original unedited files. So, for example, if again, I keep picking on Paulette. So we would have two separate files, one, one for Paulette and one for myself. And so if you wanted to take those, archive them, you'd be able to do that.

[20:04] And then the last option here, we actually just added this is this audiogram feature. So. This is like our V1 of this you'll, you'll see, the title of the project here, you'll see a quick snapshot of the text, you'll have a waveform in this case, maybe I don't want the Adobe Podcast logo here, so I can turn that off, and then if I click on create audiogram, it'll just download that mp4 locally to my machine and then I can, save that, or publish it on LinkedIn or my socials or wherever I want to send that.

[20:38] So that's a little bit about downloading. Any questions there?

[20:43] **Cassandra:** Awesome.

[20:43] I don't know, can I, should I ask a question on voice? Is that easier than chat? Yeah!

[20:48] **Harmony:** No, that's great, yeah.

[20:49] **Cassandra:** So the audiograms, is that just an easy way to get video so you can upload it to like YouTube or something like that? Like, it's like placeholder video?

[20:59] **Harmony:** Exactly. Yeah. So if, if you're, if you primarily record in, audio only, it's, it's a really like low hanging fruit way of converting your audio to a video format and then yeah, we putting that on, on YouTube or where, yeah, wherever you want to be able to share it.

[21:18] Great question. And I think, let's see here. I might have an example.

[21:22] Okay.

[21:23] **Alfonso:** Hola, mis amigos. Estoy muy contento de estar aquí con ustedes para presentar sobre podcasting en la aula.

[21:31] **Harmony:** So I don't know if you guys were able to hear that. Okay, awesome. This is with a friend, Fons. We did an interview, I think, about a week back, and he was showing me, like, his, his audiogram that he created.

[21:41] So you can see, like, as, as you hear the audio, it'll animate the waveform here. So yeah, I'll stop sharing that screen. There we go.

[21:52] **Cassandra:** Does this potentially work for music or is it mostly just for spoken text right now?

[21:58] **Harmony:** Hmm. Right now it's optimized for spoken text, but you could, I suppose you could use it for music.

[22:07] Yeah. Tell me more, Cassandra.

[22:09] **Cassandra:** Well, sometimes I get requests for people who are, that they just want like a very bare bones music video, they're like, I just want the transcripts, I want the lyrics, I want them to come up on the screen. Like, just very simple things like that, but it's actually pretty technologically involved to do what the audiogram has done. But I feel like for someone who's just, they just want to get their video up on YouTube and have the lyrics there as well, that would be a really easy way to offer that.

[22:40] **Harmony:** Totally. Yeah. No I, I think I would say like, maybe test it with like a shorter file and see how it does. Cause again, like it is optimized for spoken audio, but like it should, it's transcribing anyway, so it should be able to, pick up the text and throw it into the transcript.

[22:56] So yeah, I would say give it a try.

[22:59] **Cassandra:** And having like multiple files, I can just feed in the audio file so it can just parse that without all the background music. I, well, so that's how I would test it, is what I'm saying. I would just give it the vocals without the extra, because I don't know how much of that extra musical, background noise.

[23:22] It's crazy to conceptualize music is background noise, but I think that would make it even harder to try to get the vocals.

[23:30] **Harmony:** It would. Yeah. So yeah, you're, you're, you're dead on there. So what I would do is like upload the vocals and then you could then if you wanted to add some like intro music or have music interspersed throughout it, like you could upload it separately.

[23:44] So yeah, I would, I would give that a try. And Paulette, yeah, great question about the, the dimensions. So right now it is that, that one size that you can download, but that is something that we're working on. So be able to like resize it for Instagram or TikTok Um, so I'll be able to optimize it for different platforms.

[24:02] And right now you saw it as like, it's the purple background and, I think at some point we'll, we'll want to like allow for more customization too. So like be able to like change the color, add an image of, maybe the person that you're interviewing. So just having like more customization features.

[24:17] So that's, more down the road, but something we're working on.

[24:20] Cool. Well, speaking of social social stuff and, be able to create cover art and, and all of that. I think this is a good segue into maybe talking about Express a little bit. So I'm going to reshare my screen. So we've, we've talked a little bit about recording, text based editing, how to add our music, how to enhance it, how to download it.

[24:43] And so now maybe you're ready to, yeah, create some podcast cover art or get something ready for, sharing something on social. So down here at the bottom, I'm going to scroll. We could probably do better with positioning this on the site. But if you scroll all the way down to the bottom, you're going to see this graphics template section.

[25:00] We've got a couple in here, but if we click on more templates, that's going to take us into Express. So what you're seeing here is a bunch of royalty free templates that you can choose from. I've always wanted to have a food podcast, so let's see. See what it comes up with.

[25:21] So yeah, as you can see here, there's there's a ton of podcast cover art templates that you can choose from so I could choose any of these and like customize them and change the font and basically any of the visuals.

[25:32] **Harmony:** So I was, let's see here. I was searching for podcast. There we go. So maybe like with one of these, I want to switch out. Okay, I'm going to choose this one. So, if you guys have used, have you used Canva before, some, yeah, so this is, Express is like our, our Canva. So in this case, I want this to be, Harmony's Kitchen not really filling the frying pan, so maybe let's switch, switch that out I've got an image of some tomatoes, so I'm going to drag that in.

[26:08] And I'll replace that. Okay, cool. Maybe I want to change the font here. I want to make this a little bit bigger. So it's super simple. Yeah, if you've got existing imagery, you can just drag and drop. Move, move the text around. Maybe I want to add an element here.

[26:28] Let's see here. Icon kitchen, utensil. I'm

[26:33] add that in. And then you can change it. Maybe I want to change the color. So a lot of, a lot of customization here that you can, you can do. It's not, and it's not only podcast cover art. So if you, if we go back and click on the Adobe icon here. Or actually I should say before before I move on, what you can do is speaking of like the resizing piece is, you can go in here and maybe I want to optimize it for like Instagram or TikTok.

[27:01] So you can do all of that resizing in here and then download it. Oh, Cassandra, you had a question. Is this Adobe Canva application only for podcast art? Or yeah, it, yeah. So this is

Adobe Express. So you can, I'm just wanted to share it. So you could, you can access Express directly from Adobe Podcast.

[27:18] But, and the cool thing is that if you, if you're on the free plan, you automatically get access to Adobe Express free plan. But if you're paying for premium, you automatically get access to Adobe Express premium as well. So for 9.99 a month, you're getting access to Podcast. And Express Premium. I think did that answer your question, Lauren, and around, like how the plans work.

[27:45] Okay. But yeah, it's, it's not just pod podcast cover art. So if we click on that Adobe A in the top left hand corner, you'll see that you can do a bunch of stuff. So similar to Canva, you can start with, your own original content. There's this option to generate with AI. So I use this all the time, actually, for our blog be able to, like, generate images.

[28:06] And then you can also do things like, removing background objects or inserting objects. So there's actually some really cool, really cool stuff you can do with this. Here, I'll just do something here real quick. So, let's see here. Let's do podcast studio with bright colors and a couch, plants, and microphones.

[28:38] And this is a lot like kind of like Chat GPT, the more descriptive you can be, the better. And the nice thing is that like, if you're not happy with the first few versions, you can always like say, generate more. So actually. I like this first one.

[28:54] Cool. And then, yeah, you can download these. There's no like restrictions on, using using these since it's generative. You can, you can use this however you'd like. And then, again, you can do all of that similar stuff in terms of resizing. And you can if you wanted to add like text to this.

[29:12] Let's do,

[29:15] you can add in layers, change it up how, however you'd like. Let's see. I'm going to pop back here. There's also a bunch of stuff that you can do with video. So you can upload video and trim it down. You can resize it. If you have a couple of videos where you want to like, be able to merge them and clip them, you, there's that merge option.

[29:33] I want that studio. Me too. There's also some fun, like little animation stuff that you can do in here as well. And then the, the templates, I feel like the templates, this is like one of my favorite features. Cause I always have like a rough time getting started. So there's a bunch of different options here.

[29:49] So if you're looking for photos, videos text layouts, web page templates, there's like so much here that you can you can choose from. Okay. I've been talking a lot. Questions about Express or, or Podcast?

[30:06] **Cassandra:** So in Express, like in Canva, they have certain graphics or features that are behind that paywall. And since you're paying for Express, I'm like, it's bundled into whatever

version of the plan you have. I'm wondering if there are, like, specific things that aren't available on the free plan, or if you have to pay, like, If you have, like, a stock image or something, do you have to pay an additional royalty to use that, or, like, how does that work when you're compositing different cost images or effects?

[30:40] **Harmony:** Yeah, so it's, like, it is similar to Canva in that, in the sense that, like, you, like, let's say if you're browsing templates, there's going to be, like, some premium only templates, right? But. Is that getting to your question, Cassandra, or I feel like maybe there is an additional layer that you want we're getting at.

[30:57] **Cassandra:** The premium templates make sense to me. I guess I'm wondering how it handles stock images that you may find and want to use. Is that the same way?

[31:07] **Harmony:** That's going to work the same way. Yeah.

[31:08] **Cassandra:** Okay.

[31:11] **Paulette:** So an a la carte version the way Canva does, like Canva will charge you \$2 to use an image.

[31:17] **Harmony:** Oh, I see. So let's see here.

[31:20] **Paulette:** Actually, I'm making that up. I don't know that Canva actually does that. It tells me I'm saving \$2 because I have the

[31:27] **Cassandra:** option to do that, Paulette.

[31:28] **Paulette:** Okay. Thank you.

[31:31] **Harmony:** I think, let's see here. I'm going to maybe go to, I'm going to stop sharing. I'm going to go to, what is it? The pricing page here. I'm going to sign out because I, yeah, I want to, I want to make sure I give you the right information here.

[31:49] **Paulette:** I'm playing with it now, and it feels exactly like Canva, but with that layers palette, like Photoshop.

[31:54] **Harmony:** Exactly, yeah. I think, as far as I can tell, there aren't, I don't think you actually have to, because you're pulling from Adobe stock, so it's different in terms of the way that, like, Canva treats it. Because as far as we're concerned, like it's all coming from like Adobe stock image and videos.

[32:16] So it's, it's treated a little bit differently. So if you have access to like, again, if you're on the premium plan, like we're not going to restrict you from like using anything.

[32:25] **Paulette:** Okay. So to answer Cassandra's question, I just tried using a premium thing and it asked me to upgrade.

[32:33] **Harmony:** Yeah, exactly.

[32:35] **Cassandra:** Okay. Okay. Awesome. Good to know.

[32:40] **Paulette:** Notable that this costs the same as Canva, and for that same amount, you're also getting the studio option. So something to consider.

[32:49] **Cassandra:** Could we go over the pricing again? Just really quickly. And also if you have a student version pricing.

[32:58] **Harmony:** Oh, yeah, absolutely. Here, let me I'm going to pull a couple things up here, and

[33:10] okay, so again, we've, we've got the free plan, we have a perpetual free plan, we're not planning on getting rid of it. And then the premium plan is 9.99 a month or if you, if you pay annually, it's 99.99 so up to you in terms of how you, how you want to do that. With enhanced speech, a couple of the main differences is that with a free plan, you can only enhance audio only, whereas on the premium plan, you can also enhance audio and video.

[33:38] You can bulk upload files. So if you have a bunch, let's say if you have a backlog of episodes that you wanted to enhance, you can do that. You, with the premium plan, you also get access to that strength slider, whereas on the free plan that the strength slider is not available. You can also enhance up to four hours a day and then there's no limits on studio.

[33:56] So you can create on the free plan, two projects a day, whereas no limits on the premium plan. And then again, 9.99, you also then in turn get access to Adobe Express. So I, I think of it as like, two tools for the price of, 9.99 a month. Does that, does that help or, yeah, any additional clarifications I can, I can make there?

[34:20] **Cassandra:** If you, like, I'm asking, I already have a student plan of the Adobe Suite. Oh, okay. I think it's 19.99 a month for me, which is a really good deal because the student suite is, like, pretty heavily discounted. My main question is will this roll into that? Is this separate? If it's separate, is there a student discount on this portion?

[34:42] How is that pricing broken down?

[34:45] **Harmony:** Yeah, so I'm actually not sure if this is available on the student plan. I believe it should be. So actually, Cassandra, if you go to Do you wanna share your screen real quick?

[34:57] **Cassandra:** My internet is really spotty. Oh yeah. . I actually don't think my screen would work with the internet.

[35:02] **Harmony:** No, no worries. I won't put you on the spot. Yeah, so if you try, try to go to podcast, dot adobe.com. Make sure that you're logging in with the email that's associated with your edu account. 'Cause that's oftentimes, that's like people will like, log in with a random gmail and then you're like, I'm on the free plan.

[35:19] Why don't I have the premium features? So I think you should have access to a Podcast but for any if for any reason not you would have to sign up separately for it.

[35:28] **Cassandra:** Okay.

[35:29] **Harmony:** Yeah

[35:30] **Cassandra:** good to know

[35:32] **Harmony:** But on the I know for a fact that you will have access to Express that is included on the EDU plan. So actually, okay, by talking through this, yeah, you would have access to podcast.

[35:44] There's so many plans. Adobe has so many different products and subscriptions. So yeah, I wanted to, yeah, thanks for clarifying.

[35:53] **Paulette:** So that's a, that brings up another question to me. The two are combined then. So if I were to go just purchase Adobe Express, I'd get this as part of it too. That's pretty cool, actually.

[36:05] **Harmony:** Yeah.

[36:06] **Paulette:** I use Adobe Express on my phone all the time and when I stopped, when I stopped paying for Photoshop or the Photoshop bundle, I lost access to a couple little things. It's still a very powerful tool just on the free plan, which I'm assuming is true here too.

[36:23] **Harmony:** Totally. Yeah. There's so much that you can do on the free plan and I, I, I chat with folks all the time where like, if they are, only recording, maybe an episode a month, the free plan will totally get it done.

[36:34] So I would say like, when, and if you do need to do things like enhance video or create more than a few projects a month, then you know, at that sense, at that point it probably makes sense to upgrade to premium.

[36:46] **Paulette:** And I think since you and I talked, Harmony, it seems like there's been a couple extra little improvements and that was just a month ago.

[36:53] Right.

[36:53] **Harmony:** Yeah. Yeah, exactly. Yeah.

[36:56] **Paulette:** It seems like it's rolling out nicely.

[36:59] **Harmony:** Definitely. Yeah, we're, we're a small but mighty team. We're, we're like 15 people or so compared to, some of like, the hundreds of people that are on, Photoshop or Premiere teams.

[37:09] Trying to think that, yeah, I wanted to leave, yeah, some extra time at the end. So we happy to answer any other questions that you guys, you guys have.

[37:20] **Paulette:** Yeah, we have about 10 minutes left in the hour. So for those of you who are here, please feel free to extract all the knowledge you can get out of Harmony at this point in time. Just take yourself off mic or type in the chat if you want.

[37:38] **Cassandra:** I already asked a lot of my questions. That's great.

[37:44] **Paulette:** It's all good. It's all good. Harmony was kind enough to donate an hour for time today. So I really appreciate that. I think that this it's always nice to have options in the editing space. I know a lot of people struggle with editing. So anything that helps make it a little easier.

[38:01] This is very similar to Descript, which Harmony is also very, very, very, very well knowledgeable, very knowledgeable of because she used to work there too. So it's nice to see a competitor to that product that is significantly less expensive. In comparison, and you also get the additional, Adobe Express side of things, which as we discussed is a really nice tool.

[38:27] And this sounds like it's really like I see that Studio says beta in it. So there's a lot of testing still going on there and more options are probably coming really soon.

[38:38] **Harmony:** Yeah, yeah, exactly. We're Oh, sorry.

[38:42] **Cassandra:** I did think of one question. There was a part where it was showing the filler words and it had an asterisk for spaces.

[38:49] If you have a really long space, are there more asterisks or is there only ever one?

[38:55] **Harmony:** Yeah, there's, there's going to be like a few extra like dots. So for example yeah, it'll indicate in the transcript, cause it's like, was that 30 seconds or was that three minutes,

[39:05] **Cassandra:** That's the kind of thing that I'm asking.

[39:06] Cause I, I generally, when I record have long spaces where I'm thinking about what I just said or thinking about how to rephrase what I just said. So that was my curiosity there.

[39:17] **Harmony:** Totally. Yeah, and that's why I mentioned, like, don't go crazy and, like, just start deleting all the dots because, like, one of them, it might, one might be a little bit shorter, one might be a little bit longer, so, always good to, like, just do a quick review.

[39:33] But that is something that we are working on in terms of, like, improving the experience in Studio so that it is clear, like, how long, how much longer are those pauses. Or being able to, like, take out filler words in bulk, so, and, there have been a lot of, like, things that around, like, quality of life improvements that we're, that we're working on.

[39:52] **Cassandra:** I am an audio editor, so I generally, I use Logic Pro right now. Okay. But, I, because I do music creation, music editing, audio editing, like, all those different types of things. So, seeing the way that this workflow would work is, it's just so different visually, but it is that kind of Descript shift where it's, like, this is text based editing.

[40:16] It's a different format. So

[40:19] **Harmony:** Exactly. Yeah. And I, like, oftentimes, especially since I used to work at Descript, a lot of people are like, so what's the difference? How is it different? I think, the main thing is just like ease of use. I think, like, one of the challenges that I often had with customers that I worked with was just like the learning curve, right?

[40:36] And there's, there's just like a ton of features, which, which is great, but we're, we want to keep it as like simple and straightforward as, as, as possible.

[40:45] **Cassandra:** And say that this had mobile version as well, or is this just on the browser right now?

[40:51] **Harmony:** Yeah. So the Studio feature is only available on Chrome. But for enhanced speech, you can use that on, on mobile and multiple browsers.

[41:01] Thanks so much, Lauren. I, yeah, thank you for joining.

[41:04] But yeah, that's like, again, you're hitting on a great point where people have been like, I, I really need my guests to be able to join on mobile or tablet. So, good to hear that, that echoed here.

[41:16] **Paulette:** What is this option up at the top of your screen? It says delete abusive project.

[41:23] **Harmony:** That's that's only something I can see because I'm an admin. So. Yeah.

[41:27] **Cassandra:** Oh, I was also really interested about that. So I was like,

[41:32] **Harmony:** Yeah, you wouldn't, it's only on the back end. Yeah. You're getting a little glimpse into more behind the scenes.

[41:39] **Cassandra:** Oh, that's a really good question. Harmony. Do you have is there compression options for projects?

[41:46] **Harmony:** Not at this moment. Yeah. Okay. Yeah, you, you really, you just have the enhanced speech option, but to your point, like being able to have more control, like, compression, eq that, that's, yeah, that's been a, a request from, from folks too.

[41:59] So hap happy to echo that back to the product team. Is that something that like, you're probably doing a lot of that in Logic right now, yeah.

[42:06] **Cassandra:** Yeah, for sure. I think probably the main things that I do as an audio editor that aren't really represented here, just if you're interested, are boosting the speech band so that you're really getting those vocals up front to get that classic, like, podcast sound.

[42:23] And I know that that can be a bit difficult because everyone's voices are, a slightly different band, if you have a really deep voice or a really high voice. But also removing background noise is difficult if you have a particularly deep noise because a lot of harmonics can and I have some AI tools that are pretty good at it.

[42:44] They're just separating it, but it could still be difficult to separate that out. And then, of course, you know that the actual main meat of editing, which is just the flow, organizing the flow. And I feel like both Descript and this tool potentially, I just don't know how to organize the flow because you edit the text, but you don't really have that granular control over, okay, I'm adding in a long space here, or I'm taking a really, like, if I were talking right now and I was recording that, I would have taken out that whole moment of hesitation. Like, so, those kinds of granular, like, editing things, on the one hand, it's just getting that real podcast glow in the vocal range, and on the other hand, it's that kind of flow optimization.

[43:41] **Harmony:** Yeah, no, I, I totally, yeah, great, great points, I, I think like on the flow optimization piece, there's some things I'm gonna pop back here. Like, for example, you can move stuff around, so if I wanted to take this portion, copy, delete it from there, and then maybe put it, like Here instead, right?

[44:03] But at the same time, maybe I want to add like a little bit of extra breath in between copy and where he says on. So, like, there's a kludgy way of doing that. You could add in into your like music section, like gap, maybe gaps and like insert them as needed. But like, that's not an optimal, that's, that's not super optimum.

[44:24] **Cassandra:** It's not as intuitive or easy if when you're just working with the waveforms themselves, I get it. Yeah, exactly. I think where you type in asterisk.

[44:34] **Paulette:** Oh, that would be smart. Dev team, if you're listening! What I think this product really fills the gap for is the brand new podcaster who's been told you have to have a transcript and you have to edit. And this kind of combines that,

[44:48] without them having to learn all of those extra things that, like Cassandra's saying, makes a podcast sparkle. It gives them that little bit extra oomph and whatnot. So this is for the person who can't, doesn't have the time to learn to edit traditionally. And it cuts out a lot of the extra fluff. And yes, it is a very limited tool as it stands today.

[45:10] I'm sure it's going to improve over time and whatnot. But even with Descript, as powerful as that is, I still export everything into Audacity and fix from there. If it isn't a video. Video, forget it. But for audio only, I still still enhance outside of the tools that I work with because I'm just a stickler for certain things for my sound, for my show.

[45:32] But I think this is perfect for an early career podcaster or brand new podcaster who, there's a lot to learn. The learning curve to podcasting can be feel very steep and this helps to alleviate some of that stress. Yeah.

[45:46] **Cassandra:** Well, and like we always say, Paulette, audio editing is gatekept, like it's straight up, it's difficult, it's expensive, it's hard, and I think in Latinas In Podcasting, we're working to bring tools that are removing those barriers to gatekeeping, and so I think this is filling that, that type of gap there.

[46:05] **Paulette:** Yeah, and especially not even just early career podcasters, any podcaster who's like, right, dammit, I need transcripts. They finally saw the light, they realized transcripts are, are such a key point of audio production that I think gets taken for granted. I'm a huge proponent of them, not only from an accessibility thing, like we should all be doing it, but it's also great for so it has so many other benefits.

[46:31] I cannot tell you how often I'm in the middle of recording my own podcast. I'm like, wait, I talked about this! When? I go search my transcripts on Buzzsprout. Like I just have to search my the, my whole podcast list and it bubbles them up and I can go control F a transcript and find it specifically. So I can say, this episode.

[46:52] So not just from an accessibility standpoint, but from your own reference, when you have over 80 episodes out, that's a lot to remember which number was this one. So I'm, I think that, we all have to consider transcription is becoming not just good to have but necessary to have. And this is a really helpful tool for that. Especially because I know the free tier is limited, but it still offers you a great deal.

[47:20] So an hour a day of content is you know significant. I my my episodes are never more than 45 minutes if I can help it. Because editing more than that takes a long time. So, you know something to consider it's not the perfect tool, but it's a really good tool for what it is

[47:39] **Harmony:** Yeah. Thanks so much for that kind words.

[47:41] And yeah, like you said that, we're, we're making, big, big moves this year. And I think like, yeah, keep an eye on it, and as you play around with it, like, please email me and, send me your feedback. It's, it's super helpful to know that like, for example, Cassandra, you're going out to Logic and Paulette, you're using Audacity.

[47:59] And it's, I'm always interested in figuring out like, okay, where does Podcast fit into the workflow? And like, what could we do to like, keep you in Podcast a little bit longer? Or like, what are some of those quality of life things we could do before you like, hop out and then finish things off in, in Audacity or Pro Tools?

[48:15] **Paulette:** One thing I hadn't even realized is that just exporting lyrics, like you were saying, Cassandra, or, just, just the words to YouTube really eliminates a lot of work.

[48:29] **Cassandra:** Yeah, for sure. A lot of work, like a lot.

[48:33] **Paulette**: I spend so much time creating these beautiful looping videos and blah, blah, blah, blah, blah. And I don't want to do that anymore. So now I don't have to. I don't want to. I, I've stopped with YouTube, but it's nice to know that this feature is just built in.

[48:49] **Harmony**: Yeah, that's, I love that as a use case. I hadn't even really thought of that. Mm hmm.

[48:53] **Cassandra**: Oh, whoever was like, the audiograms need to be a part of this, just give them, like, a high five from me.

[49:00] **Harmony**: I will, too. That's, no, that's Pietro. I'll, I'll have to, I'll, I'll let him know.

[49:04] **Paulette**: Oh, yay. Okay, well, we're at the top of the hour, so I want to respect everyone's time. Harmony, thank you so much for all of this content, answering all of our questions, letting us know that you're available for more questions. And for anybody watching the replay,

[49:20] do you wanna put your contact information on the screen? Anybody who receives this via email, her contact information will also be in that email. So don't worry too much about it. And, yeah. I think was there anything else, Harmony?

[49:33] **Harmony**: I don't think so. I'm putting my email in the chat. It's just hjerudek, J I R O U D E K at Adobe. com. Reach out on LinkedIn too. Would love to connect with you there. So yeah, yeah, please stay in touch and share your workflow, share your tools, and let me know how I can help.

[49:51] **Paulette**: Oh, and if somebody did want to redeem a 30 day trial, is that something they could just sign up for on their own?

[49:56] **Harmony**: Totally.

[49:57] Yeah. Just go to podcast. adobe. com. If you select the premium option, you'll, you'll see, it'll, it'll be, it'll layer right there, a pop up saying like, do you want to try the 30 day trial? And then just, yeah, click that option.

[50:09] **Paulette**: All right. Well, there you go. I hope everybody has a great rest of their day and a great rest of their week and we'll see you next time.

[50:15] <outro music plays>