



THIRD STOREY

PRODUCTIONS

Third Storey Productions uses the latest technology and telecommunication tools to provide audio consulting, production and promotional services for clients anywhere on the globe, without the need to connect face to face. We create audio productions for traditional and Internet-based distribution including narrative, interview, documentary, and promotional programs for large- and small-scale clients.

We provide:

Consulting services

- **Concept and content development**
We will identify an effective combination of content, format and frequency options to reach your audience and achieve your goals.
- **Strategic planning and preparation**
Our expertise will help keep your audio program relevant and in your listeners' ears, even in the fast paced multimedia culture.
- **Studio setup**
We will help you select and build a cost effective recording solution that suits your unique needs.
- **Distribution**
We will get your audio product onto the web and into the ears of your intended audience.

Audio production services

Valuable content and infectious passion can be lost to the fast forward button at the hands of poor quality audio production.

- **Recording**
We have an ear for great sound, and a proven track record of producing high quality audio.
- **Editing**
Capturing the essence of an audio product without losing the natural flow is an art, and we know how to achieve it.
- **Mixing and mastering**
We use professional audio production technology to give your finished product the sound you want.
- **Voice talent**
We provide engaging, dynamic voice talent for the full range of audio spots including intro and extro, hosting, narration and voice acting.
- **Audio branding and theme music production**
Through customized theme music, stings and sweepers, we can give your audio product identifiable characteristics to make it stand out in the crowd.

Administrative and promotion services

- **Project management**
We provide life cycle management of audio projects, working to specific milestones and providing timely and detailed updates on project status.
- **Promotion and marketing**
We will help make the strength of Internet search engines and social media work for you.

Public speaking and education services

- **Training and coaching**

We will be your in person, on-the-phone or online resource to get you up and running before your ideas get cold. We provide formal training as well as individual coaching services in the areas of planning your program, engaging your audience, achieving high sound quality, editing, production, hosting, interviewing, pacing and promotion, as well as the technical know-how to cut hours off your production time.

- **Workshops and panels**

In addition to participation on thought-provoking panels, we lead engaging, informative and entertaining workshops on topics including:

- Introduction to Podcasting
- Audio Production
- Interview Skills

- **Keynote and conference presentations**

As a key player in the emerging and quickly evolving area of social media and web-based audio, and with many years of public speaking experience, we deliver presentations on the full spectrum of topics including:

- Hosting an Engaging Interview
- Extending the Conversation
- Leveraging your Brand to Build a Community
- Using Internet Tools to Strengthen your Online Presence
- Harnessing the Power of Audio-on-demand

A Podcast primer

A Podcast is an audio production that is made available for download on the Internet. Because they are available "on-demand", Podcasts allow listeners to consume content at their own convenience – both time and location.

While Podcasts can be individually downloaded using direct links on web pages, the primary distribution method is Real Simple Syndication (RSS). RSS allows an individual to subscribe to a Podcast by placing a URL, or Internet address, into freely available "Podcatching" software programs such as iPodder and Apple's iTunes. The software monitors the user's subscriptions and when new content is detected, automatically downloads it.

Podcasting made its start in the amateur and independent communities in mid-2004. In June 2005, Apple Computer incorporated the RSS syndication feature in their iTunes software and quickly became a champion of Podcast distribution. Since then, Podcasting has grabbed mainstream attention and has become a vehicle through which corporations and media organizations distribute their own content.

A common misconception about Podcasts is that listeners require an Apple iPod. Podcasts that are produced using standard file formats such as MP3 can be listened to on any MP3 capable player, either portable or computer-based. Podcasts which are created using proprietary file formats, such as Apple's M4A, require capable players. Proprietary file formats limit the reach of a Podcast.

Podcasts can be used to help build a brand by sharing specialized knowledge, demonstrating thought leadership and engaging the community through interaction with the program's host(s).

Clients and productions

- Career Joy
- Electric Sky
- Just One More Book
- Six String Nation
- Tripwire

Partner productions

- Canadian Podcast Buffet