

Why Do You Need a Transcript for Your Podcasts and Other Audios?

Podcasts were initially used to allow people to distribute their own content or radio style shows to a wider audience. The clarity of a podcast digital recording has been ideal for a variety of media, such as interviews, focus groups, teleconferences, lectures/speeches, oral history interviews, conferences, workshops, writers, radio broadcasts and more.

So why do you need a transcript if you have the audio?

- A quality audio supported by a transcript will always generate more interest and a bigger audience than an audio on its own.
- If someone is deaf or has even slightly impaired hearing, their only option may be to read a transcript. A transcript can do for the hearing impaired, what books on tape do for the visually impaired.
- Reading a transcript can also be helpful if voices on the audio are hard to understand. Having a back-up transcript can be helpful in such circumstances so they may be able to clarify any bits they did not hear clearly the first time around.
- Transcripts can be tweaked to ensure the search engines can find you by adding relevant hyperlinks and keywords.
- Some people prefer to read content because it's quicker for them rather than listening to an audio file.
- Some clients may only want to listen to a small section at a time, and without a transcript they would have to listen to the whole recording or spool back and forth in order to try to find the relevant part.
- By providing all the options for your audience, they will remember which audios are more user friendly than others.

Provide your audience with choices; they will thank you for it.