Making audio as important as video.
Internal vs. External Microphones
Rules for Good Audio:

Use an external microphone
Choose the correct microphone
Place it correctly
Shotgun
Shotgun
Lavalier (lav)
Shotgun
Lavalier (lav)
Handheld
POWERBALL JACKPOT DRAWING NEARS
Wired vs. Wireless Systems
TRS

2 rings for DSLRs

TRRS

3 rings for mobile devices
**TRS**
2 rings for DSLRs

**TRRS**
3 rings for mobile devices
TRS
2 rings for DSLRs

TRRS
3 rings for mobile devices
Volume vs. Levels
Reference digital audio at -12dB
Never abandon headset!
Microphone Placement
Facing the Elements
The Importance of Location Scouting
Wind, hums and other noises
Always remember to gather

Room Tone
Always remember to gather

Room Tone