



John Marshall Media and Lantern Audio
20k+ FULL-PRODUCTION
AUDIOBOOKS
 over the past 25 years

johnmarshallmedia
 OUTSTANDING AUDIO • AMAZING EXPERIENCE • EVERY TIME

Audiobook Full-Production Process

Casting | Pronunciations | Recording | Post-Production

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johnmarshallmedia
OUTSTANDING AUDIO • AMAZING EXPERIENCE • EVERY TIME



“Nobody makes better audiobooks than JMM”.
 - David Wilk, -Booktrix

For over 25 Years JMM has been producing the industry’s best-selling titles for the Big-5 and others. Now we’re offering this expertise to independent publishers and authors.

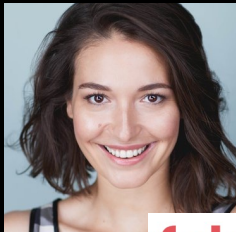
Casting | Pronunciations | Recording | Post-production

Our Clients Include:



“John Marshall Media is the pinnacle of professionalism. Client focused, always on time and exceptionally communicative. I’ve been working with JMM for 15 years and counting, and our relationship continues to grow and strengthen.”

- Nathan Rosborough, Harper Audio



“The entire JMM team was such a pleasure to work with on our first audio series. We’re looking forward to working with them on our next projects.”

- Carlotta Berntan, Fabler Audio



JOHN MARSHALL MEDIA'S PRODUCTION PROCESS

PRONUNCIATIONS

PRONUNCIATION
RESEARCH

NARRATOR
COMMUNICATION

SESSION
MONITORING

POZOTRON
UTILIZATION

PRE-PRODUCTION

RECORDING

POST-PRODUCTION

CLIENT COLLABORATION
CASTING
PRODUCTION PLANNING
AND SCHEDULING

Narrator, Author, In-studio,
Home-studio or Studio-in-a-
Box.
DAILY REVIEW

EDITING
AI & HUMAN QC
MASTERING
FINAL DELIVERY



28
Years



5
Grammys



50+
Audie Awards



2
Awards



1
Award



1
Finalist



10k+
Audiobook Titles

PRE-PRODUCTION

"Pre-production is 90% of the production process. Done right, everything else is easy."

PRE-PRODUCTION: ROLES AND RESPONSIBILITIES

NURTURING GREAT TALENT AND MAINTAINING AMAZING CULTURE

JMM's PRODUCTION team, which is responsible for Pre-production and guiding the entire production, is comprised of our most experienced audiobook veterans, supported by an amazing support staff.

AUDIOBOOK PRODUCTION ROLES:

4 AUDIOBOOK PRODUCERS

JMM's producer initiates, sets the tone for the entire production and is the primary point of contact for the client. They consult with the client regarding casting and direction, choose narrator candidates for the title or arranges narrator or VIP recordings, manage pronunciations, plan out the production, engage the narrator, monitor the recording and serve as the internal project-owner internally for all questions in all phases of production.

(Production roles continued):

- Greg Cooler: Exec. Audiobook Producer, Dir of Client Relations & Director, 11 Years' Audiobook Experience.
- Zane Birdwell: Sr. Audiobook Producer & Director, 15 Years' Audiobook Experience
- Nathan Lincoln: Audiobook Producer & Director, 10 Years' Audiobook Experience
- Vassilya Dainwood: Audiobook Producer, Director & Casting Specialist, 5 Years' Audiobook Experience

3 AUDIOBOOK PRODUCTION Exec. ASSISTANTS

Our team of Executive Assistants help the producers with all the logistics and scheduling. They handle scheduling with narrators and studios, correspondence, checklisting and generally making sure the Producer is supported enough to function at their highest and best uses.

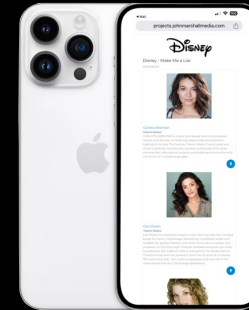
1 AUDIOBOOK CASTING SPECIALIST

owns the casting database, integrating JMM and Lantern's casting pools, finding new narrators and directing monthly "Cast-a-palooza" internal events to discuss new narrators, re-discover know narrators, highlight great ones and warn for problem ones.

PRE-PRODUCTION: PROJECT INITIATION AND CASTING

(Managed by JMM's Audiobook Producer)

- 1. PROJECT INITIATION:** Client Emails their JMM Producer, including due dates and any casting and/or other specifications.
- 2. PROJECT PLANNING:** The Producer, his Executive Assistant, and the Post-Production team will come up with a production plan and schedule.
- 3. PROJECT TRACKING AND INTERNAL COMMUNICATIONS:** The Exc. Asst. then coordinates all relevant data and begins reserving resources for the production with all departments: Production, Recording, Post, Accounting, and Management.
- 4. NARRATOR SELECTION OR AUTHOR RECORD:** Producer works with client (or independently) to cast the right narrator for the project, reading through the book, taking into account client input and the use of our extensive resources for casting.
- 5. AUDITIONS:** Auditions are collected using our Casting Platform's "One Click Auditions" feature and delivered to the client using the Project Casting Page, which features audition samples and is customized for each title with book cover, narrator headshots, and bios.



JMM's Casting Database features over 1,000 Fully-Vetted Narrators

25+ YEARS OF CASTING EXPERIENCE

JMM and Lantern Audio, we have more casting experience than any other independent production house in the world.

CASTING PLATFORM: POWERFUL, DEEP, INTUITIVE

John Marshall Media's searchable talent database with our "One Click Audition" feature and shareable Casting Page.

Over 1,000 FULLY-VETTED NARRATORS

Having produced over 20,000 Audiobooks, we have gathered the industry's largest and best cadre of narrators.

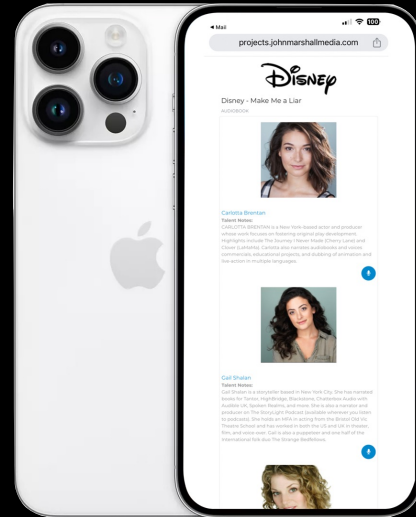
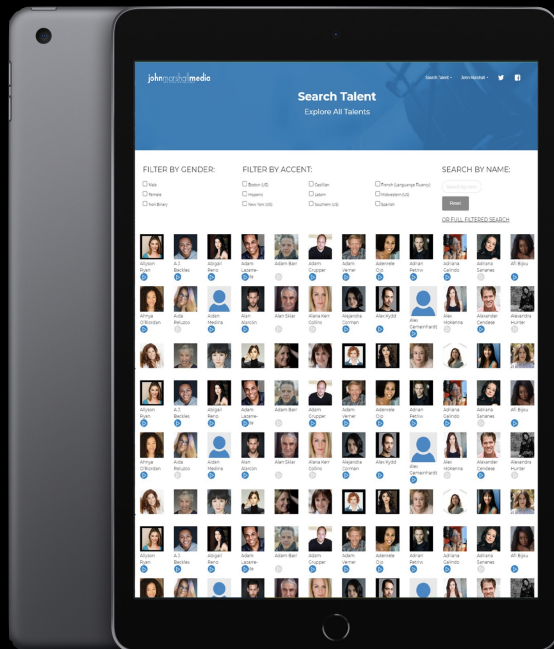
DIVERSITY FOCUSED: JMM is proud of its large roster of narrators from LGBTQ+ and other under-represented communities, and we're committed to expanding this roster.

PRE-PRODUCTION: JMM PRE-PRODUCTION TOOLS

JMM's CASTING PLATFORM:

800+ fully-vetted home-studio narrators... 1,200 curated narrators in total

Unique project casting page for sharing with clients and partners

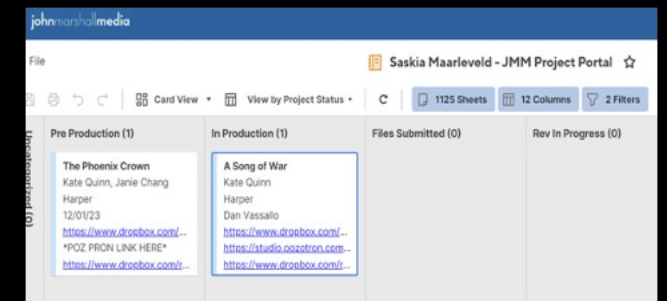


JMM's PRODUCTION MANAGEMENT PLATFORM: THE ZACINATOR:

Overall Production View: Internal tracking of dates, progress and more

Project	Publisher	Link	Est Length	Audio Expected By:	Files Due	QC Report
The Plot to Kill a Queen	Scholastic	https://app	5		07/28/23	TBD
Once There Was a Bear	PRH	https://app	2	08/07/23	08/10/23	TBD
The World According to Joan Didion	Harper	https://app	7	07/27/23	08/14/23	n/a
Every Shot Counts-HQNA	Harper	https://app	8	08/07/23	08/17/23	08/23/23
The Honeymoon Heist	Harper	https://app	3	08/07/23	08/17/23	N/A
Keena Ford And the Second-Grade Mix-Up	PRH	https://app	Simon Katz	08/14/23	08/18/23	TBD
A Song of War	Harper	https://app	15	08/28/23	08/24/23	n/a
The Joy Strategist	Disney	https://app	4.5 hours	08/14/23	08/25/23	TBD
Data Baby	Hachette	https://app	7.5 hours	08/07/23	08/25/23	TBD
Lay Them to Rest	Hachette	https://app	9 hours	08/04/23	08/25/23	TBD
The Witch of Maracoor	Harper	https://app	7.5	07/31/23	08/28/23	N/A
Your Difference is Your	Michele Cobb	https://app	8 hours	08/14/23	08/30/23	N/A

Narrator Page: Shared with all narrators to communicate project specs, due dates, etc.



PRONUNCIATION PROCESS

"The Pronunciation Process extends across the entire production and it's critical. Our carefully check-listed process ensures that everything is pronounced correctly and consistently through the entire production."

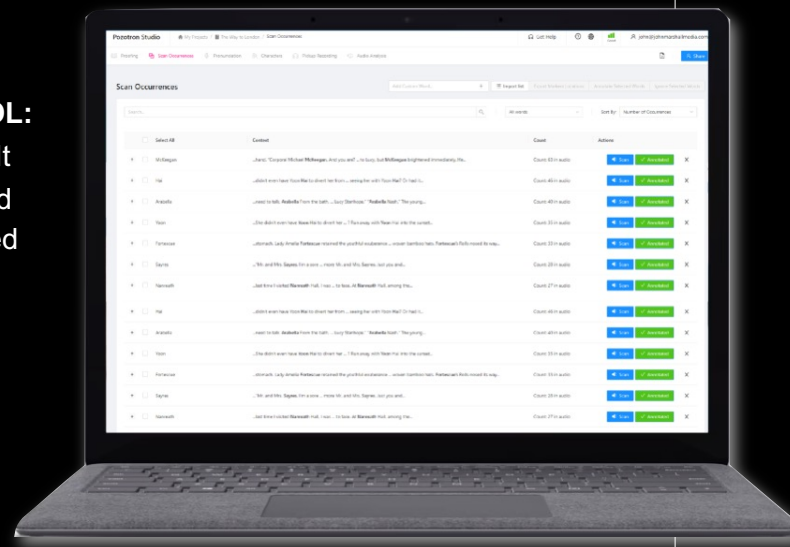
PRONUNCIATION PROCESS: PRE-PRODUCTION

PRONUNCIATION – IT’S ABOUT PROCESS:

Like everything at John Marshall Media, getting the Pronunciations right is all about process. We ensure that every single word is pronounced correctly and consistently through all production stages.

POZOTRON’S PRONUNCIATION TOOL:

The word list is loaded into Pozotron. It scans the script for all occurrences and each word which can be played, labeled corrected, or flagged for re-record.



STEP 1: CREATE PROJECT PRONUNCIATION LIST

(Managed by Project Producer)

The Project Producer creates the pronunciation list, through a combination of pronunciations supplied by the client, producer research, and collaboration with the narrator.

- English Words: Merriam-Webster
- Foreign Words: Native Language Speaker
- Fictitious Words: Author/Client Input Required
- Proper Names of People, Famous and Non-Famous: YouTube, Forvo, etc. (client and/or author approval)

Once official pronunciations are agreed upon, they are added to the Official Pronunciation List and to Pozotron.

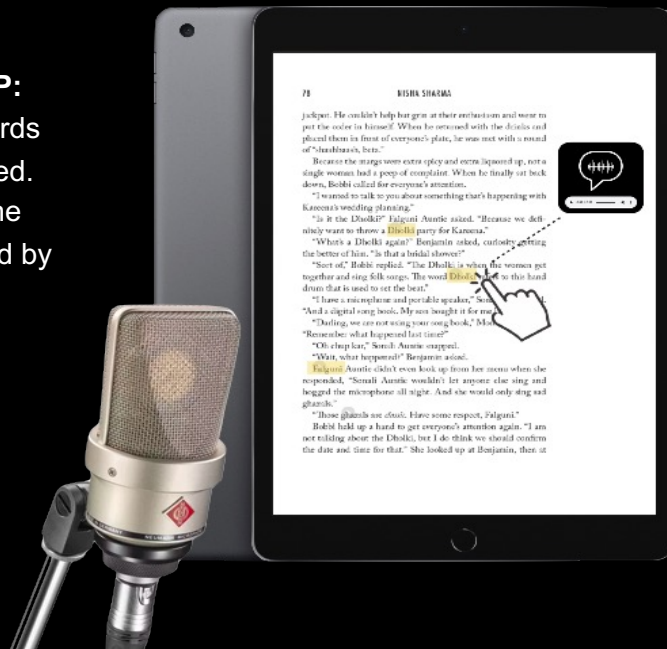
PRONUNCIATION PROCESS: RECORDING

JMM's "CLICK-TO-PRONOUNCE" APP:

Continuing innovation in the industry, John Marshall Media developed *Click-to-Pronounce* to make sure the narrator never overlooks pronunciations, that they're pronounced properly while speeding up the look-up process.

CLICK-TO-PRONOUNCE APP:

Official project pronunciation words are watermarked and hyperlinked. Click on the watermarks and the chosen pronunciation plays. Used by the narrator in recording.



STEP 2: RECORDING

(Managed by the Producer)

NARRATOR COMMUNICATION:

Before recording, the pronunciation list is provided in Excel, and it's embedded into a PDF using our *Click-to-Pronounce* app. For complicated projects, a phone call is required. . . or two.

DAY 1 - LISTENING IN:

For complicated projects, we'll listen in on the first portion of the recording to hear if pronunciations are going well and are understood, in addition to recording quality and performance.

CHECKING END OF EACH DAY:

At the end of each day, the narrator uploads files and we run them through Pozotron to check all pronunciations to catch any pronunciation errors before the next day's recording.

PRONUNCIATION PROCESS: POST-PRODUCTION

PRONUNCIATION ASSURANCE:

From a Pronunciation perspective, post-production is all about checking pronunciations, supplying Pickup Package, performing inserts then checking again.

POZOTRON'S PRONUNCIATION TOOL:

The word list is loaded into Pozotron. It scans the script for all occurrences and each word which can be played, labeled corrected, or flagged for re-record.



STEP 3: POST-PRODUCTION

(Managed by Post-production Manager with input from Producer.)

PRONUNCIATION THROUGH POZOTRON:

Pronunciations are checked in the Recording process, but also again through Pozotron as part of our extensive quality control.

CREATING PICKUP PACKAGE:

Any mispronunciations are sent for rerecords, along with other notes provided between all parties involved.

DOING INSERTS:

Rerecords received from the narrator and checked, (sent back to narrator if unacceptable) then inserted back in.

HUMAN QUALITY CONTROL:

The entire program is QCed by one of our highly-vetted QC Engineers, and all mistakes are flagged and fixed.

POZOTRON...AGAIN:

We run it though Pozotron one last time before delivery.

RECORDING

Whether we're recording in our 7 NYC Studios, 10 Atlanta Studios, 4 Mexico City Studios, or our sister studios in Los Angeles; or using one of our Studios-in-a-box, shippable anywhere in the world; with one of our 800+ Home-Studio Approved Narrators, or anywhere else in the world we have recorded Outstanding Audiobooks, we understand the unique demands of Audiobook Recording better than anyone.

JOHN MARSHALL MEDIA: AUDIOBOOK RECORDING EXPERTS

OUTSTANDING RECORDINGS . . . EVERY TIME . . . EVERY WHERE

Nobody has more options for recording narrators or authors: Studios anywhere in the world, or even the narrator's home with our Studio-In-A-Box.



JMM's Studio A in NYC



JMM's Studio-IN-A-Box

STEP 1: BOOK (or Ship) THE BEST STUDIO

Quiet, acoustically dead and comfortable. These are the most important things for audiobook recordings. We know the right studios and environments to produce Outstanding Audio.

STEP 2: NARRATOR COMMUNICATION

We diligently communicate with the narrator on character choices, performance notes, pronunciations and due dates.

STEP 3: START DAY ONE WITH THE NARRATOR

Before every session starts, we require sample files to be sent to check it matches our specs and correct them if needed.

END OF DAY RECORDING CHECKS, DAILY:

We require daily delivery of the day's files to check studio quality, performance, and pronunciations through Pozotron.

(All managed by the Producer)

POST-PRODUCTION

JMM's Post-Production Process is so outstanding that some publishers who record themselves hire JMM to do their post. We're that good.

POST-PRODUCTION: ROLES & RESPONSIBILITIES

DISCIPLINED HIRING & TRAINING, AND GREAT CULTURE

That's the secret to how we have such great people. We're very careful who we hire. We hire for character first, skills second (we can train most skills). Then we train carefully, assigning mentors to help them every step of the way. Then, once we've got the best people, it's the Culture that keeps them.

POST-PRODUCTION ROLES:

11 POST-PRODUCTION MANAGERS (PPMs)

Responsible for reviewing recordings, mastering, and noise removal, PPMs ensure all the hard work that went into pronunciations, recording and narrator performance sound outstanding, and keep Editing Specialists on-task. Our best Editing Specialists and Engineers and Post-Production Assistants become PPMs.

They also review every edit produced, and provide feedback on each, regardless of how well the team feels the recording went.

POST-PRODUCTION ROLES (continued):

8 POST-PRODUCTION ASSISTANTS (PPAs)

From logistics to pickup-packages to filling out paperwork, Post-Production Assistants provide support so Post-Production Managers so that they have the time and headspace to perform their duties to the best of their abilities. And they provide a great training program and a "bench" for new PPMs?

100+ EDITING SPECIALISTS

It takes an average of three-months to educate and train a fully approved John Marshall Media Editing Specialist.

15 QUALITY CONTROL ENGINEERS

Always native speakers, QC engineers are tested carefully before hiring for their ability to catch word changes, then trained extensive on what a great audiobook should sound like.

POST-PRODUCTION: PROCESS

STRICT PROCESSES, CHECKLISTS & DOUBLE CHECKING . . . AND A PERSONAL TOUCH

There's a reason why John Marshall Media produces such Outstanding Audio, Every Time. Doing it once is easy, doing it over and over is hard. It's about process. And it's especially important in the Post-Production phase.

KEY NUMBERS THAT DIFFERENTIATE JOHN MARSHALL MEDIA:

\$20k
PER YEAR

Annual Spend on Mastering and Noise-Removal Software

3
MONTHS

Average Training Time for JMM Editing Specialists

6
YEARS

Average Tenure of JMM Post-Production Managers

(Managed by the Post-Production Manager)

1. **POST-PRODUCTION INITIATION:** Upon receipt the PPM reviews files performs noise-removal, if necessary, then sends to the Editing Specialist, updating the client with project status (if desired).
2. **EDITING:** Performed by a JMM Editing Specialist, who removes noises and fixes pacing.
3. **DAILY EDIT REVIEW:** Each day's editing is delivered to the PPM for review, approval and then sent to Pozotron or Human QC. Editing feedback is given and if re-training is needed or fixes performed, it is done here.
4. **PICKUPS PROCESS:** Any mispronunciations or word errors are rerecorded, then inserted by the PPA, and approved by the PPM.
5. **MASTERING:** JMM's PPM masters the program, double-checking the results and adherence to final specs with the PPA.
6. **HUMAN QC:** The entire program is QCed by one of JMM's highly trained QC Engineers. Mistakes are flagged, Logged then fixed by the PPA.
7. **FINAL CHECKS then UPLOAD :** JMM's PPM and PPA review and fix Human QC notes, run through Pozotron one last time for final review, complete the Final Delivery Checklist, and upload

OTHER SERVICES AND SPECIALITIES

As the world's largest independent producer of Audiobooks, Podcasts and E-learning programs, John Marshall Media offers an unparalleled suite of services.

JOHN MARSHALL MEDIA: OTHER SERVICES, p1

DIRECTING:

JMM has 15 Audiobook Directors, all have been extensively trained and/or are extremely experienced.

STUDIOS ANYWHERE:

We've never failed to book a studio anywhere in the world...except for Palestine. So, if our 21 Studios in NYC, Atlanta or Mexico City aren't convenient we can find a studio, or we can ship a studio to you with our . . .

JMM STUDIO-IN-A-BOX:

We can FedEx everything needed to record anywhere, including setup and Remote Engineering

JMM's
Studio-in-a-Box



REMOTE ENGINEERING:

Our Audio Engineers utilize Remote Desktop to relieve the Narrator of engineering duties, improve the quality of the recording and performance, and drastically reduce word errors; options for Native English or Fluent speakers for a reduced price (90% of the value at 1/3 the price.)

SFX & MUSIC:

1,000= Audiobook, Podcast & E-Learning programs produced with everything from light SFX & Music, to full-out, wall-to-wall extravaganzas. We've delivered hundreds for Penguin Random House's Listening Library alone.

MULTI-CAST PRODUCTION:

We've produced over 1,000 programs with multiple narrators, whether it's simple "one-narrator-per-chapter style" audiobooks or radio plays with a cast of dozens.

JMM AUTHOR CARE:

If an author is involved, we work with them extensive on preparation, tips and techniques, tricks of the trade, etc.

JOHN MARSHALL MEDIA: AUTHOR/VIP RECORDING

Author or VIP Recording Program

Author or VIP recordings can be mission critical for Publishers. This is why we take it so seriously. We only assign our top Producers and Directors to these and dedicate extra resources to make sure every session is an Amazing Experience, Every Time.

Studio Location and Scheduling

We can book studios anywhere, and we also have the JMM Studio-in-a-Box as an option.

PRE-SESSION PREP CALL

A week or so before the session we do a JMM VIP Prep Call to teach them tricks of the trade (Bring an apple, don't wear a starched shirt, noisy jewelry, etc).

We also have them read a bit of the book with us on the phone to let them get the idea of what it's like. "Hey you make a mistake, take a relaxed breath, and start again at the top of the sentence." This way when they walk into the studio or start with the JMM Studio-in-a-Box, we find this makes them more relaxed and better the first day of recording.

(JMM VIP Recording Program, continued)

WE "ATTEND" THE FIRST SESSION

Even if we're not directing, we always attend the start of each session, "Zoom-ing" in before the session to make sure setup is going well, that things are sounding good, that there is water and other comforts provided, etc. We then start the session for the first half hour to see that things are going well. We do this each day. We require delivery of a first file before we sign off to make sure the audio is Outstanding Audio.

CHECKING FILES END OF EACH SESSION

At the end of each day the studio will upload the files to us. The files are then Edited and QCed overnight to make sure that any pickups happen without the author having to come back into the studio.

CHECK LISTS AND DOCUMENTATION


PRH DELIVERY CHECKLIST Completed by PPM and double checked by PPA

Title	Sample PRH Title	PRH Revised File Delivery Checklist	
Date	9/30/2023		
Version #	3		
Act Runtime	9:30:12		
Assigned to:	Task:	PM:	Assistant:
	DN or DDP? Select here →		DN
Assistant	Updated Smartsheet after completed corrections	JC	GL
	Corrections spot-checked after render with client notes by someone else	JC	GL
Project Manager	All corrected tracks renamed with new version number and rendered	JC	GL
	Verified total run time is the same as V1 after rendering new files (or is close if audio has been added or removed during corrections)	JC	GL
	Generated file log/track sheet PDF, named per PRH specs	JC	GL
	Opened rendered files in Reaper and verified that all waveforms build	JC	GL
	Generated MDS checksum value for ZIP and added to notes section of Aspera	JC	GL
	Uploaded zipped WAV file set, File Name Grid, and Log	JC	GL
	Uploaded Revised Web Clip if needed	JC	GL
	Responded to email from QCer/producer to say new version is ready	JC	GL
	Updated Smartsheet	JC	GL

CHECK LISTS AND DOCUMENTATION

RECORDING ENGINEER PRE-SESSION CHECKLIST, PAGES 1-3:

Filled out prior to each recording session.



Session Start Engineer Checklist

The checklist is arranged alphabetically by Publisher - Session Type. Please select accordingly.

Session types in order of list: T@JMM/ENG REM (Talent at JMM/Engineer Remote), HN (Home Narrator), ISE (In-studio Engineering) - some publishers do not have HN options, use other if needed.

**Pickup sessions, Remote Rig sessions (JMM Mails gear), and Sessions using the old Focusrite system will have their own separate selections (Focusrite listed last). Pay attention to your session type and ask if there are questions.

Podcast sessions should use "other"

johncheary@gmail.com [Switch account](#)

Not shared

* Indicates required question

Engineer Name? *

Johnny Engineer

Date? *

Date

09/31/2023

Invalid date

What type of session is this? *

Use keyboard to scroll the list faster, with dropdown open type the first letter of the publisher to get to the right section.

Penguin Random House - Home Narrator

Next Clear form

Home Narrator - Macmillan/Hachette/S&S

- Make sure to note anything strange about their set-up, and don't be afraid to install Reaper for the talent if it's a multi-day session.

- If loading our config in Reaper, don't forget to ask about presets/configuration the talent may already have! SAVE THEIRS FIRST: Find the config file here - <https://bit.ly/JMMENGreaperconfig>

Title of Book - D#? *

Your answer

Director Name? (if applicable)

Your answer

Narrator Name *

Your answer

CHECK LISTS AND DOCUMENTATION

RECORDING ENGINEER PRE-SESSION CHECKLIST, PAGES 4-6:

Filled out prior to each recording session.

What DAW do they use? *

Pro Tools

Reaper

Logic

Other: _____

Session Start!! *

1. Download script from SP, make ENG copy, keep on local computer (yours or talent's)

2. Open Zoom meeting, ask talent to turn on "Original sound" (easiest to check before screen share)

3. Have talent share screen & send remote control request

4. Open incognito window on talent's computer and log in to Dropbox

5. Create session in PT/Reaper "Title of Book - D#" - ask where to store, desktop if possible

6. Ask about mic placement - use webcam if needed - verify it's unchanged with soundcheck if D2+

UP DURING SOUNDHECK BUT WILL TURN ON LATER

8. Sound check/audio match clip - Check for proximity & plosives - "Hang Loose" sign

9. Test clip Downloaded to home computer, checked in DAW

10. Verify how narrator/director wants to stop for retakes, noises, etc.

11. Narrator devices on "airplane mode", no loud accessories/clothing

12. Begin recording!!

Any Tech Issues or other notes? *

No!

Yes - fill in next question

If yes: describe the problem, email Mike after session as well!

no problem _____

Back Submit Clear form

johnmarshallmedia

Session Start Engineer Checklist

Session Report: To be sent to Noel (noel@johnmarshallmedia.com) & Neffea (neffea@johnmarshallmedia.com) after EVERY SESSION. Make sure to note when the recording has finished! Subject: Title Of Book (Publisher) - D# Session Report Body: Engineer: Location: (JMM studio or Narrator Name – Home Studio) Date: Time in: Session time: Time out: Total time: Lunch receipt: (Y/N - if yes, attach PDF of receipt) JMM doing post???: (Y/N - where did you upload files?) Additional notes: (RECORDING FINISHED, schedule changes, tech issues, etc.)

[Edit your response](#)

[Submit another response](#)

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