

Using Descript for Campaign Video Editing

A practical guide for content creators.

Overview

Descript is an easy-to-use video editing tool for anyone who wants editing clips to be as simple as editing a document.

Benefits:

- Basic edits are quick and easy
- Simple captioning with a variety of styles
- AI voice cloning

Trade-offs:

- Geared towards talking head videos (direct to camera, rallies, webinars etc.)
- Fixing caption timing can be a little tricky

What you can do:

- Quickly edit raw video into a shareable clip with captions
- Replace words in a video without re-recording by using a voice clone or adding in a brief recording to fix pronunciation etc.
- Correct eye contact if reading from a script
- Remotely record a podcast or interview, produce the conversation, and generate promotional clips

Examples:

- [Tim Walz rally highlight](#)
- [Tim Walz GSA story](#) (images via Kaiber)

Potential use cases:

- Social video clips of a speech, interview, town hall etc.
- Candidate direct to camera videos
- Podcasts

Quick Start Guide

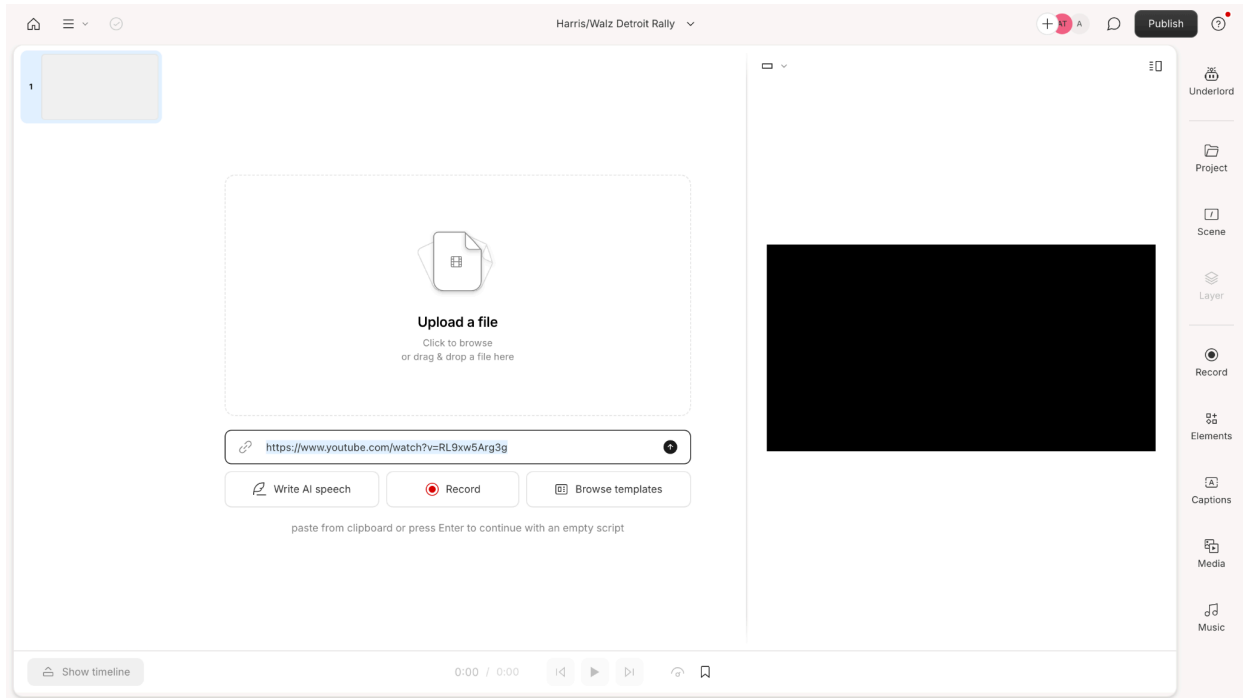
1. Choose your [plan](#).
2. Explore the basics:
 - a. [Editing](#)
 - b. [Captions](#)
 - c. [Voice clone](#)
 - d. [Clips](#)
3. Start creating!

Step-by-Step Guides

How to edit a video and generate a highlight reel

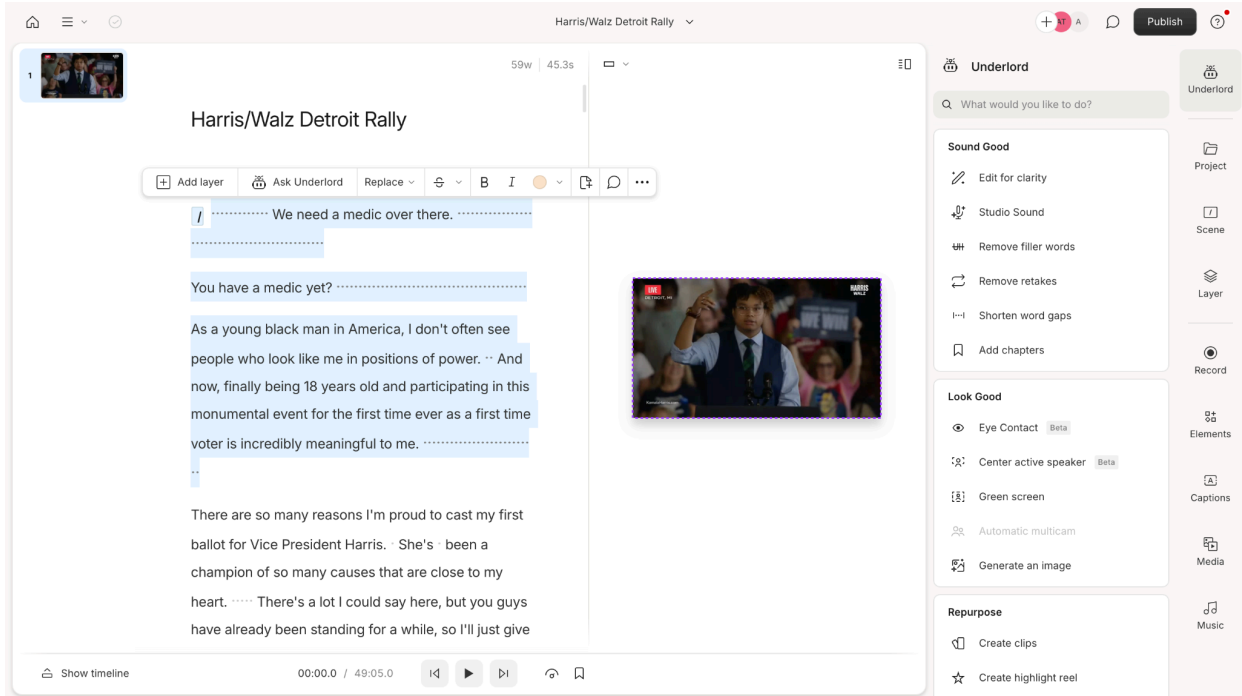
1. Upload your video file or paste a YouTube link

Let's say we want to create a shareable clip highlighting Tim Walz's best moments from a rally in Detroit. After opening up a new video project, add in your unedited video. In this case, we're pasting in a YouTube link of the full rally. After clicking the black arrow button, the video will be imported into Descript and transcribed.



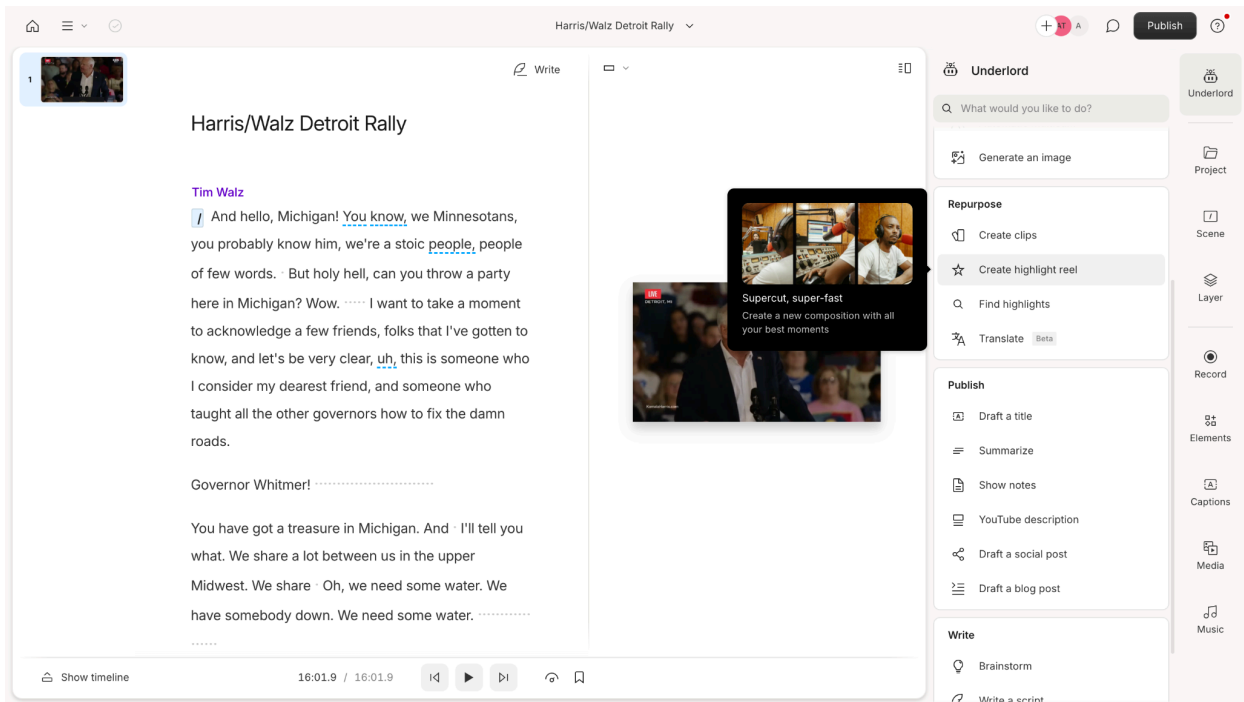
2. Start editing the transcript

Editing video in Descript is as simple as editing text. Since we're focusing on Tim Walz for this video, let's delete the parts of the transcript before and after his remarks. Simply highlight with the cursor and hit delete on your keyboard. If there are any other specific parts you want to exclude, feel free to trim those away the same way.

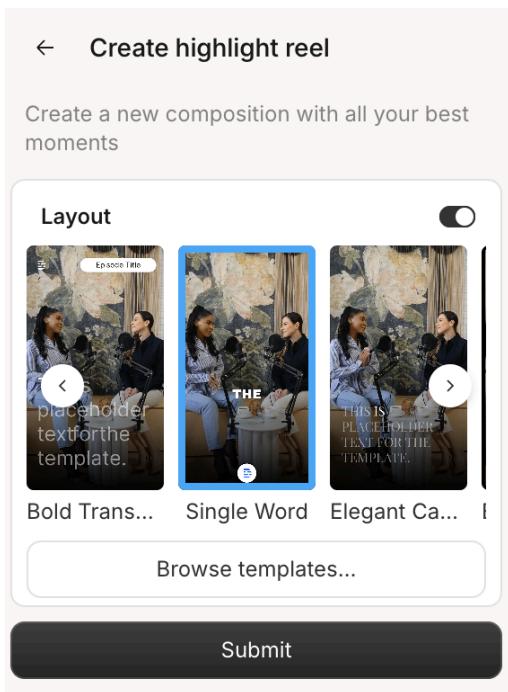


3. Create highlight reel

Now that we have 16 minutes of pure Tim Walz, let's use Descript's AI features to generate a highlight reel for us without having to manually select the best parts. Scroll down the menu on the right and click "Create highlight reel."

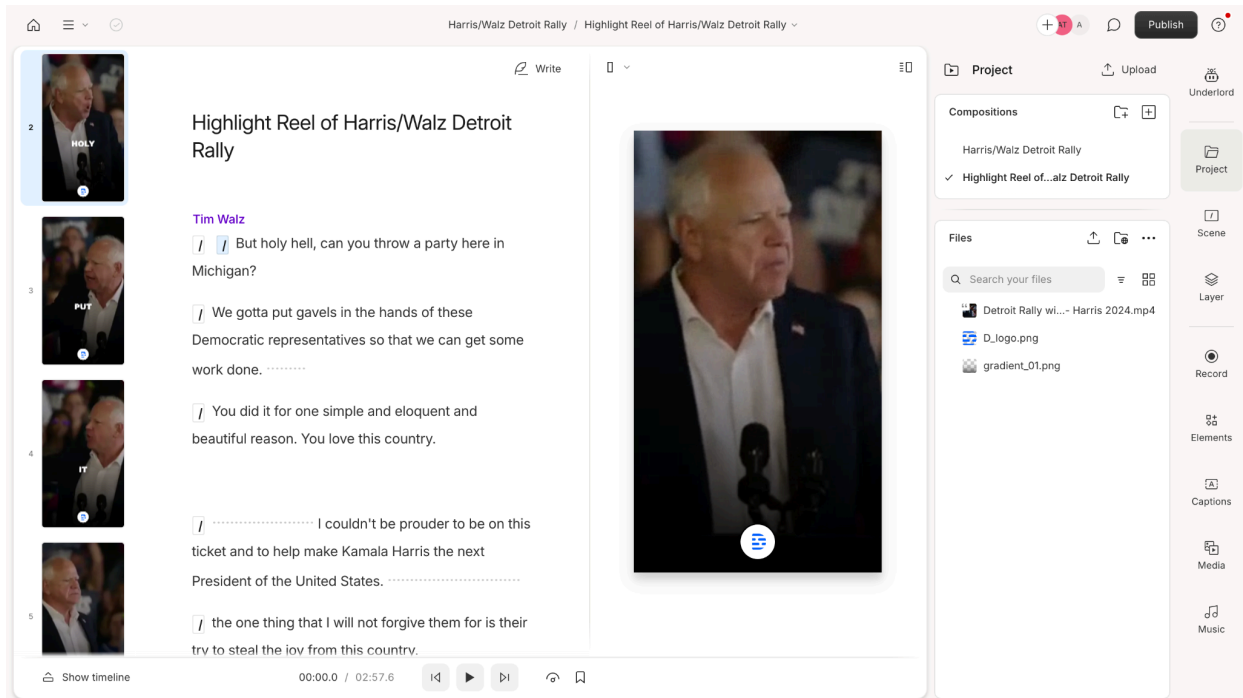


Then select a template from the options. This will determine stylistic choices like layout, transitions, effects, and captions.

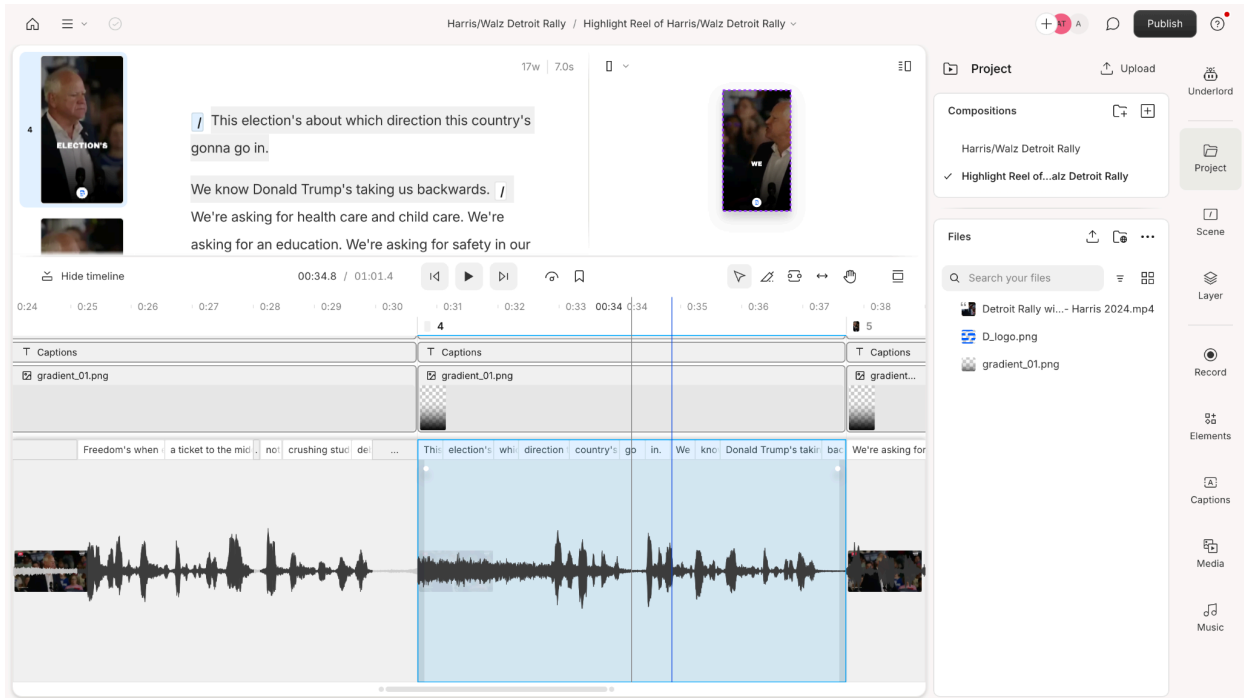


4. Review and edit your reel

Descript gave us a nearly three-minute video, which is longer than we want. Plus, the flow feels a bit off, so let's trim this down. You know the drill: just like a document, highlight and delete the parts you don't like, and you can move sections around, too.

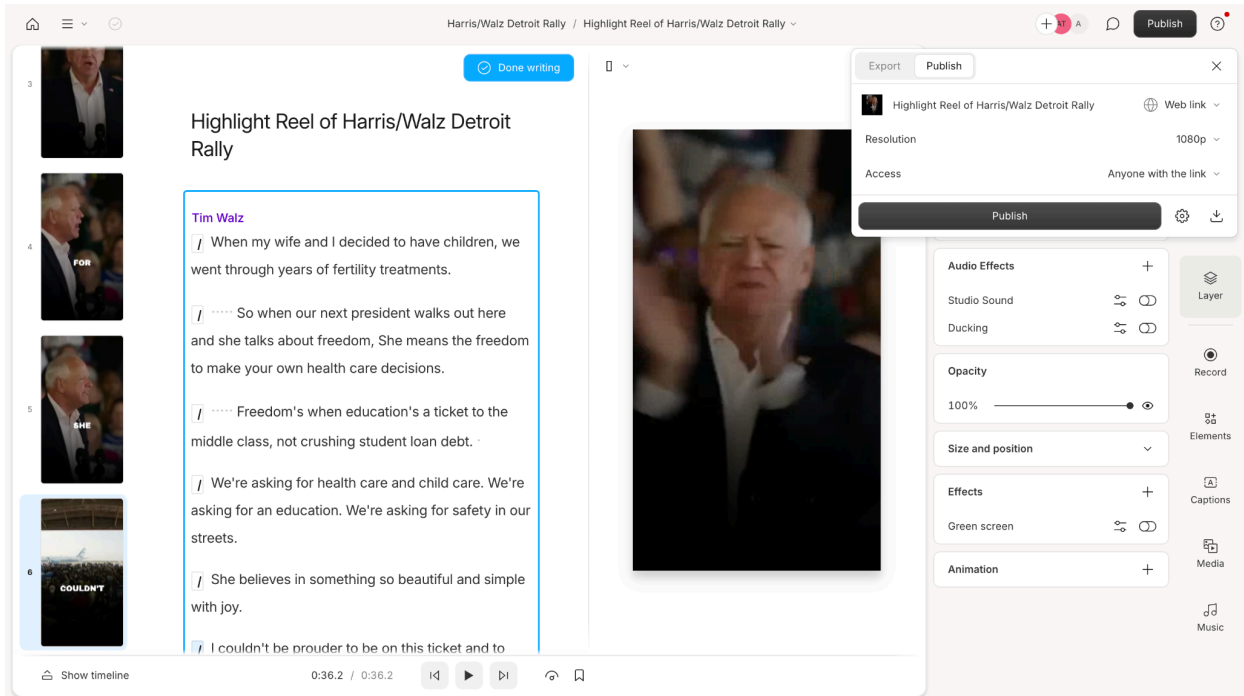


The timing of the captions was off in one section, so we can open the timeline below, expand the video row, adjust the clip, and correct the captions using the [range feature](#). We can also remove the long pauses for applause using the "Shorten word gaps" feature. There are a ton of little tools to improve your video on the sidebar.



5. Hit publish

To generate a shareable link for review or to download the file, click “Publish” in the top right.



[Here's the final product.](#)

Tips

1. Learn how to correct the transcript

Let's say you need to make some changes to your transcript. As a new user, you might be tempted to go edit the text, but then all of the sudden you're editing the video file, too. The "correct" tool can help for individual words, but there are a number of other tools and shortcuts to help you [edit your transcript](#).

2. Try studio sound

One of the many smaller built-in features, [studio sound](#) can cut out background noise and generate a clear and professional sounding audio track for you.

Guidelines for Political Use

1. There are some restrictions on political content

Descript prohibits "any unsolicited promotions, [political campaigning](#), advertising or solicitations." It's unclear what enforcement looks like, and it's always possible to frame content as educational or issue advocacy.

2. Decide about disclaimers

Adding a disclaimer that your content was created using generative AI can go a long way to enhancing transparency, trust, and ethical integrity. By clearly informing your audience that AI tools were used to create or modify the content, campaigns can mitigate concerns about authenticity and manipulation.

For video editing tools that use AI to streamline your workflow, this may not be

necessary. But it's worth considering if you're using a voice clone or other methods to impersonate a real human being.

[Here's a recent example:](#)



Rep. Jennifer Wexton ✓
@RepWexton



Your ears aren't deceiving you—AI has allowed me to make a new model of my voice like it was before my PSP.

I hope this helps show creative ways we can empower people facing the kinds of health and accessibility challenges I have and demonstrate our abilities don't define us.



AI Voice

11:27 AM · Jul 10, 2024 · **850.1K** Views