

Production Diary

August 2008

Met Neon Flea Circus and Sons of Gingerbread while working at Solas Festival, Ireland.

September 2008

Recorded Of Dawn, Flea Pit and Some People

December 2008

Recorded Sofa Surfer Girl and Join the Queue

June 2009

Recorded Whimsical Popsicle

July 2009

Recorded Made of Wood

August 2009

Re-recorded Of Dawn

January 2010

Start mixes on all recorded tracks again.

Was asked by the band to organise the independent release, this was felt a good opportunity and the offer was accepted. Research was undertaken shortly after as knowledge on the subject was needed.

Sons of Gingerbread were contacted about recording an album, the band accepts and studio sessions are planned for 5th, 7th and 9th of March

February 2010

Sons of gingerbread sessions cancelled and rescheduled to 26th, 28th and 30th march. This was due to Pip Williams needing one of the sessions making the weekends studio time too short to record in and with the band coming from Ireland a decision to move the dates rather than accept shorter studio time was made

I received the tracks Iggy the Biz, Fickle Fish and Hyperspeed from the band; these were recorded in Grand Canal Studios, Dublin. Iggy was recorded well however Hyperspeed was a mess and Fickle Fish was very thin sounding.

During this time I continued mixing the material and worked on release methods conducting research and forming ideas. It was at this stage also that a project supervisor was chosen.

March 2010

The NFC mixes were finalised and passed on for mastering halfway through March; at this point preparations for the release really sped up. Social network accounts were formed and amalgamated through artist data while the website design was started and continuously refined.

Recording with Sons of Gingerbread was undertaken over the 26th, 28th and 30th. These sessions were quite difficult although managed. The band was not used to working with a click or in a studio environment and a lot of work was put in to coax good performances. They obliged at times though proved too tired to continue in certain instances. For three days recording the material gathered was not of poor standard; however some items would be nice to re-track, adding leads would also be preferable.

April 2010

Ben Coe from the Artist Farm was contacted to which the following e-mail was received:

*"From: **Ben Coe** <ben@theartistfarm.com>
Date: Mon, Apr 5, 2010 at 6:23 PM
Subject: Re: E-book
To: FishKarma@gmail.com*

Hi Josh~

Thank you for the email and kind words. I'd be happy to talk through some of these issues with you, but talking is easier than writing. Drop me a line at: 434-466-7350 with your questions ready to go. The first discussion is no charge: http://theartistfarm.com/ideas/?page_id=251

*Also, I'd recommend signing up for my blog by email here:
<http://feedburner.google.com/fb/a/mailverify?uri=theartistfarm>*

*Here is the link to the toolkit: <http://theartistfarm.com/Publications/SqueezingTheShow-Toolkit.zip>
I used many of these spreadsheets for a long time but I've since built a software for our company to manage it all. Just know that the spreadsheets have their limits, but are great for most managers.*

*Please feel free to spread the book around (or better yet link them to our blog post about it):
<http://theartistfarm.com/ideas/?p=458>*

*Best~
Ben"*

A phone discussion took place and Ben offered a lot of information about press releases and further advice was sought from a project supervisor.

The NFC masters were received and passed on to the band and a press release was created in preparation for being sent out with press kits. Over the Easter break a day was spent with all bodies involved on the release making album covers and the press kits by hand; although time consuming they were certainly eye catching.

These press kits were then sent out to a list provided by the bands manager and the freshly designed website was launched allowing fans to stream the album.

Mix also started on the SOG album at the beginning of the month with further investigations into promotional tactics continuing.

May 2010

The NFC album launched on 6th and the Irish tour commenced, doing well in Cork, breaking even in Dublin and drawing a satisfactory crowd the rest of the tour.

With launch of the website came the StumbleUpon campaign; an effort to get their systems to direct interested users to the NFC site, this was quite difficult and although the numbers are small at the moment they are slowly growing. It is unknown as to what results this may achieve.

The SOG mixes were completed for project hand ins as was the written work and press release brochure.