DATE: June 26, 2012

After 18 months, we've finally refined the Recording/Editing/Publishing process to the point where we can do a reasonably consistent job of getting the show published about 30 minutes after the recording. Here's the steps we currently use (feel free to edit to improve):

The Cloudcast - Content: All The Cloudcast content is stored in Dropbox, using the following folder structure:
- *Cloudcast Captures* - all raw podcast captures, prior to editing.
- *Cloudcast Episode Masters* - all finalize podcast captures
- *Cloudcast Media* - all logos, pictures or other content associated with branding
- *Cloudcast Music Intro Exits* - intro and exit music for podcasts or videos

Tools Required / Suggested:
- Skype
- Audio Hijack Pro
- Garage Band
- Fission

Recording the Podcast:
1. The show is recorded via **Skype**, using a tool called **Audio Hijack Pro**, on the Mac. This tool natively records Skype. We have a licensed version (**license key removed**).
2. Recording is very simple: [a] Launch the application, [b] under the Input tab, select "Source Type" = Application, [c] select Skype as the application, [d] make sure Format is set to For Internet distribution (high), [e] click "Record" to begin recording. On a Mac, the completed files go under /user/<your-username>/Music/Audio Hijack as "Skype <number-string>.mp3" files.
3. The host of the show (or whoever is recording) initiates the Skype conference and adds additional parties.
4. All parties must be on (native) Skype. We haven't found a way to bridge together IP-based Skype and a Skype-Out session into a single conference call.
5. Once the podcast is completed, click "Record" on Audio Hijack to stop the recording.
6. Upload the raw .mp3 file to Dropbox, in the *Cloudcast Captures* folder. Rename it to identify the show as follows: **The Cloudcast (.net) #XX - Show Title.mp3** (i.e. The Cloudcast (.net) #51 - Technology Warfare and the Evolution of Cloud Economics.mp3)

Typical recordings follow this format:
- Check audio to all parties
- Host does The Cloudcast introduction
- Host introduces guests
- All parties discuss topics
- Host/Co-Host does ending segment

[**NOTE**: Tell guests that we can edit out any answers, screw-ups or unexpected issues (background noises, failed audio, etc.), so just pause a few seconds if that happens, then continue. For the most part, we no longer edit out basic faux-paws (coughs, ums, ahs, etc.)

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Edit the raw Podcast Track:

You might need to make slight edits or cuts to the Skye track(i.e. cut off a few seconds up front or edit out a mistake). If you need to make edits, we use Fission. If you aren't comfortable with Fission, note the time on the track and we can edit it out for you before the next step.

Editing the Podcast:
1. Editing The Cloudcast is a two-step process, because we haven't found a single tool that does all the things we require.
2. [**STEP 1]** To add the intro and exit music in a way that smoothly overlaps with the recording, we use *Garage Band*. This allows us to have multiple, overlapping audio-tracks, instead of the gap between intro-podcast-exit.
3. In Garage Band, open a new Podcast project.
4. Name the project anything, with the default settings.
5. Once the application launches, drag the file "**brother_love-turn_it_up.mp3**" (from *Dropbox/Cloudcast Music Intro Exits)* into the loops section. Slide it to time 0:00.
6. Next, drag the **podcast recording file** into the loops section. Align the overlap between the two files.
7. Next, drag the "**brother_love-turn_it_up.mp3**" file to the end. Align the overlap between the two files.
8. Once the files have been mixed, the completed file must be saved as an MP3. Click "Share" > "Export Podcast to Disk" > "Compress Using" (MP3 Encoder) > "Spoken Podcast" > Export.
9.   [**STEP 2]** Using the editing application "**Fission**" (**license key removed**), we add the artwork, title, and descriptive elements for publishing.

10. Launch the Fission application. Open the updated MP3 file. It will display as a large audio file.
11. Once it completes the load of the MP3 file, highlight the recording (click on name of the file in the tab tab at top left, the entire track will turn yellow), then click on "Normalize" (button above timeline).
12. Click on "Inspector" (blue "i" button, top right). Under "Tags", update the Title (**"The Cloudcast (.net) #xx - Podcast Tagline"**), Artist & Album Artist (**Aaron Delp and Brian Gracely**), Album (**The Cloudcast (.net) - Weekly Cloud Computing Podcast**), Year

(**201x**) and Genre (**Podcast**) fields. Update the "Comments" section with the **Description from the podcast show notes**.

13. Under the "Artwork" tab, drag the file "**Cloudcast-Logov2-Square-3Line-Whitebackground.png**" (from *Dropbox/Cloudcast Media*) into the empty space.
14. Click "Save Audio" button, with the naming format "The Cloudcast (.net) #xx - *Podcast Tagline*", using MP3 format, locally to your machine.
15. Rename the file with an explicity .mp3 file extension. For some reason, it doesn't have the right characteristics without this explicit extension (after going through Garage Band and Fission - not sure why).
16. Save the updated file (with .mp3 extension) to *Dropbox/Cloudcast Episode Masters*

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Publishing the Blog (Show Notes):

NOTE: Aaron or Brian will do this step

1. Title the entry: The Cloudcast - Eps.xx - "Podcast Tagline"
2. Flip to HTML mode and Embed the javascript from Buzzsprout into the blog
3. Flip back to Compose mode and Copy the show notes below the Episode HTML code
4. Preview the blog entry for formatting issues.
5. Add labels to the entry
6. Publish the blog
7. Update the publish date on the master podcast blog "Listen to the Cloudcast" to the most recent time, so it always shows up at the top of the page.

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Publicizing the Podcast:
1. By default, Buzzsprout syndicates the podcasts to iTunes and Stitcher, as well as RSS feed (http://www.buzzsprout.com/3195.rss).
2. Create a bit.ly link to be consistent with all links
3. Create Cloudcast account Twitter Announcement with proper format and link (used in Facebook post as well) Format:
    a. The Cloudcast (.net) #XX - "Title" w/ **@guest** from **@company (bit.ly link to episode)**
4. Publish to Facebook page (http://facebook.com/thecloudcastnet which also publishes to Twitter account (@thecloudcastnet) (Copy and paste in the Twitter announcement)
5. Publish to LinkedIn Group (http://www.linkedin.com/groups/Cloudcast-NET-3952083?gid=3952083&trk=hb_side_g)
6. If your are the person that published to LinkedIn, no need to share. If you aren't the person that posted to the LinkedIn Group, need to share it to personal account

7. Publish to personal Facebook and G+ links using buttons at bottom of blog post
8. RT or publish via personal Twitter accounts
9. Publish to Google+ page (Brian has to do this step)