Podcast Pre-flight checklist

- ▼ Pre-production
  - Draft Outline or "rundown" for show, listing topics, relevant links to be mentioned, etc.
  - ▼ Book Guests
    - Gather bios for introductions
    - Gather photos of guests for show-notes
    - Gather any other materials guests will offer listeners, etc. (include affiliate links, etc.)
  - Confirm Guests 1 day before scheduled recording
- ▼ Day-of-show Production
  - Confirm recording equipment is connected, powered, etc.
  - Gather documents and data - rundown, links, etc. (load Google Doc in browser, if collaborating with others)
  - ▼ Load Audio Effects player application (Qlab, SoundBoard, etc)
    - Load show intro, bumpers, outro, effects, etc.
  - Load Skype (if guests or co-hosts involved)
  - ▼ Skype Test Call
    - ▼ Confirm skype "hears" host
      - Confirm mix minus setup is correct
    - Confirm host "hears" skype
    - Confirm skype audio is coming into mixer on separate audio channel from sound effects and volume set properly
  - Recording device to "standby" mode - confirm audio recording level set properly
  - Initiate Skype call to co-host/guest
  - Set / Adjust guest audio level
  - Production
  - Set recording device to "Record" mode.
  - Obtain oral release from guests/co-hosts (granting permission to record and use the recording in all media, forever, etc.)
  - Cue intro music, etc.
  - Begin speaking, intro guests, etc.
  - ▼ work through rundown/script
    - If errors or edits needed, make notes of time on recording device.
  - Insert ads, bumpers, etc., as required
  - Insert prerecorded segments as required
  - Cue "outro" music and wrap up
  - Stop Recording
  - thank guests/co-hosts, and disconnect skype call
  - Quit Skype application
  - Quit Sound effects player application
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- Remove media (SD Card) from recording device and load into Computer/card-reader
- Navigate to recording file, and rename (my preferred format is YYYY_MM_DD.TITLE.RAW.wav
- Copy newly renamed data file to computer "working" folder
- Run audio file through Levelator (if applicable)
- Open Audio Editor Application
- Load Audio File in editor
- Edit Audio, working BACKWARDS from the end, to preserve timing data.
- Export edited audio file to wav (monaural saves bandwidth)
- Convert wav ---> mp3 (using iTunes, or Adapter.app (Mac), etc.)
- rename edited audio file for consistency with show file naming convention. (e.g., ###SHOWTITLE.mp3)
- Add ID3 tags to mp3 file (using ID3 Editor)
- Add Album Artwork to mp3 file (using ID3 Editor)
- Load FTP Software (Cyberduck, FileZilla, etc.)
- Connect FTP to Media Hosting Provider (Libsyn, BluBrry, etc.)
- Upload mp3 file to host
- verify file url, and copy to clipboard

▼ Publishing

- Load Web Browser and Navigate to podcast website admin
- ▼ Create "new post"
  - Tip: "duplicate" or "clone" previous post for formatting, (use a WordPress Plugin)
- ▼ Compose Show Notes
  - Insert text, photos, links, etc.
  - insert podcast player shortcode (e.g., [powerpress] if using powerpress plugin)
  - insert url from clipboard into the "podcast episode" field.
  - verify the file is present and that Powerpress can connect to it (click the "verify" button)
- ▼ Publish Webpage (or schedule for publication, if applicable)
  - Obtain permalink by navigating to the show webpage, clicking on the applicable episode and copying the url from the browser address bar.
- ▼ Publicize the episode on social media, linking to permalink, etc. (Be sure to use guests' social media handles, where possible.)
  - Facebook
  - Twitter
  - Google+
  - Pinterest
  - Reddit
  - Tumblr
- Email guests and co-hosts to thank them for their participation, and to provide them with the link so that they can publicize the podcast to their social network(s).

- Lather, rinse, repeat for each episode.