



Bitesize Irish Gaelic Podcast

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External links

- [Trello board: Podcast Interviews](#)
- [Production schedule spreadsheet](#)
- [Podcast home](#)

Production information

Team

- Project manager: contacting and scheduling guest interviews with Eoin, and following up afterwards. Responsible for ensuring there's a buffer of three recorded scheduled episodes.
- Eoin Ó Conchúir <eoin@bitesize.irish> of [Bitesize Irish Gaelic](#) records the podcast, uploads the audio recording to Dropbox, and writes shownotes in WordPress
- Audio producer: Paula Rachielle <paularachielle@gmail.com> produces each episode, and schedules it to publish on our blog

Publication schedule

- 8am GMT (3am EST) every second Wednesday.
- Refer to the [podcast production spreadsheet](#) to see the current publishing schedule

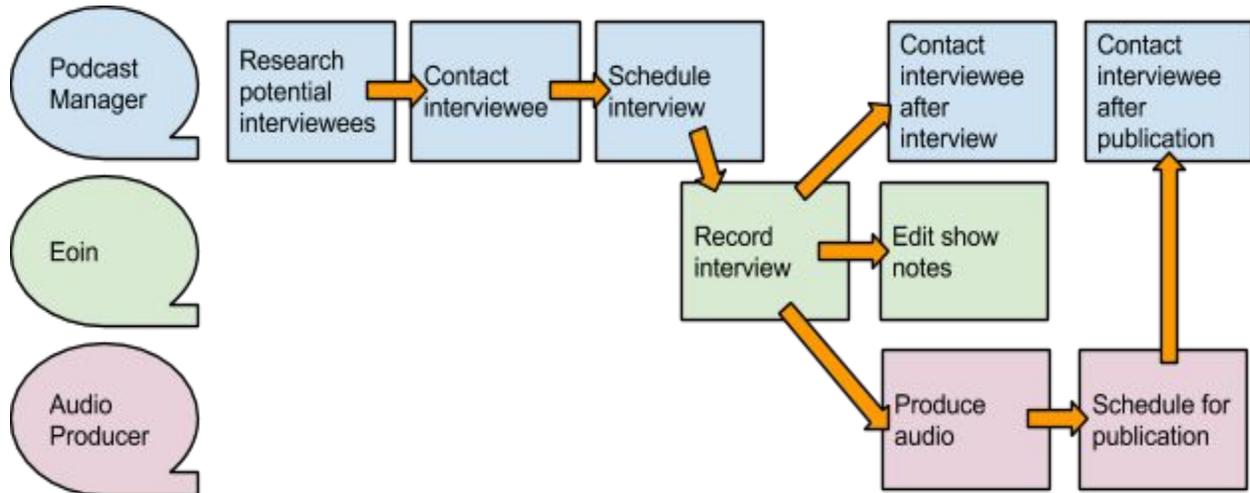
Publishing overview

Our Wordpress blog hosts the podcast, using the PowerPress plugin. It's published on iTunes and on Stitcher.

Email notifications

Emails are sent to the relevant person via our [Zapier](#) account. Eoin manages those notifications. The Podcast Manager will get notified by email when a new interview has taken place, and when a new podcast episode has published. The audio editor will get notified when a new episode has been uploaded to Dropbox.

Overview of the podcast process



Organizing guests

Person responsible for this: Podcast Manager

Researching potential interviewees

- The [Podcast Interviewees Trello board](#) is where we store cards of people who might be suitable interviewees. Maybe they have been suggested by a previous interviewee, or maybe we found them online. When reviewing the Trello board, **remove** interviewee ideas that you think are not relevant to the podcast. **Add** any new ideas for interviewees you have.
- The reason for having any interviewee should lie in with our Operating Principles and Strategic Objective, which you can read at the bottom of this document
- If we don't have enough potential interviewee ideas, see the section below on seeking new potential interviewees.

Seeking new potential interviewees

- One of the process steps you'll be notified about when an interview has been completed is to ask the interviewee for ideas for more people to have on the show. This is our number one way of finding relevant new interviewees.
- Re-interview past guests.
- Interview the podcaster of a related podcast. Search iTunes for related Ireland-centric podcasts. Make sure that podcaster hasn't previously been contacted by us.
- Search for promising Ireland bloggers (like blogs about travelling to Ireland). For example, we've interviewed www.infiniteireland.com . Review www.irishfireside.com to

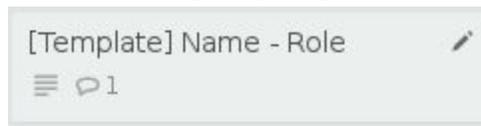
find mentions to other related blogs.

- Review www.irishcentral.com to see if there's any recent news around the Irish language. Perhaps an organisation is in the news, or a particular person, and they might be interesting to be interviewed.
- Contact universities worldwide that have Irish or Celtic studies.
- Ask Eoin to find our current top-active members of Bitesize Irish Gaelic, as they might be successful learners who are interested in sharing their story.

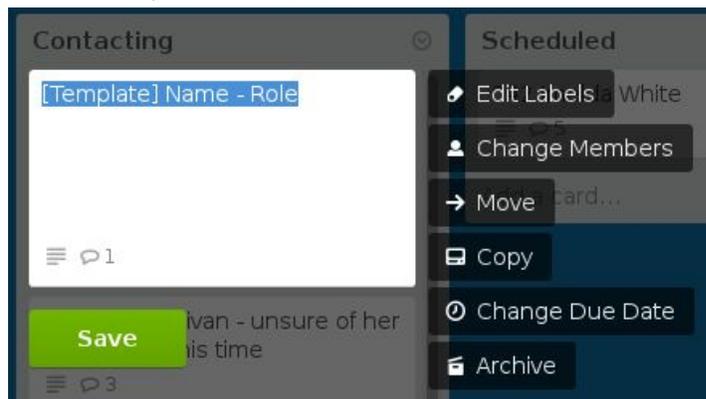
Recording a potential interviewee

As soon as we get a recommendation for an interviewee, please create a card for the interviewee:

1. Open our [Podcast Interviewees Trello board](#)
2. Copy the template Trello card:
 - a. Find the card "[Template] Name - Role", and click its pencil edit icon:



- b. Select **Copy** from the popup window:



- c. In the "Copy Card" window that appears:
 - i. Change the **Title** to the person's name and role
 - ii. Unselect the **Keep... comments** option
 - iii. Change the **Position** to "2nd"
 - iv. Click **Create Card**:

Copy Card

Title

John Maguire - DFW Gaelic League

Keep...

Comments (1)

Copy to...

Board

Podcast Interviews

List

Contacting

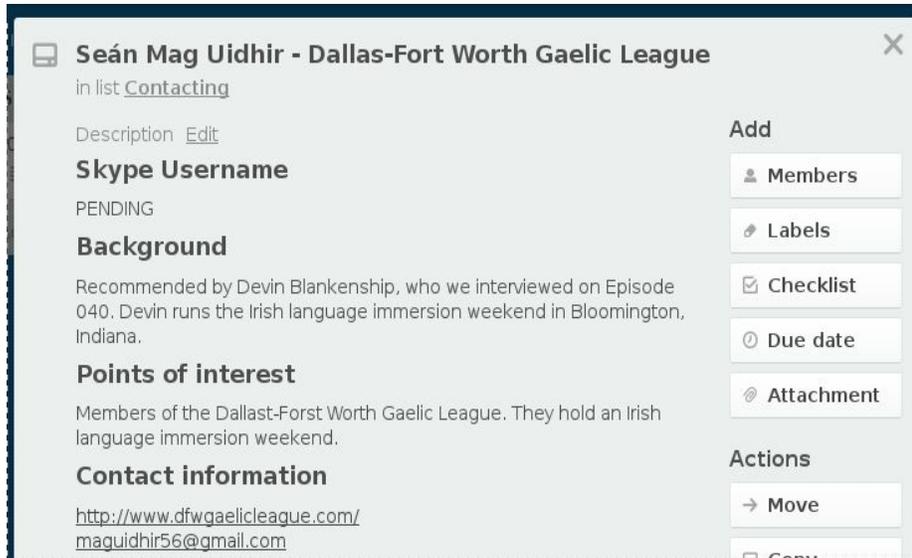
Position

2nd

Create Card

3. Your new card will be the second listed card in the **Contacting** list.
4. **Click** your new card to open it. The “back” of the card will pop up, where you’ll store all the relevant information about the guest
5. Under the card’s title click Edit to edit the description:

Description [Edit](#)
6. Fill in any information you have about the interviewee under the headings you pasted in.
 - a. Tip: Lines that start with pound (#) symbols are nicely displayed as headings when you save your changes.
7. When you’re finished editing the description, click **Save**
8. Your Trello card should look something like this after editing it, including the headings:



Contacting a potential interviewee

1. Open the [Podcast Interviewees Trello board](#)
2. If the **To Contact** Trello list is empty, then you'll need to enter at least one guest there, by following the "[Researching potential interviewees](#)" SOP above.
3. Pick a potential guest from the **To Contact** Trello list.
4. Move that card to the "Contacted" Trello list
5. If a Trello card assigned you this task, then add a URL to their Trello card as a comment on your Trello task card.
6. Follow the steps below to email the potential guest to see if they would like to be a guest.

Email 1: Ask the potential interviewee if they're interested

1. Log in to [HelpScout](#)
2. In the Bitesize Irish Gaelic info@bitesize.irish mailbox, select to **start a new conversation** to start writing your email
3. Compose a new email to the interviewee. See the extra information below on how to make initial contact.
4. After you have sent an email to the potential guest, please move the Trello card from "To Contact" to the "Contacted list"

Guidelines for emailing a potential guest:

- Your objective is to get the guest as an interviewee for the Bitesize Irish Gaelic Podcast
- To make our proposal more likely to be accepted, include any information that connects us.
 - E.g. "Brenda Sutton, an Irish language learner, recommended we get in touch with you." or "Eoin says you've spoken before through email."
- State explicitly that the interview is **in English**. Many people declined our interviews, first thinking that it was to be in the Irish language.

- Be as **short** but **personal** as possible in your mail
- Keep the first email light and easy, without asking for too much commitment. That'll make it easier for the potential guest to accept the invitation to work out the details.
- It will probably take more than a single try to get a response from the potential guest. So follow up with them after, say, four or five days if you haven't heard back.
- It's best to make initial contact mid-week (Tuesday, Wednesday or Thursday). Never send out an initial invite on Friday, Saturday or Sunday.

Generic email template for contacting a new potential guest

To paste this message into a new email in our email inbox, copy the text below, and then Ctrl+Shift+V (on a PC anyway) to paste with no formatting. Otherwise, the box around the text itself might get pasted into the email.

Subject:

Podcast Interview Invitation

Hi John,

My name's <NAME> and I'm part of the team at Bitesize Irish Gaelic - an online program of Bitesize lessons for learning to speak the Irish language.

We have a [Bitesize Irish Gaelic Podcast](#). It's an informal Skype audio chat (in English) recorded over 20 minutes with the host Eoin.

We'd love to interview you as a guest on the podcast. <EXPLAIN WHY>

Would you like to find out more about being interviewed for the podcast?

Sample personal email for contacting a potential guest

This email works in the guidelines above about making the email short and personal.

Hi John,

Brenda Sutton suggested emailing you about being a guest on our Bitesize Irish Gaelic Podcast. It's an informal Skype audio chat (in English) recorded over 20 minutes with the host Eoin.

Would you like to find out more about being interviewed for the podcast?

The Bitesize Irish Gaelic Podcast is a 20-minute discussion show. Our audience would love to hear you speak more about doing genealogy in Ireland, and I see that you've written about the process on your website "Irish Family Tree".

Email 2: Scheduling the interview

If a potential guest has replied saying they would be interested in being interviewed, now it's time to confirm a time with them to meet Eoin on Skype to record the chat.

This section contains scheduling principles, plus steps to carry out to schedule the interview.

Scheduling principles

- Do the work you can on behalf of the interviewee - convert times into their own timezone for example
 - A good tool to convert time zones is [Time Zone Converter](#)
- Eoin is based in the Dublin, Ireland time zone (he lives in Limerick, Ireland). During winter, Ireland's timezone is GMT. During summer, Ireland's timezone is officially known as "Irish Summer Time (IST)", although even Irish people may not be familiar with that phrase. Eoin's general time availability:
 - Mondays, Tuesdays, Thursdays and Fridays: he's generally available to begin a Skype call between 6pm to 9pm, with a preference for 7.30pm.
 - Saturdays and Sundays: he's generally available 6am to 7pm.
 - Not available Wednesdays
- Eoin should share with you his "Eoin" Google Calendar, sharing only "busy/free" times.
- When scheduling an interview time, it's best to suggest a general range of Eoin's availability, and let the guest pick a time that suits, rather than trying to suggest specific interview times upfront.
- Attempt to schedule an interview a minimum of a week ahead of time. That will allow you the organizer to confirm the interview several days ahead of time.

Steps to agree an interview time

Your objective is to arrange a time for the guest to speak with Eoin over audio Skype to record the interview.

1. Out of date step: Review Eoin's [Google Calendar](#) to see his general availability over the next couple of weeks. Maybe he'll be on vacation soon, or has evenings marked as busy.
2. Let the interviewee know Eoin's general availability. Ask them to suggest a matching time that would suit them in a about a week's time or more.
3. Work out with the interviewee a time that would suit them. It's usually easier to plan several weeks ahead, rather than try to rush and suggest a time that's only two days away.

When an interviewee has agreed to an interview time

1. Ask the interviewee for their Skype username, and tell them that Eoin's username is eteanga. The interview has not been confirmed until you have entered their Skype username on the Trello card description.
2. Create a Google Calendar event:

- a. Log in to <http://calendar.google.com>
 - b. Click to create an event
 - c. Edit the event title as: "Pending: NAME interview for podcast"
 - d. Edit the time in Eoin's Dublin, Ireland timezone
 - e. Add Eoin's personal email address as a guest: eoinoconchuir@gmail.com
 - f. When saving, agree to send guests an email notification so that Eoin gets notified.
 - g. Eoin will accept this calendar event in his own calendar
3. Update the [podcast production spreadsheet](#) to track the publishing dates of this upcoming episode:
- a. If column "B" contains information for another guest:
 - i. Right-click on the "B" column heading, select "Insert 1 left"
 - ii. Enter the new episode number in B1
 - iii. Highlight cells C1 to C4. Copy them (for example, press Ctrl+C on your keyboard)
 - iv. Click in the empty cell B1, and paste (for example, press Ctrl+V on your keyboard). That will paste over calculated dates for an episode two weeks after the episode that's now in column C.
 - v. The rows "Episode Number", "Publishing date", "Required upload" and "Required produce" should now contain dates in the future. These are deadlines for when the episode audio needs to be editing (for the audio engineer). Leave empty the row "Date produced audio uploaded"
 - b. Now column "B" is ready to hold information about this guest's interview
 - c. In the "Guest" row of column B, enter the guest's name.
 - d. Note the episode number from column B that's now being assigned to this guest.
 - e. In another browser tab, open the [Trello board](#):
 - i. Edit their Trello card's title to begin with the episode number, followed by a space. For example, edit the card "David Wood" to say "027 David Wood".
 - ii. When you have that card still open, select **Share and more....**
 - iii. Copy the **Link to this card** URL to your clipboard.
 - f. Back in the spreadsheet, paste that link in the row **Trello card link**
 - g. Now insert a new spreadsheet column for the next episode that has not yet been arranged (so we can track the date deadlines for it):
 - i. Right-click on the "B" column heading, select **Insert 1 left**
 - ii. Highlight cells C1 to C4. Copy them (for example, press Ctrl+C on your keyboard)
 - iii. Click in the empty cell B1, and paste (for example, press Ctrl+V on your keyboard)
 - iv. That will paste over calculated dates for an episode two weeks after the episode that's now in column C.
4. Security check: On the [spreadsheet](#), note down which episode should have been the last one to be published, according to **Publishing date**.

- a. Then visit <http://www.bitesizeirishgaelic.com/podcast> to see the last published episode.
- b. If the website does not have the last expected published episode, then something's gone wrong (for example, the audio production person might be ill, has not been producing episodes, and we haven't realized it). If the schedule seems wrong, please email evin@bitesizeirishgaelic.com tell Eoin which episode should have been published, and which episode was the last to be published.
5. Security check: On the [spreadsheet](#), for each yet-to-be-published episode:
 - a. Ensure there's a date filled in by our audio producer in the row **Date produced audio uploaded**
 - b. If the date has not been filled in, and it has been at least four days since the **Date recorded**, then something has gone wrong with our scheduling. Please email evin@bitesizeirishgaelic.com describing the situation.
6. Research the interviewee, and **update** the Trello card with information.
 - a. For example, add contact details for the guest on Twitter, Facebook, and any blogs or other websites they run. In the "Background" section of the card description, enter any information you find out about the guest, such as what they've done in the past, or other facts that might be interesting for the show. Your objective is to briefly inform Eoin about all nice interesting information about the guest that you can find so that he can ask the guest about it during the interview.

Making the interview time official

Prerequisite: you have the interviewee's Skype username. If they're not getting back to you, it's your responsibility to keep following up with them until they have told you it.

1. On the [Trello board](#), edit the interviewee's card's description. Enter their Skype username under the heading **Skype Username**.
2. Move the Trello card to the **Scheduled** list
3. Update the Trello card ensuring that its formatting and information is ready with all the information Eoin needs to conduct the interview.
4. Email the guest with our recording checklist:
 - a. Ask them to use earphones during the audio Skype call with Eoin. That stops echo on the line, so listeners will be able to better understand them.
 - b. Ask them to ensure there is a strong WiFi connection when they're sitting (or plug in directly to Ethernet). You can do this by sitting close to your WiFi router. Having a weak WiFi connection can lead to the call quality dropping.
5. Update the Google Calendar event to change the title word "Pending" to "Confirmed". When saving the updated event, agree to email guests. This will notify Eoin of the confirmation.
6. Review the number of upcoming recorded or confirmed episodes in the [podcast production spreadsheet](#). Ensure that we always have three buffered episodes. Review the [Trello board](#) to ensure you're on track to keeping that buffer filled. If not, please

schedule to review contacted potential guests, and you may need to search for new potential guests.

Review pending guest requests

This is a regular task to follow up on guests that you've contacted previously, but may not have heard back from them.

1. Open the [Podcast Interviewees Trello board](#)
2. Review each card in the **Contacted** list, following the guideline below.

Guidelines:

- If the card is for an invited guest that you initially invited at least two weeks ago, and they have not emailed back:
 - Email the person again, with a "gentle reminder" to see if you would be interested in being a guest on the Bitesize Irish Gaelic Podcast.
 - Leave a comment on their Trello card to say you've contacted them a second time.
- If the card is for an invited guest that you've contacted at least twice, and they never replied in the past month:
 - Leave a comment on the card to say you never heard back from them.
 - Archive the card.
- But if you feel the guest needs more time to reply, just leave their card on the list.

Interview follow-up after recording

You'll have received an email from Eoin letting you know that a certain episode number has just been recorded.

1. On our [Trello board](#), if the episode's card is still in the **Interview Scheduled** list, then move it to the **Audio To Be Produced** list
2. Read the card, and make sure there was a guest on this episode. If there was a guest, then then **contact the guest by email** from HelpScout.:
 - Thank them sincerely
 - Ask them for **two or three people** whom they suggest we should also have on the podcast (it can cover any topic related to Irish culture). This step is **critical**, as it's our main method of finding new interviewees.
 - If they answer with suggested guests, then immediately execute the checklist [Recording a potential interviewee](#) for each suggested guest.
3. Ensure that there are three cards in the **Recorded** Trello list. Our goal is to always have three recorded interviews schedule for publishing. If there are fewer cards on the list, then it's time to follow our SOPs to [research](#) potential new guests, [contact](#) potential new guests, and to follow up with people who did not reply to the first request to be interviewed.

After an episode has been published

A podcast episode has been published. It's now important that we do everything we can to help **spread** the episode.

1. Open the [Trello board](#)
2. Drag the Trello card for this episode to the **top** of the **Published** list.
3. Do an audio player check:
 - Find the episode's shownotes post on <http://www.bitesizeirishgaelic.com/podcast>
 - Click the episode's title to open the shownotes post
 - Click the audio player to play the episode.
 - If the audio player is not there, or if it doesn't play, there's something wrong with the episode! Then please email eoin@bitesize.irish with a link to that page, and tell him there's a problem.
4. Email the guest (if there was a guest in this show):
 - Tell them the URL to the specific episode page (you can find the list of shownotes pages <http://www.bitesize.irish/podcast>)
 - Ask them to share the episode on Twitter and on Facebook, and to write a blog post about it if they have a blog
5. If the guest has a Twitter account, post a new tweet as [@bitesizeirish](#) giving the episode URL, and mentioning their Twitter handle. Make them sound important if you can. We want them to re-tweet it. The intention is that they retweet it. Something like:
 - *An amazing podcast episode on medieval Ireland*
<http://www.bitesizeirishgaelic.com/blog/podcast023> with [@Findwyer](#)
6. Review the number of upcoming recorded or confirmed episodes in the [podcast production spreadsheet](#).
 - Ensure that there are three upcoming recorded interviews (that's our target of buffered interviews). If the number of upcoming episodes has dropped below three, then it means the buffer wasn't filled enough. A good number of recorded or confirmed upcoming episodes is four, since whenever an episode is published, the number of items in the buffer will drop by one.
7. Review the [Trello board](#) to review the status of guests who you've been contacting. Maybe they need a follow-up message to get their interview live.

For Eoin: Recording the Bitesize Irish Gaelic Podcast

Pre-recording with computer connected to printer

1. Turn on Toggle time tracking under the "Podcast" category
2. Verify the [podcast production spreadsheet](#) is up to date
3. Print the card from the "Scheduled" list on the [Trello board](#) (Use More > Print on the card), disabling "print background colours" in Firefox
4. Add the guest on Skype given their username on Trello
5. Print the [podcast preparation](#) sheets
6. Complete the printed document
7. Print the newest members:

- a. Log in to [FastSpring](#)
 - b. Navigate to **Reports > Exports > View**
 - c. Note the date of the last generated report “**New subscribers for podcast**”
 - d. Select “**Create Data Export**”
 - e. For the **Name**, enter: **New subscribers for podcast**
 - f. Enter the **dates** from the day after the last date this report was run
 - g. Change **Report Type** to **Active Subscriber Export**
 - h. Download the generated report
 - i. Open the CSV (comma-separated) for editing
 - j. Keep the columns: **First name, City, Region, Country**
 - k. Replace the [state abbreviations](#) with full names
 - l. Print the spreadsheet
8. Check the [podcast listener feedback spreadsheet](#)
 - a. Filter out the “Y” out of the first column
 - b. File > Download as > OpenDocument format
 - c. Format all cells to wrap automatically (Ctl+1 > Alignment)
 - d. Delete the first column, and any empty columns
 - e. Print preview
 - f. Print it
 - g. Put it between the intro and outro script sheets so that I’ll see it at the end of the show
 - h. Back on the Drive spreadsheet, mark those rows as “Y”
 9. Turn off printer

Recording on laptop

Audio tip: the smaller the room the better

1. Turn on the laptop
2. Plug in the laptop
3. Check that there’s disk space
 - o `df -h /mnt/data`
4. Switch off phone
5. Stack books for the Yeti so it’s up to mouth height
6. Set Yeti’s Gain to 0
7. Plug in Yeti
8. If the Yeti’s Mute button is flashing, press it to un-mute it
9. Plug in earphones into the Yeti
10. Open the PulseAudio AudioControl
 - o Go to the “Output Devices” tab
 - Mute the “Built-in” device
 - Unmute the “Integrated Rate” device or “Yeti”
 - Click the green button to mark it as the fallback device
 - o Go to the “Input Devices” tab

- Mute the “Built-in” device
- Unmute the “Integrated Rate” device or “Yeti”
- Also set this as the “Fallback” device by clicking its green tick

Skype interview recording

1. Put the shield in front, using the desk lamp
2. Switch the Yeti’s “PATTERN” to the third option
3. Open Skype
4. Mark as “Do not disturb” on Skype
5. Launch skype-call-recorder
 - a. Check it’s set to WAV PCM
 - b. Set Stereo to the option 100%/0% (to allow for easier editing later)
6. Open File Manager and navigate to the target recording folder (/mnt/data/podcast), so I can see the file is being updated
7. Place a test call, reading out the intro as a test
8. Start call on time
9. Ask interviewee to mark themselves busy on Skype
10. Check that we’re recording

Face-to-face recording or solo recording

1. If recording a face-to-face interview
 - a. Set the Yeti’s Gain to about 25% (one quarter turn)
 - b. Switch the Yeti’s “PATTERN” to the first option
 - c. Ensure that both speakers are up within about a metre of the microphone, and each the same distance away
 - d. Mark as busy on Skype
 - e. In Skype -> Setting, select Yeti as the input and output
2. If recording a solo recording
 - a. Switch the Yeti’s “PATTERN” to the third option
3. Open Audacity
 - a. Change the output to Yeti, or Alsa, or Pulse
 - b. Change the input to Yeti, or Alsa, or Pulse
 - c. Set channel to mono
 - d. Save new project
 - i. /mnt/data/podcast/podcastNNN on Arch Linux laptop
4. Record test recording
 - a. Listen back
 - b. Undo the recording with Ctrl+Z
5. Hit record

Post-recording

1. Rename the wav file to **NNN.wav** (where NNN is the episode number, such as *040.wav*)
2. Copy the recording to:
 - a. `Dropbox/bitesize-irish-gaelic-ltd/marketing-dept/podcast/episodes-to-produce/`

3. Edit the [podcast production](#) spreadsheet
 - a. Enter today's date in **Date recorded**
 - b. Edit the episode's official title
 - c. Copy the title to the clipboard
4. Log in to www.zapier.com
5. Navigate to the [Manager](#) folder of zaps
6. Wait there until the audio file has been synced with Dropbox
 - a. Find the task "Podcast: Create draft WordPress post"
 - b. Click the little arrow on that task, and select **Run**
7. Find the newly-created WordPress post on [the WordPress dashboard](#)
 - a. Paste in the post title that you copied above from the [podcast production spreadsheet](#)
 - b. In the **title**, "Ep. NNN" to "**Ep. NN**" (e.g. change "Ep. 045" to "Ep. 45")
 - c. Edit the **slug** to the format specifically with a leading 0 before episode 100: **podcastNNN**
 - d. Edit the intro paragraph (don't let the paragraph begin with the same text from episode to episode)
 - e. Edit the "What you'll hear" section
 - f. Edit the "Mentioned in the show" section
 - g. Enter SEO title and description, with the title in the format "Title - Bitesize Irish Gaelic Podcast"
 - i. Begin the description with: Discussion podcast episode.
 - h. Click "Save Draft"

Producing the episode

Sound editing

For a reference to how our episodes usually sound like, refer to past episodes at <http://www.bitesizeirishgaelic.com/blog/category/podcast/>

1. Please immediately check the [podcast production spreadsheet](#) for the production schedule of the episode you've received notification of by email
2. Find the recorded .wav file in the shared Dropbox folder "podcast/episodes-to-produce"
 - a. If it's not there, look at Dropbox on your computer, as it may still be downloading the file.
3. Make a copy of the file to your local computer so that you're not editing the Dropbox file
4. Chop the post-interview chat at the end of the recording, so that the audio ends with Eoin saying "Bye for now".
 - a. To find the beginning of the episode, Eoin leave 10 seconds of silence before reading the intro
4. Remove any loud noises, such as the interviewer rustling papers while the interviewee is speaking
5. If relevant, try to reduce the background noise so that silent pauses should be silent

- a. However, there's no need to edit out specific sounds like dogs barking
6. If it's a Skype interview, you'll hear that each speaker have a single channel each.
 - a. This setup is to make editing easier
 - b. However, be sure to **merge** both channels for publishing (don't have one person talking in the left ear and the other person talking in the right ear)
7. Add intro and outro music to the file
 - a. Find the bump music tune we have in "audio-bitesize-podcast/original-bump-music" folder
 - b. Begin episode with 10 seconds of the beginning of that tune, and fade that then into speech.
 - c. At the end of the episode, when the speech is ending, fade in the end of that tune, and allow allow it to play the last 15-20 seconds of that tune.
8. Save to mono WAV format in the folder Dropbox/podcast/raw-past-episodes
 - a. Name the file in the format: **bitesize-irish-gaelic-podcast-NNN.wav**
 - i. Where NNN is the episode number. For example, if the original recording you opened was *040.wav*, then save your produced WAV file as *bitesize-irish-gaelic-podcast-040.wav*.
9. Save to MP3
 - a. Save as 128 kbps bit rate and 44,100 Khz sample rate
 - b. Number of channels: mono
 - c. Add metadata to be saved in the MP3 file:
 - i. **Artist:** Bitesize Irish Gaelic
 - ii. **Album:** Bitesize Irish Gaelic Podcast
 - iii. **Track number:** The episode number, like "33"
 - iv. **Track Title:** NNN: Title
 1. Where NNN is the episode number, like "001"
 2. Full example: 001: Interview with Limerick man Liam Ó Briain
 - v. **Copyright:** Bitesize Irish Gaelic Ltd.
 - vi. **URL or ("Copyright URL"):** <http://www.bitesizeirishgaelic.com/podcast>
 - vii. **Year** (or "Recording Date"): recorded date
 - viii. **Cover art image:**

Dropbox/podcast/coverart/bitesize-irish-gaelic-podcast.2000x2000.jpg

 1. (The software "EasyTag" can insert cover art, if you need it)
10. Save the exported MP3 file to your local computer:
 - a. Filename: **bitesize-irish-gaelic-podcast-NNN.mp3**
 - i. Where NNN is the episode number
 - ii. Example: *bitesize-irish-gaelic-podcast-002.mp3*
 - b. Note, there's no need to put this file back in Dropbox, as you'll be uploading it in the steps below

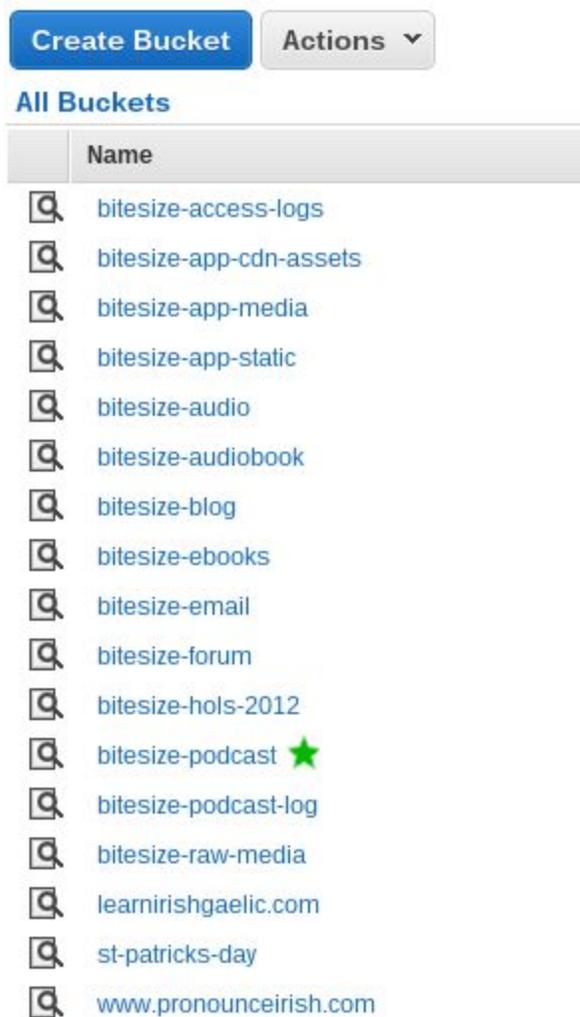
Upload MP3 file to Amazon S3

Reason: this storage is for long-term backup of the produced audio.

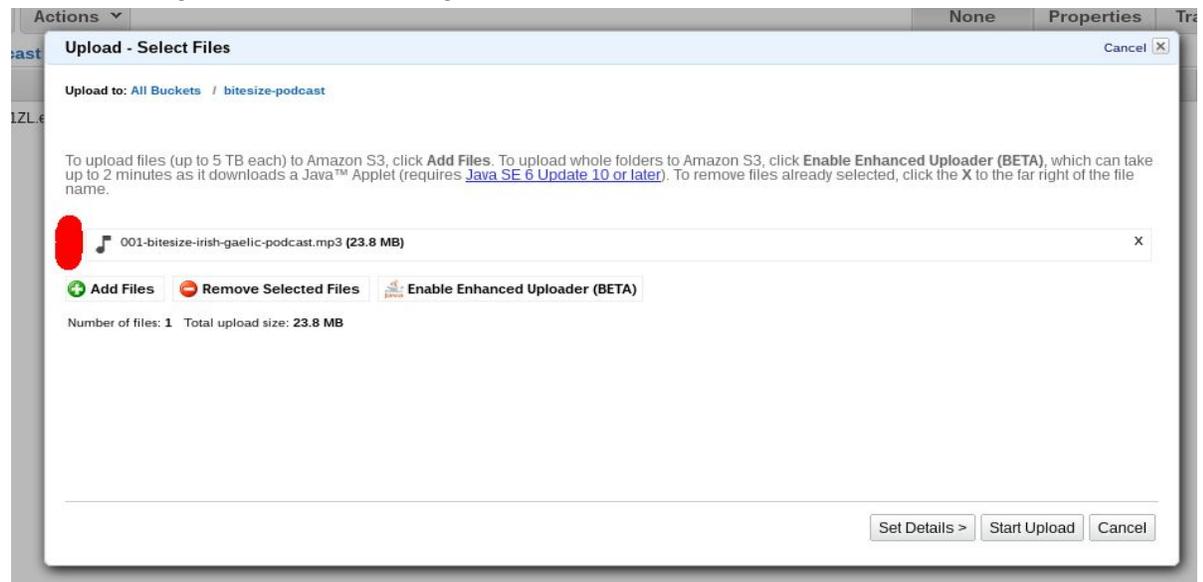
1. Log in to the Bitesize Amazon Console on Amazon S3:
 - Click this URL: <https://bitesize.signin.aws.amazon.com/console>
 - Enter your Amazon Bitesize username and password
2. Under “Storage & Content Delivery”, select S3:



3. Select the S3 bucket **bitesize-podcast**:



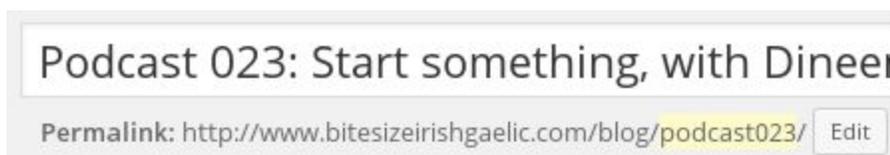
4. Click “Upload”
5. Click “Add Files”
6. On your computer, find the MP3 file that you exported earlier to upload
7. Ensure the MP3 file got listed in the dialog window:



8. Click “Start Upload”
9. Ensure that the upload message ends with a successful “Done” status
 - If there was a problem, please send a screenshot of the issue to eoine@bitesizeirishgaelic.com
10. When Done, you may now navigate away from this browser window to continue the next checklist below

Publish to WordPress

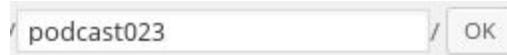
1. Go to <http://www.bitesizeirishgaelic.com/blog/wp-admin/>
2. Log in to Wordpress using your WordPress username and password
 - a. The **Authorization code** is:
irish
3. You’ll now be viewing the WordPress admin “dashboard”
4. Navigate to **Posts**
5. In the list of posts, find the post for the produced episode, and **click its title** to edit the post.
 - a. You’ll now be viewing the post editing window
6. Under the **Title** box that has already been filled in, click the **Edit** button, to the right of *Permalink*:



- a. Your objective is to shorten this “permalink” URL to standardize it to the format

“podcast010”, where 010 is the episode number. That makes it easy to link to past episodes, since they all have the same URL formatting.

- b. In the textbox that appears, edit the text to say “podcastNNN”, where “NNN” is the podcast episode number of at least three digits. There should be no hyphen. Delete any other text that appears in the box. Don’t allow a hyphen (dash) character to appear in this box. The reason is to make a standard URL for the podcast episode, like all previous episodes.
- c. When you’re done, click the little “OK” button that appears:



A screenshot of a text input field containing the text "podcast023". To the right of the input field is a small button labeled "OK".

7. Scroll down to the **Podcast Episode** tile:



A screenshot of a form titled "Podcast Episode". The form has the following fields and options:

- Media URL:** A text input field with a "Verify" button to its right.
- File Size:** A radio button for "Auto detect file size" (selected), and a radio button for "Specify:" followed by a text input field and "in bytes".
- Duration:** A radio button for "Auto detect duration (mp3's only)" (selected), a radio button for "Specify:" followed by three text input fields labeled "HH", "MM", and "SS", and a radio button for "Not specified".

- a.
8. Click that **little folder button** left of “Verify” to upload the podcast episode
 - a. A dialog box will appear title “Select Media”
 - b. Click “Upload Media File”
 - c. Click “Select File” and upload the MP3 file from your computer
 - d. When the file has uploaded, the dialog window will close
9. Click **Verify URL**
 - a. It should display: “Media verified successfully”
 - b. If it doesn’t display that success message, then you need to try uploading again. At worst, abandon this checklist and email evin@bitesizeirishgaelic.com describing the issue. It’s OK if only the filename is being displayed rather than the full URL.
10. Scroll back up to the top of the page
11. Under the “Publish” section on the right-hand side:
 - a. Click **Edit** next to *Publish immediately*
 - b. **Change the date** to the “Publishing date” you find in the [podcast production spreadsheet](#) (don’t worry if the WordPress already has a date “scheduled”, just set the correct date according to the spreadsheet)
 - c. **Set the time** to “08:00” (in the input fields after the “@” sign)
 - d. Click **OK**
12. Click the button **Schedule** to save everything
13. The page should update with a message “**Post Updated**”.

File management

1. On the [podcast production spreadsheet](#), enter today's date for the episode you produced on the row "Date produced audio uploaded", in the format YYYY-MM-DD
2. Delete the raw unedited file from the Dropbox folder "podcast/episodes-to-produce"
3. If there are more than two episode files in the Dropbox folder "raw-past-episodes", then:
 - a. Delete the oldest episode .wav files until there are only two raw episodes remaining
 - b. The objective is to have the unedited WAV files of the two most recent episodes here, just as a backup in case something turns out to be terribly wrong with the MP3 file.

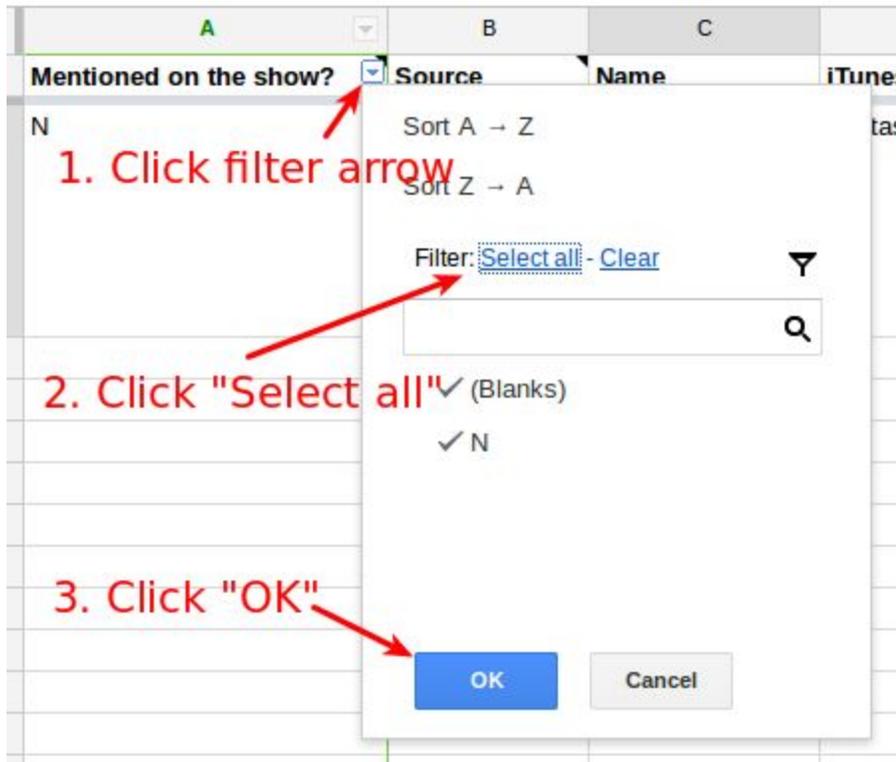
Collect podcast feedback

If you have been assigned this checklist, your objective is to collect the latest iTunes comments about our Bitesize Irish Gaelic Podcast.

Comments don't come in very often, but it's nice to mention a new comment on the podcast if we get one. Eoin will then mention the comments in the next episode.

Process:

1. Open each of our main iTunes pages:
 - a. [US](#)
 - b. [Canada](#)
 - c. [UK](#)
 - d. [Ireland](#)
 - e. [Australia](#)
 - f. [Germany](#)
2. For any reviews, fill them into our [Podcast listener feedback spreadsheet](#). First check that the comment has not already been entered into the spreadsheet. Clear the filtering options on the spreadsheet to make sure all rows are displayed:



Operating Principles

- On-time regular episodes for our subscribers
- Plan ahead so that the schedule is not disrupted
- Give quality audio production at a natural-sounding discussion speed
- Have a minimum of three upcoming podcasts at all times (that have been either recorded or have final confirmation of the interview time).

Strategic Objectives

Offer to Listeners

The Bitesize Irish Gaelic Podcast helps motivate listeners to learn to speak Irish Gaelic. It does this by sharing with them the journeys of other learners, and related topics of the doers and thinkers of the Irish language.

The podcast is a medium of entertainment first and foremost. It's informal and chatty.

By listening, the listener feels part of something bigger - there are thousands of Irish language learners around the world, and they may not know any.

Business Objectives

1. The ultimate objective of the podcast is to **get more subscribers** for our [Bitesize Irish](#)

- [Gaelic membership plans](#), and to keep more people there, by keeping them interested.
2. Our practical objective is to get listeners of the podcast to **take a free trial** of Bitesize Irish Gaelic
 3. To establish relationships with the **doers and thinkers** around the Irish language

Operations

The most important links are:

1. [The podcast's main page on our site](#) (this lists show notes for each episodes)
2. [The podcast's iTunes page](#)
3. [The podcast's RSS feed](#)

Eoin Ó Conchúir, founder of Bitesize Irish Gaelic, hosts the podcast. It's a 30-minute informal chat, usually with a guest.

The topics can range all the way from something related to Ireland, down to specifics to learn the Irish language.

It's scheduled at 8am GMT (3am EST) every second Wednesday.

The podcast is hosted [on Bitesize Irish Gaelic](#). Each episode has its own blog post for show notes. This lets us link out to resources mentioned in the show. It's also a great way to get feedback from listeners, as they can leave replies on the show notes page.

We have a separate weekly email newsletter which includes new blog posts. Therefore, any new episode page will get included in the next newsletter, making our audience aware of the new episode.

As of May 2014, we're receiving 4,000 monthly downloads. An equal number of people listen to the podcast directly in their browser, as with people who listen to the podcast [on iTunes](#).