

DEVREL.RAD.IO:
HOW TO PRODUCE A POPULAR, EFFICIENT
AND INTERESTING PODCAST
(NO, SERIOUSLY, HOW?)

@jbaruch

@devrelradio

#devxcon

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SHOWNOTES

 <http://jfrog.com/shownotes>

 Slides

 Video

 Links

 Comments, Ratings

 Raffle

@jbaruch

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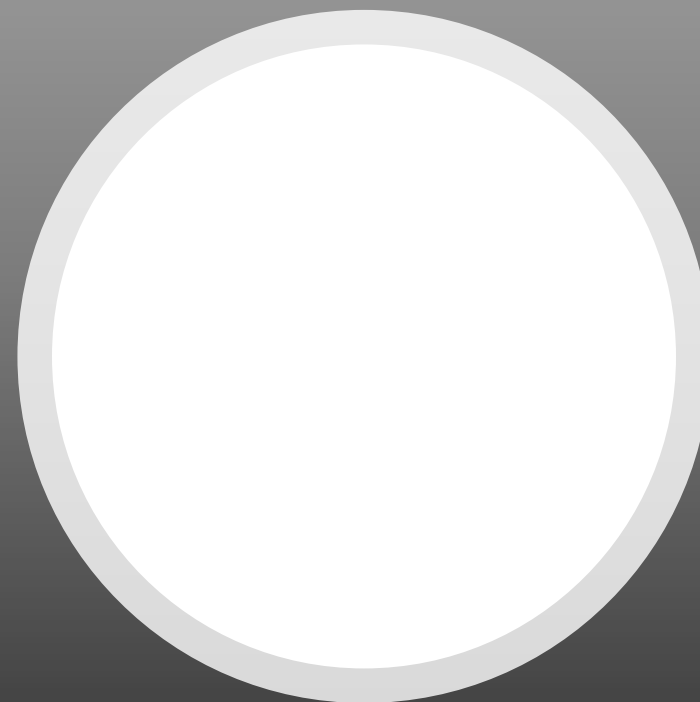
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WHY PODCASTING

Poll time!

A. Who loves to speak?

B. Who loves to write?



PODCASTS IN QUESTION

@jbaruch

@devretradio

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@RAZBOR_POLETOV

- 🎙️ 160 episodes since 2011
- 🎙️ 1,317,675 all-time Downloads
- 🎙️ Think “Software Engineering Daily”
- 🎙️ 6 permanent residents
- 🎙️ Known for excellent audio quality



PODCASTS IN QUESTION

@jbaruch

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@GROOVYPODCAST

- 🎙️ 66 episodes since 2014 (last one is #57)
- 🎙️ 61,364 all-time downloads
- 🎙️ Think “Podcast about Groovy”
- 🎙️ 2 permanent residents
- 🎙️ Known for extremely low-key production



PODCASTS IN QUESTION

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@DEVRELRADIO

- 🎙️ The first season is lost in space and time continuum
- 🎙️ 5 episodes since 2018
- 🎙️ 487 all-time downloads
- 🎙️ Think “Podcast about DevRel”
- 🎙️ 3 permanent residents

VIKTOR GAMOV

🎙️ @gamussa

🎙️ Solution Architect and
undercover Developer
Advocate

🎙️ @confluent

🎙️ Co-founder of
@razborpoletov



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TIM BERGLUND

🎙️ @tberglund

🎙️ Senior Director of Developer Experience

🎙️ @confluent

🎙️ It was his idea



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THE GUY WITH THE TOP-HAT

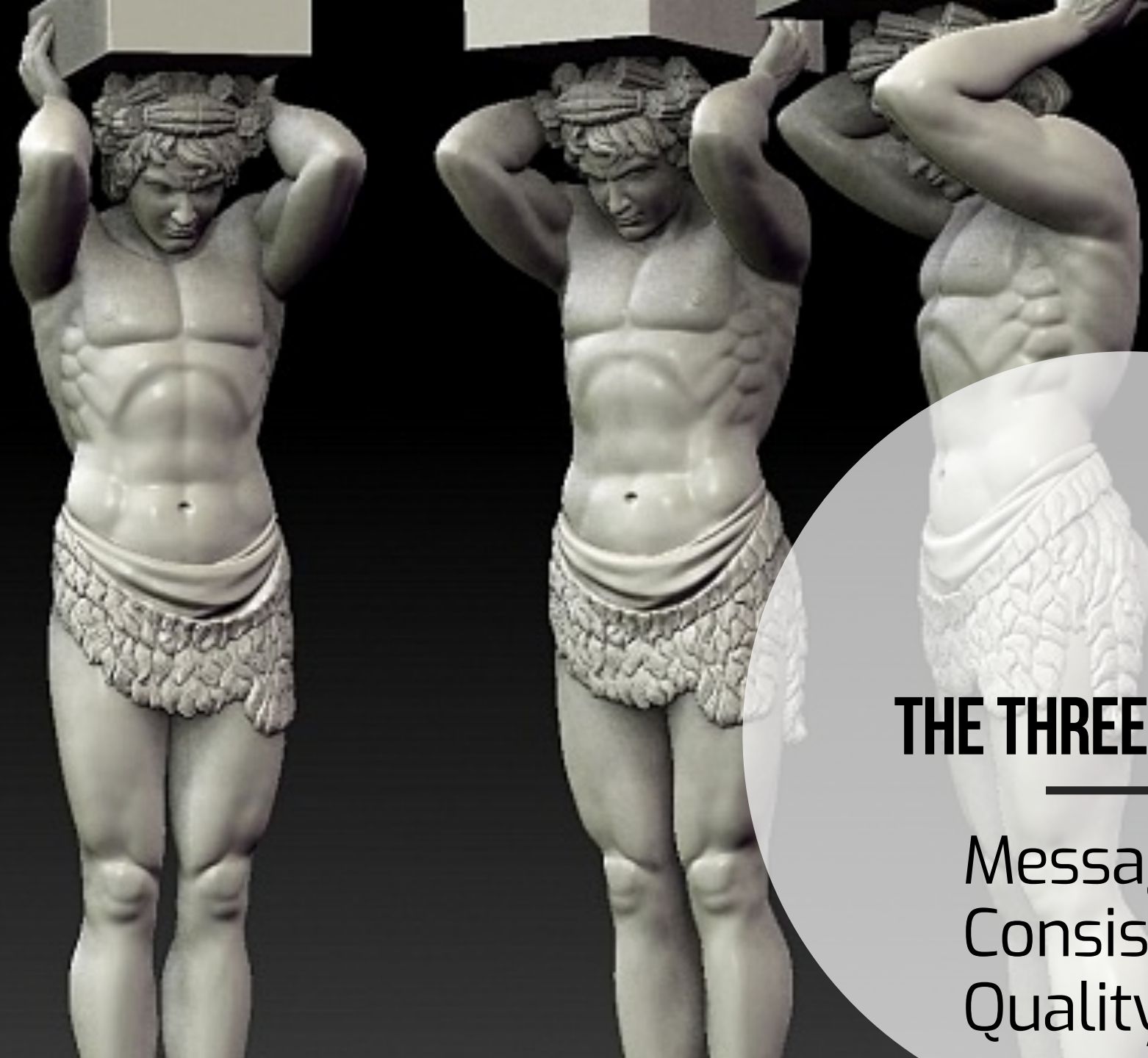


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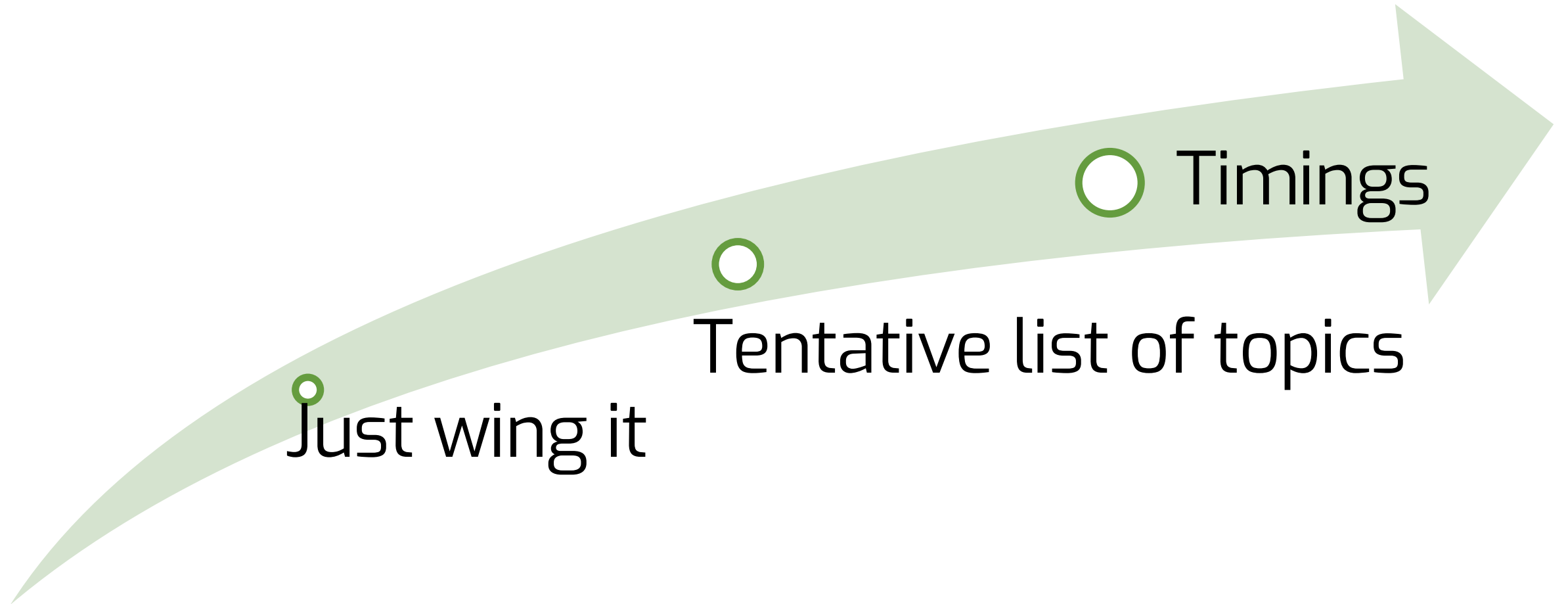
THE THREE PILLARS

Message
Consistency
Quality

Production Checklist

- Planning
- Equipment
- Post processing
- Website and show notes
- Promotion, measurement,
feedback processing

PLANNING





Joining us this week is Baruch Sadogursky, Head of Developer Relations at [JFrog](#). Baruch is an industry veteran in management of complex software and is a fantastic event speaker; I highly recommend attending his sessions at a future event. Short promotion for JFrog [Swamp Up](#) (May 16 – 18, 2018)

Highlights

- Short overview of JFrog and its relationship to CI/CD pipelines
- Discussion of immutability (shifting left) in deployment paradigms
- Metadata and the impact of scale (Toyota Manufacturing Model)
- How can I update software components with confidence?
- Distributed programming and impact of edge computing

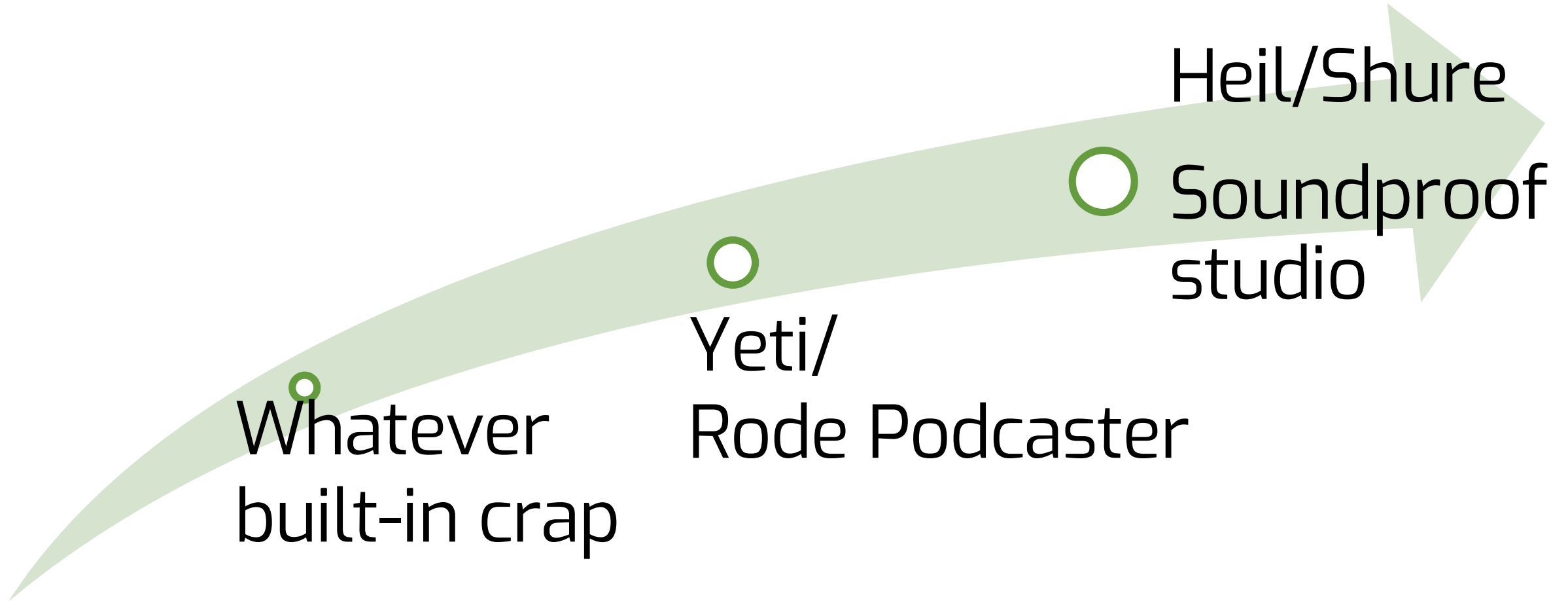
<u>Topic</u>	<u>Time (Minutes.Seconds)</u>
Introduction	0.0 – 2.17
JFrog Artifactory	2.17 – 3.26
Pipeline (Starting)	3.26 – 7.53
Immutability (Shifting Left)	7.53 – 11.51
Metadata (Surrounds the Artifact)	11.51 – 16.45
Impact of Scale (Excessive File Names)	16.45 – 23.30 (Toyota Model)
Updating Software Components	23.30 – 28.32 (Pain is Instructional)
Edge Computing (IoT is Next Frontier)	28.32 – 38.01
Wrap Up	38.01 – END

<Embed Podcast>

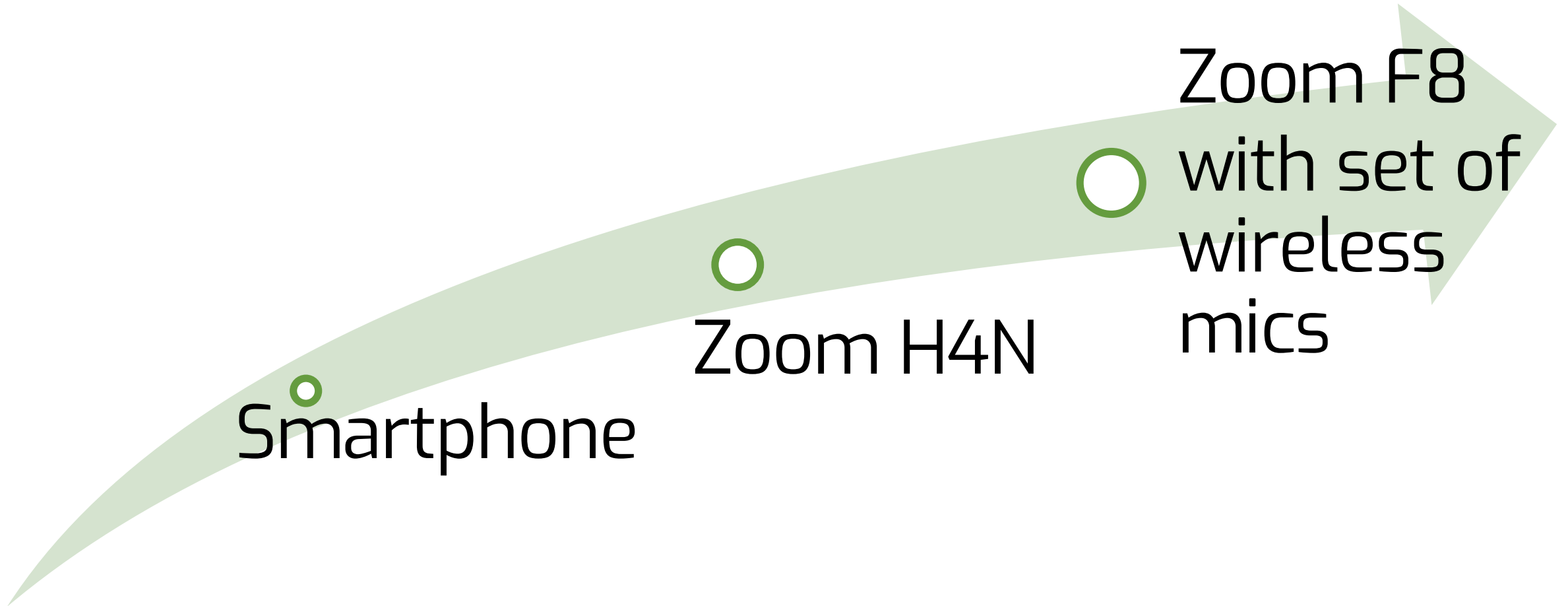
Podcast Guest: Baruch Sadogursky

Baruch Sadogursky (aka JBaruch) is the developer advocate at JFrog, where he hangs out with JFrog's tech leaders, writes code around the JFrog platform and its ecosystem, and then speaks and blogs about it all on the JFrog and Bintray blogs. Baruch has been doing this for the last dozen years or so and enjoys every minute of it. He is a professional conference speaker on DevOps, Java, and Groovy topics and is a regular at the industry's most prestigious events, such

EQUIPMENT (MICS)



EQUIPMENT (ON THE ROAD)



EQUIPMENT (SOFTWARE)



○ Skype,
Hangouts

EQUIPMENT (SOFTWARE)

Verbal mentions of Skype

You should always reference the fact you are using Skype in your broadcast.

For audio only programs where no visual representation of the brand is possible, this should be done by a verbal announcement.

If the call is less than 15 minutes in length, an announcement should be made at the beginning of the call. For calls longer than 15 minutes, you should make the announcement at the beginning and end of the call, and at no less than 15 minute intervals.

EQUIPMENT (SOFTWARE)

Extreme high CPU usage in a Google Hangout on a fully upgraded newest Retina MacBook Pro

Reported by [m.go...@gmail.com](#), Feb 1 2016

Closing this bug as fixed since we did make a significant number of improvements. Improving performance is not something we stop working on though, but in favor of more specific issues, I'm closing this one.

Comment 16 by [deciomso...@gmail.com](#), Feb 13

This is definitely not fixed. Everytime I'm in a video call, either using google hangouts or slack my cpu hits the ceiling and while in call the whole browser drags at the most simple tasks.

Comment 17 by [mikebu...@gmail.com](#), Feb 21

I would say not fixed. My computer cooks when I run google hangouts and / or the google video plugin (enables you to watch videos at faster speeds).

Comment 18 by [veszelov...@gmail.com](#), Feb 23

Same here, definitely not fixed, very annoying to lose 50% CPU power on an i7 system, on a single Hangout.

Comment 19 by [valleybu...@gmail.com](#), Feb 28

+1 This has always happened to me on my full spec retina mac when using latest version of Chrome and Hangouts.

Comment 20 by [russ.leq...@gmail.com](#), Mar 15

Not fixed for me either. I'm lucky if I can be on a Hangout for an hour before killing the battery on my 2014 Retina MBP. I can run Skype and Zoom for a few hours in contrast without it destroying my CPU (and battery).

Comment 21 by [je...@mattermost.com](#), Mar 28

I'm having the same problem as described here: 10+ incoming streams but CPU issues only reproduces when I'm sending my own video. Once I mute my video, despite all the incoming streams still being active, Hangouts becomes unusable.

Comment 22 by [ejwolf...@gmail.com](#), May 15

I'm having the same issue. The CPU usage will steadily rise while viewing the hangout and make my whole machine nearly unusable. I found that I can just change tabs to get the CPU usage back down, but it spikes again as soon as I go back to the hangout tab.

EQUIPMENT (SOFTWARE)



○ Skype,
Hangouts

○ Zoom.us

EQUIPMENT (SOFTWARE)



○ Hangouts
on air

○ Zoom.us with
webinars addon
Belive.TV

POSTPROCESSING



Just release it!

Audacity levels

2 phase
normalization
with noise gate
based on FFT

SHOWNOTES



Couple of
links on the
podcast page

@jbaruch

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Dedicated
website

Dedicated
website with
tracking and
analytics

KPIS



Download
numbers

Conversion

HOSTING

PLATFORM / FEATURES	STORAGE	ADVANCED STATS	MONTHLY PRICE

HOSTING

PLATFORM / FEATURES	STORAGE	ADVANCED STATS	MONTHLY PRICE
Podbean Unlimited Audio	Unlimited	✓	\$9

HOSTING

PLATFORM / FEATURES	STORAGE	ADVANCED STATS	MONTHLY PRICE
Podbean Unlimited Audio	Unlimited	✓	\$9
SoundCloud Pro Unlimited	Unlimited	✓	\$15

HOSTING

PLATFORM / FEATURES	STORAGE	ADVANCED STATS	MONTHLY PRICE
Podbean Unlimited Audio	Unlimited	✓	\$9
SoundCloud Pro Unlimited	Unlimited	✓	\$15
Libsyn Advanced 20	400mb	✓	\$20

THANK YOU!

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 #DevXCon

 @jbaruch

 @devrelradio

 And yes, I am hiring!