

Podcasting for the Masses

with Chuck Joiner





More signal...less noise







http://www.mugcenter.com/

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ion:

sion,

olen,

More

Do you

your group?

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MUG Center

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server Macsin



The MUG Center

The Resource Site for Mac User Groups

Listen to the current

The Mac News Braintrust Roundtable Dis Brigadoon Software Lets Your Mac Phone Home I Upcoming MUG Event.

The User Group Report

with Chuck Joiner

Survey

leaders pay dues to

MacPhoneHome

rigadoonsoftware.com

recovers lost

& stolen

computers

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Macworld Expo

UG University

UG Leadership Conference

User Group Report

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Start a MUG

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Travel Tips

Bargain Hunter

Leadership

Publicity

Training Library Best Practices Web Site Tips Tips & Tricks Presenters

TMC Survey: Officer Dues Question & Fund Handling Answer

Jun 22, 2005

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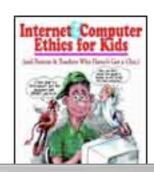
Dennis Sellers



Bryan Chaffin of Macsimum News of The Mac Observer

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Studio \$799.99, HD \$469.99 Express \$59.99/ Pro \$149.99 MegaMacs.com



What is "podcasting??"

"TiVO for radio"

"Wayne's World for radio"

"Hottest thing going in radio"

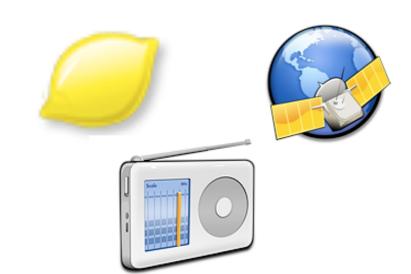
— Steve Jobs

World Wide Developers Conference June 2005

The democratization of broadcasting.

How does podcasting work?

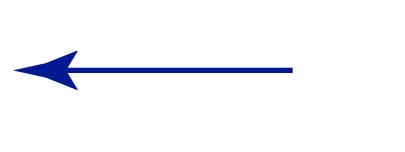




Automatically!









iTunes 4.9







Automatically!





What's Out There?

3,000 podeasts and growing

5,000 podeasts and growing

0,000 podcasts and growing

????? podcasts and growing!

What's Out There?

Something for everyone

Podcatching Software











Out-Of-State Plates

Fountains of Wayne

Son Volt

iPod Store

Fantastic Four - Th... Okemah and the M...

TP.3 Reloaded

R. Kelly

Illinois

Sufjan Stevens

0000

+

The Cookbook

Missy Elliott

Various Artists

Podcasts are here

PODCAST: MUSIC

Exclusives

Browse Music

Power Search

Podcasts NEW

Audiobooks

Billboard Cha

Music Videos

Movie Trailers

Gift Certificates

iTunes Originals

Anthony Hamilton

Soo All A

Sarah McLachlan

The Wallflowers

LL Cool J

Tears for Fears

Prepaid Cards

Allowance

Redeem

Support

Björk

iMix

1. These Boots Are ...

3. Sgt. Pepper's Lon...

4. Don't Cha (featuri...

5. Lose Control (Fea...

6. Don't Phunk With...

7. Behind These Ha...

Black Eyed Peas

Kelly Clarkson

8. Hollaback Girl

Gwen Stefani

Foo Fighters

Today's Top Albums

1. Live 8 (Hyde Park...

2. X & Y (Bonus Vid...

Coldplay

2. The Cookback

Paul McCartney & U2

Top 100 Songs 🖸

9. Best of You

10. Beverly Hills Weezer

Missy Elliott

Paul McCartney & U2

The Pussycat Dolls...

Jessica Simpson

2. Pon de Replay (R...

Rihanna

Longitude Charlie Hunter & Bo...

Technologic - Single Daft Punk

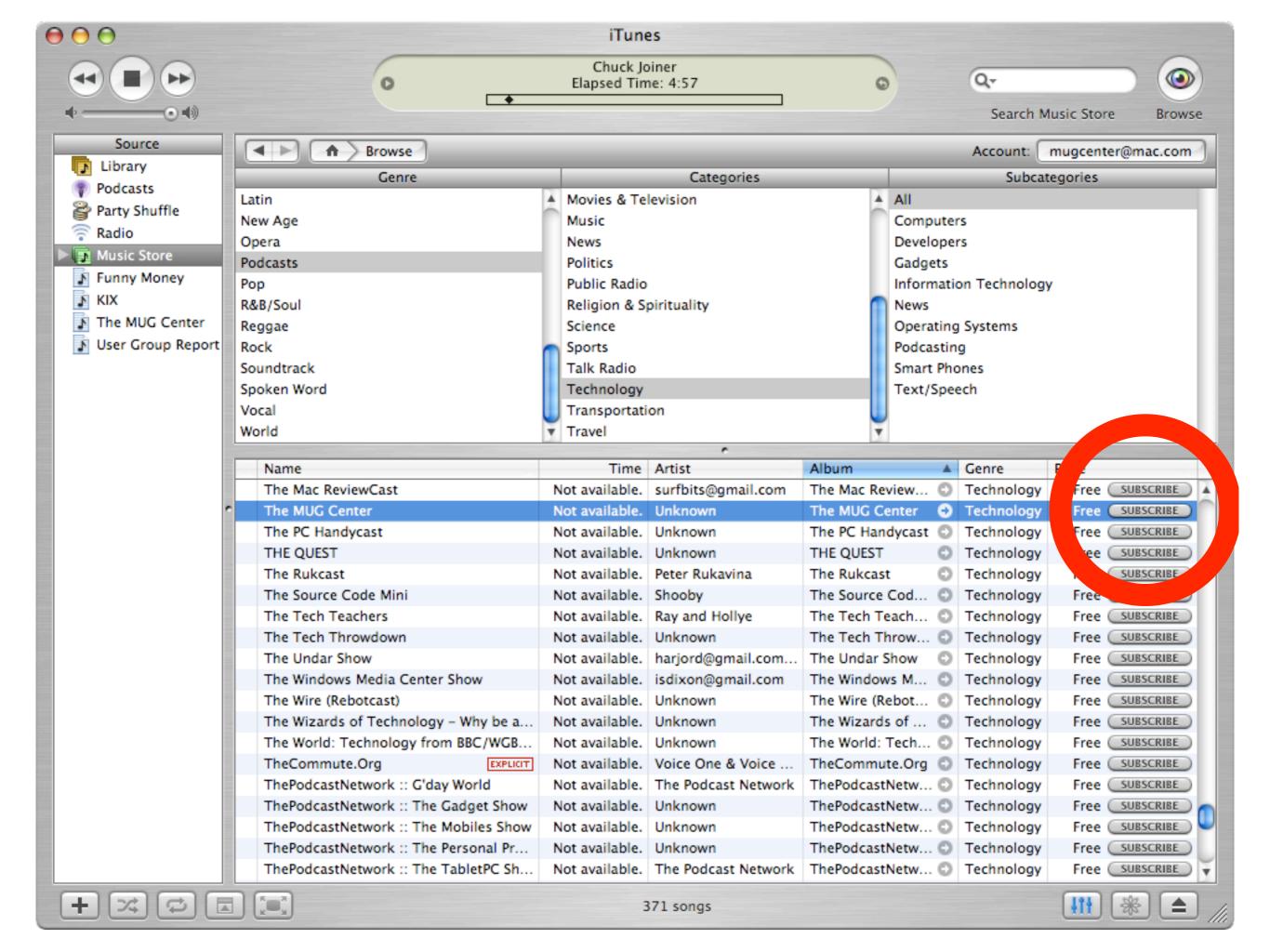
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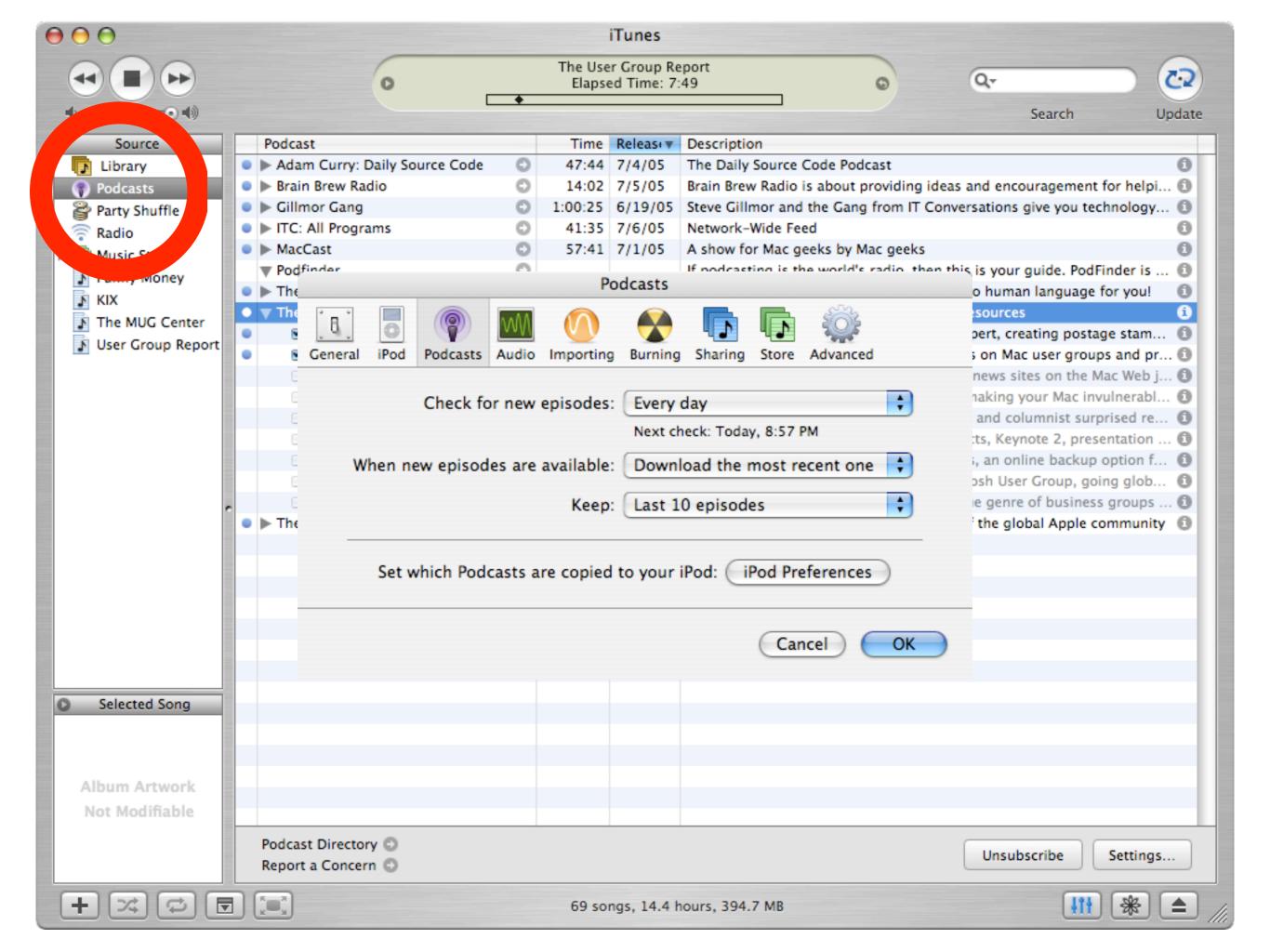
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Live from KFOG

See All









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"Extensible Markup Language"

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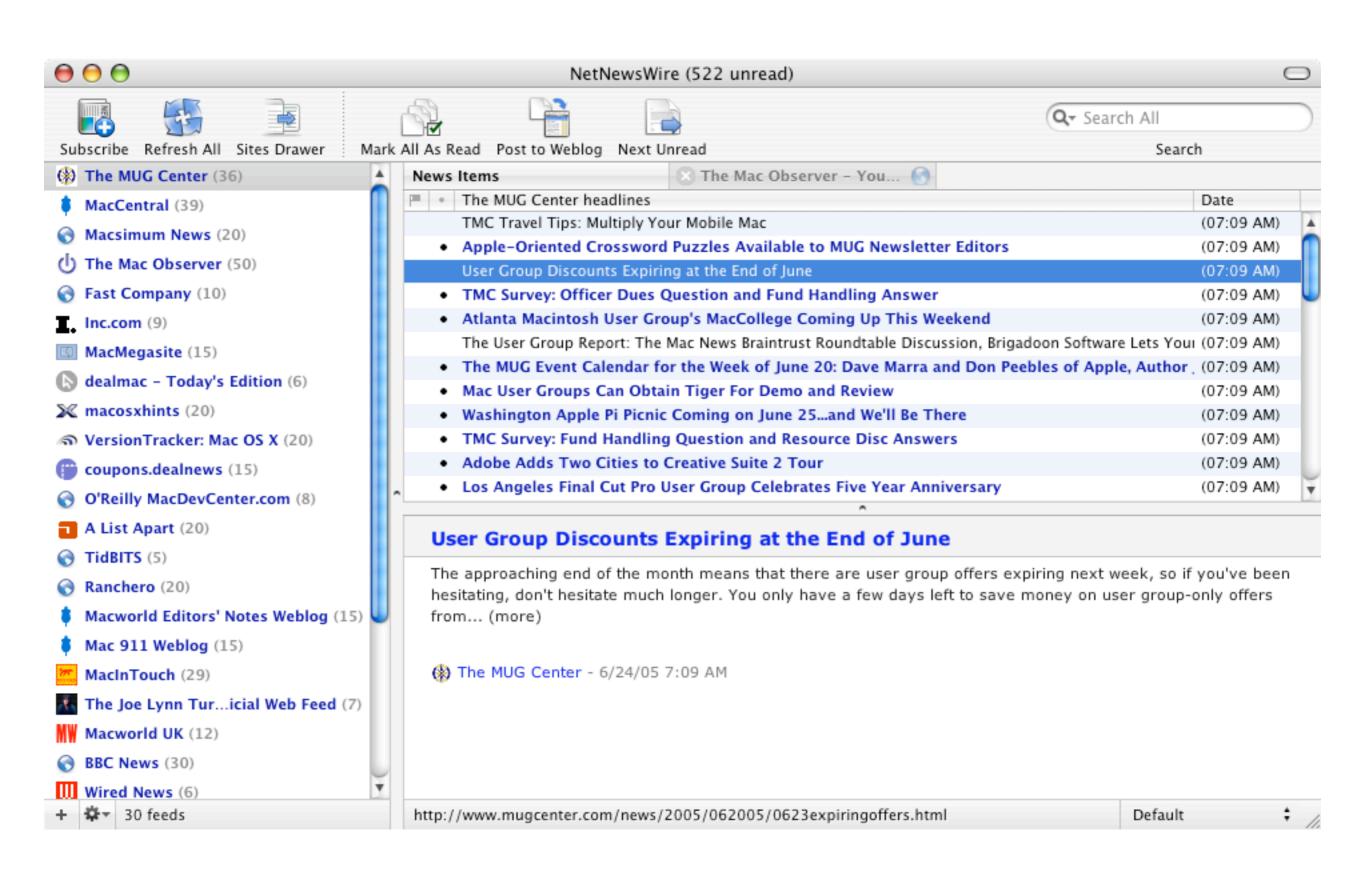
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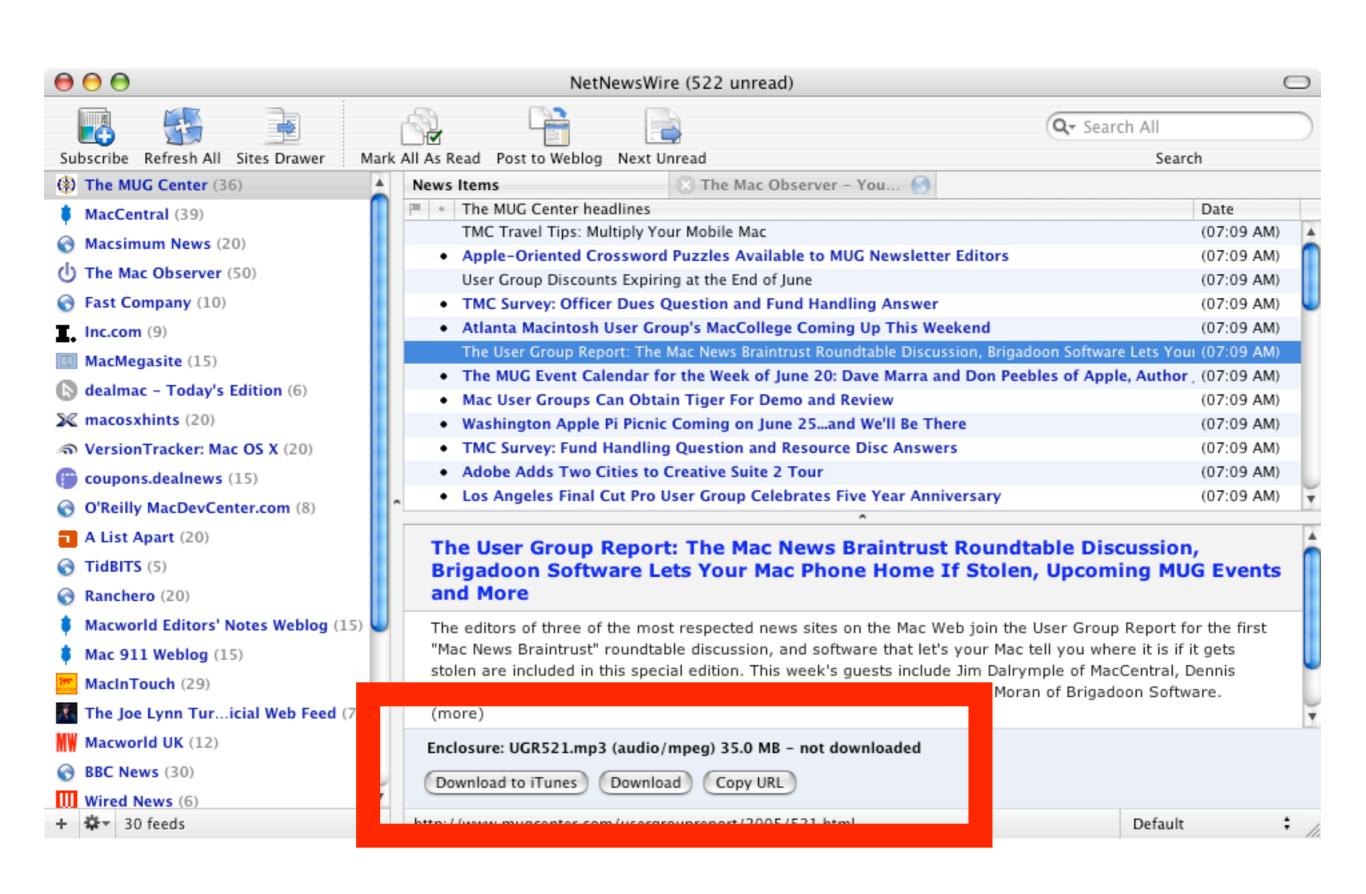


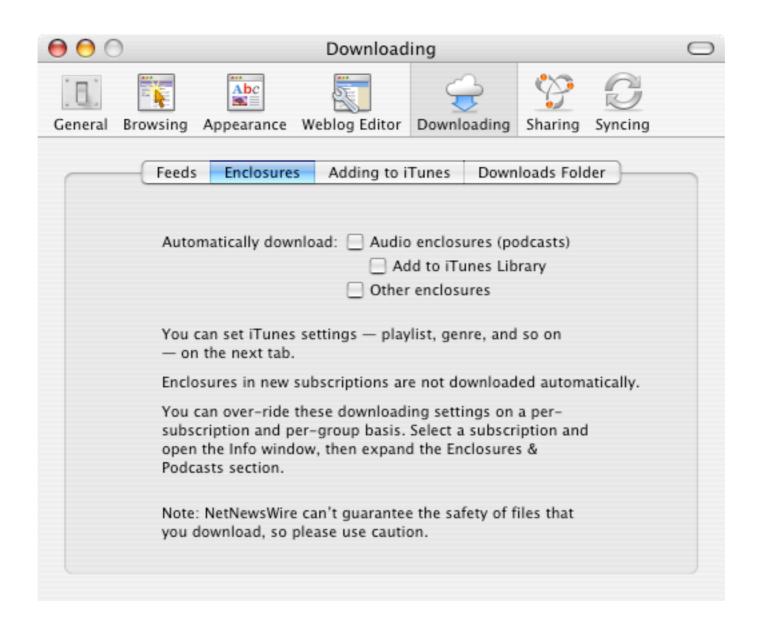
NetNewsWire

by Ranchero Software





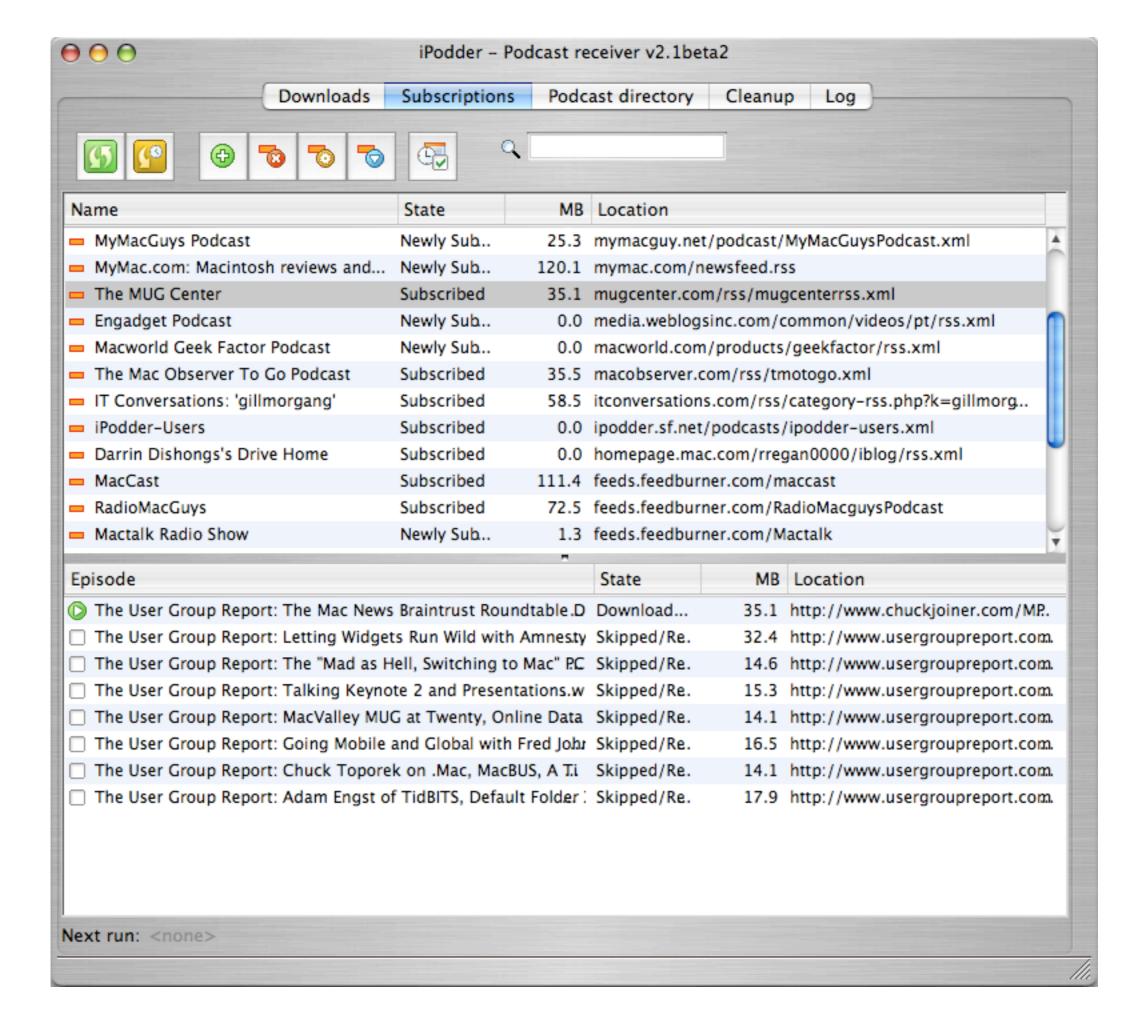


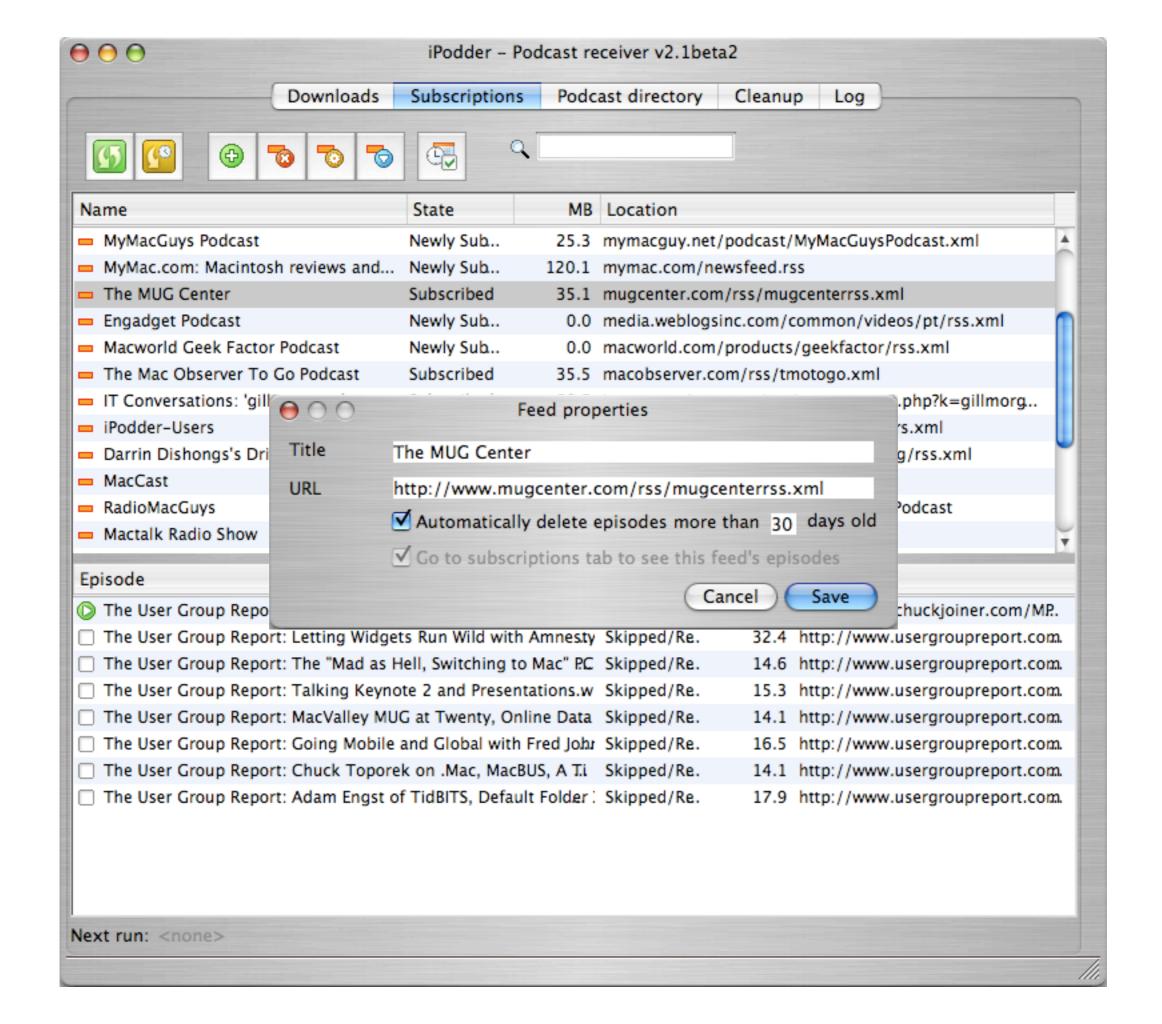


iPodder

an Open Source Project



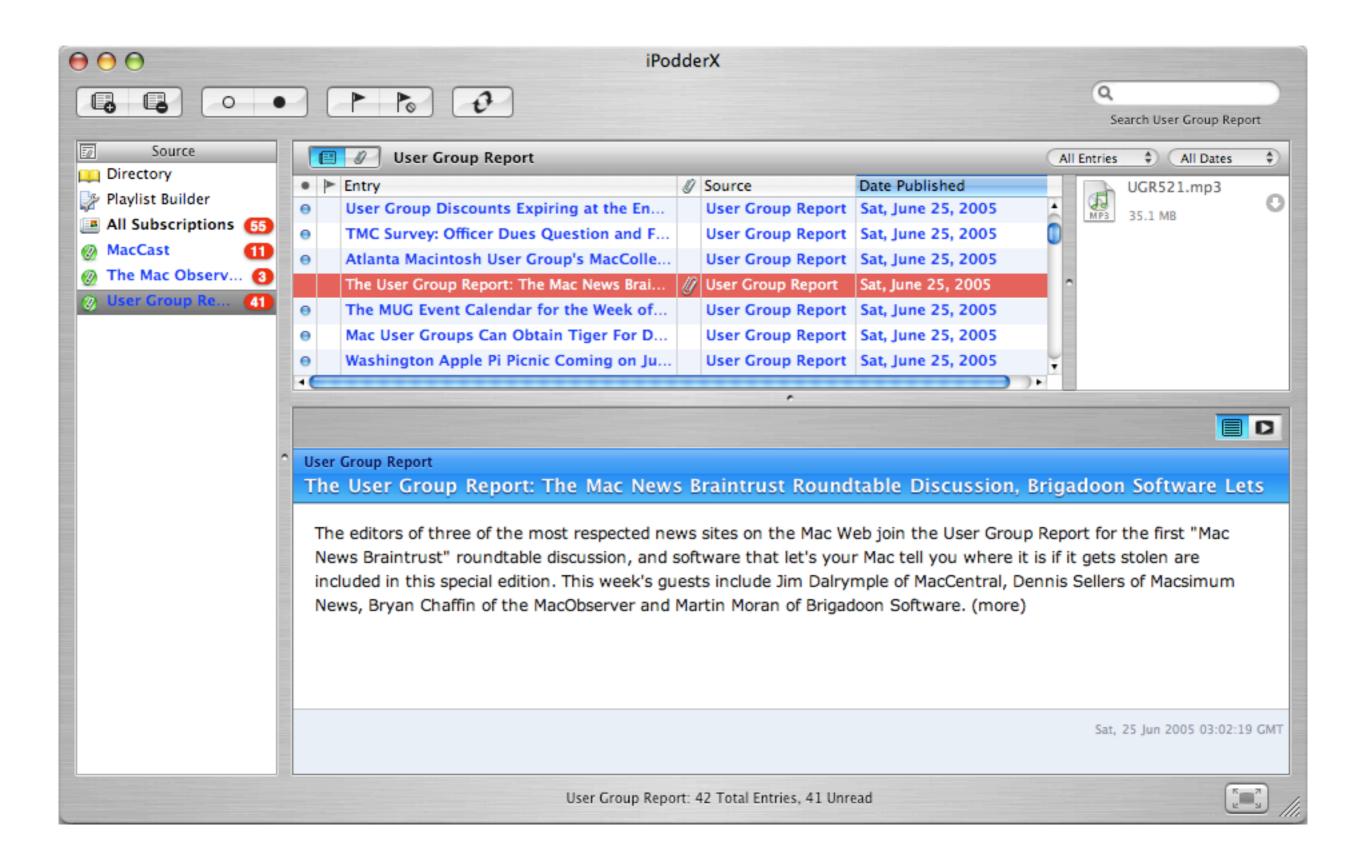


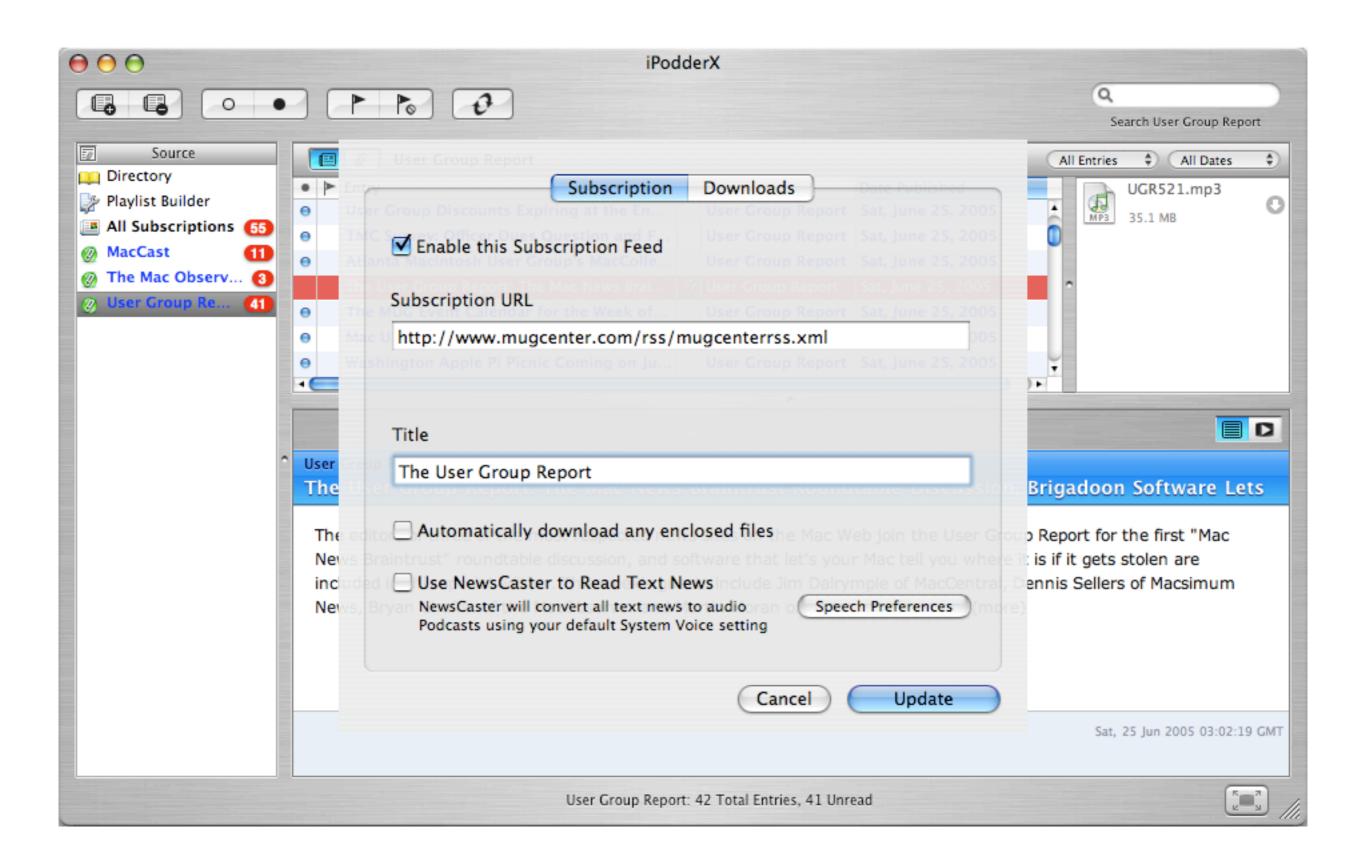


iPodder X

by Thunderstone Media







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iTunes Music Store

iPodder.org

PodcastAlley.org

Podcast.net

PodcastPickle.com

Where to Start?

The User Group Report

IT Conversations

Rock and Roll Geek Show

Adam Curry's Daily Source Code

The MacCast

The Mac ReviewCast

Radio Mac Guys

The Mac Observer's Geek Gab

"I want to podcast!"

"How do I start?"

"What do I need?"

(You probably already have most of it)

A Macintosh

Sound input (microphone & related hardware)

Sound editing software

Somewhere to serve the audio file

An RSS feed

An idea

The Golden Rules of Podcasting

There are none!

Sound Input & Your Mac

Your Mac's built-in microphone (if it has one)

Audio input jack (if it has one)

USB audio input hardware

External microphone

Sound Input & Your Mac







Microphones

Sound Input & Your Mac





iMic

PowerWave

Sound Editing Software



Sound Studio Pro



GarageBand



Amadeus II



iMovie

"How do I do it?"

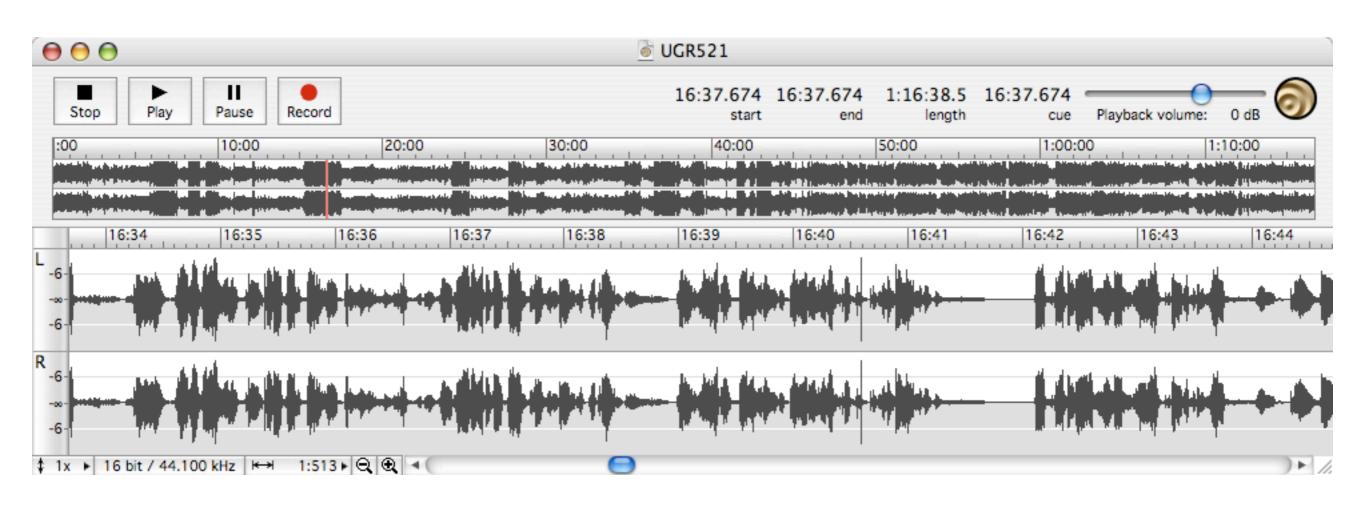
Record & edit your podcast

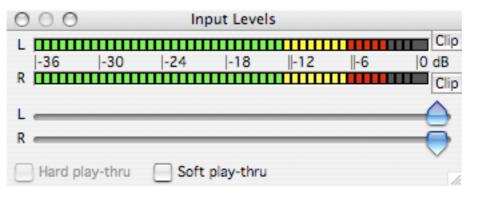
Encode the MP3 file

Upload the MP3 file

Create and post the RSS feed

Sound Studio



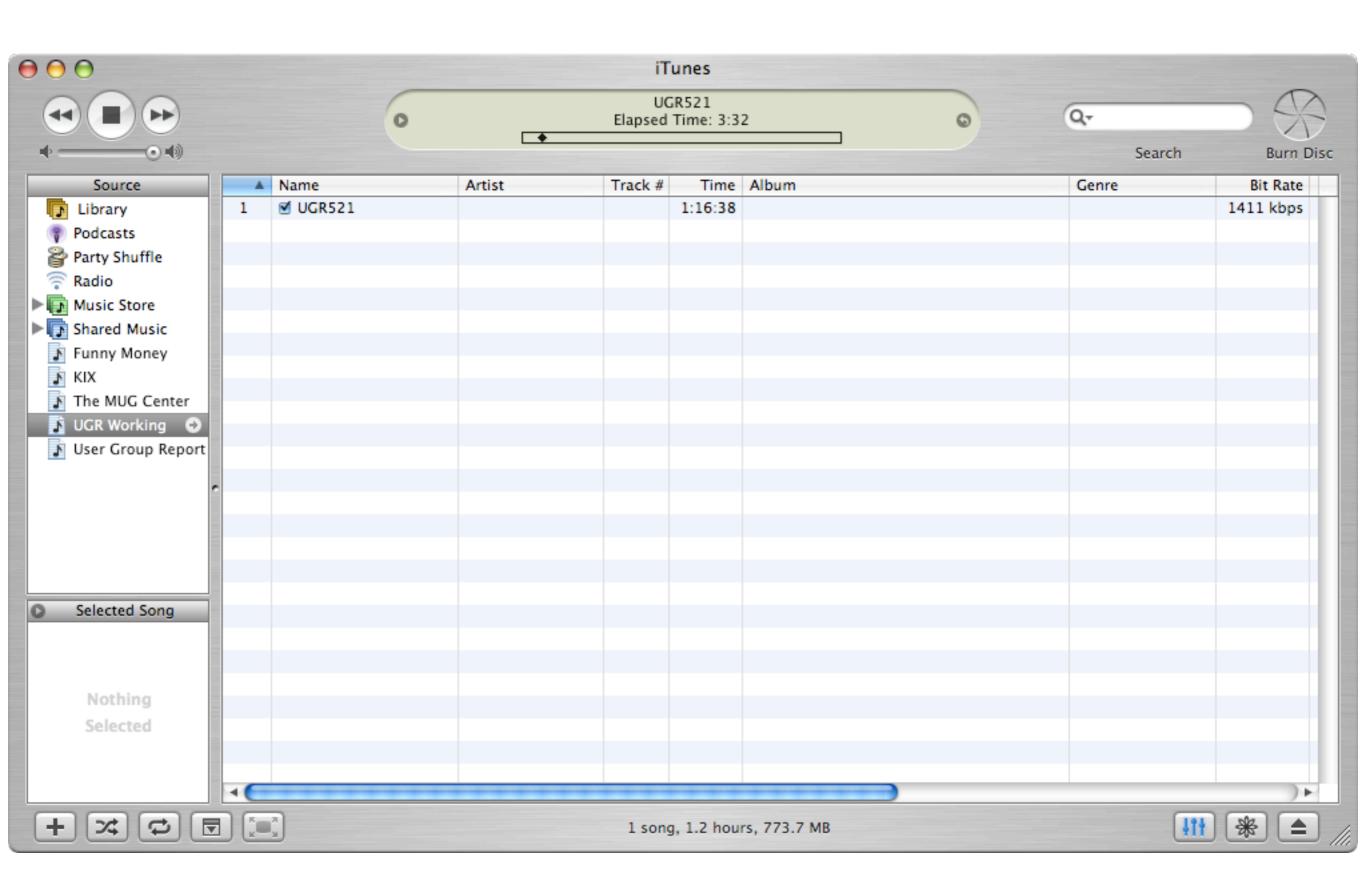


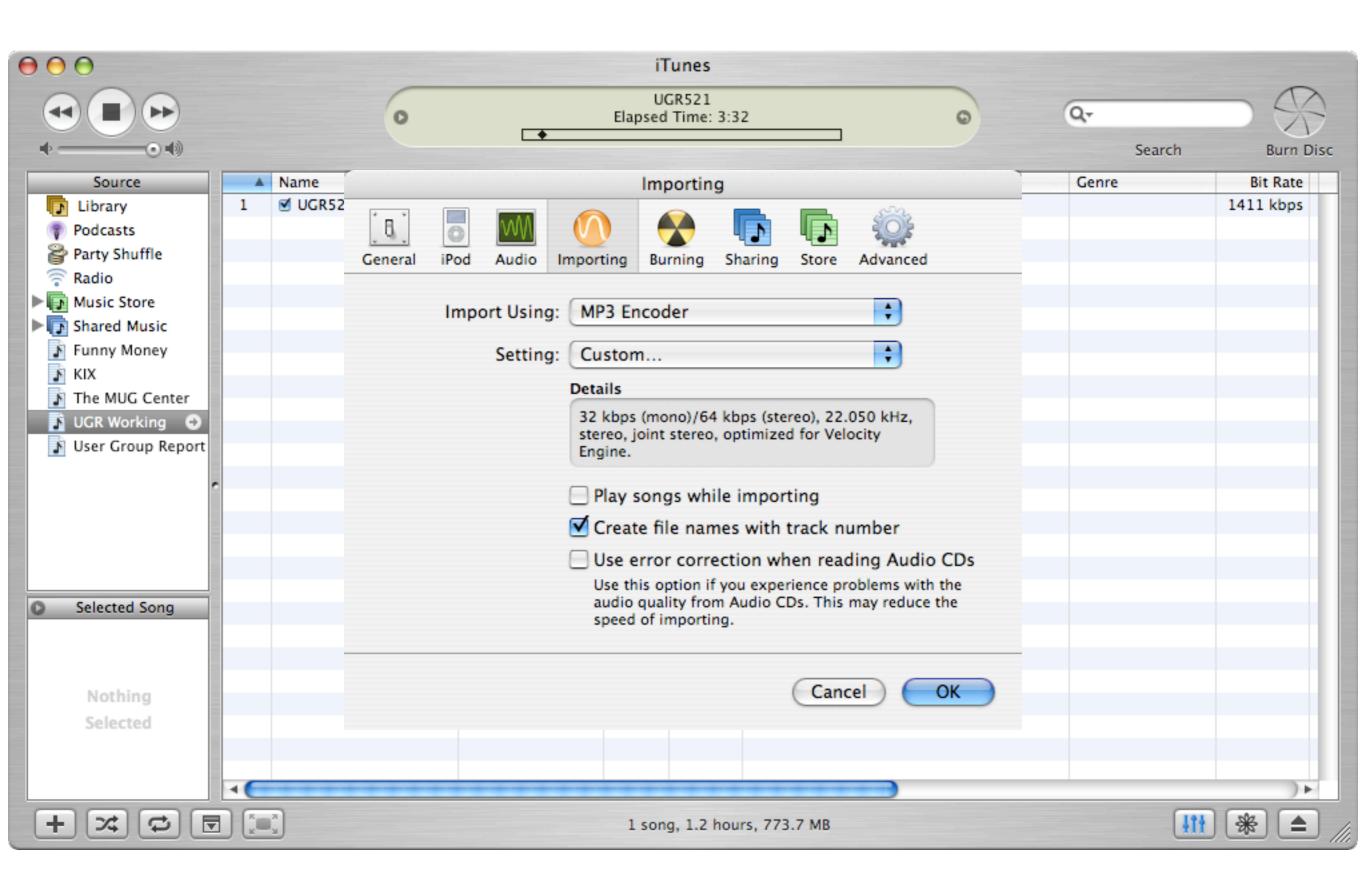


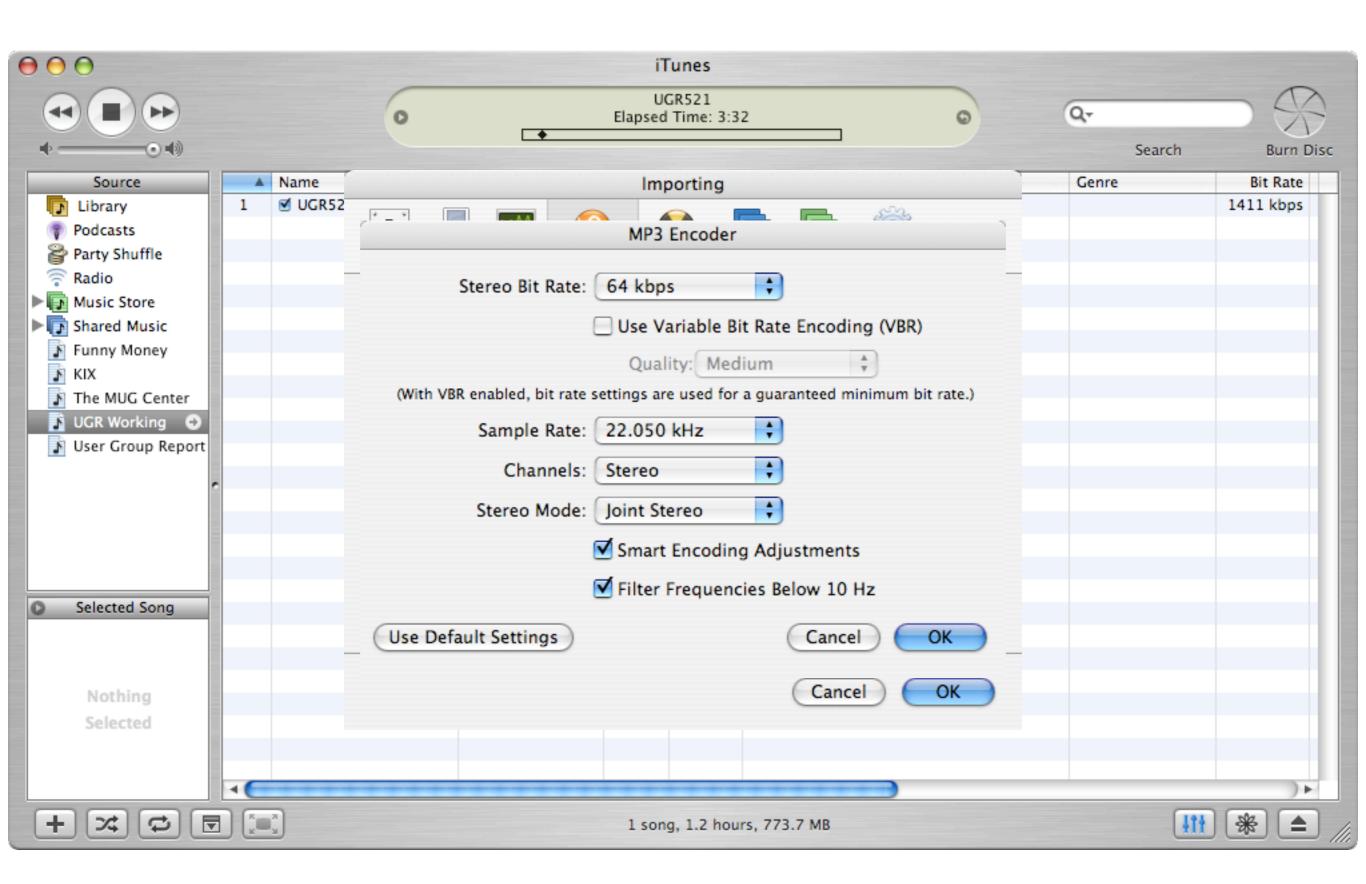
File Preparation

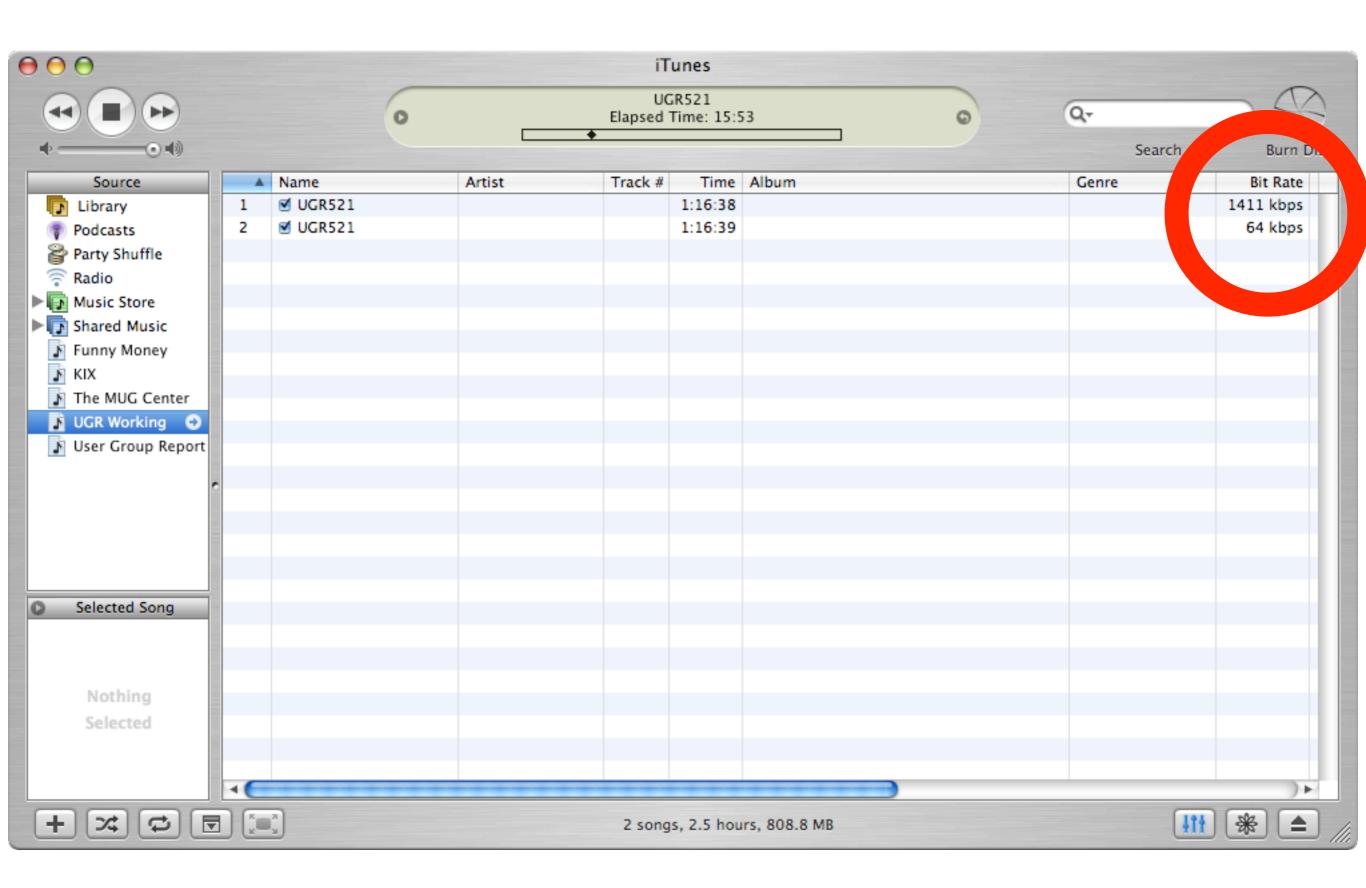


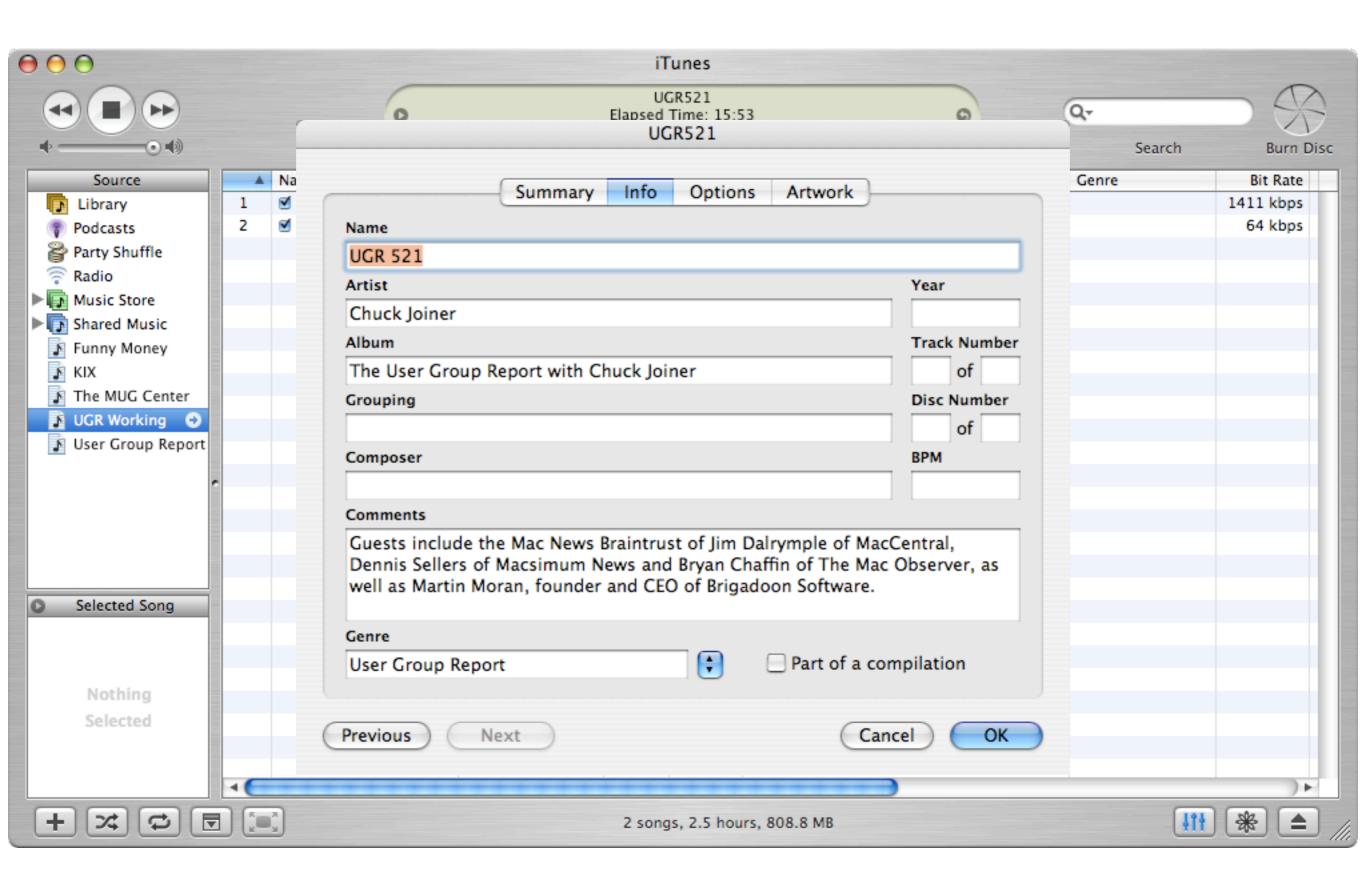
UGR 521.mp3

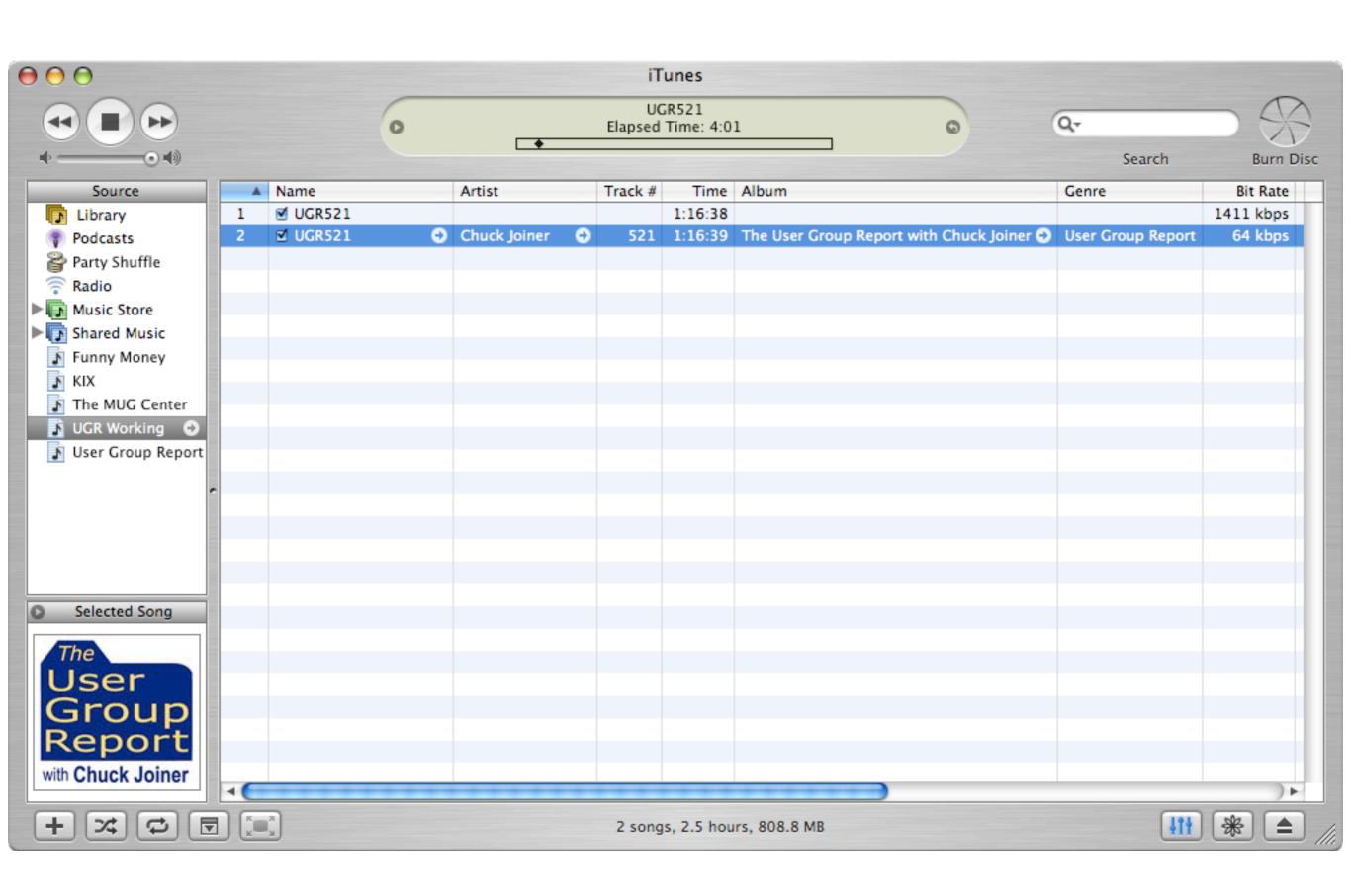


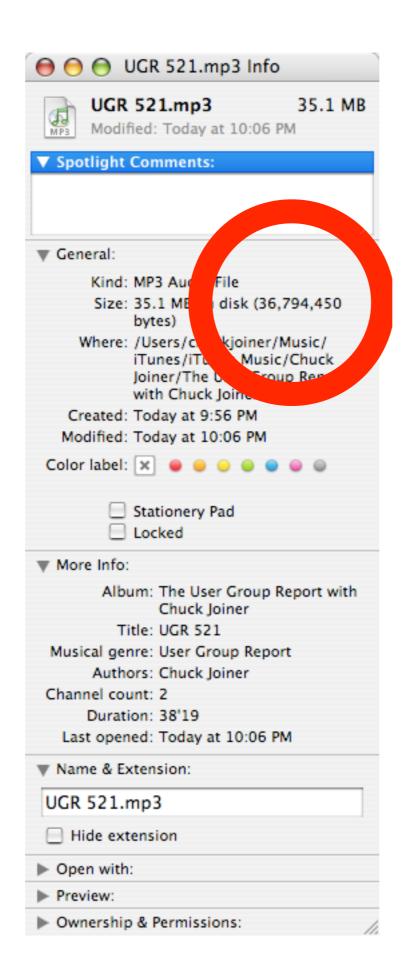










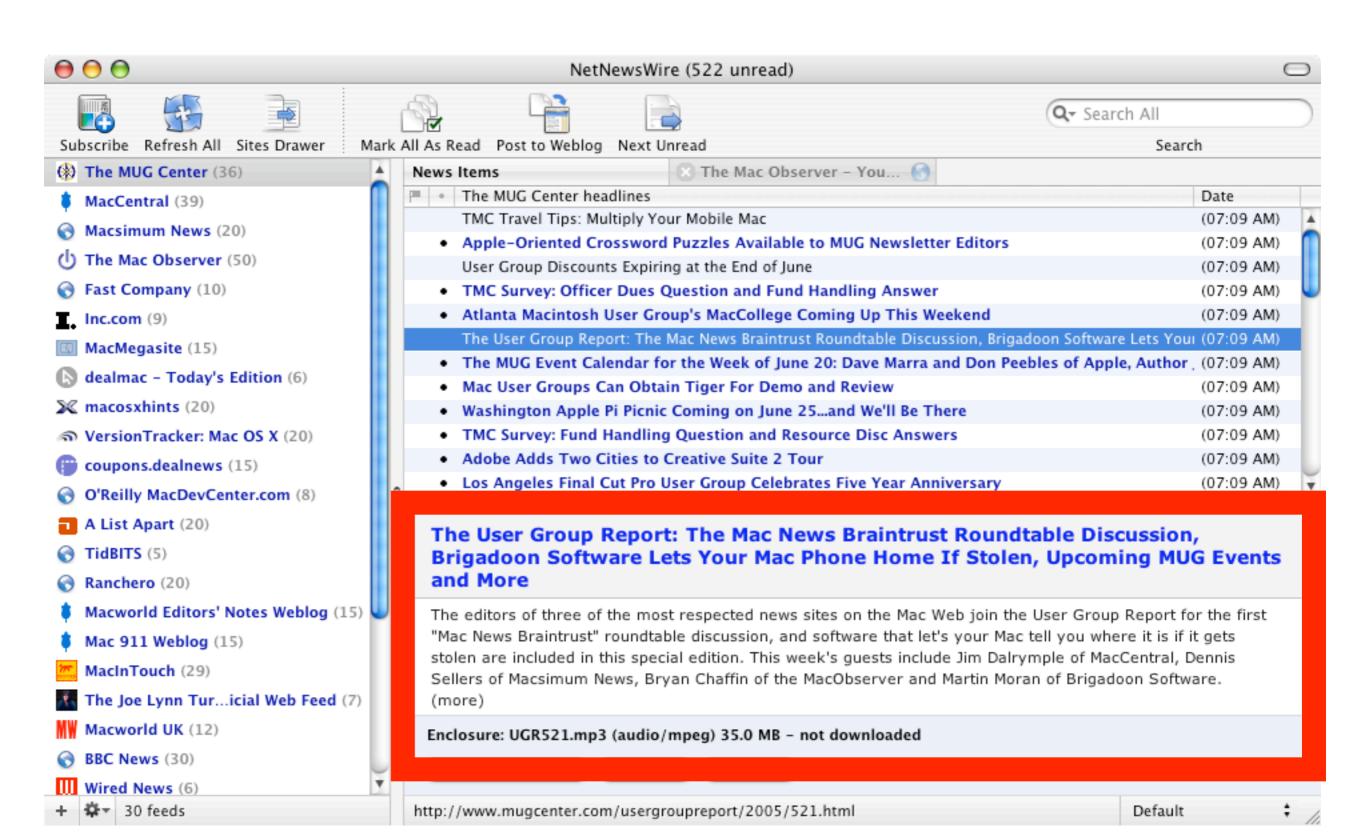


Size, Type, Compression

(Recording Length: I hour, 16 minutes, 38 seconds)

AIFF 773.7 megs

MP3 36.7 megs



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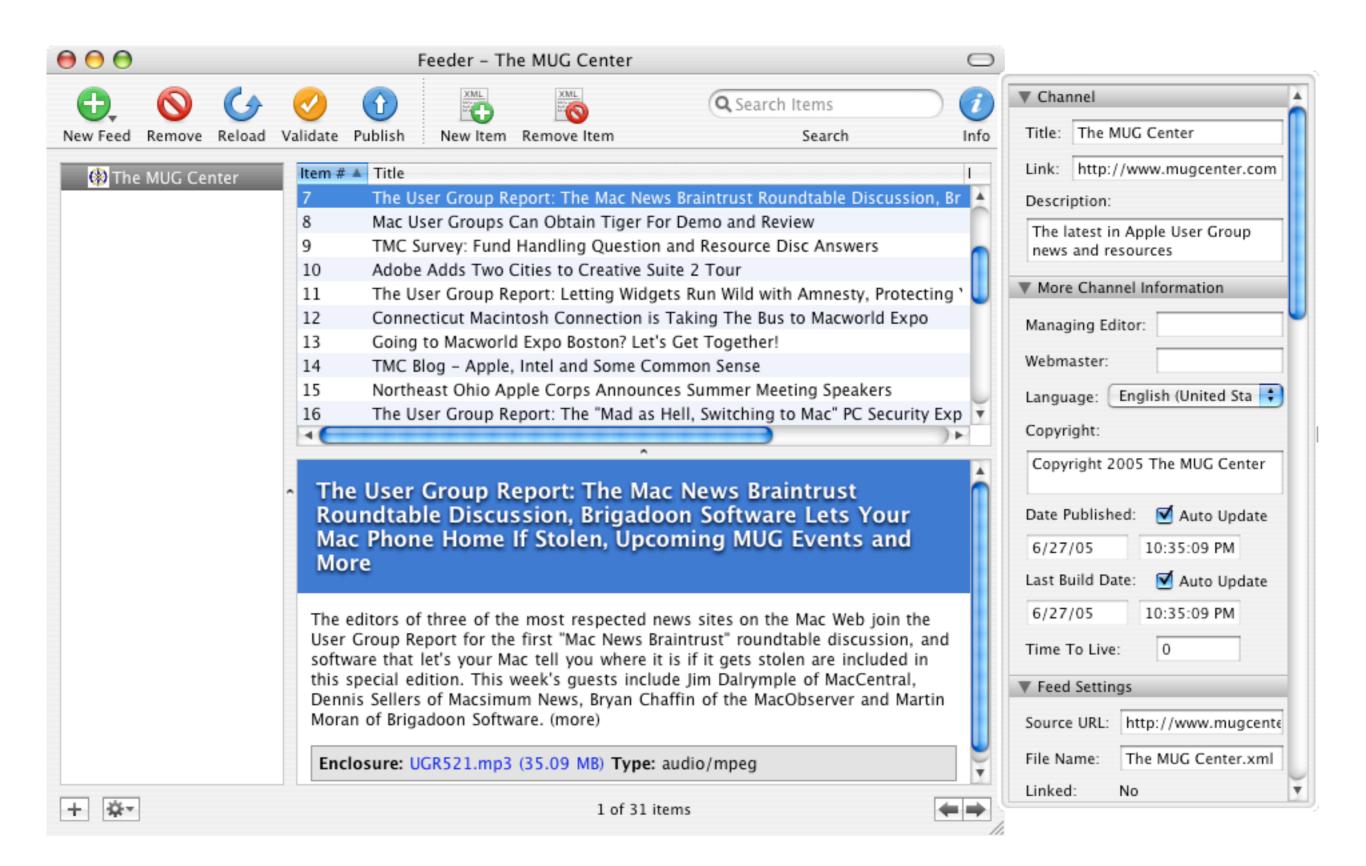
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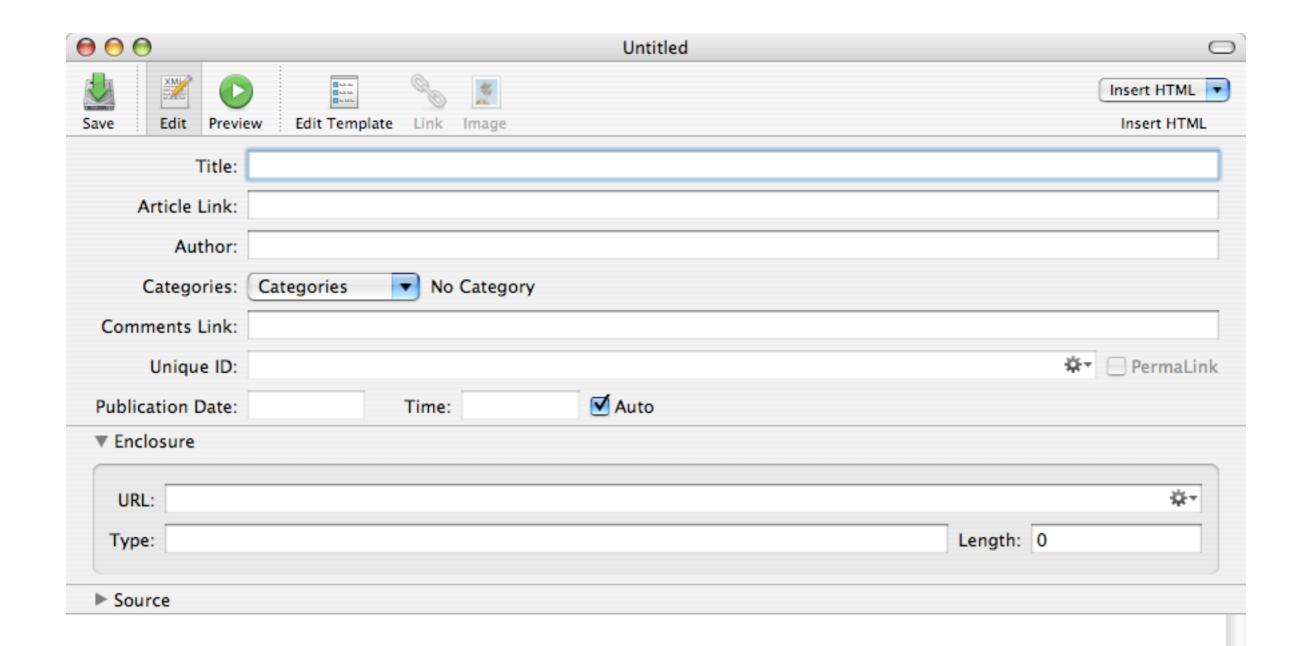
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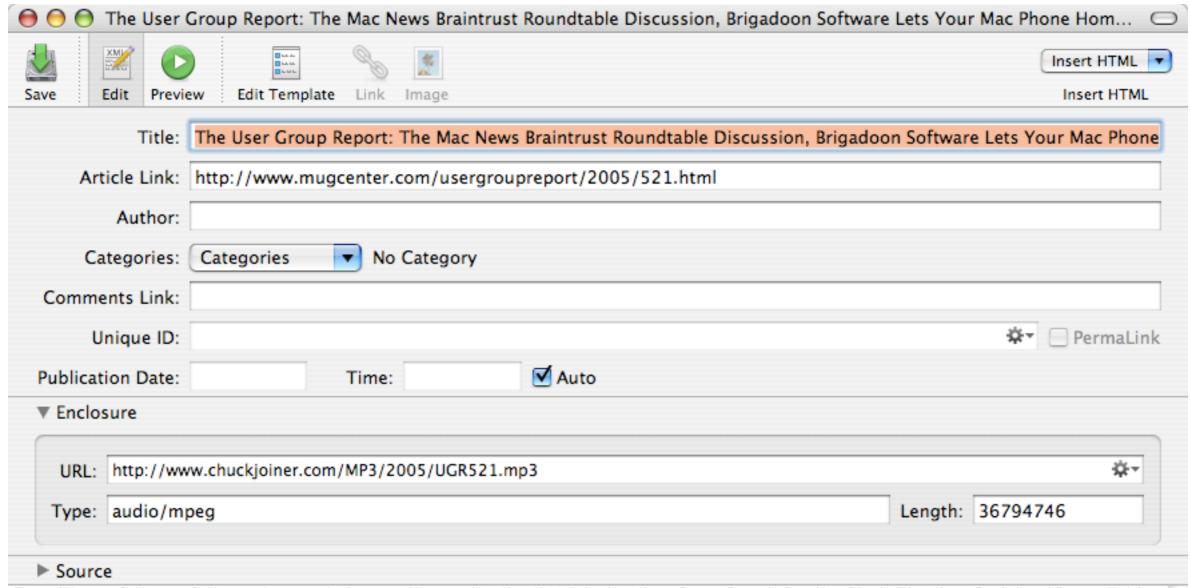
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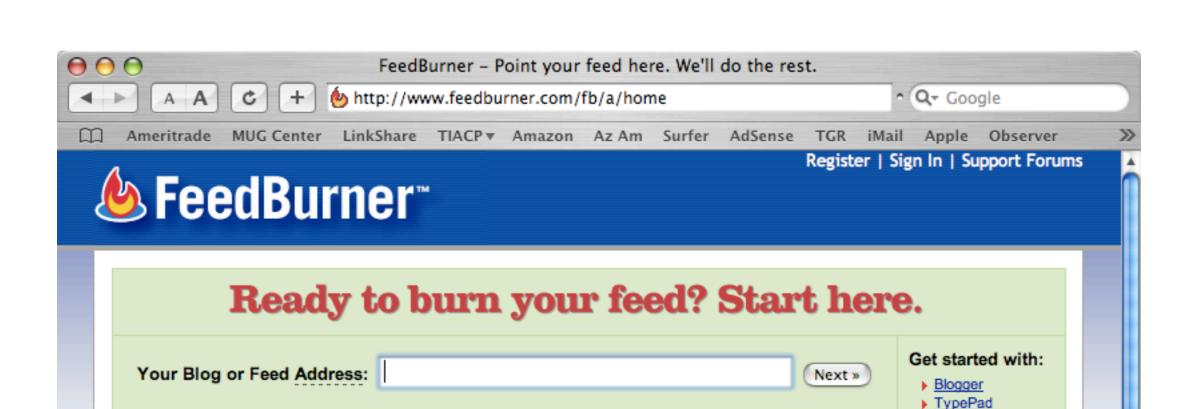
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community forum
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V libsyn directory
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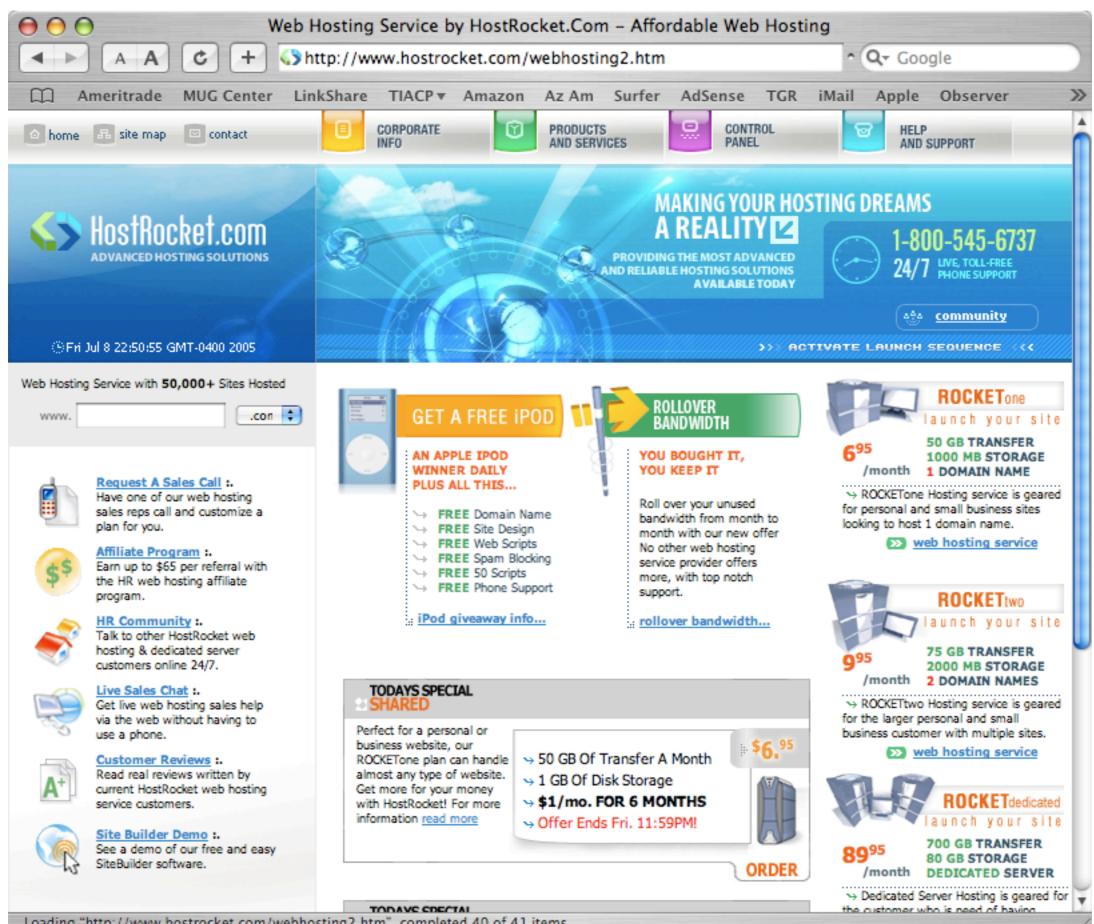
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- 1 Create an account
- 2 Name your blog
- 3 Choose a template

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thoughts, interact with people, and more. All for FREE.

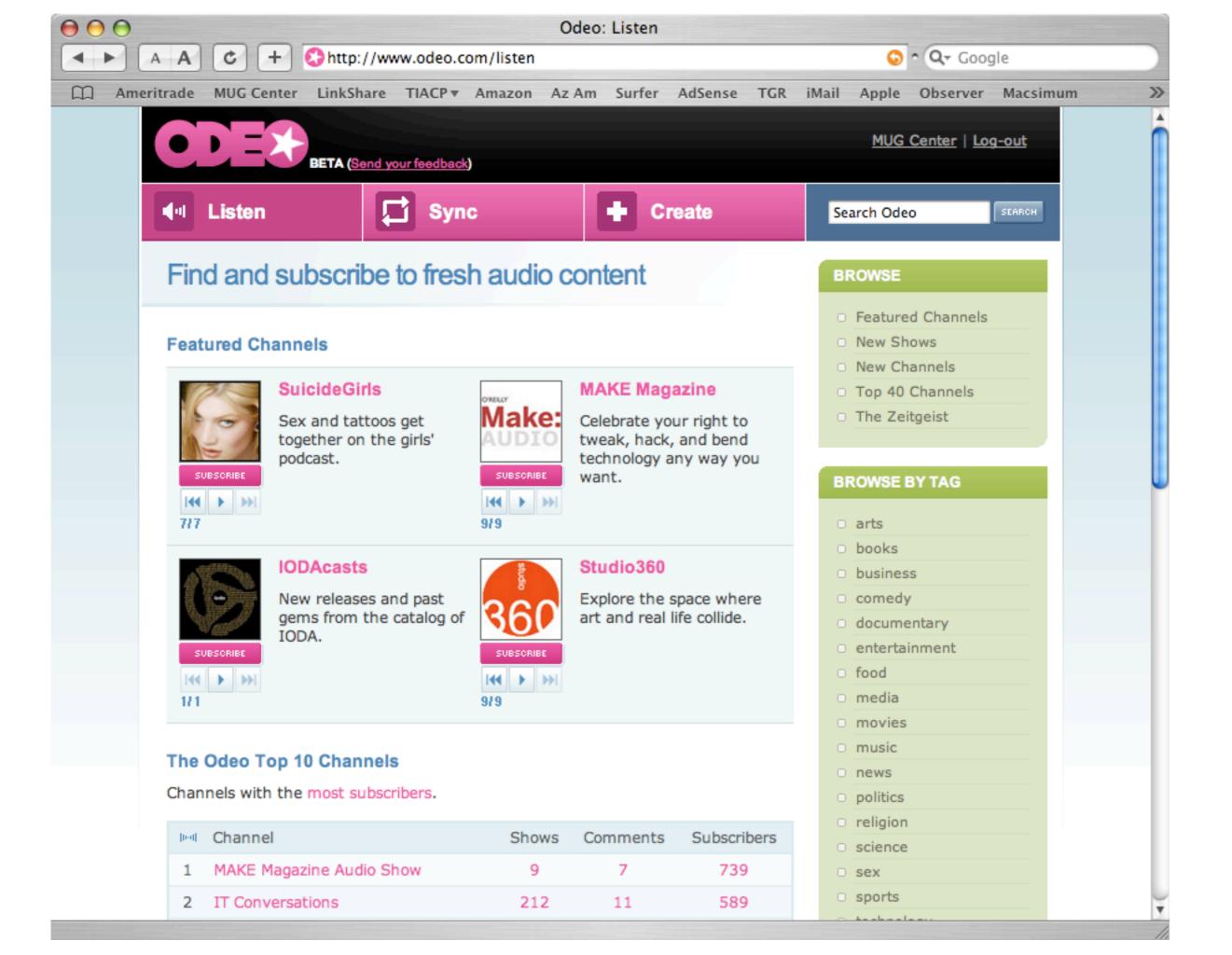
Posted 5 May 2005 (by Biz.)

BRUCE IS MAD CUTE

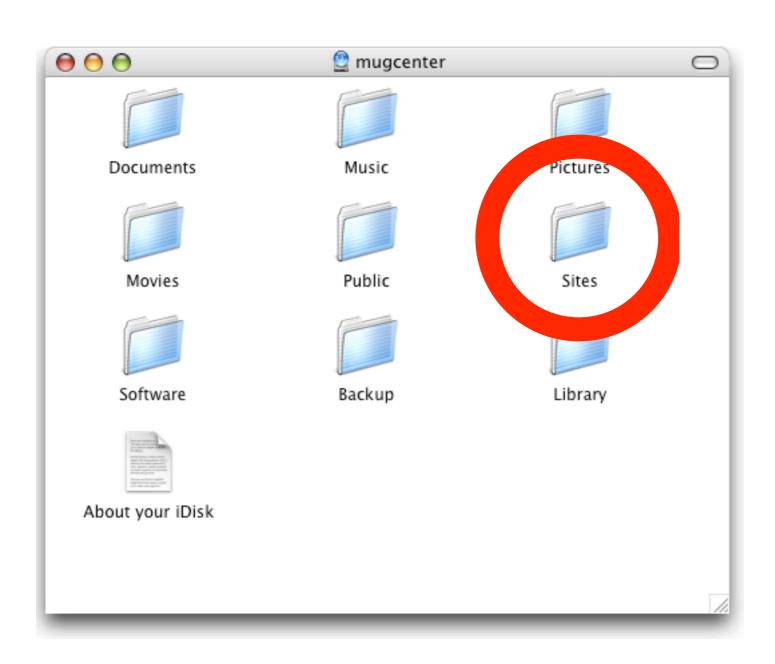


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Serving Your Show - . Mac



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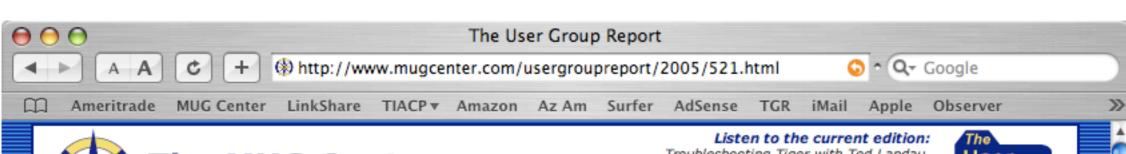
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Troubleshooting Tiger with Ted Landau, Garr Reynolds on UGs and Presentations, Going on Photo Safari with Ann Lesnik, Braintrust Commentary with Bryan Chafin, Talk Back to the UGR and More



with Chuck Joiner

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The User Group Report: The Mac News Braintrust Roundtable Discussion, Brigadoon Software Lets Your Mac Phone Home If Stolen, Upcoming MUG Events & More

Jun 21, 2005

The editors of three of the most respected news sites on the Mac Web join the User Group Report for the first "Ma Mac tell you

where it is if it MP3 Download Podcast **4**9 Ⅱ ← 4 ₽ ▼ The members of th

Jim Dalrymple Dennis Sellers



Bryan Chaffin

maccentral, penns Sellers of Macsimum News, and Bryan Chaffin of The Mac Observer discuss the hottest news story in years, Apple's Intel announcement, podcasting and more in our featurelength interview. This event kicks off a new User Group Report segment that will bring you more than just news from the most recognized names in Apple reporting.

ac News

mple of

Martin Moran of Brigadoon Software discusses MacPhoneHome, the software that can help your Mac if it is stolen. Brigadoon boasts and impressive recovery rate, and Martin talks about their interaction with law enforcement agencies around the world to achieve that rate, as well as how the software works and why it isn't just for mobile Macs.



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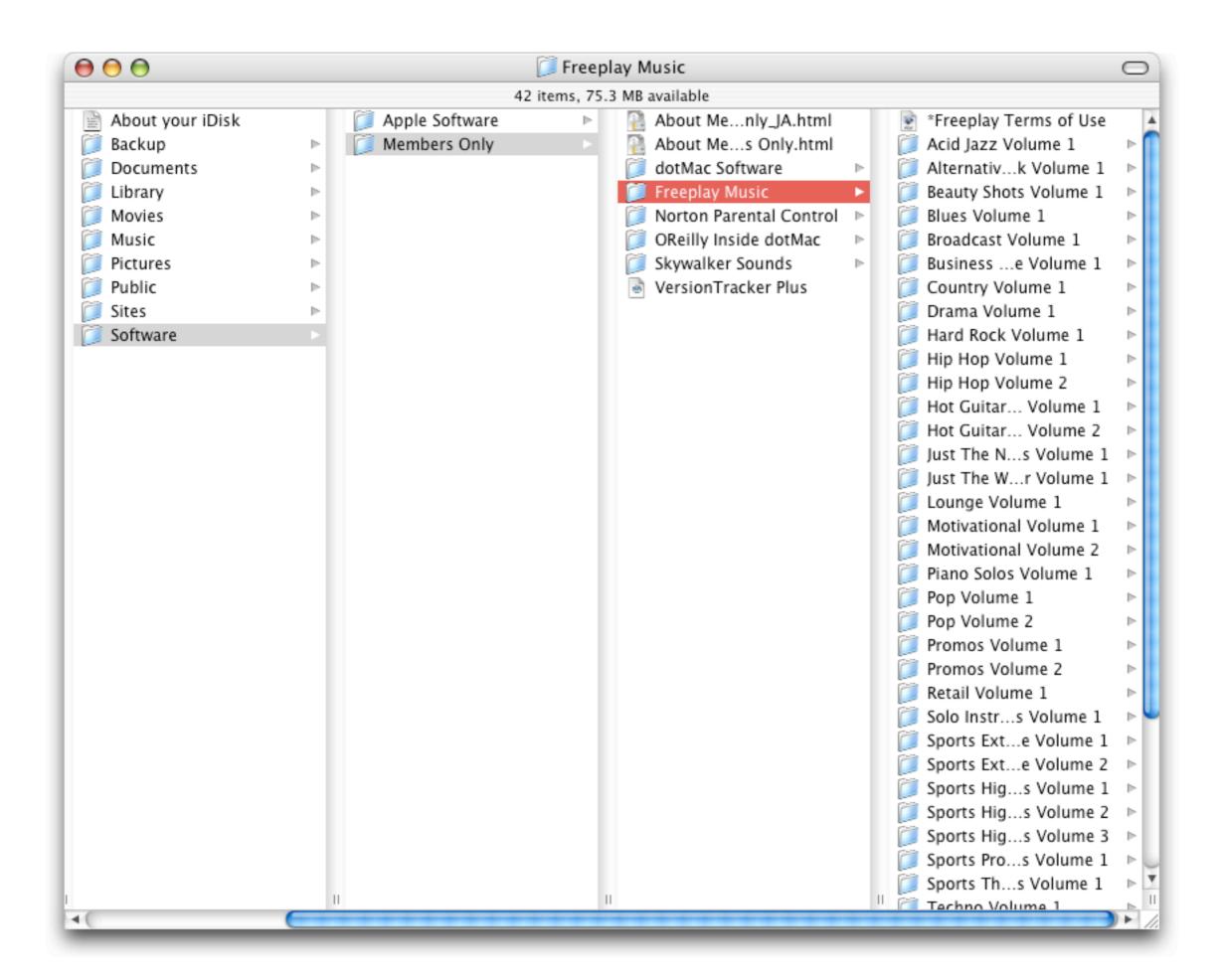
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Use "podsafe" music

Do not use music without permission

Magnatune, GarageBand.com, .Mac

Create your own



"Pro" Tips

Listen to yourself (painful as it might be)

Listen to yourself in different settings

Listen to yourself two weeks later

Use a script

Register a domain name

"Pro" Tips

Use your ID3 tags effectively

Create "Show Notes"

Use music

Be consistent

Other Tools



Headphones



iRiver



Mixer



Skype for long distance, online conversations



iChat AV for online audio conversations



Audio Hijack for capturing audio from your Mac



Wiretap Pro for capturing audio from your Mac







GMail for a dedicated email address



K7.net for a free voice mail box Unified Messaging



More signal...less noise

http://www.mugcenter.com/usergroupreport

Session Information

http://www.mugcenter.com/macworld/boston2005/podcasting.html

Thank you for attending!