

# podcast user magazine

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- Microphone techniques

**Dani Cutler**

- Truth Seekers


&

**Roger Smalls**

Plus

The Review Roulette

Album reviews

 **PODCAST AND PORTABLE MEDIA EXPO**

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# It's Expo time!

Lance Anderson helps us  
celebrate the Expo's last year in Ontario

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Podcast User Magazine is produced using free open source cross-platform software. Many thanks to all the people involved in the development of Scribus. <http://www.scribus.net/>





# CONTENTS

4	EDITORIAL				
6	NEWS				
8	AUDIO 101: DON'T EAT THAT MICROPHONE! - Skinny White Boy	REGULAR COLUMNS			
11	MARK: MY WORDS - PODCASTING AND CANCER - Mark Hunter				
13	INSIDE THE PODCASTERS' STUDIO: DANI CUTLER - Paul & Judy Hutchinson				
17	VIVA ONTARIO - Lance Anderson	FEATURE			
25	REVIEW ROULETTE - Bernadette, Marilyn Madsen, Simon Toon	REVIEWS			
27	THREE FROM LEITH - Grant Mason				
29	ID GUINNESS: 'CURE FOR THE COMMON CRUSH' - Gabor Kovacs				
30	GOMPA: 'GOMPA' - Colin Gazeley				
31	BOUND STEMS: 'APPRECIATION NIGHT' - Colin Gazeley				
33	DO THEY PODCAST IN IRELAND? - Brian Greene	GUEST WRITERS			
34	REVEAL YOURSELF: ROGER SMALLS - Marilyn Madsen & Grant Mason				
37	LETTERS TO PUM <i>Dear Podcast User Magazine</i>				
39	MORE NEWS FROM PUM				

CONTENTS



# EDITORIAL

We're approaching the end of an era. November 2005 brought us the first Portable Media Expo and Podcast Conference, a two-day event held in Ontario, California. Quickly the event became known simply as 'The Expo', two words that during 2005 encapsulated everything that grass-roots podcasting was: community, sharing, excitement, having a voice, being unique, finding your niche and, of course, free Griffin products. It was a weekend of shiny-cheeked optimism and childlike glee for many of us at being in a (large) room with people who, like us, just 'got it'. And of course the chance to meet people like Leo Laporte, Dan Klass and even Adam Curry, along with putting faces to those all-too-familiar voices, made the first Expo seem like the Woodstock of podcasting.

This month, however, heralds the last Expo at Ontario before the move to Las Vegas in 2008. Lance Anderson helps us remember the fresh-faced excitement of The Expo and speculates on how the move may change the event, a must read for those who've been in attendance or who wish they'd been there.

We also bring you a great article on microphone technique, something that, well, let's face it, many of you could do with reading! You get the chance to meet Roger Smalls, he of Daily Source Code fame, and Dani Cutler of the Truth Seekers. Grant and Gabor and Colin present another packed music section, guiding you through the thousands of bands making their music available and helping you seize on just the right ones for your podcast. Simon and the Review Roulette reviewers have more to offer, and we've got a great letter from NOLA Trey about the nebulous excitement of the 'Podcast Awards'.

Get in touch with us and become a part of the magazine:

Email - [general.comments@podcastusermagazine.com](mailto:general.comments@podcastusermagazine.com)

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## ABOUT PODCAST USER MAGAZINE

Each month, our dedicated contributors will review a range of hardware and software to guide you to the right buying choices. We will also review a wide variety of podcasts, bringing you diversity and entertainment from both mainstream and niche.

## ADVICE AND HELP

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Podcast User Magazine staff have years of combined experience. If you have any problems or would like any information, just email us; we're here to help.

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We are always looking for great new talent. So if you have a topic that you would like to write about, we would be glad to hear from you.

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If you have a comment, criticism or even praise for what we do, please don't hesitate to let us know. We can't get better at what we do without you.

## PODCAST USER MAGAZINE

invites and encourages submissions from all regarding podcasting. Any opinions on any subjects expressed by the co-founders or contributors in their podcasts are theirs alone and do not reflect the editorial opinion of the magazine.

## ADVERTISERS

Podcast User Magazine now welcomes advertising, both short and long term. Reach over 10,000 readers per month in more than 120 countries.

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### GOING UP

- **The Expo**  
Of course.
- **Edirol R-09**  
Cute and brilliant.
- **Bloggertastic**  
Google's video podcasting service.



image: Roland Corporation

### GOING DOWN

- **Dave Winer**  
Stop whining about video podcasters...
- **Podcast awards**  
Who *really* cares?
- **Windows**  
A virus that deletes your mp3s? All your precious podcasts?!  
Buy a Mac...



image: Microsoft

Thermometer

MJH

# NEWS

NEWS EDITOR: JOHN BUCKLEY

The third annual Podcast Awards run by Podcast Connect, Inc. took place over fifteen days this past July. Podcasters and their audience participated in the nominations and voting. The awards and prizes will be given out at the New Media Expo in Ontario, CA on September 27th. <http://www.podcastawards.com/>

## PodCamp UK is on!

If you're reading this on the first two days of September, there may still be time for you to get to Podcamp UK. The event is taking place at the Birmingham NTI over the weekend of September 1st and 2nd. Like PodCamps before it, this is essentially a FREE two-day open-door event on the fast-moving world of new media, organised by volunteers who have all experienced PodCamps elsewhere in the world. The event offers basic and advanced sessions, panel discussions, lectures and hands-on demonstrations for people who create, enjoy, or are interested in podcasting, blogging, web video, content networks and new media. Free food and refreshments will be provided on both days, and there is a Saturday night social event at the Aston Business Centre with FREE drinks, a live band and DJ sets.

In attendance at PodCamp UK will be some of the UK's most respected and prominent podcasters, as well as representatives from the BBC, the Radio Academy, the Open Rights Group, the United Kingdom Podcasters Association (UKPA) and prominent people from the varied worlds of radio broadcasting, journalism, corporate business, PR and software development. The event is sponsored by Cheeze, Digital Central, Wells Park, Podcast Nation, Blogtv, BTPodshow, Pod3.tv, Bliptv, Techsmith, Node101 and Jeff Pulver. For further information visit: <http://podcampuk.com>

The results have been announced for the third Podcast Peer Awards, an annual awards event where the best podcasts are voted on by other podcasters. A full list of the winners and finalists can be found at: <http://podcastpeers.org/winnersPPA3.html>

PodCamp Ireland will be the very first stand-alone event to promote podcasting and all things new media in Ireland, helping encourage people into discovering the world of podcasting. It will be held in Kilkenny City on Saturday September 29, 2007. Podcasters in the Southern Hemisphere will have a chance to meet at PodCampCapeTown, which will be held on October 20 at The Extreme Hotel in Capetown, South Africa. For more information visit: <http://www.podcampireland.com/> and <http://www.podcampcapetown.com/>.

The UK Association of Online Publishers (AOP) has a Podcast category in its online awards for the year 2007. The AOP awards (now in their sixth year) are "designed to to celebrate and reward excellence in all aspects of digital publishing and are established as a showcase of the most innovative and high-quality online content in the UK." According to the AOP's website, this years podcasting award will "recognize the achievements made in podcasting by a digital publishing company." Judging will take place on Monday 3rd September, with the awards presented at a celebratory dinner on 3 October at the London Hilton on Park Lane, following the annual AOP online publishing conference. More from: <http://tinyurl.com/ypfocy>

# EXPO

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The 3rd Annual **Podcast & New Media Expo** is a "prosumer" and corporate event that brings together influential audio and video podcasters, digital media creators, and content developers to cover the complete range of creation techniques, business objectives and future trends.

### Conference Tracks

-  **Track 1:** Audio & Video Podcasting 101 - A to Z for Beginners - Get Up To Speed Fast
-  **Track 2:** Attracting & Growing Your Audience - Connecting To Your Audience & Guerilla Marketing
-  **Track 3:** The Business of Podcasting & New Media - Monetization & Business Podcasting
-  **Track 4:** Advanced Audio & Video Production - Advanced "How To" Techniques
-  **Track 5:** New Media for Educators & Musicians - specific sessions for each



Register today at:

[www.NewMediaExpo.com](http://www.NewMediaExpo.com)

# AUDIO 101: DON'T EAT THAT MICROPHONE!

TEXT BY SKINNY WHITE BOY

**CHANCES ARE YOU** own a microphone. It's a pretty essential piece of equipment for podcasters. Soon enough you will want to record something that doesn't already exist in digital form (like your voice, maybe?). So what do you do with that microphone? You stick it on a stand, you hit record and start talking. Simple! Unfortunately, that simplicity stops the minute you listen back to what you just recorded. Sounds like mud, doesn't it? A microphone is a piece of gear that you will have to learn how to use. Most people don't view it this way; it's after all, just something to talk into. What could be further from the truth? As the popular saying in audio-engineering goes: Garbage in, garbage out. All the fancy equipment in the world won't fix a poor recording.

So you better be paying attention to the most important (and first) link in your audio chain: your microphone. If you just spent 200 dollars (or whatever your local equivalent currency is) on a super-duper microphone but don't know how to use it properly, it isn't going to do you any good.

Adding insult to injury (as I like to do), the more expensive your microphone, the harder it will be to record with. Why is that? Because the better the microphone, the more it will 'hear'. It will even hear things you didn't know were there.

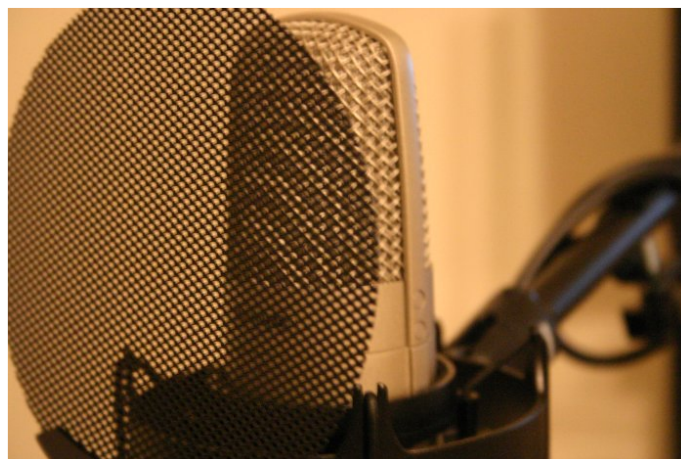


image: Skinny White Boy

Almost all problems with vocal recordings can be eliminated, or at least reduced, by placement of the microphone. In this case placement means 'as in relation to the source of the

sound' (you, in most cases). Moving your head gives the microphone a different placement in relation to the audio source (that's you again) and might be easier than actually moving the microphone, so keep that in mind.

## PROXIMITY EFFECT.

Let's take a look at what moving a microphone toward you or away from you does for the sound. The closer you get to a microphone, the more low (bass) frequencies will be emphasized in the recording. This is called the proximity effect. Voice-over artists have used this effect to their advantage for years. Those thundering voices you hear in commercials are the result of scooting up to the microphone. Try it; you'll be surprised. If your voice is naturally thin, the proximity effect might give you a more robust sound. Personally, I don't like this effect on female speakers, but it's all a matter of taste.

Likewise, if you move away from the microphone, those low frequencies will be de-emphasized and your voice will sound thinner. You might have to do this if you have a naturally low voice. In that case, sitting too close to the microphone can cause too large an amount of bass, and your recording will sound muddy. However, be careful not to move too far away from the microphone.

## AMBIENT SOUND.

Another effect comes in to play while moving the microphone around: the farther away you sit (or stand) from the microphone, the more indirect or ambient sound it will capture. Your voice is recorded not directly, but as it's being colored by the surroundings you are in. When you move away from the microphone, your recording, oddly enough, will sound like you are standing away from the microphone (big surprise there). Because of this, getting closer will sound more intimate.

You will have to find a happy medium

here. Move in close for an intimate-sounding recording. Move too close and the proximity effect will make you sound too muddy. For this reason, the better microphones will feature a switch that let you control the bass frequencies.

## PLOPS, HISSES AND SMACKS.

When you speak, you are constantly reshaping the cavity called your mouth and moving air through it at different speeds. Most of the noises we create that way sound OK, others not so, and some sound horrible when recorded. Our British readers will appreciate this fact as 'T' is not only a sound, it's also a word used in 95% of their conversations -- I could have used Americans for that joke, but 'coffee' is not a consonant. All joking aside, though, there are two kinds of 'dirty' sounds: plosives and sibilants. Each can ruin a recording, although for different reasons.



image: Ben Haldenby

Plosives are created by a large build-up of air that is quickly released. Think of the letters T, P and B. This sudden increase in pressure can cause an 'overload' and ruin your recording. It's the air-burst created by speaking these letters that causes the problem, and the trick is to direct the air so that it doesn't directly hit the microphone. Plosives are easily remedied by a pop-filter placed between the microphone and the speaker. A pop-filter (pop filter, windscreens) is the foam cap that is pulled over the microphone (often used outside) or the nylon mesh (yeah, that's pantyhose, people!) stretched out over a circular frame. Pop-filters are a MUST

HAVE for everyone serious about recording voice. If the pop-filter doesn't do the trick, try talking slightly away from the microphone (placement again). That is, keep the same distance from the microphone, but don't talk directly into it.

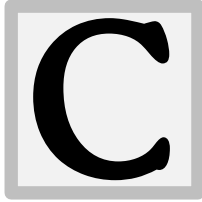


image: musiciansfriend.com



Other problems come from sounds made by speaking the letters S, C and Z. While these so-call sibilants still cause a significant movement of air, although

not as much as their plosive family members, their greatest problem is caused by their frequency range. To make these sounds, you form your mouth in such a way that you are releasing a lot of air with relatively little pressure but



with a high frequency. It sounds horrible, unless you are aware of what you are doing. Again, you will need a windscreen and talk away from the microphone.



**PROCESSING.**

While there are ways to fix some of the problems I just described, the best way is to learn how your microphone responds to you. You will have to remember that your voice is an instrument - a musical instrument. A microphone is just there to help you get that noise out. If you want to learn more about how to control your recordings, read up on compressors, limiters and de-essers. For now, however, you should just be getting comfortable with the microphone you own. Happy Recordings!!


Skinny White Boy  
<http://skinnywhiteboy.kastpod.org>

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# MARK : MY WORDS - PODCASTING AND CANCER

TEXT BY MARK HUNTER

image courtesy Mark Hunter

**PROFESSIONAL PODCASTER.** OH, dear reader, how many of us have sorely wished that were our title? Being paid to do what we love. A dream come true, surely.

But what if the podcast you're being paid to produce and/or host is not the podcast that you thought it would be? What if the subject of the podcast was one of which you had little or no knowledge? What if the subject was dry and at times clinical? That was exactly the situation I found myself in earlier this year when I became the producer of the AICR Cancer Questions Answered Podcast.

My podcasting background is firmly in the music genre, and often I day-dreamed that one day it would be my paid profession, showcasing new music to a worldwide audience and being paid handsomely in the process. However, as many of us have experienced, finding sponsorship - or even a wealthy benefactor! - is a tricky prospect. Yes, a few dollars can be made with a GoDaddy ad campaign. Yes, a PayPal donate button can help you cover your hosting costs. But it's rarely enough to pay the mortgage, as you've perhaps experienced.

September 2006. After a few emails I was on my way to meet tartanpodcast listener Jack Cumming. We'd arranged to meet at Starbucks on Sauchiehall Street, Glasgow. Jack's not a big coffee drinker, but it's a comfortable and convenient meeting spot, so with Moleskine in one hand, large Americano in the other, I sat with him and listened as he outlined his ideas for a

podcast that would cover the most frequently asked questions about .... cancer. Listen, cancer's no joking matter, so the idea of a podcast produced to help people understand the symptoms, treatments, diagnosis and so forth was both an exciting and appalling prospect. Jack's job is eCommerce Manager for the Association for International Cancer Research. They'd spent time and money making their site informative, achieving a high Google rank, and they'd endorsed some high profile fund raising. Each year the charity puts huge sums of money into researching cancer treatment, and having a comprehensive web presence is important to them. And now it was time to move to the next level. They wanted a podcast.

AICR

Cancer Research  
Podcast

Charity fund-raising is facing a real challenge with the internet. Seventy years after the start of regular TV transmission in the UK, charities are only now realising the huge potential of television as a fund-raising medium! The 'net's less than 20 years old, so charities like AICR are experimenting with new media. They can take an existing message and deliver it globally via the internet. That's where the podcast comes in - they can have a voice that's heard around the world.

Jack's as tech savvy as the next guy, and he knew he'd be able to handle the technical aspects of putting together a

podcast. However, he realised that they needed a producer to pull all the aspects of the podcast together - the feed, the iTunes artwork, the shownotes and such - and to keep the project moving forward. They needed someone to bring structure and ideas to the project, to keep it on the front burner, but also to present the podcast in a relaxed style.

Well, I knew I could handle the technical aspects of the project, and I knew I could bring some ideas and structure to it. But what about presenting it? The number-1 rule of podcasting is to podcast about what you know and love. I neither know nor love cancer. Help was at hand.

I was to liaise, both as host and producer, with AICR's scientific consultant Dr Mark Matfield. Dr Matfield is no stranger to media; he's lost count of the number of radio and TV interviews he's done over the years. And with his status as a consultant to the charity, he is obviously in the best position to take the lead in the podcast. My role quickly became defined as chairperson, leading the discussion through the various points we had to cover.

However, although Dr Matfield is an interview veteran, he confessed that this was a disadvantage, finding his experience recording the podcast very different to that of recording a radio interview. He quickly recognised that podcasting isn't radio, that everyone involved in a podcast plays a part in its production. And that's true, you have to be far more aware of the information you as the host/producer/interviewee want to convey and what your audience requires of you. Part of the task we faced in pre-production was how to take dry, clinical information about the diagnosis and treatment of cancer and turn it into something informative, almost entertaining. It's a fine line because the

subject is so serious. But the podcast needs to speak to people in the language of the real world, not the language of a clinician. And the people listening to a podcast about cancer are likely to be people who have either been diagnosed with cancer, suspect they may have cancer, or have a family member with cancer. It would be remiss for us to scare them with gory details of the effects of cancer, but, equally, they need to know the facts. That is, after all, why they've downloaded the podcast. So, the finished product needs to get over the necessary information in an approachable, understandable way.

That's where I, as the host/producer, had to help guide Dr Matfield through the experience of recording a podcast, helping him soften and lighten the language he uses, interjecting with questions that people are likely to have. The resultant audio is often disjointed, with many stops and start, hiccups and do-overs. I then have to listen to it over again many times, editing out the rough spots and making sure that if I ask a question, the answer Dr Matfield gives hasn't been edited out by mistake! It's a long process and a very different one from what I was used recording a music podcast: one take, saved down, uploaded.

But the hard work, the retakes, the editing, the post-production have been worth it, and the AICR, Jack Cumming, Dr Matfield and I all feel we've created something that's informative, useful and entertaining and will be a body of work that the charity can use for years to come. You can listen to the first three editions of the AICR Cancer Questions Answered Podcast at the AICR website.

AICR

<http://www.aicr.org.uk>

Mark Hunter

<http://www.tartanstories.com>



photo courtesy Mark Hunter



# INSIDE THE PODCASTERS' STUDIO

# DANI CUTLER



TEXT BY PAUL AND JUDY HUTCHINSON

photo courtesy Dani Cutler



*In an effort to better know our colleagues, we are taking a look 'Inside the Podcasters' Studio'. We want to know what makes podcasters do what they do, what motivates them, and where they see their podcast going in the future. Let us begin with a brief self-introduction...*

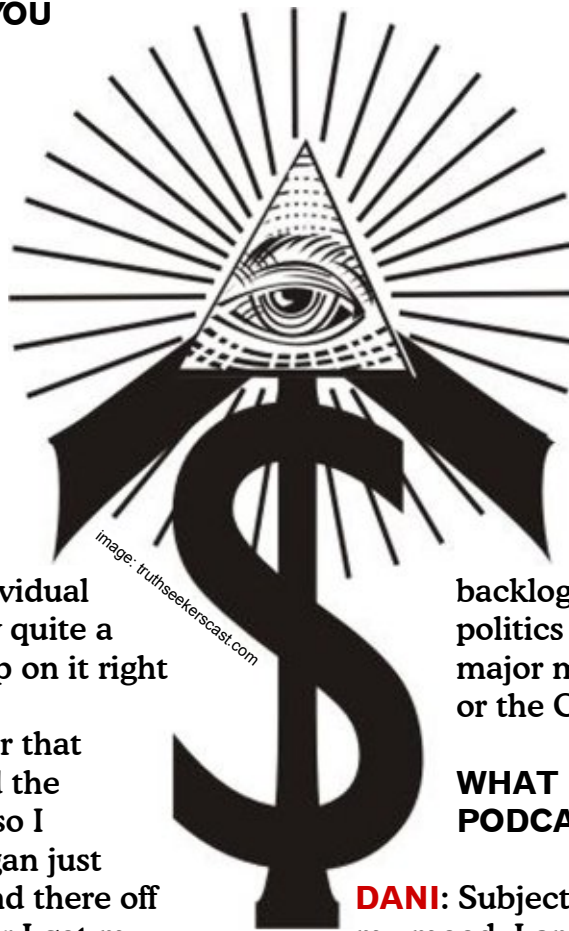
**DANI:** I was born a mere 35 years ago in Staten Island, NY. When I was 5 my family moved to Arizona, and I've been here ever since. I've been married for 14 years and have two daughters. In a "former life" I was a legal assistant, but for the last seven years I've been a stay-at-home mom. Besides podcasting, I volunteer as the overnight DJ for KWSS 106.7, an independent modern rock station in Scottsdale, AZ. I'm a voice actor and editor for Dream Realm Enterprises, an audio cinema production company. I also run the Audio Addicts blog, which covers all things audio-related, as well as contribute to SFF Audio.com and the Podcast Pickle News. Thanks to my podcast, and my love of news and researching, I'm toying with the idea of going back to school for a journalism degree. However, I've been toying with this idea for over a year now. Going back to school frightens me.

### WHEN, AND HOW, DID YOU FIRST HEAR ABOUT PODCASTING?

**DANI:** Actually a friend of mine, who is a huge Daily Source Code fan, told me about Curry's show and this new-fangled idea called the podcast. It was probably back in 2005. The idea didn't grasp me right away, and before I knew about the podcatchers I would just download individual shows. That was actually quite a pain, and I almost gave up on it right then and there. I tried downloading iPodder after that but still didn't understand the concept of the RSS feed, so I trashed that, too, and began just listening to things here and there off websites. It was only after I got my first MP3 player, then downloading iTunes, that I began to really understand the ease of podcast-listening and concept of podcasting.

### WHAT WAS THE FIRST PODCAST YOU SUBSCRIBED TO, AND WHY?

**DANI:** Well, it was Daily Source code, just because it was the one I knew. Through the show I was able to hear about other podcasts, such as the Small World podcast. I believe that was the second



one I subscribed to. After that I just started searching on my own for things, especially political podcasts. As you browse, it's amazing the things you can find just from looking at other podcast blogrolls. As most podcast-listeners know, it quickly snowballs, and before you know it you are practically drowning in things to listen to and have hours of things

backlogged! Since I do love politics and news, I love that many major media outlets such as NPR or the CBC podcast their shows.

### WHAT DO YOU LOOK FOR IN A PODCAST?

**DANI:** Subject-wise, it really depends on my mood. I am subscribed to everything from political casts, to audio dramas, to music, and some quite racy talk shows. What makes me STAY with them is content and presentation. There has to be some sort of uniformity to a show. You can't just press record and start blathering on without a point. I also look for enthusiasm. I've heard people speak in a mousy monotone voice on shows, and even though the content might be something I'm interested in, I just can't stay listening. There really has to be a good balance of content and host.

## WHAT PUTS YOU OFF A PODCAST?

**DANI:** Well, I answered some of that in the last question! However, another thing that will put me off is poor quality. It doesn't have to sound top-of-the-line professional, but if you're breathing in the mic too much, or you've got high-pitched background noise, you're not going to keep listeners very long. I understand that podcasting is a hobby for so many, but I really appreciate those who take the time to produce a show that sounds like they really care, and are excited about what they are doing.



photo courtesy Dani Cutler

## WHAT DROVE YOU, PERSONALLY, TO BECOME A PODCASTER YOURSELF?

**DANI:** I've run a political message-board for the past three years. It suddenly became too small of an audience, and I wanted to reach more people. Podcasting was the natural next step. I was nervous about doing it, though. A great opportunity came my way to practice with producing and publishing podcasts when I helped The Sonic Society with their podcast early in 2006. Once I realized how darn easy it was to do so, it only took a little planning of how I wanted to structure my own cast, and I was on my way. What's funny is now, the message board has a larger audience thanks to the podcast. They compliment each other very well.

## WHAT MOTIVATES YOU, CURRENTLY, TO CONTINUE PODCASTING?

**DANI:** My podcast is political and about bringing forth ideas and information. The American mainstream media is not very good at doing this, in my opinion. Pretty much sound bytes and half-stories, with very little in-depth coverage. Real life may not be as entertaining as Paris Hilton or Britney Spears, but it's certainly more

important. That is my biggest motivation, to bring forth more information about stories that I feel need a little more coverage, and try to bring the whole story out, not just the headline. I also give a platform for others to speak, either through voicemails, or just coming and being a guest on the show. I want to make sure as many voices as possible are heard. I may not agree with your position, but

everyone has a right to speak, and more importantly not be smacked down for their opinion.

## HOW HAVE PODCASTS CHANGED YOUR ATTITUDE TOWARD, AND CONSUMPTION OF, TRADITIONAL MEDIA?

**DANI:** I still believe in the power of radio, and I feel it is never going to be obsolete. I wouldn't say that podcasting has changed my attitude towards radio as much as the FCC or corporations like Clear Channel have. Podcasting did get me to start looking at the smaller, more independent stations, such as university stations and the like. What's great is a lot of radio stations are now podcasting their shows, thereby increasing their audience. As for other traditional media, it hasn't really changed it too much. Especially where music is concerned. I've always been more of an independent music person. If there is a group I hear in a podcast that I enjoy, I will support them and buy their CD, even if their music is offered for free. I also am a firm believer in promoting others. That group I like? Guaranteed it's going to be played on my show as well.

## HOW HAVE PODCASTS CHANGED YOUR LIFE IN A MORE GENERAL SENSE?

**DANI:** My family hasn't seen me since early 2006. (OK, I'm kidding!). As a podcaster, I look at the world around me now, even mundane things, and think, "I

should record this!" or "this would make a great podcast!" Your entire world is possible content. I suppose, though, the biggest way podcasts have changed my life is just in the amount of information that is available. You have no idea what's out there until you go and look.

### **WHAT, IN RELATION TO PODCASTING, GIVES YOU THE MOST HOPE?**

**DANI:** I want to bring the world to my listeners, and everything is a potential story. As a listener myself, I get that same feeling: the feeling that we are not such a big planet. I like that feeling, because we really are all in this together, and our lives are not all that different in the general sense. In relation to my podcast, I want those who listen, especially the American ones, to know that there is a much bigger world out there other than the one they see on their local news or even CNN or Fox. What gives me the most hope and tells me I'm still on the right path is when I have listeners write or call me and say, "thank you for doing this", or even better- "I didn't know that!"

### **WHAT DO YOU SEE IN THE FUTURE FOR YOU, AND YOUR PODCAST?**

**DANI:** It's really difficult to say. I'm just doing what I love to do, which is to bring different ideas and discussion to the surface. I also love giving people a voice. I have people contacting me and asking to be on my podcast because they hear that I am willing to give anyone a voice, and they didn't think they had a place to speak. Now they know they have a platform. So the future I am hopeful about for my podcast is having more and more people speak out, whether through my podcast or by starting their own!

Dani Cutler - Truth Seekers

<http://www.truthseekerscast.com>

Judy and Paul Hutchinson - Total PodCastrophe

<http://www.TotalPodCastrophe.com>

photo courtesy Dani Cutler

# VIVA ONTARIO

TEXT BY LANCE ANDERSON

*When I heard the news that the Expo was going to be moving to Las Vegas in 2008, it suddenly made me feel strangely nostalgic for Ontario and the "early days of podcasting." As a Los Angeles native, I've never held Ontario, California, as a destination spot. Even though Ontario is only 30 minutes to an hour from L.A. (depending on traffic!) it had always been just a place I drove through, to get somewhere else, until the first Expo in 2005. So this September (28-30) will be the third and final year the Expo will have the "small town feel" that Ontario helps to foster. It may also be your last chance to catch a fleeting glimpse of the "Ghost of Podcasting Past."*

photo courtesy Lance Anderson



photo courtesy Mark Hunter

**BACK IN THE** days before iTunes and Podshow, podcasting was a relatively small and supportive community. Pioneering podcasters knew they had stumbled onto something cool, no matter what the Old Media said about this new and developing medium. Tim Bourquin, along with his brother Emile (The Podcast Brothers), were around during those very early days in the fall of 2004. Tim's day job is putting on trade shows, so he is "always looking for something new, an industry that is just starting." What he saw in podcasting was "a lot of people very passionate about it. A lot of people asking questions about how to do it." Also, there were companies that were starting to sell equipment and services to podcasters; "When you see that as a trade show guy, you say there is something here."

Tim and Emile announced the first *Portable Media Expo & Podcast Conference* in October of 2004, a month after Tim began his first podcast (Endurance Radio). The original plan was to call the event the "Podcast Expo", but everyone he called "thought they needed an iPod." They took a leap of faith and invested \$300,000 while having "no idea if anyone was going to show-up, or if anyone was going to pay to be sponsors." So Tim was "blown away" that 2400 people attended the first event in



photo courtesy Mark Hunter

November of 2005. "The first year was about independent, individual people who were listening to other people's shows." Nearly everyone was doing audio and they seemed to know each other in one form or another. One of Tim's fondest memories was watching podcasting friends and peers "meet each other for the first time in the lobby of the Marriott." Yet things were not just warm and fuzzy by that first Expo in the fall of 2005. iTunes had already expanded the podcasting universe and competition,



photo courtesy Mark Hunter

while the then, newly formed Podshow chose to "rebel" against the Expo and host their own *unExpo* at nearby hotel.

According to Tim, the second year "felt more mainstream, podcasting was growing beyond the small group." The event was known as the *Podcast & Portable Media Expo*, but that name was inclusive enough for some. Tim got feedback from producers saying that "I don't create content for portable media, I create for the internet." So this third Expo is known as the *Podcast & New Media Expo* with the emphasis on the more inclusive term of "New Media." Where the first Expo was almost exclusively audio, the 2007 conference features video in equal measure. Tim is very pleased to have Alex Lindsay of Pixel Corps involved this year, "they produce high-quality stuff that is as good as CSI." For podcasters who want to make money, there is a track that features successful podcasters such as Michael Geoghegan and Paul Colligan.

And for those not worried about making money, but who would like to create better quality content and build an audience, there are seminars by pioneers such as Dave Slusher. Also this year there will be the *Culture Catch Salon* a multimedia event on Friday night before the annual *Dr. Floyd* live show. Then there is the *1st Annual New Media Expo Concert* on Saturday featuring musicians who have embraced podcasting. Plus, for those who arrive into Ontario early, there will be a *PodCamp SoCal* on Thursday, along with the annual *Podcast Academy*.



photo courtesy Mark Hunter

Then, in August of 2008, we'll all take the proverbial road trip to Vegas. It was a tough decision to make, because Tim knew that some of the "small town feel" would be lost in a big trade show city. "Running into each other in the lobby of the Marriott would end," Tim laments. But he thinks it will help bring podcasting and new media to another level, to "give the industry more of a feel of legitimacy." Tim wants "Big Media" to know that "we

photo courtesy Mark Hunter





photo courtesy Mark Hunter

can make stuff that is just as good as what you find on TV and radio today." Tim also knows that some people will not be happy with the move: "when you get 3000 people to an event, you can't please everyone.

You just try to please as many as you can." At the end of the day, Tim is running a small family business that he hopes to "pass down to my daughter if she is interested," so Tim has to do what he thinks is best for business and the community as a whole.

During our interview, Tim emphasised that "this is the convention for independent content creators." The word "independent" has always been a concept close to my heart. I know this year in Ontario will mark the end of an "era" for independent podcasting and

new media. I will relish the fact that for one last time, we will all be stuck together in Ontario. This year, even the absurd notion of a company with millions of dollars in venture capital, posing as

rebels, brings a bittersweet smile to my face. When I drive past Ontario in the future, on my way to somewhere else, I will always recall the fond memories of another time and space. For now, I raise my glass one last time... Viva Ontario!

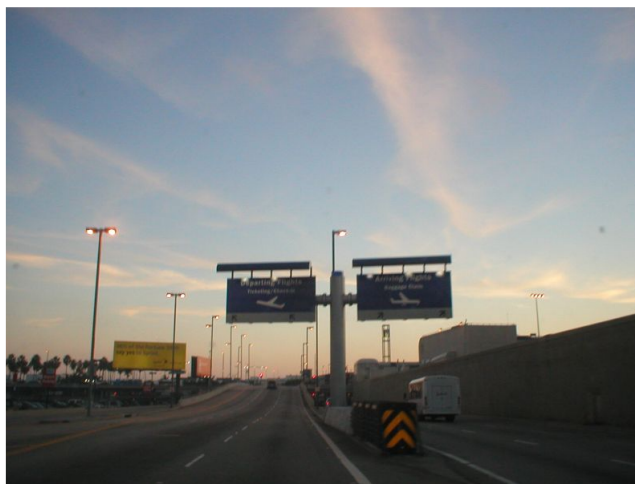


photo courtesy Mark Hunter

**New Media Expo**  
<http://www.newmediaexpo.com>

**Lance Anderson**  
<http://vergeofthefringe.com>

# EXPO QUOTES

TEXT BY LANCE ANDERSON

CONTINUING FROM MY article about the Expo, I asked past attendees for their thoughts about the Expo's past, present, and future. And here are some of the responses I got...

## Ewan Spence

<http://www.ewanspence.com/>

photo courtesy Paul Hutchinson

“Will the pioneering spirit of the PME be lost? Well, to be honest, podcasting is a big, big world, and even in Nov 2005 I wouldn't have said that PME was the pioneering people. It was heavily attended by affluent West Coast Americans, with some from the middle and East, and a handful of people from 'The Rest Of The World (TM)'. It was (and is) a number of tight social cliques, all of which are rather daunting to the outsider - of course, we're rather squishy inside, but if you put people who are naturally extrovert in a room, they're all going to proclaim it "the best thing... EV-AH!" and that's going to pollute the view. Getting any conference to be reflective of a worldwide culture is tough. It's fair to say that the high-end US podcasters are represented as well, but that's about it. ”



Coverville - <http://www.coverville.com/>

## Brian Ibbot

photo courtesy Paul Hutchinson



“As a huge fan of the city of Las Vegas, I'm certainly torn by the news that the Expo will be moving there next year. I've been to conferences in Vegas before, and the fact that there's plenty to do there outside of the conference is both a benefit and a curse. The evenings at the Marriott lounge are unbeatable as far as a location to meet and greet other podcasters. The fact that there's nothing else to do in a 10-mile radius makes it kind of an oasis in the desert, or better yet, the only light in a room full of moths. I can't imagine that it will be as easy to get everyone together in Las Vegas, although perhaps it will put the pressure on us to make more formal arrangements for get-togethers and meetups. ”

## Tim Coyne

Hollywood Podcast - <http://www.hollywoodpodcast.com/>

photo courtesy Tim Coyne

“I'm going to miss the optimism of the 'beginning'. I remember showing up at the first Expo in Ontario with a hundred t-shirts that I was totally convinced I would sell. I didn't sell one t-shirt, but I love the part of me that I thought I would. And I love the part of me that thought my show would be the biggest thing on the planet. I think a lot of people felt this way in that first year in Ontario. I don't have quite as much optimism anymore, but I have 93 t-shirts left if you want to buy one. ”



**C. C. Chapman**<http://www.cc-chapman.com/>

photo courtesy Drew Domkus



“The addition of more than just podcasting to the mix is a huge improvement. The space has grown exponentially and it's about time the conference grows as well. With tracks on video, virtual worlds and other forms of new media it's very exciting.”

Goodnight Burbank - <http://www.goodnightburbank.com/>**Hayden Black**

photo courtesy Hayden Black

“I'm looking forward to seeing a lot of the faces I usually only see on my computer screen. When the Expo moves to Vegas I certainly won't be missing Ontario and its blink-and-you-miss-it nightlife. I think Vegas is a perfect next stop as the industry evolves, plus it's a perfect place to hide bodies....”

**Grant Baciocco**<http://doctorfloyd.com/>

photo courtesy Grant Baciocco



“No, I don't think so. I think the 'early days' are gone and have been for a while. Now that everyone and their brother has a podcast, it's not like it was. What matters now is to consistently put out good content and you'll be fine.”

photo courtesy Nicole Simon

<http://www.typicalmacuser.com/>**Victor Cajiao**

“I think the shift from Ontario to Vegas could bring some disjuncting of the show. Not that Ontario is the be-all, end-all for close contact. However, the distractions that come with a 'Vegas' convention will likely mean less casual interaction and community during the show. Too bad that this show could just become another show I don't attend because of lack of focus on what I'm interested in. I prefer the PodCamp or BarCamp attitude, I guess.”

**Jason and Jen Tucker**<http://www.tuckertales.com/>

photo courtesy Jason and Jen Tucker



“The thing we're most excited about is putting faces to the voices we regularly hear. We've become a part of a wonderful community of podcasters, and it will be great to gather in one place and get to know them on a more personal level.”

**Tim Street**

French Maid TV - <http://www.frenchmaidtv.com/>

photo courtest Scott Beale



“The Podcast and New Media Expo is the one conference that is specifically built for online content creators. The PNME is THE place to meet up and connect with viral video producers and video and audio podcats who are building audiences and making money online. The PNME also has a the best community feel of any event I've ever attended. I can't wait to go.”



photo courtesy Steven Ng

<http://mwgblog.com/>

**Michael Geoghegan**



“Having the Expo in Ontario has proven to be a great launching pad for podcasting's first real trade show. However, as the opportunities and businesses involved in podcasting and new media continue to expand, it only makes sense that the Expo move to a more prestigious location such as Las Vegas.”



**Paul Colligan**

<http://www.paulcolligan.com/>

photo courtesy Nicole Simon



“Obviously I'll miss the sense of community we got at Ontario, but this kind of stuff comes with maturity. New Media is big business, and we need an event that reflects such. My high-school graduation class had 33 people in it, and I loved that small feel, but I went to U.C. Santa Barbara for college and my whole world changed. I predict the same for PME.”



iProng - <http://www.iprong.com>

**Bill Palmer**

photo courtesy Bill Palmer



“I think it's still very much the early days. It feels like the ground is still moving beneath our feet when it comes to podcasting, so despite all the changes, I think we're still closer to the starting line than the finish. When everything about podcasting starts to become predictable, that's when we know we've reached the end of the beginning.”



**Dave Nelsen**

Talk Shoe - <http://www.talkshoe.com>

photo courtesy Dave Nelsen



“Podcasting is a global phenomenon, and the Expo brings people of like minds together – wherever the venue.”



The Bitterest Pill - <http://www.thebitterestpill.com>

**Dan Klass**

photo courtesy Dan Klass



I have to admit, I'll miss the Expo being in Ontario. It's been pretty exciting to take over that whole Convention Center area and know that most of the people hanging around are into podcasting as much as you are. Next year you won't know if they're a podcaster, a gambler or a fan of Sigfried and Roy. Also, frankly, I think there is less likelihood of my getting myself arrested in Ontario. Where exactly is the Bunny Ranch?

**Keith Malley**

What are you really looking forward to at this year's Expo?

I'm looking forward to a few exciting businesses talking big plans with nobody following through. I'm also looking forward to the majority not even knowing what they're trying to sell.



Keith and the Girl - <http://www.keithandthegirl.com>

Will you miss the sense of community that Ontario fosters?

No. Everyone hates everyone else and hopes they fail. I won't miss these fake scumbags in the least.



Do you think the move to Vegas in 2008 will be good for Podcasting and New Media?

It'll be good if there's drinks on the floor in 2008 so people can get numb and trudge through the stupidity one more year.

Will this year in Ontario be the last opportunity to get a feel for what Podcasting was like in the "early days"?

Whatever.



What are your fondest Expo memories so far?

Being on a panel with Lance Anderson. Other than that who gives a shit?

Who the hell is Lance Anderson?



# REVIEW ROULETTE

EDITED BY SIMON TOON

**REVIEW ROULETTE BRINGS** you reviews of podcasts chosen totally at random, in the hope that you'll discover some podcasts you've never heard of, rather than the usual predictable fodder that tops most podcast charts. We force our roulette reviewers to listen to these random podcasts, whether it makes their hearts sing or their ears bleed, and then tell us what they think. We usually uncover an undiscovered gem or two, but this month could be the exception...

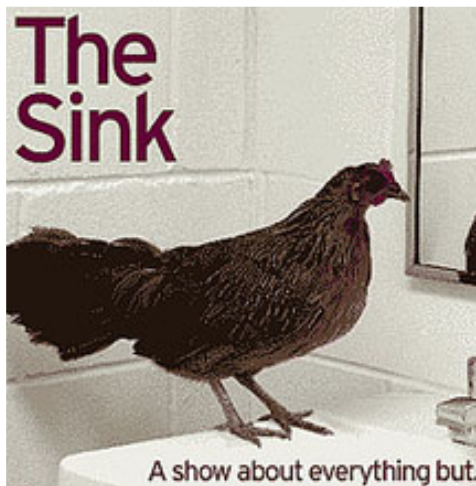
## THE SINK – A SHOW ABOUT EVERYTHING BUT...

<http://www.butterjesus.com/thesink/>

The Sink is hosted by two twenty-something friends, Zack McGhee and Carrie Landers from Ohio, USA. Often joining them are semi-regular guest hosts Jared, Neal, Cindy and Caitlin. This podcast is of the 'stream of consciousness' genre where the group sits down and expounds on whatever topic has been chosen for that show. The discussions run across the board from popular culture, movies and books, to sex and politics. The banter is sometimes quite graphic, so this show is most definitely not office- or child-safe.

Posting at a minimum of once a week, sometimes more, The Sink gets good marks for longevity, having been in production since 2005. The production quality is straightforward 'plug in and talk', with only an occasional frill added. It seems that there is very little if any post-production done. Sound levels vary greatly amongst the participants. With each show averaging an hour in length, it was sometimes a hard listen. The website for The Sink is basic in style, with all the appropriate links in place but very little else to explore or to find out more about the show. This reviewer's main complaint is the hosts hardly ever address the listener nor do anything to engage one in

REVIEWED BY MARILYN MADSEN



the podcast. It felt as if one were eavesdropping on a discussion amongst a group of friends that one did not know.

So if one has an hour to spare, check out this podcast for an inside view of the youth culture in the USA. It may strike your fancy, but this reviewer found The Sink to be a bit empty...

Long movie reviews, meandering chatter and annoyingly unfathomable verbal descriptions of sexual positions from a bunch of strangers. Too many unidentified voices for me. Also, for a show that's done more than 70 episodes, I'd expect better use of pop filters and other production basics. One of the male hosts coughed directly into his microphone all the way through episodes 70 and 70A, and it physically hurt my ears every time he did it.

- BERNADETTE



Content 1.5 out of 5  
Production 2.0 out of 5

## THE MAYAN CALENDAR CODE

<http://feeds.feedburner.com/mayancalendar>

In the opening two minutes of the first episode of this podcast that I heard, a Swedish bloke who never revealed his name informed me of the following points:

- Today (9th of August '07 for those playing at home) is the flow of love to enemies and hard lessons
- We are 259 days into the 9th underheaven
- There are 101 days left until the 5th night (which is, apparently, the end of this hell, but before you get your hopes up, there is a new hell coming) (as is the way of these things, the new hell is going to be worse than this one)

I have to admit that the temptation to press pause, pour a large glass of wine and have a nice lie down was very strong at this point. But a reviewer's lot is not always an easy one, so I persevered. The nameless host of the several daily episodes I listened to went on to reveal a swag of seemingly random and unconnected thoughts. Statements such as "the UN symbol is Masonic", "there is a new world order", "in the 5th day of the power cycle we had Einstein and in the 5th night we had Hitler... or whatever" and "evil is survival" littered the podcast. Suffice to say, things did not become clearer for me regardless of how much I listened.

As a podcast, this one really doesn't work: it's neither informative nor entertaining. To inform, it would need to introduce



image: matterik.com

ideas in a logical fashion instead of muttering about new world orders and 5th nights without any explanation. To be entertaining, it would have to stop making assumptions about listeners' prior knowledge.

While I'm not an avowed conspiracy theorist by any stretch of the imagination, I am curious by nature and an ex-debater, so I like listening to new ideas and arguments just for the heck of it. I've listened to podcasts about Buddhism and being a vegan for environmental reasons and doing away with all government, and even when I've not been persuaded by the arguments, I've enjoyed the presentation of new ideas. In this particular ramble, though, there's nothing concrete presented and, for me anyway, nothing whatsoever to be gained by listening.

In podcast fanatic terms this one scores 'I'd rather have superglue poured in my ears than listen again'.

Posted as using the Mayan Calendar as a tool for a journey of discovery into the ancient mysteries of life, this podcast was found to be one man's daily musings and ramblings that made no sense to me at all. I'll take a pass on this one.

-MARILYN MADSEN



Content 0.833 out of 5  
Production 2.333 out of 5

This month's podcasts were randomly chosen from:

PodcastAlley.com  
(<http://podcastalley.com/>)  
PodcastPickle.com  
(<http://podcastpickle.com/>)

The ratings given are the average of the scores given by our team of reviewers. They were reviewed by:

Bernadette - <http://podcastfanatic.com>  
Marilyn Madsen - [madsenm@earthlink.net](mailto:madsenm@earthlink.net)  
Simon Toon - <http://slamidolpodcast.com>



REVIEWS BY GRANT MASON

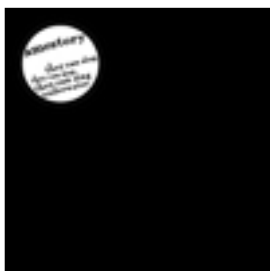
photo: Grant Mason

**AMESTORY - THEY CAN SING, THEY CAN SING, THEY CAN SING UNDERWATER (EP)**

**DON LENNON - ROUTINE**

**ROBIN TYMM - WHOLE LIES AND HALF TRUTHS**

**MY MIND LEAPS** about from place to place; living in my head can be a pretty eclectic experience at times. I think the term is 'scatterbrained', and it's a condition for which I lay the blame squarely at the feet of my mother's genes - or I would, if genes had feet and wore uncomfortable shoes. But I digress - which is hardly surprising given the previous two sentences - from this tripartite review, so let me leap straight in.



**AMESTORY** - an EP title with a stutter, whose contents are hinted at by the arty, black gatefold sleeve it nestles within. For each track, there's an individually-illustrated

card held in the sleeve's pocket. You can tell straight away that a lot of care and attention has gone into this, and firing up the CD itself reinforces this notion. From the opening piano arpeggios with percussive punctuation, it's clear that this is indie-art-rock of the best kind. Four tracks with a connectedness, based around

"a wide array of conversations had and attitudes expressed in the past year, as well as [guitarist/vocalist Mike Russell's] experiences on a month long road trip sleeping on buses and floors which brought him directly in touch with Americana". Imagine Arcade Fire locked in a storm-tossed cabin watching Disney's 'Something Wicked This Way Comes' with Pink Floyd's 'The Wall' used as a soundtrack, and you get the idea of how this sounds. Eerie, bombastic and brilliant.

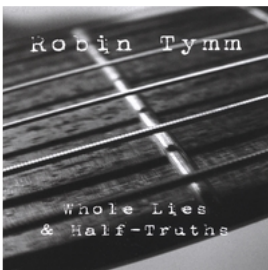




**DON LENNON**, on the other hand, is a lyrical genius from the school of the quirky and the mundane. 'Routine' isn't his latest album (that would be the equally brilliant

'Radical'), being from the distant days of 2005. An album where there are a number of tracks with comedians as subject matter, including a paean to the treatment of the death of John Ritter, all accompanied by some of the sweetest indie-pop ever to have crossed the Atlantic. My own personal favourite is 'My Resume', a salutary lesson in creating the

perfect CV using the lessons learned by Don on his way up the career ladder, including this episode from his Waterstones career - "Oh, I loved that job; I needed it. It taught me what work's all about, and I felt great as I filled out each gift certificate. But one day whilst shelving, I got dizzy. I fainted in philosophy; my manager rushed out to me and asked me to look busy. Oh and I felt great as I set up a books-on-tape display... I'm putting that on my resume." Don for poet laureate ! If you like some fun and some thought with your pop, this is your baby. Afterwards, you'll hardly see your credit-card for dust as you shoot off to order the rest of Don's catalogue.



From our American cousins to our home-grown talent, the prolific and endlessly talented **ROBIN TYMM**; a man who illustrates perfectly the attitude and

determination of the truly independent artist. Each of his four CDs has been entirely self-funded and pressed at his own expense at a major record plant in Europe, with nothing other than his belief that he'll hopefully sell enough to break even. Here is a man who sets himself goals about the number of songs he has to write by a certain date, and consistently pens far more. Yet this one-man song factory doesn't skimp on the quality of his

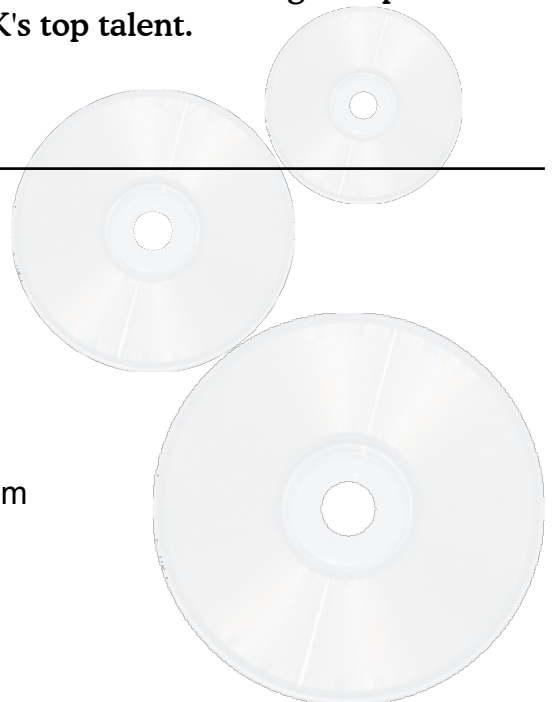
output; each track is a well-polished gem of "melancholic, mildly-depressed, navel-gazing" from a "bedroom troubadour". 'Whole Lies & Half Truths' is a case in point, containing diamonds like the opener, 'Breathe' and the deeply nostalgic 'Tearing The Neighbourhood Down'. If James Blunt was well-loved and didn't have a name that rhymed with the public's opinion of him, he could climb a White Ladder with David Gray and come back down after creating their lovechild, Robin Tymm. The parents could then retire and leave the way clear for one of the most underrated singer-songwriters of recent times to take his rightful place as the UK's top talent.

**Amestory** - <http://www.myspace.com/amestory>  
**Label** - Portia Records (<http://www.portiarecords.com>)

**Don Lennon** - <http://www.donlennon.com>  
**MySpace** - <http://www.myspace.com/donlennon>  
**Label** - Martin Philip

**Robin Tymm** - <http://www.garageband.com/artist/robinlyymm>  
**MySpace** - <http://www.myspace.com/robinlyymm>  
**Label** - moobutsongs

**Grant Mason** - Three From Leith podcast  
<http://www.threefromleith.com>



## ALBUM PREVIEW

# ID GUINNESS - CURE FOR THE COMMON CRUSH



image: Id Guinness

REVIEW BY GABOR KOVACS

**ALL BEING WELL**, September should see the release of what has to be one of the most eagerly awaited albums in the world of podsafe music. For about 15 months, various tracks from it have been dropping into my inbox. These have varied from instrumental tracks without vocals to early mixes to remixes and the finished items. I think I now have the complete album, although I wouldn't rule out any last-minute remixes.

At the time of writing, the latest news from Id Guinness is that the album, 'Cure For The Common Crush', is to be launched on 4 September. It has been repeatedly delayed. After all, like so many other musicians, Id has to earn a living, which he does in part by touring with other bands and doing production work. He also had to cope with a nasty bout of illness which affected his ability to sing: not good when you're trying to lay down vocals.

So who is Id Guinness? Well, he's from Vancouver, Canada. He has performed and recorded with a number of Vancouver-area bands and artists, and he has been responsible as writer and artist (or both) for a string of minor hits in Canada, going back to his 1980's powerpop band The Wet! He is also in demand for TV soundtrack work.

In this album, Id Guinness shows why his influences include Roxy Music, David Bowie and Peter Gabriel. (I first made contact with Id through a Myspace search for "Roxy Music" influences.) There are songs that I could easily hear being sung by Messrs. Ferry, Bowie or Gabriel. However, Id Guinness and his fellow

performers put their own unique mark on the sound.

I suppose that the album is classified as mainstream indie rock - nothing challenging in terms of style or genre. But that is not to belittle it. Id Guinness has surrounded himself with excellent musicians. From the very first notes of the opening track 'Rising River' - surely a strong candidate for release as a single - the excellent guitar work of Curtis DeBray runs through this album. Then there are excellent keyboards, mainly by Id himself, and drums by Pat Steward who used to be in Bryan Adams' band, in tracks which are tightly produced and where the instruments and vocals are well balanced.

Most of the tracks are original Id Guinness compositions, but there are a few covers. 'Negative', written by collaborator and guitar player Ledenhed, could have been a Roxy Music song, on - say - 'Country Life' or 'Siren'. And there is an excellent version of David Bowie's 'Always Crashing In The Same Car' (one of the stand-out tracks on Bowie's 'Low' album), in which - to my ear - Id and his fellow musicians are both respectful of the song's origins and yet put their own

mark on it, improving and updating the original.

This album has a mainstream rock sound drawn from the 70s and 80s, and some of the songs would now be regarded as classics had they been released then. Maybe some of them will become classics. I've already mentioned a few of the obvious influences. We can add Pink Floyd, both in some of the Gilmour-esque guitar playing and in the closing track, 'Wailing Wall'. This song could have been on 'Dark Side Of The Moon', and features vocals by Leslie Harris which closely echo Clare Torrey's on 'Great Gig In The Sky'. Id says "her vocal at the end of 'Cure for The Common Crush' (the title track) was so great I wanted to find a way to showcase her more, so 'Wailing Wall' was born.

" 'Wailing Wall' also features an instrument that I must confess I'd not heard of before, called the erhu, played by Lan Tung.

Id Guinness has been a great supporter of podcasting as a means of getting his music played, and so far he has avoided involvement with the big labels, saying "I am not particularly interested in being signed by a major label, but will be looking for distribution once I start getting out and playing." This excellent album can be purchased via [www.idguinness.com](http://www.idguinness.com). Even if a CD is not yet available, you can pre-order the album, and while you wait for the physical album, you can enjoy the MP3 files that will be sent to you.

Id Guinness - <http://www.idguinness.com>

Gabor Kovacs - <http://www.electricalanguage.co.uk/podcast.html>

## ALBUM REVIEW

# GOMPA - GOMPA

REVIEW BY COLIN GAZELEY

**GOMPA ARE AN** unsigned band based in Sweden who were founded when Englishman Jake Daniel and Swiss Maik Pehrsson met and realised they had three things in common: music, interest in esoteric philosophy (a gompa is a Tibetan meditation hut) and life as alien abductees.

These are pretty mixed-up people and they create some pretty mixed-up music. They describe their sound as 'The Beatles with five extra members from Slipknot' and 'Soundgarden cloned with Weezer, twisted with Muse and drowned in absinthe'. This is a strange album. It is also a really good one.



strange category. 'Planet Blue' talks about how screwed-up humans have made the Earth and is a despairing invite for alien invasion, 'Nephi Crucified' talks about the futility of any structured belief and has references to Mormonism and Buddhism. The pop theme is continued on the track 'Crush', which in lyrical content and

even delivery would not seem out of place if released by a boy band. Thankfully the actual track has the throbbing riffage of the rest of the album and ends up being a great rock song.

On an album like this there are no typical

If there is a dominant style it is thrashing guitar-based rock, but even that is diluted by two tracks, 'Planet Blue' and 'Nephi Crucified', that are pure jangly pop-rock. Typically for this album the subject matter of these tracks bring them into the

tracks, but the two tracks that sum up the overall feel of the album are 'Jack Knife' and 'Tranquil Mind'. They both sound like the verses were recorded by Korn and the choruses were recorded by The Beach Boys. As bizarre as this sounds the tracks are a consistent whole and are enjoyable hard-rock tracks. The constant switching of styles sometimes has a downside. The one true ballad on the album 'Friday Hit A Low' is not really successful, but this is a minor complaint on an album that is otherwise excellent.

The stand-out track is 'Popsong'. It is a searing indictment of the current state of the music industry, which promotes manufactured pop over real music. The lyrics are perfect and the structure of the song is genius, too. It starts out as an ironic homage to the very music it is



image: www.myspace.com/gompahome

rebelling against. The opening three quarters of the song is a perfect slice of punk-pop, which could easily have been produced by Good Charlotte and has the fantastically biting chorus "Cos this shit sells / It's such a hooky tune / It rings your bells / It's nothing

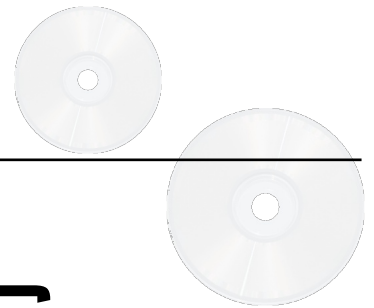
new / It's nothing true". The final quarter consists of the repeated, despairing refrain "Next... Can you play me another?" before a final cathartic "Motherf\*ing next!" that sets off a Slipknot-style thrash down. This song is at once melodious, humorous and deeply angry, a triumphant anthem that every Girls Aloud and Linkin Park fan should hear.

If you like putting labels on music, then this is not the album for you. It's too pop for the thrash fans and too thrash for the pop fans. If, however, you just like good music, then this is well worth the effort.

The album is available from <http://www.cdbaby.com/cd/gompa>

LABEL: Unsigned

WEBSITE: <http://www.myspace.com/gompahome>



ALBUM REVIEW

# BOUND STEMS - APPRECIATION NIGHT

REVIEW BY COLIN GAZELEY



**BOUND STEMS ARE** a group of passionate people from Chicago who have provided us with a dizzying, disturbing trip into the underbelly of American life. Their sound is similar to experimental rock outfits such as Pavement or the earlier output of The Flaming Lips. 'Appreciation Night', their first full length album, is not so much a collection of songs as an audio journey. It uses syncopated, distorted melodies and spoken-word recordings to drag us through a vision of life that is grimy and dispiriting.

Usually this kind of record has one or two up-beat songs to sugar-coat the pill, but this album is relentless. That's not to say that all the tracks are going to make you want to kill yourself. The song that deals with homelessness, 'This is Grand', is delivered in a fast, punky style that is quite enjoyable to listen to. Typically for this album it then blends into 'Fire, Burglary, Flood' which is almost exclusively made up of a spoken word-recording of an African man trying to sell insurance. Other highlights include 'Excellent News, Colonel', which has a melody reminiscent of old Motown tunes, the spoken-word track 'Book of Baby Names' where the words become just another musical instrument in the experience and 'Andover', which uses fuzzy guitars and unexpected time signatures to create a thrilling ride.

The true stand-out track, however, is 'Western Biographic', a tale of growing up desperately poor but proud. The music is probably the most 'commercial' on the album. It has an acoustic country-rock sound, but singer Bobby Gallivan delivers the dark lyrics in such a matter-of-fact

way that the effect is totally heartbreaking.

It is a running joke among my friends that my taste in music usually tends towards the depressing end of the spectrum, and this album is no different. Despite the low-key subject matter, I really enjoyed it.

If The Flaming Lips decided to stop being so self-involved, started listening to Leonard Cohen and then forgot to take their anti-depressants, this is what it would sound like. It is a challenging album, and certainly won't be to everyone's taste, but if you persevere it ends up being a rewarding experience that stands up to repeated listening.

The album is available now on Flameshovel Records. Downloads of 'Andover' and 'Western Biographic' are available on the band's website, [www.boundstems.com](http://www.boundstems.com).

#### Bound Stems

<http://www.boundstems.com>

Colin Gazeley

<http://www.ourobouros.co.uk>



King of the Boys  
Storytelling by  
Lance Anderson


<http://vergeofthefringe.com>



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<http://www.slamidolpodcast.com>

<http://slamidol.tripod.com>

Don't just see the  
media, be the media!  
Host John Buckley



<http://citizenscoop.co.uk>

# DO THEY PODCAST IN IRELAND?

TEXT BY BRIAN GREENE



photo courtesy Roe C.

**WE LOVE TO** talk in Ireland. We have the gift of the gab, the Blarney Stone and the highest ARPU's in Europe for mobile phone use.

Podcasting is thriving in Ireland - we are great talkers but we are a nation of listeners, too. From 1994 to 2004 national radio listenership figures were 89%, falling to 85% from 2005 to 2007. While new media is enjoying broadcast radio losses, it's far from a collapse in listenership.

Podcasting is additional radio content, and in its first three years it has trail blazed, gold rushed and settled in, with the biggest single podcast content provider in Ireland now being the national broadcaster RTÉ, with 70 podcasts on offer.

Independent podcasting is also thriving with independents sweeping up the awards at the Irish Internet Association Net Visionary Awards and the Digital Media Awards in 2006 and 2007.

But awards don't pay wages, and independent podcasters have been turning their radio making skills to good business use. In the Education, Training, Life Coaching and Conference sectors and inside the four walls of business extranets, podcasters are busy helping companies manage this new medium in Ireland.

While their appearance in the iTunes charts is occasional, podcasters are working hard to establish podcasting pride of place among more traditional print and web media.

There was a tendency for podcasters to remain in the realm of audio, but the signs are that Irish Podcasters, with or without faces for radio, are venturing into the medium of video also. Watch out for some really cool video content coming from Edgecast Media, who will very soon be launching the Intruders.tv Irish channel.

With IPTV, WiMax and iPhone constant connectivity, the future is bright for podcasters. If there was one downside to this gleaming story from Ireland it has to be that the

digital divide is not narrowing and privatisation of the national phone company is now seen by nearly all economists as being central in the fact that lack of investment in broadband has left many people excluded from this media revolution.

Brian Greene  
<http://briangreene.com/>



Brian Greene IIA Netvis Podcast Award Winner 2006

# REVEAL YOURSELF

TEXT BY MARILYN MADSEN & GRANT MASON

**EACH MONTH WE** ask an artist to supply their answers to a scientifically selected set of questions (well, OK – we lied – they were selected by resident PUM boffins Grant Mason and Marilyn Madsen), in the hope that their responses cast a little more light on what makes them tick...



image: rogersmalls.blogspot.com

## WHO ARE YOU ?

Roger smalls, single male libra. 1.8"

## WHAT DO YOU DO ?

i am a test results analyst in a hospital in guildford. blood, urine and feaceas land on my desk, and then i log the details and send them to the lab for analsis. 🤔

## HOW LONG HAVE YOU DONE IT ?

almost 5 years now on and off.

## DO YOU HAVE A HIDDEN TALENT ?

maybe, but nobody has told me what or where it is.

## STEREO OR IPOD ?

stereo. ipods are very expensive.

## WHAT RINGTONE IS ON YOUR MOBILE PHONE ?

can i touch you there by micheal bolton. 📱

## FAVOURITE ARTIST ?

whitesnake

## FAVOURITE ALBUM ?

1987

## FAVOURITE TRACK ?

here i go again

## BIGGEST INFLUENCE ?

adam curry ❤️

## WHAT ALBUM DO YOU WISH YOU'D NEVER BOUGHT ?

The compilation album Leather and Lace. I got it from WH's for £12.99 then realised i could have downloaded it from limewire for free. the shop assistant wouldnt refund it as i'd lost my reciept. but then again you cant put a price on Jim Diamond. ⭐

## MOST TREASURED POSSESSION ?

this computer as its the most expensive thing i own and i use it every day. ive had it around 5 years now and it still works. it does porn and everything. 💻

## MOST DOG-EARED BOOK ?

Battlefield Earth by L.Ron Hubbard. Say what you will about that crazy scientoligist but he sure writes a mean novel, this particular one later led to barry pepper being cast alongside john travolta in the understated blockbuster movie.

## BRAND OF COFFEE ?

at work we have nescafe. ☕

## FOOD YOU CAN'T LIVE WITHOUT ?

Ommlettes

## FAVOURITE LABOUR-SAVING DEVICE ?

The bus 🚌

## WHAT MOTTO DO YOU LIVE BY ?

Kill or be killed.

**WHO IS YOUR FICTIONAL HERO OR HEROINE ?**

Charlie Halliday, a maverick bush pilot who saves a diseased Inuit women from poisenuous flys in fur boots.

**WHAT'S THE BEST ADVICE YOU WERE EVER GIVEN ?**

Thats actually a man.

**HEALTH AND HAPPINESS OR FAME AND FORTUNE ?**

I'd give anything for me and mum to be well again, i think happiness would follow. ideally settle down with a nice girl, have kids, get married and not be lonely. everyone i read about who has fame and fortune is unhappy and just makes people jelous so i wouldnt want that. 😞

please can you let me know how many i have got correct. 😏

thank you and give my best to everyone who works at your magazine. i very much enjoy reading it and i think it is wonderful that you spend so much time writing a free magazine without asking for a penny. 😊

byebyebyebybeybeyby!!!!!!!!!!!!!!!!!!!!!!!!!!!!

Roger Smalls 😊

Roger Smalls - The Daily Smalls Code

<http://rogersmalls.blogspot.com>

Please note that the above responses are unaltered to preserve Roger's inimitable style.

**SKINNY WHITE BOY**



From the hickory-smoked heartland of the Red Dirt State, NPR meets Rock 'n' Roll... Sort Of! PodSafe music, Historical Audio, and lots of OPINION!

<http://www.skinnywhiteboy.kastpod.org/>



UK based indie/unsigned music. Good Music Is Infinite.

<http://www.ourobouros.co.uk>



Weekly six-minute audio humor essays

<http://www.shortcummingsaudio.com/>

Showcasing some of the best in independent music



Showcasing the best in independent music

<http://podcast.indieaunhpad.com/>

**Podcast User Magazine** Issue 4  
May 2006

**FACE YOUR AUDIENCE?  
GRANT MASON DID**

Also this issue:

- 'Club soda or tonic?': which mixer?
- Richard Vobes: a podcaster abroad
- Pop Chicks
- Plus all the usual news and reviews
- Be a discerning listener... and a productive podcaster

[www.podcastusermagazine.com](http://www.podcastusermagazine.com)

**Podcast User Magazine** Issue 5  
June 2006

Be a discerning listener... and a productive podcaster

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July 2006

**Podcast Your Passion: World Cup 2006**  
Plus:

- Diary of a Novice Podcaster
- Earning a living through podcasting
- Sourcing Podsafe Music
- Podcast Reviews

**Win! SE Electronics Reflexion Filter**

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**Podcast User Magazine** Issue 7  
August 2006

Get your voice heard!

- setting up your podcast studio part 2
- podcasting: the Australian way
- Garageband 3

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**Podcast User Magazine** for discerning listeners and productive podcasters

**Is one ever really enough?**

- Inside Roger Small's Studio
- Global Voices of India
- Is One Podcast Ever Enough?

No iPod? We show you how to get your podcasts

Issue 8  
Sept 2006

[www.podcastusermagazine.com](http://www.podcastusermagazine.com)

**Podcast User Magazine**

PUM is going to the Expo!

Also in this issue,

- Amber MacArthur
- Chuck Tomasi
- LA Podcasters
- Skinny White Boy
- and Ask Auntie PUM

Issue 9  
Oct 2006

[www.podcastusermagazine.com](http://www.podcastusermagazine.com)

**Podcast User Magazine** Issue 10  
Nov 2006

Come together: Why it's good to meet

**Reports from**

- The Expo
- PodCamp
- Preview of PodcastCon UK

You should be here

Issue 10  
Nov 2006

[www.podcastusermagazine.com](http://www.podcastusermagazine.com)

**Podcast User Magazine** Issue 11  
December 2006

**What is it? Defining Podcasting**

Also:

- Friends in Tech, Dr. Floyd,
- Quirky Podcasts, Reviews and much more!

Be a discerning listener... and a productive podcaster

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**Podcast User Magazine**

**2007**

What podcasting needs to become in 2007

**PLUS**

- Podcasting in Japan
- Four Eyed Monsters
- Talkshoe
- Zune Gloom
- ID3 tags

January 2007  
Issue 12

[www.podcastusermagazine.com](http://www.podcastusermagazine.com)

**Podcast User Magazine** Issue 13  
Feb 2007

**Dan Klass**  
Inside the Bitterest Pill

Plus:

- Why Making Money Is Essential!
- Podcasting in Scandinavia
- Recording Skype/Googletalk
- Political podcasting

Issue 13  
Feb 2007

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**podcast user magazine** Issue 14  
March 2007

PUM exclusive:

- Chicago Bites!
- Podcasting in Germany

Plus podcast & hardware reviews

**The Hollywood Podcast**  
A guy. A scooter. A dream.

This month:

- Naked Vobes
- Podcamp
- Squeezing the most from Juice
- Flash Players

Issue 14  
March 2007

[www.podcastusermagazine.com](http://www.podcastusermagazine.com)

**podcast user magazine** Issue 15  
April 2007

Quittin' the day job...

**It's Keith and the Girl!**

This month:

- Hayden Black of Goodnight Burbank
- Scott Williams of The Nightnurse Show
- OCP: One Click Players
- Orange County Podcasters
- PLUS

Shownotes & RSS - should we ditch them?

Issue 15  
April 2007

[www.podcastusermagazine.com](http://www.podcastusermagazine.com)

**podcast user magazine** Issue 16  
May 2007

**"Don't mention the John Cleese Podcast!"**

**plus:**

- Hola! Janet takes us to Spain
- Cuddle up with Cush
- Audacity Masterclass
- "It's not radiol!"
- Mugglecast
- Vobes is Out of Sync

New Columnists:  
Julien Smith & Ewan Spence

[www.podcastusermagazine.com](http://www.podcastusermagazine.com)

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June 2007

**LOSTcasts**

ALSO:

- The Global Voices of Holland & Belgium
- Handwritten Theatre
- RSS & Mixers
- Ediol R-9 Review
- PLUS Bigger & Better Music Section**

Issue 17  
June 2007

[www.podcastusermagazine.com](http://www.podcastusermagazine.com)

**podcast user magazine** Issue 18  
July 2007

**Loosen Up!**

With Elsie Escobar

ALSO:

- Patrick Melton Talks Free Speech
- Global Voices - India
- PodCruise
- The World of Sowerby & Luff
- PLUS huge new music section & Review Roulette**

Issue 18  
July 2007

[www.podcastusermagazine.com](http://www.podcastusermagazine.com)

**podcast user magazine** Issue 19  
August 2007

**"I'm just a guy with a blog."**  
**Eric Rice**

**PLUS:**

- Ewan's Fringe Review Roulette
- Sowerby & Luff
- Urban Coffee

Issue 19  
August 2007

[www.podcastusermagazine.com](http://www.podcastusermagazine.com)

# LETTERS TO PUM

- DEAR PODCAST USER MAGAZINE

There exists this nebulous of excitement and disinterest that is the 'Podcast Awards'. As sold, it is a means for podcast producers and consumers to vote for their favorite producers of content. Meanwhile, the owners of said 'contest' also own a marketing company that represents certain podcasts.

Meanwhile, the top two accolades offered by this contest are 'people's choice' and 'best produced'. Well, 'people's choice' is self explanatory. 'Best produced' is quite another issue. Best produced what? Audio podcast or video podcast? Is the podcast a 'true' podcast—like Keith and the Girl or Tiki Bar TV, or is it re-hashed 'traditional' media such as that offered to podcast consumers from the likes of NPR or Disney? (NOTE: Both NPR and Disney are up for a 'Best Produced' award.)

If we allow 'traditional media' to compete against real 'podcasters', the product from the million-dollar studio will always win. As a podcaster, I spend stupid money to present the best-sounding broadcast I can. But I can't afford an ISDN link to a remote studio. I don't have a room full of \$1600 microphones. I make do with that which I have. So do over 90% of podcasters. Some really suck. A few sound/look amazing given their constraints. These 'grass-roots' podcasters who excel should be the ones to win accolades!

I believe that audio and video podcasts should have separate 'best produced' categories. I also believe that podcasts that are simply re-constituted traditional radio shows should be omitted from voting.

Re-broadcasting popular radio shows is a service—not an art. If podcasting is to remain 'the new media', it is well advised to focus on those who produce original content.

In all fairness, I am an independent podcaster without the benefit of sponsorship or membership in any 'network'. So I may have a grudge. We are also nominated for best 'general' podcast in the above-mentioned contest. I hope we win. I doubt we will. Regardless, making the nominations has been very humbling if not exciting.

See you all at the Expo!

NOLA Trey  
The Radio Chaos Podcast  
<http://www.radiochaos.org>

Attention podcasters and podcast fans...

# podcast user magazine

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Brief Description  
or Tag Line

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Let us know if you are going to the New Media Expo, and we'll put your promo on the 'Meet Me At The Expo' page

# MORE NEWS FROM PUM

NEWS EDITOR: JOHN BUCKLEY

A new study from the Institute for Policy Innovation (IPI) measuring the financial cost of digital piracy on the US economy is claiming that illegal downloads and P2P file sharing has cost the US economy \$12.5 billion in lost sales.

Others dispute the claim, citing evidence which indicates that illegal downloads of digital music do not equate to direct sales.

Full story: <http://tinyurl.com/2py5wl>

It seems that the BBC's new iPlayer is not proving popular with some of the UK's major ISPs. The ISP's, including Tiscali, BT and Carphone Warehouse, are warning that they may "pull the plug" on the BBC's software. They fear the iPlayer will prove so popular with viewers that it will eat up masses of Internet bandwidth. They're now threatening to block the player or throttle bandwidth for users unless the BBC gives the ISPs a cut of the revenue.

More at : <http://tinyurl.com/3438lv>

Also entering the market, in advance of the European launch of Apple's iPhone, is mobile phone giant Nokia. Full news of the launch of its 'Nokia Music Store Service' was presented on August 29th in London during a live music event at the Ministry of Sound. The new service will combine downloaded music tracks with streaming content and is expected to launch in November.

Individual tracks will cost about 1:00 euro, while full albums can be obtained for 10:00 euros; with monthly subscriptions available or PC users starting from 10:00 euros. Tracks will be delivered in high quality 192Kbps audio in a Windows Media Audio (WMA) format and will be compatible with a range of Nokia handsets beginning with the Nokia N81 and Nokia N95.

With a single account, users will be able to access the Nokia Music Store via their desktop computer or directly from optimized Nokia devices. Nokia has already inked deals with Universal Music, Warner, EMI and Sony for the store and various gaming companies will be providing software for the N-Gage.

Full story: <http://tinyurl.com/23ubck>

An IBM survey of consumer media consumption habits shows an increasing trend towards the Internet as the primary place that audiences go to spend the time they once gave to television. The survey shows a growing trend away from old media platforms and from television in particular as the primary media device; with young consumers spending increasing amounts of their free time online and filtering out content that is not of interest to them. IBM sees advertising agencies becoming "brokers of consumer insights; cable companies evolving to home media

portals; and broadcasters and publishers racing toward new media formats" as they attempt to respond to this sea change in consumption habits.

Bill Battino, Communications Sector managing partner, IBM Global Business Services said "Given the rising power of individuals and communities, media and entertainment industry players will have to become much better at providing permission-based advertising and related consumer-driven ratings services."

The survey found that In the UK consumers get more of their content from user-generated content, social networking and music services than any other category.

Full Survey: <http://www.tiny.cc/bNhov>

# MORE NEWS FROM PUM

NEWS EDITOR: JOHN BUCKLEY

Apple announced this month that it has now sold more than three billion songs on the iTunes Stores worldwide, making it the world's most popular online music, TV and movie store by some distance, with a catalog currently standing at over five million songs. However, Apple may be about to face the biggest challenge to its supremacy yet, as rivals prepare to go head to head with the Cupertino company in a bid to launch their own services and gain a significant share of the lucrative online music download market.

Google and Universal are currently preparing to launch the 'gBox' service on August 21, 2007. Under the partnership, Universal Music will deliver the DRM free tracks, and will purchase advertising space from Google; the adverts will appear whenever a relevant search is made for an artist. These will direct the customer to the gBox service and will of course allow Google to leverage its massive online influence. More here: <http://tinyurl.com/2h3gma>

According to Irish Blog Awards site "there are now well over 2000 Irish blogs, with the number possibly over 3000 blogs". The Irish Blog Awards will be held at the Alexander Hotel, Dublin, on March 3rd 2008. As well as the awards themselves, an Irish Blog Awards formal ball is taking place in the Dublin sim in Second Life in the St. Stephen's Green section of Second Life Dublin.

More at: <http://tinyurl.com/2y94zc>

The New York Times published an interesting round-up of developments

in the streaming video market this month. The article claims that "the potential of new streaming video services — fast, full screen and in sharp resolution — is unleashing a torrent of movies and television shows, much of it aimed at narrowly defined audiences that can't find niche programming even on cable systems with 500 or more channels." Propelled by the ever greater adoption of broadband in the home the article points out that streaming is simplifying the means by which consumers gain access to a wider variety of high-quality video content. Because streamed content is usually not downloadable it does not reside on the user's computer, this makes it a popular choice for television and film distribution companies, allowing users to access their favorite shows on their computers at any time.

Full article at: <http://www.tiny.cc/0EEWQ>

## NEXT MONTH IN PUM

We bring you more from your favourite writers. And more!



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