

# PodcastUser

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



PUM

Issue 8

Sept 2006

## ABOUT PODCAST USER MAGAZINE

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

### Advice and help

Podcast User Magazine staff have years of combined experience. So, if you have any problems or would like any information, just email us at the address below. We're here to help.

[help@podcastusermagazine.com](mailto:help@podcastusermagazine.com)



## SUBMISSIONS

We are always looking for great new talent. So if you have a topic that you would like to write about, please email us at the address below.

We would be glad to hear from you.

[submissions@podcastusermagazine.com](mailto:submissions@podcastusermagazine.com)

## COMMENTS

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!

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

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# CONTENTS

Editorial .....	Page 3
News .....	Page 4
Podcast & Portable Media Expo ...	Page 6
Podcast Review Roulette .....	Page 8
Podcast Review Global Voices ....	Page 11
Podcast Band Review .....	Page 13
Hardware Review .....	Page 15
Software Review .....	Page 16
Studio Setup - Microphones .....	Page 18
Starting Another Podcast .....	Page 21
Inside The Podcast Studio .....	Page 24
PDA/Phone Casting .....	Page 26
Music Beds .....	Page 27
Is One Enough? .....	Page 28
Mark: My Words .....	Page 31
Freeloaders .....	Page 32
The Quirky Podcast List .....	Page 33
NTHPosition .....	Page 34
Back Page .....	Page 35

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## EDITORIAL

Hi everyone!

Here we go with another action-packed edition of the world's favourite podcasting magazine!

I'd like to thank all the contributors who were able to write articles for us this month – it being the holiday season and all – I know it's hard to focus on deadlines and articles when you're on the beach! I just got back from a bucket-and-spade holiday in Cornwall myself. Goodtimes.

Much more importantly, we have a booth at this year's Podcast Expo in Ontario California where we hope to meet a few of you and where we can spread the word. Come look us up and meet some of the crew – we'll be very happy to meet you, too.

Amongst the great articles this month is a brilliant interview with Roger Smalls done by email by Paul and Judy – it is well worth a read. Roger is an interesting, funny guy and a true podcast personality. Also, Mr. Vobes continues his excellent series on setting up your own studio with a look at microphones.

On a parallel track here's an interesting something. Given that Dell and Apple laptops are having their batteries recalled because of their unfortunate immolation (I love that word) habit at inappropriate times, why is it that the airlines and security services are perfectly happy for you to carry your laptop on a plane? Seriously, though, it is worth checking to see if you have one of the affected machines. Visit the Dell or Apple websites for more information. Better to be safe than sorry.

The winner of our fabulous SE Electronics Reflexion Filter is going to be announced on our website in the first couple of days of September. We wanted to give everyone a chance to enter – so if you *\*HURRY\** you might still be in with a chance of winning.

Keep an eye on [www.podcastusermagazine.com](http://www.podcastusermagazine.com) to see if you won!





by Jimmy Hastell

### In other words....

[www.magnectictime.com](http://www.magnectictime.com) produces software text readers for iPods, emails and the like and has been threatening to do the same for podcasts. They announced in February that by mid year they would be able to offer a text to audio version just for us 'casters'; no sign yet.

### 'Wild thing, you make my heart sing'



According to 'Women's Watch: Girls Gone Wired', by Oxygen media, most women would rather have a new iPod than a shopping spree or even a romantic evening. The study shows that 79% of the female market not only is interested in technology but is buying it, too. They also say that 77% of the women surveyed rate a plasma TV over a diamond necklace. *Gives a new meaning to 'plug and play'.*

### Wiz bang.

I'm sure it has not escaped anyone's notice that there has been a spate of laptop explosions due to faulty batteries. The problem is not confined to Dell but has also hit the Apple PowerBook G4 and iBook G4 models. Both manufacturers are recalling certain models, so check with your laptop dealer. *We don't want that sucker to catch fire when it's on your lap, do we?*



### Let's see what comes from this pot of gold



Too late, unfortunately, but [www.shamrock.org/podcast/](http://www.shamrock.org/podcast/) was offering a competition for 'one of three winners of a one-week tour to the island of Ireland for two this fall – including round-trip airfare, accommodation, ground transportation, a sleek MP3 player and logistical support in Ireland to produce your own podcast'. Closing date was August 31. *Never mind, sink a Guinness and dream of the little leprechauns.*

### Pod off.

Apple kicked up a stink when a company named a device they invented a 'Profit Pod'. It seems that Apple think they own the word 'pod'. The Profit Pod, by the way, has nothing to do with audio at all, but merely is a way of transferring data from arcade machines to a hand-held reader. *Hmmm, maybe Mother Nature should be suing Apple!*





Remember Microsoft saying they had no plans to make a rival MP3 player to the iPod? Well, here's what it's not going to look like. A Microsoft representative declined to offer further details.



iPod toilet roll holder... just how long do you plan to be in there?



iPod clutch and handbags... ideal, let the thief get your iPod and your credit cards in one go!



Hey, let's not forget the guys here... let's make sure that pick-pocket has something to be proud of, shall we?

## DIARY DATES

### SEPTEMBER



Sept 9-10, 2006 Bunker Hill Community College, Boston, Massachusetts, USA.  
Admission: Free to registrants  
<http://podcamp.pbwiki.com>



Sept 29-30, 2006. Ontario Convention Center, California, USA.  
Admission: Free to Exhibit Hall and Keynotes to registrants  
<http://www.portablemediaexpo.com/>

### NOVEMBER



Nov 18th. London Art House, London, UK.  
Admission: TBA  
<http://www.podcastcon.co.uk>

# The Expo That's All About Having Your Media When and Where You Want It!



Podcast to Promote Your Business  
Your Passion • Yourself

## **PODCAST AND PORTABLE MEDIA | EXPO**

podcasting • audio & video content

The **2nd Annual** Podcast & Portable Media Expo is the only industry event that brings together influential podcasters, media, corporate executives and device makers to cover the complete range of business, marketing and legal issues for podcasting and portable media.

**Conference and Expo  
SEPTEMBER 29-30, 2006**

**SOUTHERN CALIFORNIA  
ONTARIO CONVENTION CENTER**

**Event Focus:** The ability to take media with you and listen or watch when you want - on whatever device you want. Place and time-shifting technology is changing the business landscape of media in today's world.

The Expo is also about the new trend of individuals participating as media companies and producing content at broadcast quality.



### **ONTARIO CONVENTION CENTER**

The Ontario Convention Center is accessible from Ontario International Airport and is in the heart of Southern California. The Ontario Airport Marriott, the headquarter hotel, is located directly across from the Ontario Convention Center. Be sure to reserve today for only \$92 per night single/double.

Visit us online for more information or to register

**[www.PortableMediaExpo.com](http://www.PortableMediaExpo.com)**

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

## Meet Chuck Tomasi at



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

### Deeper and Wider: Getting Your Listeners More Involved With Your Podcast

Instructor: Chuck Tomasi  
Room: 200ABC : Saturday 30th Sept.  
11.45 - 12.45 Session 6.

In this session, we'll go beyond listener numbers and gain listener loyalty with a variety of web tools. I'll show you several free and inexpensive ways to get your listeners more involved with your podcast. Make a strategic investment in your show and your audience by taking podcasting beyond the MP3 files and an RSS feed. Things like mail lists, listener lines, chat rooms, streaming audio, webcams, and even streaming video can more deeply involve your listeners and help them feel like part of your show. Getting listeners involved creates loyalty. Loyalty creates disciples. And disciples get the word out about your show to get new listeners. Join Chuck for an hour of hints and tricks to help your podcast go deeper and wider.

## Meet Linda Mills & Paul Parkinson



**STOP PRESS**

Paul Parkinson, Editor of Podcast User Magazine and Linda Mills, Editorial Manager, are now confirmed as attending the Podcast Expo at the Ontario Convention Center in Ontario, California on the 29th and 30th of September. "The Podcast Expo will be a great event for spreading the word about Podcast User Magazine and letting people know what a great product we put out each month", said Paul earlier. "The growth in podcasting and videocasting in the last year should make it easy to find writers willing to share knowledge in the magazine", added Linda.

Paul and Linda and will be at booth 622 and will be looking forward to meeting as many podcasters, listeners and potential business partners as possible. If you go to the show please do come and say hi to them both. Paul might be a little jet lagged, so be nice!



# Review Roulette

There are so many podcasts out there, how can you find the ones that are right for you? How can you discover the ones that almost no-one knows about, and you'd never dream you'd want to hear? We at Podcast User Magazine aim to find them for you. But rather than just reviewing podcasts we already like or find by recommendation, we thought we'd trust lady luck to find some podcasts from left field.

This popular feature, which debuted last month, is back with another three podcasts chosen from [www.podcastalley.com](http://www.podcastalley.com) using the Podcast User Magazine Random Podcast Picker. We bravely risk our ears so you don't have to!

[paulcmusic.com](http://paulcmusic.com)

**REVIEW  
ROULETTE**

Paul C Music

<http://paulcmusic.com>

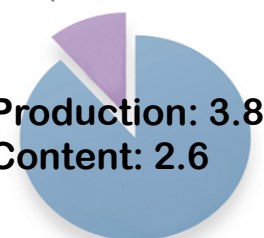
A showcase for Paul Cooper's music, delivered in MP3 format via RSS feed. Not really a podcast *per se*. No intro/outro. No comments on Podcast Alley, and only 4 total votes there. On the plus side, he has been doing it for 20 months now, and with 20 MP3s available, he's averaging one a month. His web site is well coded, too (strict XHTML with accessibility features).

If you subscribe to this you have a nice source for electronica music. I actually liked the 'Mirage' track and played it a couple of times. In the car, the bass sounded very good and I almost felt like one of those annoying youngsters who shake the road, cars and innocent passers-by with their booming basslines. I hurriedly turned it down!

'Sprites' was also enjoyable, and it made me go out and subscribe to a few more tracks. I like to listen to this as background while I'm working. It's likely I will retain it in my pod-list, so I guess it's a thumbs up from me, but I understand that the musical genre is not to everyone's liking. The production was good, but then it should be if Paul C. is a professional musician – he knows his way 'round the mixer!

Text by Phil Clark and Chris Matson

**Production: 3.8**  
**Content: 2.6**





## Barbecue Secrets

<http://barbecuecrets.libsyn.com>

“A smokin’ podcast celebrating the pleasures of outdoor cooking”.

A blog-style website that provides an awesome amount of information over and above the actual vidcast. I like the full recipes that are provided, and the detailed instructions. Couple this with the video and you have a very informational and useful offering.

It’s worth noting that this was the first vidcast I have subscribed to. I don’t have a video iPod or other mobile video player, so to subscribe meant viewing on my PC or laptop. So, I did subscribe and was pleasantly surprised. The actual vidcast comprises excerpts from a Canadian television BBQ segment and provides a vehicle for the host, “Rockin’ Ronnie” Shewchuck, to advertise his best-selling cookbook, but that doesn’t impede too much on getting the vital information on cooking out to the viewer.

Now, it so happened that the two episodes downloaded were not representative of the past editions. The previous five episodes were traditional audio podcasts, so I’m wondering if the video was an experiment or whether there will be a future mix of audio and video.

I did go back and listen to episode #3, the title of which intrigued me – “British BBQ Legends” – I didn’t know there were any!!

Whichever way, the podcast is a great testament to someone who is passionate about BBQ cooking, and this played well into my own attempts at charring some beef over a bed of coals (actually, I’ve got a gas grill, so ignore the ‘coal’ statement!). I also am rather partial to plank cooking, and Ron’s tips were invaluable for my future attempts.

I liked the length of the show – short enough to be easily viewable in a spare few minutes, and long enough to get the message over.

Production of the vidcasts was good, as was the content, but once again as this is a professional outfit, it darn well should be! The audio podcast was good, except it seemed a little quiet, and because of that, I’ve rated the production a little lower. BUT – this is another one that stays on my subscription list!!

Text by Phil Clark





**REVIEW  
BOULETTE**

IBM WebSphere Technical Podcast series on SOA

<http://www.ibm.com/developerworks/podcast/websphere>

I was very surprised when the random podcast picker chose this podcast, as the subject of this podcast is actually a big part of my day job, and yet I've never bothered to listen to this podcast before. It certainly means I've got a fair chance of understanding the stuff they're talking about: IBM's WebSphere software products.

As this comes from a corporation with the resources of IBM, you might expect this podcast to be highly polished and well produced. You'd be wrong. But this is not necessarily a bad thing. Many of the best 'tech' podcasts have a poorly produced, 'raw' feel to them – but this is not what makes them great. The Gillmor Gang is such a compelling listen despite the bad recording quality. What makes a great podcast is the quality of the content.

The content of the WebSphere podcasts seems to be comprised mainly of staged conversations between various marketing managers who already speak the same jargon. These are presented as interviews but seem to be built from depersonalised sales pitches and audio-only renditions of PowerPoint presentations. A sales pitch is an interactive animal, and a PowerPoint presentation is a finely balanced creation combining audio, visuals and a certain amount of audience feedback, and as such it doesn't quite work if you present the audio track only and dress it up as an interview.

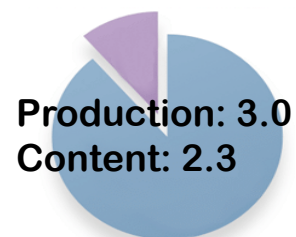
This podcast seems to be suffering from an identity crisis. If it is intended for sales representatives to listen to in their cars on their way to a client, so that they can be trained how their sales pitches or presentation should sound, then it should be published privately and not released to the general public. If it is intended for customers as a take-away reminder of the PowerPoint presentation they recently attended, then it should be produced to a much higher standard of audio quality. If it is intended to stand up in its own right, however, as a method of introducing potential customers to the benefits of the technology, then the content needs to be overhauled: use interviewers who better represent the listener, who can genuinely lead the listener into the concepts and jargon at a realistic pace by starting at a realistic level of ignorance.

Text by Simon Toon

This month's podcasts were reviewed by:

Phil Clark  
Grant Mason  
Chris Matson  
Paul Parkinson  
Simon Toon

The ratings given are the average of the scores given by our team of reviewers. We use a five-point scale, with 5.0 as the highest rating possible.





**Global Voices**  
by Janet Parkinson

From the word go when I was researching Indian podcasts it was clear that it is Bollywood which is really helping ignite podcasting in India. Given the huge influence Bollywood has on Indian culture, it's perhaps not surprising - but when I found only a handful of podcasts I began to wonder if maybe I was missing out on all the Hindi-speaking ones. All the podcasts I found were in English. But of course English is the main language of business and commerce all over the sub-continent, and the English keyboard is king. So it doesn't seem likely that my not speaking Hindi was the problem – there just don't appear to be any Hindi podcasts yet.

Given that there are only a few podcasts out there, the ones which are doing well really appear to have a firm hold. There is plenty of room for scope - both in terms of quantity of podcasts and from the commercial side, too. Here is a market ripe for development.

What is really interesting and refreshing – not just for the Indian podosphere but also globally – is that it is the female hosts who are doing particularly well.

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



Focussing on Indian culture, Bollywood, general news and whatever else Ruchita Gupta happens to feel like talking about when she hosts this weekly 'newsreel' style show. She has been making a splash in all the right places, appearing in Business Today and on NDTV to name but a few. Downloaded in over 70 countries, her podcast seems set to continue to help lead the podcasting revolution in India. It's Bollywood and an Indian recipe for Korma which appear to be the most popular shows!

**Production: 3**  
**Content: 4**



**Production: 3**  
**Content: 4**

A pie chart with a blue base and a purple slice, representing the production and content scores.

Couple Piy and Deb have put together an innovative show which includes a really great mix of interviews from Bollywood stars through to audio clips from their listeners and general commentaries. Send in your audio files of music, commentaries or whatever and they will happily include relevant samples. These clips are in fact what make the show – and their kids are allowed to get involved, too.



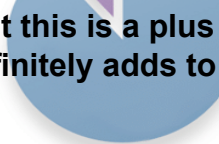
**Production : 3**  
**Content : 4**

A pie chart with a blue base and a purple slice, representing the production and content scores.

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

'Life, People and Ideas : connecting Indian diaspora across the world'. Kamla Bhatt is originally from Madras but moved to San Francisco where she worked within Silicon Valley. Kamla now divides her time between New York and Bangalore. It's the intersection and interaction of people and ideas which appears to be Kamla's passion – and this shows itself very clearly in the excellent variety of interviews she conducts across a broad range of subject matter – from entertainment (including Bollywood), business and tech through to food and travel.

#### [Podcast India \(Link\)](#)



**Production : 2 (but this is a plus in my view – it definitely adds to its authenticity).**  
**Content : 4**

A pie chart with a blue base and a purple slice, representing the production and content scores.

Not a 'podcast show' as such but produced and broadcast from India over a 3 - week period. I include it because it shows the potential value of podcasting. A group of 14 undergraduate students enrolled in 'The Arts in Culture: The Arts of India' course from York University, Toronto, went on a trip to Mumbai, This is citizen journalism at its best. You will experience the sounds of India, which is fascinating enough, but what starts off as a fun educational trip actually ends up with many of them returning home early for reasons you'll have to download and hear for yourselves! (I love some suspense..)

It will certainly be interesting to see how podcasting in India changes with time – and with a population of over one billion in India, there must surely be a few more budding podcasters waiting in the wings!

Thanks to Mark Bold for the great picture of the Taj Mahal. Next month I'm heading over to Ireland where podcasting is kicking off in style – so it would be great to hear from anyone over there. Please do send me those mails : [janet.parkinson@podcastusermagazine.com](mailto:janet.parkinson@podcastusermagazine.com). I read every one!



EP Review

# Before we stand... we crawl

by Hungry Lucy

reviewed by Grant Mason

If you're a podcaster, you probably end up listening to a great amount of music of great variety. Most of it is very good, some excellent and some just not your particular bag. But every now and then something magical happens. A genre that you would previously have avoided ends up wrapping itself around your heart so tightly that you fall in love with it and with the band that waved the wand in the first place. For me, such was the case with Hungry Lucy. The love affair started with an email from War-N Harrison, musical maestro / keyboard player and knob-twiddler in the duo, and before I knew what happened, I was swooning over the delicious trip-pop, honey-soaked vocals of Christa Belle running through the marvelously laid-back 'Her Song'. From a standing start in a style I had pretty much avoided, I was well and truly hooked, and that infatuation has continued to this present day and their new six-track EP, *Before We Stand... We Crawl*.

Kicking off with 'A Girl Alone', we're in fairytale keyboard territory for a brief instant before the menacing chords start running in beneath them, closely followed by the synth drum-beat. It's an opening to those familiar with the duo's *Tea With Hungry Lucy* podcast, as it was used as an intro theme for a while. Christa's vocals weave over the top, tinged with beauty and anguish, and the song develops an almost warming glow that echoes and shines through the lyrics of loss and darkness.

'Harvest' opens with a simple piano and vocal with some orchestral string washes developing behind; the song has an organic, simplistic feel to it. Rooted in the earth, it's a radical departure for Hungry Lucy as it features the sounds of real instruments. The chorus and middle are hypnotic and so hooky that I can't get off the line – this melody will stay with you for a long, long time after the CD ends.

A trippy beat, piano and pizzicato strings lead nicely into 'Losing Faith'; Christa's vocals are loaded with raw emotion as she hits the higher registers. Again, the backing is kept relatively simple yet it hugs the vocal lines like a comforter.

Moving into 'Storm (Carried Away)', we hit a mellow jazzy groove as the track from their Glo album is revisited and given a makeover. Woodwind and glockenspiel meld with a swinging double-bass and rim-shots on the snare, evoking memories of smokey rooms and Angelo Badalamenti's soundtracks to David Lynch's movies.

Hungry Lucy classic 'Alfred' gets a similar buffing-up in 'Alfred (Haunted)', being pared down, stripped back and holding the tempo back a notch or two. It loses the original War-N vocal harmonies but makes up for it by cloaking itself in an atmosphere of old church, complete with organ, to ramp up the spookiness suggested by the title. Comparing the old and new side by side, it's apparent just how far the band have come and just how much they've matured. A treat for old and new fans.

The CD closes with a live and unplugged live performance of 'Fearful', complete with intro from War-N and Christa as they contemplate the wisdom of exposing any mistakes to their worldwide podcast audience (the track was originally performed on their show). They needn't have worried – it's a wonderful way to end the EP and shows that they sound every bit as good without any electronic instrumentation or production polish. As Christa comments at the very end, "Not too shabby !" I'd go so far as to say it was on the brilliant end of the non-shabbiness spectrum, and it's a purchase that I'd happily recommend to anyone. In fact, Hungry Lucy are encouraging the sharing and free distribution of the music on the EP as it's been released under a Creative Commons Share Music license, so buy a copy and then burn some to get your friends into the band. Once they do, encourage them to go and buy their own copy and maybe pick up all of the other Hungry Lucy back-catalogue !

The EP can be bought from the band's site at [www.hungrylucy.com](http://www.hungrylucy.com)



Pictures courtesy Hungry Lucy

# Oomi (oh my)

The Datasafe Oomi MP3 Player

reviewed by Jimmy Hastell

Resembling an ornate pendant, the Oomi is a little jewel in itself. The ergonomic shape and high-luster finish would certainly appeal to both men and women, but is it functional?

The first striking thing is its size and weight. Measuring a mere 32 x 47 x 13 mm and weighing in at only 20 grams, it's tiny but surprisingly packs a real punch at 20mW per channel for 40mW total sound output. It comes supplied with black earphones for colour co-ordination. Turn the power on and a welcoming deep electric blue glow appears around the controls; there is also a 64 x 48 LED screen, which is a tad small but useable.



The Oomi supports a selection of sound settings, preset EQ modes, user customisable EQ with DBB and 3D sound. It also supports WMA and ASF as well as MP3. It is available in 512 MB, 1 GB and 2 GB sizes. The Oomi is compatible with both Windows and Macs and allows simple drag-and-drop loading. Because the Oomi is so small, it's not possible to fit a USB socket into it, so the 3.5mm headphone socket has a special lead that converts to USB2 at one end.

Battery life averages around 11 hours from a charge of the lithium battery. The Oomi also features a voice recorder and an FM tuner. However, as with many multi-purpose devices it performs one job very well; the FM tuner needs a good signal to function.

Prices start from £59.00 / \$111.00  
The Datasafe Oomi is available from [www.advancedmp3players.co.uk/shop/](http://www.advancedmp3players.co.uk/shop/) in the United Kingdom, but they will ship world wide.

# Imp(rss)ed with Egress

Colin Meeks

I've already reviewed Egress from Garish Kernels for Podcast Launchpad, but I wanted to do a follow-up review after having actually used the product over a few weeks whilst being on holiday at home. I turned to Egress because I hated to think I was going to get back to work with hundreds of podcasts to catch up on. WinPodder alone wasn't an option, as it doesn't track what's been listened to and what is still outstanding. I also decided against installing Juice on my laptop, as disk space is at a premium and sometimes it slows my laptop to a crawl. Egress was perfect solution for me, as I could keep a track of the new podcasts and listen to them when I got a chance using WinPodder on my laptop. We have the laptop in our kitchen, which overlooks the living room, and it's a great way to listen to various podcasts using WinPodder and music from my main computer in the basement via iTunes.

So over the last couple of weeks, I've used Egress each morning to see what new podcasts have been released and to mark entries read, as I've listened to the podcasts on my Pocket PC. I found it funny that with over 60 subscriptions, all being handled by the freely available Juice receiver, I was missing an amazing amount of information. For instance, I've been subscribed to the Adventures of Mr Behi, an Iranian podcaster, for the last eight or so months, but in that time I've received only a couple of podcasts. What I didn't know was that he also posts a blog entry a few times a week, which makes for very entertaining reading. I've been missing these blog entries as they just don't appear in Juice. Actually, of the 60 podcasts I'm subscribed to, there are 20 or 30 that post additional information in their feed that I have just not known about.

The reason that Egress picks up and shows this additional information is because it's not a podcatcher as such, but more of an RSS aggregator that has been expanded to handle podcasts as well. I've used RSS aggregators in the past on my PC but have always preferred to view the main websites rather than read the RSS entries and then be forced to view the web page anyway. I can actually do this very simply by using Firefox. I have about 50 websites I check regularly, so I just put them all in their own folder and then open them all at once in their own tab, which Firefox makes very easy. However, the benefit of having the websites' RSS feeds available on my Pocket PC is that I can update them anywhere I can get wireless access, and I can then read them at leisure when I've got a few minutes to kill.

So Egress makes it easy to listen to podcasts and also to keep up to date with the news from my favorite websites. On the whole, it is an excellent piece of software. I did have an annoying problem with Egress losing my subscriptions, but I have to say that this could well have been caused by my Pocket PC, as it's been a bit flaky and in need of a clean out and fresh install. A couple of times, though, Egress has been unable to find my subscriptions. I cured this by just reinstalling to no ill effects; everything worked fine again after this procedure.

Egress is more than happy to download any podcast found either automatically or on a user-selectable basis, but bear in mind that this is going to require a substantial amount of free memory space, should you have close to the same number of podcast subscriptions that I do. Even with three or four new music podcasts, you will need around 90 to 120 MB of required storage memory space. That being said, this is still a nice aggregator to have, especially if you want to have available a few podcasts on your Pocket PC for those times you are going to be away from your main computer.

Thus, Egress is nearly perfect. I say 'nearly' as I have a few great ideas for features that will make it the perfect application. (That is, perfect in my opinion). One great addition would be a desktop version of Egress that I could use on my PC. Then a great feature would be the ability to synchronize my desktop subscriptions with the handheld. This would allow me to dispense with Juice and easily carry my podcast subscriptions with me. If I listen to some podcasts at home, I just mark them as read on my Pocket PC, and then when I get back to my desktop machine, it makes the required changes, so at all times I'm kept up to date, whether at home or in the office. Another good option to use in conjunction with this idea would be the ability to save all unheard podcasts (that is, the downloaded MP3s) to the Pocket PC, giving a nice level of flexibility for going places where there is no internet connectivity.

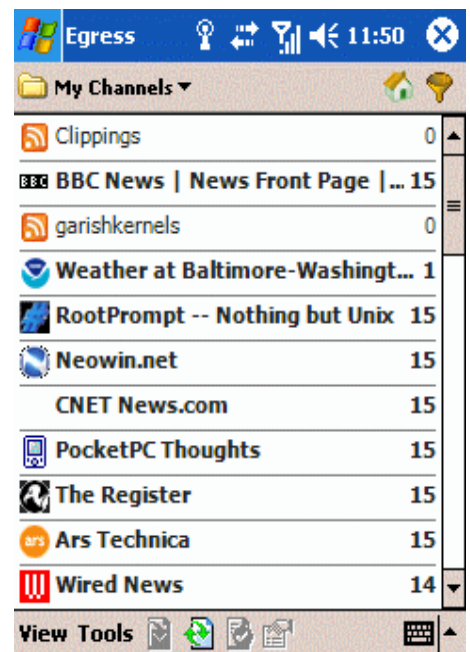
Conclusion : If you listen to podcasts and have a Pocket PC, Egress is a must buy, especially at the ridiculously low price of \$12.95 with free upgrades for life.

Garish Kernels :

[www.garishkernels.net](http://www.garishkernels.net)

Podcast Launchpad :

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





# Microphone?

by Richard Vobes  
[www.vobes.com](http://www.vobes.com)

## What bloody microphone?

You may recall that for the past couple of months I have been fortunate enough to be writing about the construction of a podcast studio. In many ways this was promoted by the physical building of my 'Beach Hut' facility, from where I broadcast my daily podcast as part of the Vobes Radio brand!

Last month we had a quick examination of the types of equipment we might need but didn't really look at any individual item to see the merits and pitfalls of such a gadget. I wish to redress the balance in this issue.

First, then, let's start with the microphone. As many podcasters have found out to their peril when starting in this delightful hobby (it is still a hobby isn't it? Or as with me, has it become a life-style?), the standard microphone bought with any recording apparatus isn't generally any good at all, although there are exceptions.

The first places a newcomer tends to shop in are inexpensive high street electrical stores, and the type of microphone grabbed instantly, without any thought for its performance or polar diagram (pardon me?), is an inexpensive dynamic vocal mic. They look great, don't they? -- All colours of the rainbow, perhaps packaged up in twos or threes, and what a bargain price, to boot!

**DON'T BE DECEIVED!**

The term 'vocal microphone' is a ploy to confuse and waste the podcaster's first investment into this noble past time. "Why so?" I hear the newbies cry, still clutching their plastic blister packets containing that flashy, sexy vocal mic, searching high and low for the scissors to open the thing, as the fingers are just not powerful enough anymore.

The reason is simple, though deceptive. These so-called vocal microphones are aimed at the karaoke singer! The cheap ones are aimed at the amateur market, and the metal, slightly more expensive ones are nudged at professional singers and stage performers.

The vocal mic is what it says, designed for the voice, but at close range and to be amplified up and pumped at high volume through a public address system.

The Richard Vobes  
School of Podcasting





The polar diagram, the graphic interpretation of the 'pick up' of the microphone, shows that the fall-off rate is considerable. In other words, move slightly off from directly in front of the mic and your volume is greatly decreased. The idea for this is that the microphone doesn't pick up any of the amplified sound coming back at it from the speakers and cause 'feedback'. That's the unmistakable, high-pitched whistling sound you may be familiar with that is over-used in TV shows when they try to convince you that the actors are using public address! Also, these microphones are designed to capture extremes of sound--someone singing at the top of their voice, for example--so the sensitivity is also reduced.

All in all, these mics are not good for podcasting.

That said, you still need a microphone that is good for vocals, just not for Tom Jones belting out 'It's Not Unusual' at the top of his voice. So what should you go for?

Let's have a quick look at the types of microphones that are available. There are basically three types: the Dynamic, the Ribbon and the Condenser.

### **THE DYNAMIC**

The cheap vocal microphones tend to be in this group. A dynamic microphone uses a magnetic field to convert the sound impulse from the diaphragm into electrical energy. There are higher-end dynamic microphones, and they are great for stage work, and some such as reporters' mics are better designed for ENG (electric news gathering). I use one of these for my audio tours and interviews. Point them close to your subject and turn the volume up and monitor the recording all at the same time!!!!

**'All in all, not a good microphone for podcasting'**





## THE RIBBON

These tend to be old-fashioned microphones, although they are coming back into popularity because of the 'silky' tonal qualities they give to the voice. They are effectively similar to the dynamic microphone, and the diaphragm is suspended between two magnets. The ribbon mic uses a thin ribbon of aluminum instead of the plastic or Mylar found in a dynamic mic. Although they are probably great for close vocal work, these days they are very expensive.

**'very expensive'**

## THE CONDENSER

The workhorse of the podcasting community! This is the recommendation for most studio set-ups. The microphone has a good, all-around pick-up, and depending on the polar diagram can be used for many different purposes. The condenser needs a small amount of voltage (between 9 and 48 volts) to function, either from an internal battery or from an external power source such as a mixing desk or preamp unit.

**'The workhorse of the podcasting community!'**



There is much to learn about the types and uses of microphones, and it goes beyond the scope of this introductory article. Here is a place to gander if you have a few minutes:

[www.dummies.com/WileyCDA/DummiesArticle/id-2509.htm](http://www.dummies.com/WileyCDA/DummiesArticle/id-2509.htm)

Anyway, enough of the technical aspects. All you generally need is a nice condenser microphone of reasonable cost. Anything from £30 to £130 will do a great job – no need to go mad, if the final result is going to be squished down to 64kbps and listened to through tiny ear buds!

The thing you don't get any information on these days is how to use the microphone. It really isn't a question of pushing the fader up and opening ones gob. That will be the subject of my next lesson!

The Richard Vobes  
School of Podcasting





# Starting Another Podcast

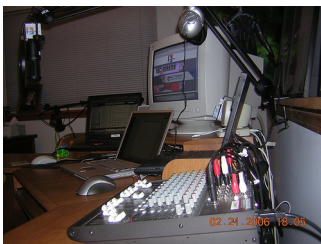
Lately, it seems that many of the podcasters I've spoken with are getting comfortable with producing one podcast. Then an idea for different content strikes them, and they find themselves faced with making a second, third, or fourth set of shows. Pardon my American reference, but these days, producing one podcast seems to be like having only one computer in the house or one car in the driveway.

For those who don't know my podcasting history, here it is in brief: I started my original podcast, simply titled ChuckChat, in December 2004. In May 2005 I divided the content into two new shows; my audio blog, ChuckChat Freestyle, and the geek humor show, Technorama. In December 2005 I launched my third podcast, aptly titled Gmail Podcast. By the time this article hits the internet, my fourth podcast, Radio Yesterday, will be live. There is even a fifth podcast planned once some technical hurdles across the globe are cleared up.

It seems as if every time I get an idea, it is immediately followed with another "Could I do a podcast about that?" Then my brain starts to go into 'project management mode' to determine all the tasks associated with starting another podcast. If you have already made the investment in your first podcast and are considering a second, then there may be some shortcuts you can take with subsequent productions. Let's take a look at the basic steps required to set up another podcast.

First, you'll need to think of a name for your new show. Part of the name-picking process involves registering a domain name to go with your show. You should have several alternates or permutations in mind as well. When you get to [www.GoDaddy.com](http://www.GoDaddy.com) (or wherever you register your domains) you can use the domain name picker right from the front web page. If the name is already in use, some alternates may be suggested. This is where backup ideas come in handy. If 'oldtimeradio.com' is taken, how about 'oldtimeradiopodcast.com' or 'oldtimeradio.net' or '.org'? Be prepared to be flexible. You may be asking yourself, "Do I need to register a domain name for a second podcast?" My answer is "Yes, definitely". First, you don't want to be confused with another product or podcast. If you are doing a podcast all about Harley-Davidson motorcycles, you want to make sure people find you for your show, not by accidentally going to someone else's site. The few dollars you spend on your own domain will be worth it.

Chuck Tomasi



There are a couple of options you can take with your new domain. The first is to make a traditional stand-alone site. The second choice is to combine your podcasts on one central site. In my case, [radioyesterday.com](http://radioyesterday.com) is a minimal site set up to forward the browser to <http://radioyesterday.chuckchat.com/>. This allows me to keep all my sites together using common graphics, to quickly stand up another set of pages for the new podcast and to continue to maintain personal branding in the domain name. If you want to go with a consolidated hosting scheme, first check with your hosting provider to see if you have the capability and capacity to do it.

You may also want to head over to <http://mail.google.com> and see if there is a Gmail address available with your podcast name. This is very popular among podcasters because of Gmail's large mailbox limit. Some podcasters also think it is easier for the listener to remember 'yourpodcast@gmail.com'. Depending on your hosting setup, you may choose 'yourname@yourdomain.com'; however, I would still recommend registering the name of 'yourpodcast@gmail.com' to avoid any issues with branding later. You can always set up one email account to forward to another. If you have questions about Gmail or need a Gmail invite, let me know.

Like many other podcasters, I use LibSyn ([www.libsyn.com](http://www.libsyn.com)) to host my audio files. Since LibSyn has no bandwidth restrictions, I am only limited to the amount of data I upload each month. For \$20, I can upload as much as 525 MB every 30 days. That's a lot of podcasts at respectable bitrates! If you are using the \$5 or \$10 monthly service, LibSyn makes it easy to upgrade your service offering if you need to expand your storage needs to make room for a new podcast. The upside of centralizing your episodes in one LibSyn account is less maintenance. The downside is aggregated statistics; however, this can be overcome with some clever naming conventions and scripted log parsing. Your hosting solutions may differ. Check with your hosting provider to make sure you have the capacity and bandwidth to support another podcast.

One step that cannot be skipped or cut short is graphics for your new show. If you are 'graphically challenged', ask around. Perhaps some of your existing listeners will answer your call for help. Think about where you use graphics now and what resolutions you will need. Don't forget about album art, web page banners, large and small icons for iTunes, and promo tags for other sites. You may need to tweak your logo or original graphic slightly to suit the various needs.

Chuck Tomasi

Let's not forget all that hard work you did to get your first podcast into all those directories! I recommend doing this after you've got your site up and your 'Episode 0' recorded so people who find you (or hear your promo) will have something to listen to. Start with the major directories such as iTunes, Yahoo (<http://podcast.yahoo.com>), Podcast Alley ([www.podcastalley.com](http://www.podcastalley.com)), and Podcast Pickle ([www.podcastpickle.com](http://www.podcastpickle.com)). You can find others at Podcast411's 'Directory of Directories' [www.podcast411.com](http://www.podcast411.com)

For additional publicity, try locating mail lists or forums related to your podcast subject and let them know you are now on the air. This one takes a little time, finesse, and patience. If you haven't already read "Podcasting for Dummies"\* by Evo Terra and Tee Morris, do so; they cover this topic pretty well, so I won't repeat it here. Suffice it to say, this is one of the best ways to target potential listeners, but exercise caution. If you come on too strongly and blatantly advertise your podcast without contributing to the discussions, you could be banned as a spammer.

Another key element of your new podcast is the audio promo. Only you know what your promo should sound like. If you are not comfortable with making a promo, contact one of several audio production sites such as Adam Raimer at [www.madtownaces.com](http://www.madtownaces.com). For only a few dollars you can get a promo, show intro and ending and segment bumpers. Again, your existing listener base may be able to help out here, too. Once you've got your audio promo done, upload it to sites such as <http://promos.podshow.com> and <http://podcastpromos.com>. And don't forget to put a link on your site so others can download it easily. As with the directories, do this after your site is up and you have at least one show in your feed for the new listener to download.

In review, the steps you will want to take to setup another podcast include, but are not limited to:

- Choose a name (and a few alternates)
- Register your domain
- Register a Gmail account (and forward as necessary)
- Decide on centralized or decentralized web hosting
- Decide on centralized or decentralized file hosting
- Create the various graphics and logos
- Update the podcast directories
- Make the rounds to the related mail lists and forums
- Create and upload your podcast promo

Good luck with your new podcast!

Chuck Tomasi ([chuck@chuckchat.com](mailto:chuck@chuckchat.com)) is the producer and host of Freestyle, Technorama, Gmail Podcast, and Radio Yesterday at [www.chuckchat.com](http://www.chuckchat.com)

\*Reviewed: Issue 6, Page 13 Podcast User Magazine

# Inside the Podcasters' Studio



Paul and Judy from TotalPodcastrophe ask questions of Roger Smalls

*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.*

*This month inside the podcasters' studio, we are privileged to meet Roger. Due to his unique and inimitable style, and the fact these interviews are conducted via an exchange of emails, we are preserving Roger's actual responses unaltered. So without further ado, let us allow Roger to introduce himself...*

**Roger:** i'm a Libra and was born in england in 1981. i have lived in fairlands in guildford with my mum for almost 6 years..i am single and have no children but am activly longing. i work at a hospital where i process test results. if you have ever urinated in a bottle in the surrey area then chances are its ended up going through my hands. i collect snowglobes and have over 14. i used to work in a nursely but hated everyone there.

**When, and how, did you first hear about podcasting?**

**Roger:** I typed in "insane lesbain films" into google one night and madge weinsteins web site at insanefilms.com came up. a lady in a floral print dress cooking wasnt what i expected and made my heart and loin drop but it was intreeging. i think it was a re-peipe for beans.

**What was the first podcast you subscribed to, and why?**

**Roger:** madge weinsteins yeast radio. it was unlike anything i ha ever seen before. i kept having to come back to her site to down-load her podcasts and it was frustratting. she talked of special software which does it all for you so i installed it and it automa-tially coped them over so i could burn straight to a cd. i think it is important that peple new to podcasts should have clear instruc-tions about things.

**What do you look for in a podcast?**

**Roger:** i like ones that make me laugh and forget. also american men.

What puts you off a podcast?

**Roger:** clothes. also when podcasters dont get on with each other. the internet can have have an infinite number of people podcasting, around 5000 from what i understand, so there is room for everyone to try things out without treading on other peoples toes.

What drove you, personally, to become a podcaster yourself?

**Roger:** i kept sending in recordings containing my thoughts to yeast radio and found out that it was very easy to publish them myself on FTP as well. everybody used to send nice emails introducing themselves which was nice to read. i also wanted to meet girls too which has yet to work.

What motivates you, currently, to continue podcasting?

**Roger:** not much any more as it was not like the old days where everyone was nice to each other. with the bad emails and criticism all the time it is hard to think good thoughts but i continue to use my blog as an online journal.

How have podcasts changed your attitude toward, consumption of, traditional media?

**Roger:** i still watch tv quite a lot and relax in the bath with the snake every so often. until they make it cheaper to download big files it wont affect me. it hasnt affected dvd purchases at all as i dont own a player. i used to listen to radio one a lot but when they started with the gay hate it upset me as all the best podcasts i listen to are from qpodder.

How have podcasts changed your life in a more general sense?

**Roger:** its almost 2 years i'm still underpaid processing stool samples for a living, i have no girlfriend and live on 200mg a day of anti depressants. i cant see this changing any time soon no matter how many recordings i make . i dont think podcasting has lived up to the hype for me but lots of people can now make a living out of it. i have changed my route to work to find free wifi in order to download podcasts on my phone.

What do you see in the future for you, and your podcast?

**Roger:** i'm hopefully going to brighton for christmas to stay with some family members and be married by my 30th birthday (blond / slim / TGS / rich e.t.c.). i hope i will get to meet adam one day and interview him on my show although he continueally refuses which upsets me. technically i predict people will be able to listen to podcasts using more and more household appliances. i foresee in 5 years time a world where adam curry speaks through toothbrushes, marital aids and small figurines. i doubt i'll be podcasting in 5 years time what with all the pollution and wars, if not i'd like to think that i would get around 200 listeners on feedburner. i'd also like to do a podcast with Jacko from Brushstrokes, he's really funny and was always popular with girls.

Roger Smalls can be found at Daily Smalls Code

<http://rogersmalls.blogspot.com/>

Judy and Paul Hutchinson can be found at Total PodCastrophe

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

# Phone / PDA 'casting / listening.

Paul Nicholls

I'll say it just one more time – you really don't need an iPod.

I'm a messer. I really am. I have an iPod and numerous MP3 players and recorders, but that's not enough.

If you're like me, you'll very often forget to take out your clutch of gadgets.... but you'll always have your phone.

I own a fairly nondescript Nokia (a 6230i I think, but I'm not a phone geek). The phone does, however, house an SD card and it's Bluetooth-compatible, as most are these days.

I purchased a 1 GB SD card, to replace the meagre 32 MB card that came with the phone, and a Bluetooth 'dongle' to enable my ageing Dell laptop to receive Bluetooth signals. The dongle cost around £25.00, and I found the SD cards were also pretty cheap – from the web I found one for as little as £18.00.

The Bluetooth dongle slid straight into one of the USB ports on my laptop and instantly found my phone – and the SD card. I downloaded a number of podcasts onto my desktop and remotely dragged them, via Bluetooth, into the SD card. The stereo headphones that came with my Nokia performed exceptionally well, and my essential listening on the go was complete.

Not only was the phone a great substitute MP3 player, I found it was a *reasonable* recorder, too, for low-bitrate recordings.



I wasn't satisfied with the recording facility, and having broken my £300 super-duper Edirol MP3 / WAV recorder within a few weeks of purchasing it, I looked at my PDA, an Acer n35 – a pretty basic but very handy GPS Windows mobile.

I replaced the SD card again with a 1 GB card and was astonished at the quality of the recording (have a listen to the clips on podcast 125 at [www.podcastpaul.com](http://www.podcastpaul.com)) . I found it was best to record at the highest possible bitrate and then drop it into my podcast – it's pretty pointless to make a scabby recording when you have such a lot of space to play with. The Pocket PC element of the PDA works great with Windows Media Player, too, so I have another MP3 player.

Like I say, I love messing around with my toys – any tips from fellow messers?



## Of down comforters and pillow-top mattresses (the skinny on music beds)

There are literally hundreds of radio stations world wide that advertise, in one way or another, that 'The music never stops'. And while most of them really play only 45 minutes of music every hour (yikes! That means 15 minutes of commercials), they are absolutely correct that the music, indeed, never ever stops. When the commercials are going, there is music. When the weatherman is forecasting another heatwave, there is music. When the jock is announcing this week's winner of two tickets to the cow-tipping contest... Yup! There is music!

But what is that in the background? That's not Three Blind Mice, that's not Matthew Ebel, that's not even Brother Love (as if terrestrial radio would play those bands--yeah, right!). What you are hearing is a bed, sometimes called a filler.

'In the industry' (I love that phrase: 'in the industry') a piece of music that is made especially to use as the background for spoken word is called a 'bed'. The word 'bed', refers to the fact that when you talk over music, you are laying something on top of it, much like your body is on top of a real bed when you go to sleep. Of course, that FM radio format might not be your cup of tea, but there are plenty of reasons why using music underneath your voice can be a good thing.

You might use the same piece of music every time you start a certain segment; in that case, it almost becomes a jingle, notifying your listener what is about to happen (remember continuity, as I discussed in Issue 7). Music helps to add emotion to what you are saying. If you are angry about something, loud music helps to convey that feeling. Music also helps to drown out unwanted background noise. I can have my air conditioner going at arctic blast, and you would never know unless the music stops.

If you decide to use music while you are talking, there are certain things to keep in mind. Never talk where the music already has vocals. The music should help you get your message across, and you don't want to be competing with a phenomenal singer for the listener's attention. Trust me, the singer will win! You should be concerned about volume. You are talking into a microphone because you feel what you have to say is important, so make sure people can understand you. When you first use music and spoken word together, you might trick yourself into turning up the music too high, thinking the mix is better that way, only to find your listeners complaining that they have to work too hard to hear you. Just because you know what is being said doesn't mean your listener will. I'll share a little secret with you: A lot of people use a device called a compressor to help with volume issues, but for that I'll let Google do the talking.

You should pick your music wisely. Besides being (mostly) instrumental (a word that contains another word: mental), it should be appropriate for your mood and to the format of your show. If you play a lot of hard-rocking guitar music in your

show, then an accordion trio playing polka doesn't make much sense unless, of course, you are going for comic relief. On top of all that, you really also need to make sure that the music you pick is not too busy, with a lot of instruments playing a lot of notes or even just one instrument playing even more notes. Van Halen's Eruption (whoops, there I am showing my age!) is probably not your best bet, not to mention probably not legal. A simple repeating pattern works best.

Watch the volume, make the mood match what you have to say, make the music match your show, no (sung) vocal parts and nothing super busy. I frequently violate that last rule, but then I also use chaos as a stylistic element [place well-worn smiley sticker here]. And now for the fun part, finding your bed. (Hint: It isn't in the bedroom.) This is the part where you get to spend hours and hours online scanning song upon song, all in the name of art. Who said life wasn't beautiful?

There are web sites that specialize in music for TV, radio and film. While you can get some excellent filler music there, these sites categorize their offerings in a way that might not make sense to you. Some of the categories I've seen are News, Weather and Sports. I'd rather see categories such as Angry Mob, Sleepy-time and Coffee Break. And then I'll be the judge as to what is appropriate for my segments. Another problem is that most 'specialised' sites make you pay for their offerings. I even know of one that makes podcasters pay more than radio stations... WHAT???

Forget that! I think by now we all know what podsafe music is. Have a look at the URLs accompanying this article for some great music. Just be aware that not all sites offer the same licensing. Remember, just because music is podsafe, it doesn't mean you can do with it whatever you want. Some artists will consider your using their music as a filler to be what is known as a derivative work. Some licenses specifically prohibit this, so when in doubt ALWAYS ask the artist!

Still can't find what you are looking for? Be creative! Do you really need four minutes of music? Remember that you don't have to use the entire work. If 30 seconds is all you need, the intro of any song combined with a creative fade-out can work. If you need a longer piece, listen for an instrumental part in the middle. Think outside the box! I bet that a lot of you have never listened to the music offered on web sites in the category 'Experimental'. Try that now; you'll be amazed. Keep in mind you are not looking for a song to play, but of course, if you find one along the way, that's cool, too. And if it is not exactly what you are looking for, maybe you can cut it to pieces and make something that is uniquely yours. How you can do that, we'll keep for article-fodder for another day!

### Some sources for bedding:

[www.skinnywhiteboy.kastpod.org/?page\\_id=138](http://www.skinnywhiteboy.kastpod.org/?page_id=138)

Yup, that is my web site. I created some instrumental music, and you can just go grab it!

<http://promonet.iodalliance.com/>

Thousands of tracks from totally mainstream to absolutely indie, all safe for play on podcasts.

<http://music.podshow.com>

Where the podfather himself goes for his fix

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

One of the first sources for podsafe music (way before PMN). All music there has a license that pretty much lets you do with it whatever you want just as long as you attribute the original artist.

Skinny White Boy, originally from Amsterdam, The Netherlands, has been podcasting for the past year from the midwestern US, where he shares a residence with his wife, a basset hound, two cats, a bird and lots of digital files but no fish. You can find him at

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

# Is one ever really enough?

by Richard Smith

Let me take a good look at you. Well, you're reading a downloadable publication. It's fair to say that you're doing that because you are interested enough in technology to be into podcasting, and you're interested enough in that to be downloading a magazine about it. Then the chances are that you own a portable media player, such as an iPod, which means you like music enough to want your collection with you all the time, and if stats are anything to be believed, you probably also like watching video shows on it.

Here's my point: Even the most average reader of this article is interested in a whole world of different things. I bet you can't even say what thing in life you like the most. Is it computers, games, shopping, football or music? Lucky people like us tend to be able to fit all of the things we love into our lives. Maybe you have a club you go to every Friday night, or you belong to some sort of team. It's no problem doing and loving it all.

So now you've decided you fancy a go at podcasting. You've already got the computer and the internet connection. That dodgy headset you got from someone at work in last year's Secret Santa is still stuffed in the desk drawer, and your Libsyn account is up and running. Now the clever bit...deciding what to talk about. I could go on for hours about the world of technology and business; I could also drone on for days about computer games, films, DVDs, television, music, cars, episodes of Quantum Leap and more. For my podcast, I have to choose one -- that one thing I love more than all the others to put all my time and energy into podcasting about. Is that really an easy decision to make?

My friends and I started podcasting around April 2005. Several weeks passed and we released various unrelated content in a variety of different formats until the time came to start taking things seriously. We decided that our best chance of success was to do a weekly talk show about something a group of us were interested in...something anyone could be interested in. We chose movies, and Movies You Should See was born.

## Is one ever really enough?

Everything fell into place, and for months it was perfect. Then we started to run into problems that we never saw coming. For one thing, this podcasting sure is addictive! Once we realised that we did have something to say and were more than capable of saying it, we started to think about all the other things in our lives we could have started talking about. What if, like us, you do a show with four other people? You don't just have your own life interests to take into account, you have a massive range of possibilities, and it becomes time to start looking at new podcasts. For example, one of my four co-hosts, Craig Bevan, is a very keen and talented musician as well as an actor. Mike Dawson and Tristan Ofield work with me at Anonymous Room Productions, where they are making feature films, short films and music, so we have our own content to put out there. My fourth co-host (and girlfriend), Allison Downing, also has more than the average person has to say about films and movies in general, which leads us in other directions, too.

So we have evolved far beyond where we started. We began rather innocently with a single podcast, and are now are creating our own network of shows. Friends of ours come along and ask to join in, bringing all their interests with them. Before we knew it, what started as an experiment has ended up being all that we do on a day-to-day basis. Long nights staring at the computer monitor while trying to get all the web pages up to date, hours driving around the country with a mixing desk in the car and a newfound obsession with something called subscriber statistics.

For those of you who already have a show, try walking into a room of your friends who don't podcast and time how long it takes before you start a conversation about podcasting. Remember that the next time you find yourself considering starting a podcast. One is never enough.

Richard Smith's first podcast, Movies You Should See, can be found at <http://moviesyoushouldsee.libsyn.com>. He can be reached directly at [richardsmith@simplysyndicated.com](mailto:richardsmith@simplysyndicated.com)

## Mark Hunter

It's been a long and glorious summer here in Scotland, something we're certainly not used to, but have exploited to the full nonetheless. September is already upon us, and along with cooler evenings and shorter days, we have the second Portable Media Expo and Podcast Convention, with the emphasis this year being fully on the podcast.

I managed the 11-hour flight from Glasgow, via London, last November to attend the Expo (as all podcasters are shortening it to) and I have to say it was a defining couple of days for me as a podcaster. The clichéd anecdotes of meeting favourite podcasters and feeling as if you knew them like old friends and of the event feeling like a high-school reunion may be well worn after 10 months, but I can testify to them being both clichéd and accurate.

I won't be in Ontario this year. There are a number of contributing factors to my decision not to board a cramped American Airlines flight to LAX, and of course the number one reason is money. For many of us 2006 was going to be the year when podcasting transformed from being an exciting and creative hobby to something approaching a career. And when I say career what I mean is 'the day job'. You know, the thing so many of us were convinced we would have quit by the time the 2006 Expo was upon us.

Yet here the vast majority of us are still grinding away at what was our career, or day job, before the 2005 Expo. And the simple reason for that is lack of money, both in and around podcasting. It would seem that the medium and the method haven't created the buzz and resultant wads of cash that were predicted this time last year. That lack of cash has meant that for me, and many like me on the other side of the Pond, splurging on a transatlantic airfare and hotel room isn't a justifiable option.

Lack of personal wealth from podcasting needn't necessarily have meant that I miss out on the 2006 Expo, however. For example, last year much of the cost of my trip was met by donors and one very generous sponsor. This year, though, I decided to forgo that option; one doesn't want to push one's luck...

Added to that lack of material wealth garnered from putting an MP3 file into an RSS feed on a weekly basis is the feeling of 'will it be as good as last year'? The expectations that this year's Expo has to live up to are surely enormous. Speaking personally, there are few things I could hope to get out of 2006's Expo that I didn't get from 2005's (other than meeting up with the brilliant Tim Coyne of The Hollywood Podcast). And I'm sure I'm not alone; hundreds of podcasters shaking hands and enjoying a beer while handing out business cards satisfied that innate feeling of knowing someone without having ever met them.

But that's me. I was there last year. It scratched an itch. This year in Ontario a whole new generation of podcasters will be joining the seasoned, sometimes cynical, ever enthusiastic crowd that filled the Marriott bar each evening. And if I'm honest, part of me is more than a little jealous of each and every one of them.

Have a great time.



Mark: My Words

# FREELOADERS

'Secrets of Podcasting for Profit'

'Make Money The Easy Way By Podcasting?'

by Jimmy Hastell

There are certain things in life that get right up my nose, and freeloaders are one of them. A freeloader to me is someone who profits in some way off the back of someone else. My gripe, mildly put, is based on the growing number of web sites proclaiming 'Secrets of Podcasting for Profit'. So, how is this secret revealed? In a book, of course, at a special one-time-only discount price, in limited numbers only.

Are you starting to smell the bull waste product yet? Are these books written by podcasters, or endorsed by them? No. So do they contain any secrets? Well, how would they know? They don't produce podcasts, do they? They just sell books! After all, that's where the money is. (Getting the picture yet?)

The blurb on the site is convincing at first, but nothing there is new, just worded in clever advertising-speak. The implication is that there's money in advertising and a potential audience of hundreds of thousands if not millions that can be easily reached with your podcast. Yes, you can make money by advertising, but don't expect a large drinks company to offer you thousands of dollars to advertise on a site about fly fishing with a world-wide listenership 200.

How about if we reverse the situation? Let's look for an advertising sponsor first and then make a podcast to fit them. Let's assume our target is 16 to 25-year-olds, who are young, and trendy, with money to burn. What sort of podcast might fit? A lifestyle magazine-type show? Who should our sponsor be? How about a drinks company, or perhaps the fashion houses, maybe sporting goods and footwear . . . . Hey, guess what -- I think I've just discovered the secret of making money from podcasting! Shall I go ahead and do it, or write down my thoughts in an e-book and sell it online at \$40.00 each?

Let's be realistic about this: if a sponsor is going to advertise with you, the first thing they want to know is how many people it will reach and where. After all, no one is going to print posters if there are no billboards to paste them to...catch 22?

I've been associated with the business of podcasting in one aspect or another for over a year and a half. I know a lot of podcasters world wide, many of whom are established 'names' in the podcasting sphere, and not one of them to my knowledge has stumbled across the secret of making a real living from podcasting. I can assure you that there are sites out there giving good, sensible and FREE advice gleaned from the real experience of people who have the knowledge that only comes from being there.

Oh, and don't forget Podcast User Magazine, of course.

# The quirky Podcast List

Each month we'll be looking for suggestions for the most unusual or 'out of the norm' podcast to join our list. Send your suggestions to: [submissions@podcastusermagazine.com](mailto:submissions@podcastusermagazine.com)

<http://homeschoollearning.blogspot.com/>

The Learning Calendar is a daily podcast brought to you by the Homeschool Learning Network! You and your children will learn about holidays, famous birthdays and anniversaries, and teachable moments in history! Tune in Monday-Friday to hear a new podcast!

<http://aviewfromthehearse.com/>

In my years of practice, I have come to realize that many people are at a loss when it comes to Funeral Arrangements or what they can and cannot do. I decided to make Podcasts about the topic in an effort to give out as much information as possible. I plan to cover most aspects from making arrangements to the more technical aspects of funerals and anywhere in between. I want to give straightforward information, answer questions and hopefully inform without any fluff or dodging of issues. Feel free to click on my website button to go to my main site where there are copies of all my podcasts as well as a contact form so you can leave me your comments, questions or observations. I will take your responses and make more podcasts from them.

<http://www.divorcingdaze.libsyn.com/>

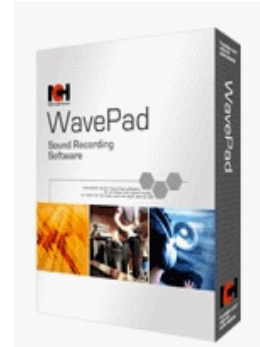
Two New York City single moms share their adventures in divorce, always over a glass of wine. Or three. Funny, sexy, honest and uncensored. Also starring Bubba, the 200 lb. dog.

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

WeaveCast : Where warp meets weft. This podcast is devoted to handweaving. Uploaded from Seattle, WA. Join your host, Syne Mitchell, and her guests each month as they discuss hand looms and the people who use them.



<http://audacity.sourceforge.net/>



Note : some features in WavePad are time limited until a licence is purchased.

[www.nch.com.au/wavepad/masters.html](http://www.nch.com.au/wavepad/masters.html)

## SUBMISSIONS

We here at PUM welcome letters and suggestions and also invite submissions for inclusion in the magazine.

If you have a story to tell, an insight or even advice for the podcaster or listener why not email it now at:

[submissions@podcastusermagazine.com](mailto:submissions@podcastusermagazine.com)

## ADVERTISERS

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**Winpodder, the multimedia subscription tool, rated 10/10 in issue 2, and it's free.**



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



## PRESS RELEASE

Nthposition, a London-based website, will produce a PDF poetry anthology to commemorate the people who died as a direct or indirect result of the 9/11 atrocity. Although 'Babylon Burning: 9/11 five years on' will be free, the site's editors hope that readers will consider making a donation to the American Red Cross, the British Red Cross or the International Red Cross, and want to maximise the money raised by listing it on iTunes. Many of the 50 poets involved will have contributed to nthposition's last major ebook, '100 Poets against the War', which the London Times described as "one of the best examples of how the internet has been used to champion a cause". It was one of the most rapidly assembled anthologies ever: The first edition went online a week after the initial idea, second and third editions followed in the next fortnight, and it became a print paperback a month later.

Val Stevenson, the site's editor said: "The success of 100 poets blew us away, but this time, we're more ambitious. Lebanon's million displaced people pales into insignificance when you consider that nearly 29 million Africans urgently need food assistance. The Red Cross is helping them, just as it helped the people who lost everything in the New Orleans flood and the tsunami. It's hard to think of an organisation that's doing more. Auden said that 'poetry makes nothing happen', but a lot of small donations from poetry readers will make a huge difference to a lot of lives."

The site's editor stressed that the site is not all doom and gloom: "We are also quite keen on the stranger side of life – paragliding in a chador, feral children, the Gnome Liberation Front, that sort of thing."

<http://www.nthposition.com>

*nthposition was shortlisted for the 2002 European Online Journalism Awards, along with Dow Jones, Time Europe, BBC, El Mundo, New Scientist and the Guardian. It has received numerous accolations since, and in 2006 it was selected, on the basis of its "documentary importance", to be archived into the British Library's permanent collection. It is completely unfunded and relies on slave labour.*

*Contributors to 100 Poets included:*

*\* Margo Berdeshevsky, Charles Bernstein, Tony Brown, Sandra M. Gilbert, Marilyn Hacker, Bob Holman, Larry Jaffe, Mark Rudman, Grace Schulman, Hal Sirowitz, Yerra Sugarman and Eleanor Wilner, from the US;*

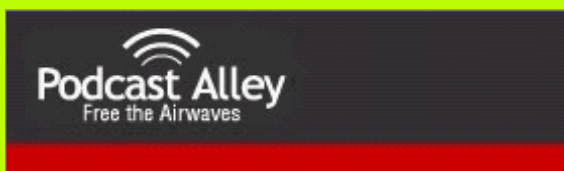
*\* Michael Donaghy, Ruth Fainlight, Adrian Mitchell, Sarah Maguire and George Szirtes, from the UK;*

*\* And contributors from 14 other countries, including the Middle East's great poet Mahmoud Darwish.*

# Where are all the podcasts, then?



A searchable directory by genre, also top pods listed, forum and podcast submissions.  
[www.podcastpickle.com](http://www.podcastpickle.com)



Probably the most well known directory of them all. Top 100 and easy search options.  
[www.podcastalley.com](http://www.podcastalley.com)



Does exactly as it says on the tin, a community for British Podcasts. Extensive list of Brit podcasters. Diverse directory.  
[www.britcaster.com](http://www.britcaster.com)

In next month's issue...

We hope to bring you details from the Portable Media and Podcast Expo held in California that was attended by this very publication.

Mr. Vobes brings you hints and tips on microphone technique. Phil Clark looks at Podcast Station in some detail.

Global Podcasts will be focusing on the Emerald Isle itself, Ireland.

What will the random-number generator select for our Podcast Review Roulette wheel this time?

Just whose arm will Paul & Judy be twisting for an interview?

## The **quirky** Podcast List

Did you win the sE Electronics reflexion Filter? Don't look here! Watch our web site for the announcement any day now.

Remember that you, too, can be part of Podcast User Magazine. If you have something to say, a question to ask or just want to impart some knowledge, then just write to:

[submissions@podcastusermagazine.com](mailto:submissions@podcastusermagazine.com)



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