

Blogs and Podcasts - What Do They Mean to You?

Massachusetts Route 128 Chapter of the
Institute of Management Accountants

May 17, 2006

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Agenda

- Blogs
 - Define
 - Components of a blog page
 - Who provides the service?
 - Content - How much and how do you control it?
 - How do you find a blog?
 - Creating a blog
- Podcasting

Blog (Web Log)

- A web-based publication consisting primarily of periodic articles (postings) usually presented in reverse chronological order (newest first).

BMAC Demo

Welcome to the BMAC blog! Who are we? BMac is a group of Macintosh enthusiasts of all levels, from novice to expert and anywhere in-between. We've been providing Boston-area Mac users with timely and pertinent information through our meetings for over ten years! Go to www.bmac.org for additional information.

WEDNESDAY, OCTOBER 12, 2005


➔ Welcome to the BMAC Blog

The BMAC Blog is now operational. We encourage all BMAC members to post commentary concerning BMAC, BMAC meetings and all things Macintosh.

Constructive criticism is always welcome. Please be considerate of our readers and use appropriate language.

Let the postings begin!

Friends of BMAC

posted by BMAC @ [10/12/2005 09:16:00 AM](#) [0 comments](#) [links to this post](#) 

About Me

Name:

BMAC

Location:

Boston, Massachusetts

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Components of a Blog Page

- Blogger Bar (Provider Dependent)
- Ads
- Blog Title
- Post Date
- Post Title
- Blog Link
- Post Content

Components of a Blog Page

- Posted By
- Permalink
- Comments
- Email
- About Me
- Links
- Previous Posts
- Archives
- Add ons
 - Google Search
 - Email Sign Up

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[BlogThis!](#)

Free Apple Mac Mini
 We'll Ship You A Mac Mini Free. Simply Complete Our Online Survey!
[ConsumerIncentivePromotions.com](#)

More Than a Blog
 A revolutionary new way to publish your stuff on the web.
[www.squarespace.com](#)

Ringtones
 Download ringtones to your phone and set your cellphone free!
[www.blinko.com](#)

[Ads by Goooooogle](#)
[Advertise on this site](#)

HARDING'S BLOG

ONE MAN'S COMMENTARY ON LIFE, CURRENT EVENTS, POLITICS, AND MACINTOSH.

Web
 www.garretharding.blogspot.com

FRIDAY, MAY 12, 2006

Go Ahead and Review My Phone Records

As reported in the Washington Post, the National Security Agency has been purchasing telephone call records (logs) as part of the war on terrorism.

Does this bother me? No. First, the records were purchased from the telephone companies. They were not acquired via spying. Second, I'm not a terrorist.

Privacy is a serious issue and I believe in protecting that right. However, the terrorist organizations that are targeting the United States are very sophisticated organizations with substantial financial and human resources, and most importantly, an undying motivation to cause us harm.

If review of our call logs will help in this battle, then I support it. I will also admit that I will complain loudly if I get wrongly subjected to federal investigation because of the examination of call records.

It's OK as long as it's the other guy.

POSTED BY GARY AT 3:35 PM 0 COMMENTS

ABOUT ME

GARRETT (GARY) HARDING
 ACTON, MASSACHUSETTS,
 UNITED STATES

Grew up in Lexington, MA and attended Lexington public schools. I have a Bachelor of Science in Accountancy from Bentley College and a MBA from Babson College. I have been a resident of Acton, MA for the past 15 years. I'm a diehard fan of the Mac. I help run a Macintosh user group in Boston and for five years I ran my own Macintosh consulting practice specializing in accounting systems. I'm much better at breaking 'em then fixing 'em. As a result of the Mac, I have fallen in love with digital photography and the iPod. Today my musical tastes are country and light (smooth jazz). I also have purchased several CDs from local bands that I have seen live. On Friday nights I work as a bartender at a local blues club called the Sit 'N Bull in

Who Provides Blog Services

- Blogger (Google)
- MSN spaces (Microsoft)
- TypePad
- Radio Userland
- .Mac
- Yahoo 360
- AOL Journals

How Many Blogs and What Topics?

- Millions and millions
- Every topic possible
- Major groupings
 - Personal
 - News
 - Political
 - Business

Controlling Content

- Comments are optional, and encouraged
- Comments can be deleted
- Comments can require verification to stop 'bots from posting
- The Blogosphere is self-policing

Is This a Responsible Form of Journalism?

- That's up to creator of the blog
- Remember - Don't believe everything you read on the Internet
- Self-policing
- Start with the MSM - Main Stream Media

How Do You Find a Blog?

- Start with the known sites
 - Media Web pages, e.g., NBC Nightly News, Meet The Press, Wall Street Journal
- Technorati
- Google - Specific Blog Search Tool

Creating a Blog

- Go to Blogger - www.blogger.com and click Create Your Blog Now
- Create an Account
- Name Your Blog
- Select a Template



Blogger™

Already have an account? Sign in:

Username:

Password: (?)

SIGN IN

☐ Remember me (?)

Search blogs from across the web with [Google Blog Search](#).

SEARCH BLOGS

Explore blogs

BLOGS
UPDATED AT
5:47 AM

[Niche Marketing and The
Guga @ Tokyo](#)

BLOGS OF NOTE



[Arthur's Many Steps](#)

RANDOM BLOGS

NEXT BLOG >>

What's a blog?

TAKE A QUICK TOUR



Publish
thoughts



Get
feedback



Post
photos



Go
mobile

A **blog** is your easy-to-use web site, where you can quickly post thoughts, interact with people, and more. All for **FREE**.

Create a blog in 3 easy steps:

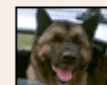
- 1 Create an account
- 2 Name your blog
- 3 Choose a template

CREATE YOUR BLOG NOW

RECENT NEWS

Do you use Microsoft Word®? We've got a free add-in that makes it a snap to edit and post to your blog from Word. [Download Blogger for Word](#)

PUPPY LOVE



Tomo loves [Blogger Images](#) because now he's a star. Share your images for free!

1 CREATE ACCOUNT ▶ 2 NAME BLOG ▶ 3 CHOOSE TEMPLATE

1 Create an account

Choose a user name

You'll use this to sign in for future visits.

Enter a password

Must be at least 6 characters long.

Retype password

Enter it again just to be sure.

Display name

The name used to sign your blog posts.

Email address

We will never share your address with third parties without your permission.

Acceptance of Terms

☐ I accept the [Terms of Service](#)

Indicate that you have read and understand Blogger's Terms of Service

CONTINUE

1 CREATE ACCOUNT ▶ 2 NAME BLOG ▶ 3 CHOOSE TEMPLATE

2 Name your blog

Blog title ?	<input type="text" value="BMAC Demo"/>	Enter a title for your blog.
Blog address (URL) ?	<input type="text" value="http://bmacdemo"/> .blogspot.com	You and others will use this to read and link to your blog.

Word Verification



Type the characters you see in the picture.

OR

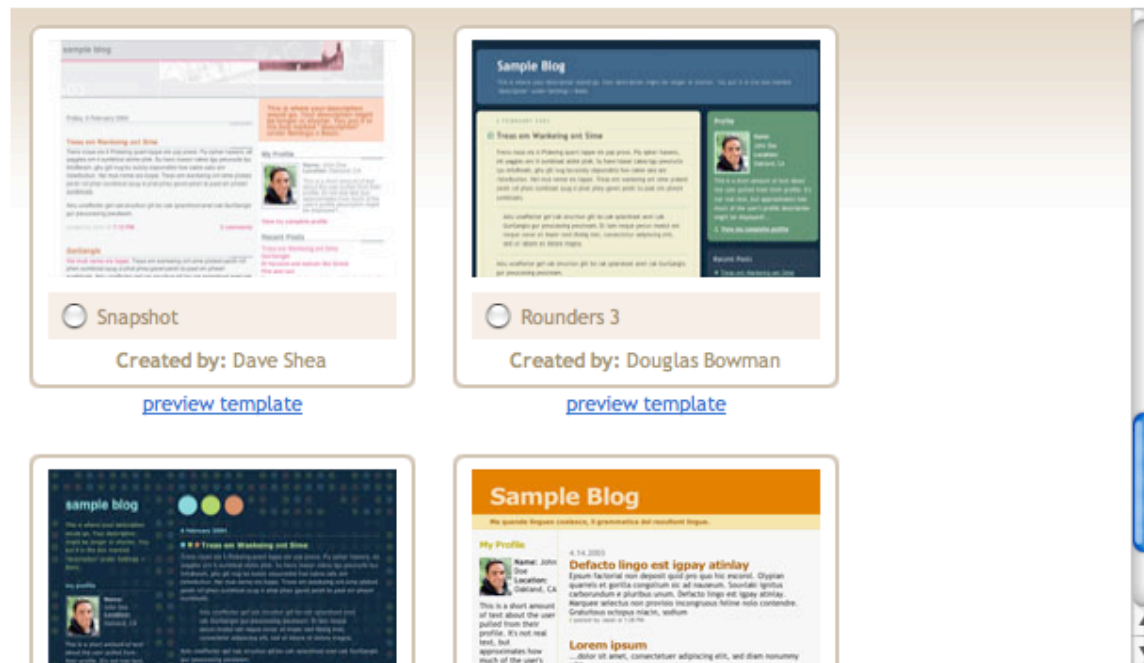
Advanced Setup

Want to host your blog somewhere else? Try [Advanced Blog Setup](#). This will allow you to host your blog somewhere other than Blogspot.

CONTINUE →

1 CREATE ACCOUNT ▶ 2 NAME BLOG ▶ 3 CHOOSE TEMPLATE

3 Choose a template



CONTINUE ➔



Your **blog** has been created!

We've just created a blog for you. You can now add your posts to it, create your personal profile, or customize how your blog looks.

**START POSTING**

[Home](#) | [About](#) | [Buzz](#) | [Help](#) | [Language](#) | [Developers](#) | [Gear](#) | [Privacy](#) | Copyright © 1999 - 2005 Google

[Posting](#)[Settings](#)[Template](#)[View Blog](#)[Create](#)[Edit posts](#)[Status](#)

Title:

Link: 

[Recover post](#)[Preview](#)

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Friends of BMAC

Allow New Comments and Backlinks on This Post

☒ Yes ☐ No

Change Time & Date

:

[Save as Draft](#)[Publish Post](#)



Posting

Settings

Template

View Blog

[Create](#)

[Edit posts](#)

Status

Your blog published successfully. [\(Details ...\)](#)

Files published... 100%

[View Blog](#) (in a new window)

Republish Index Only

Republish Entire Blog - ?

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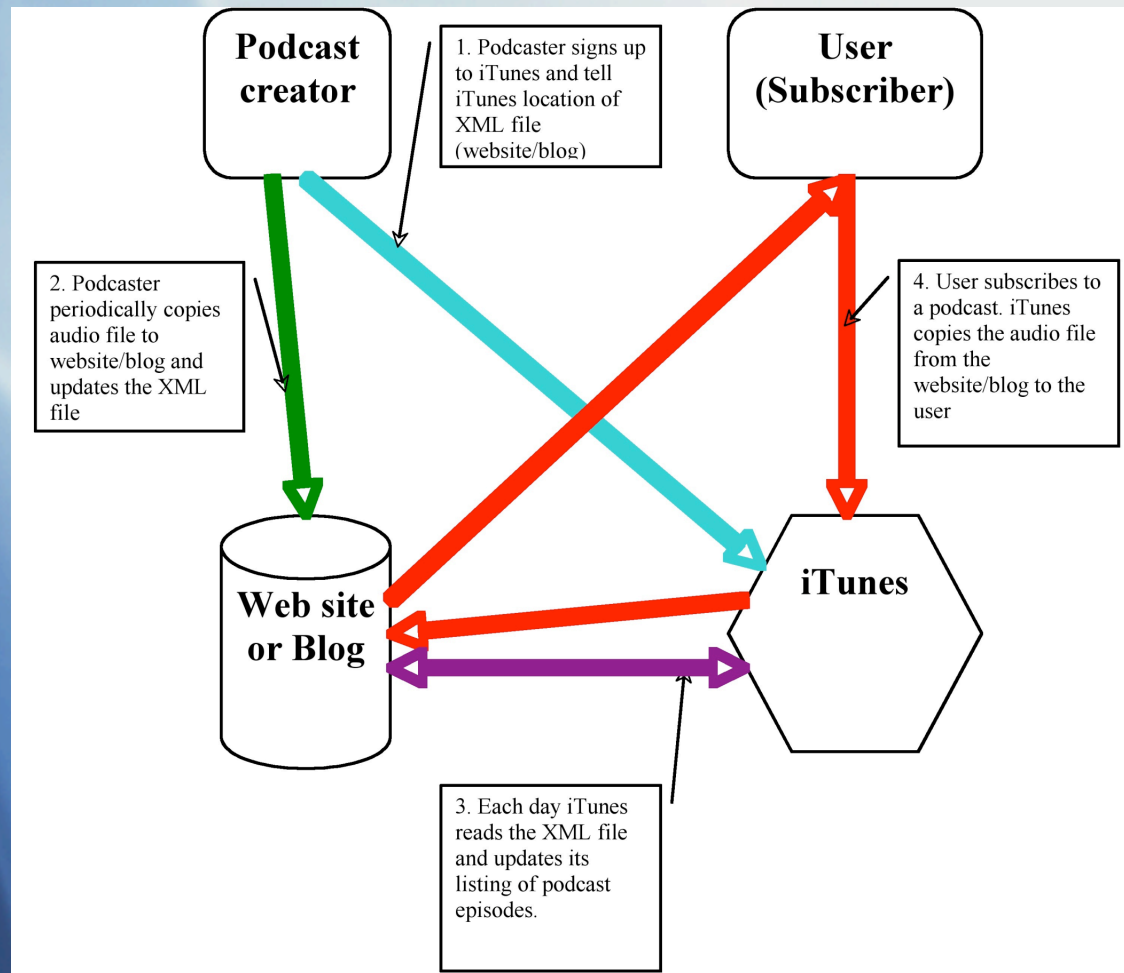
Podcasting Agenda

- Define and review data flows
- Equipment needs for creation
- Websites and blogs
- How to create a podcast
- How to find and create a podcast

Podcasting

- The [New Oxford American Dictionary](#) crowned "podcasting" as the 2005 word of the year and defines the term as "a digital recording of a radio broadcast or similar program, made available on the Internet for downloading to a personal audio player".
 - Source - www.wikipedia.org - Oxford University Press, [5 December](#), 2005 [Podcast is word of the year](#)

Data Flow



Very Basic Equipment and Software Needs

- No recording equipment - use computer's microphone or a headset
- Use a sound editing application to record the content
 - QuickTime Pro
 - GarageBand
 - Audacity (freeware)
- MS Word or an editor to create the XML file

Problems with Very Basic Setup

- Computer Microphone is omni-directional - picks up sounds all around you and is low quality.
- Free Sound Editors- You get what you pay for
- XML format not user friendly

My Equipment (Purchased)

- Radio Shack Unidirectional Microphone - \$40
- Radio Shack Microphone Desk stand - \$8
- Radio Shack Microphone Wind Screen - \$5
- Radio Shack 4 Channel Stereo Sound Mixer - \$40
- Radio Shack Computer Headphone Speaker Switch - \$17

My Equipment

- Griffin iMic (USB audio connector) - \$40
- Sound Studio application - \$80
- Podcast Maker application (RSS/XML publisher) - \$20
- Initial investment - \$250

Website (storage)

- Audio and XML files must be stored on a public server. XML files are very small.
- Size requirements - Audio files will vary in size. Rough guideline 30 minutes = 49 MB. Your mileage may vary.
- 30 minute monthly podcast may require 600 MB per year
- 30 minute weekly podcast may require 2,548 MB per year
- Provides introductory/background information to your subscribers
- A secondary place for your copyrights
- You can provide a link to your feed (XML file)

Blog

- May be used instead of a website or in addition to.
- Entry titles are links to the audio files.
- Blog entries can describe the show's content and provide additional information such as links, quoted material and photos.

Review

- Need a microphone and perhaps a mixer
- Need headphones for monitoring the recording
- Need a website and or blog to store the audio files and the XML file

Show Format

- Standard Introduction (15 to 60 seconds)
- Bumper music (30 to 45 seconds)
- Episode Introduction 1 to 3 minutes)
- Bumper music (30 to 45 seconds)
- Topic 1 (5 to 10 minutes)
- Bumper music (30 to 45 seconds)
- Topic 2 (5 to 10 minutes)
- Bumper music (30 to 45 seconds)

Show Format

- Topic 3 (5 to 10 minutes)
- Bumper music (30 to 45 seconds)
- Episode Closing (1 minute)
- Closing music
- Voice Over standard Closure (15 to 60 seconds)
- Closing music

Workflow

- Plan content
- Select bumper music
- Record content
- Edit and mix content and music
- Convert sound file
- Publish podcast

To Find Podcasts

- Download iTunes from the Apple website
- Launch iTunes and search for podcasts, e.g., Patriotcast

How to Listen to Podcasts

- Play it on your computer
- Download to your iPod or MP3 player
- Burn a copy to a CD and listen to it in your car or on your stereo

Thank You!

- www.blogger.com
- www.apple.com
- www.garrettharding.blogspot.com
- www.patriotcast.com
- Questions?