

PODCASTING & SOCIAL MEDIA



Jeff Curto – PhotoPlus Expo – NYC







Resources Website for this Seminar:

www.jeffcurto.com/photoplus

For More Information, See The Web Page

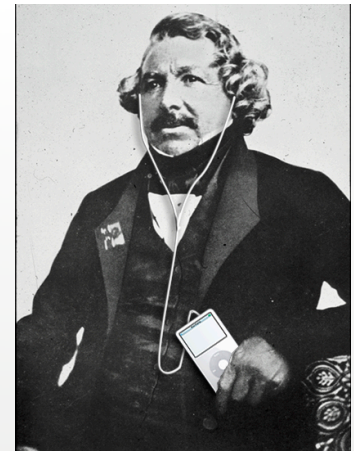
So much information! So much that I put together a web page with links to details about my presentation as well as info about hardware, software, tutorials and other useful resources.

At www.jeffcurto.com/photoplus you'll find:

-  **Presentation Handout** – PDF file of this handout
-  **Slides from the Presentation** – PDF of the presentation slides
-  **“Quick Start” Guide** – Get started fast with these resources.
You'll find some of this information in this handout, more on the web
-  **Software Links** – Software I mentioned and other useful tools
-  **Microphones & Audio Hardware** – A short list of “good to better” resources
-  **More:** You'll also find articles about podcasting & storytelling, links to “Podsafe” music sources, how-to websites, links to a few currently published photo-related podcasts and stories.

Podcasting and digital storytelling has re-energized my photography, introduced me to photographers and clients all over the world, given my students a larger view of the world and given me a new creative outlet as a photographer and teacher.

Start talking & keep moving!



Louis says:

**“Tell Your Own Tale
with a Podcast or a
Digital Story! ”**

Think of the ways audio or audio/visual content can be of use to you. Whether it's content for your website, information for prospective clients or another venue for your work as a photographer, there is a podcast or digital story that uses your ideas, your voice and your images.

Podcasting Quick Start Guide – Some Basic Tools To Get You Talking

Microphones – All Platforms, All Uses

For good quality audio, use a mic that's better than what's built into your computer. The easiest solution is a USB mic, which plugs into your computer's USB port. You'll also need headphones to better hear your audio as you edit it, but you probably have those already.

- Inexpensive USB Microphone – Logitech Desktop Microphone (around \$20) www.logitech.com
- Better USB Microphone #1– Samson CO1U (around \$80) www.samsontech.com
- Better USB Microphone #2– Blue Snowball (around \$100) www.bluemic.com
- Plug your existing mic into your computer – Griffin iMic – (around \$30; if you've already got a simple microphone, but it's not a USB mic, this is an adapter that converts that mic's input to USB) www.griffintechnology.com/products/imic
- Use your iPod as a CD-quality recording device – Griffin iTalk Pro – (around \$50) www.griffintechnology.com/products/italkpro

Macintosh – Audio Only Podcast – Record to your Mac

- Free Audio Recording Application – GarageBand (allows mixing and creates finished file) www.apple.com/ilife/garageband/
- Free Audio Recording & Editing Application – Audacity (open source for Windows and Mac) <http://audacity.sourceforge.net/>
- Inexpensive Audio Recording Application – QuickTime Pro (\$30 for the "pro" version that allows recording and multi-format export) www.apple.com/quicktime/pro/mac.html
- Wonderfully Flexible Audio Recording Application – Audio Hijack Pro (if it makes noise on your Mac, you can record it; great for recording multiple sources on one computer) www.rogueamoeba.com

Macintosh – Enhanced Podcast – Record to your Mac

- Excellent "All-in-one" package for enhanced Podcasts – ProfCast (take your existing presentation and create an enhanced podcast, complete with RSS feed creation and file uploading) \$60 – www.profcast.com
- Free Audio Recording Application – GarageBand (allows mixing and adding of images, links and metadata, then creates final file) www.apple.com/ilife/garageband

Windows – Audio Only Podcast – Record to your PC

- Free Audio Recording & Editing Application – Audacity (open source for Windows and Mac) www.audacity.sourceforge.net
- Free Audio Recording Application – Windows Media Encoder – (free; allows for capture of audio) www.microsoft.com/windows/windowsmedia/forpros/encoder/default.mspx
- Inexpensive Audio Recording Application – QuickTime Pro – Yes, this Macintosh software is available for Windows (\$30 for the "pro" version that allows recording and multi-format export) www.apple.com/quicktime/pro/win.html

Windows – Enhanced Podcast – Record to your PC

- Enhanced Podcasts on Windows in a reasonable alternative to the Mac's ProfCast – Snapcast (\$80, very similar to Profcast in that it can take PowerPoint slides and integrate them into presentations) www.snapkast.com
- Another Windows alternative to ProfCast – Podium (\$100) www.podiumpodcasting.com

Resources for Music for your Stories

- Freeplay Music - Royalty-free music that you can use in your Podcasts – www.freeplaymusic.com
- Podsafe Audio - Music created specifically for use in Podcasts – www.podsafeaudio.com
- MusicAlley- More established than the above resource, another place where you can download good music created specifically for use in Podcasts or other shared media – www.musicalley.com
- TripleScoop Music - License (at very reasonable prices) extremely high-quality music (some created by Grammy and Emmy winners) specifically designed for use by photographers in their presentations – www.triplescoopmusic.com

Blogging & Social Media Quick Start Guide – Publish It!

Blogs:

Weblogs, or “blogs” for short, are one of the big phenomena of the “web 2.0” era. They are one of the big reasons that the web has become an *interactive* space and one of main avenues of spreading information in a “viral” way because one blog can reference stories or other information on another blog. Blogs also help to generate a sense of *community*, as visitors to the blog can leave comments on posts and podcasts that you produce.

Each time a new blog post is created, it is added to the top of the web page, so a blog becomes a “serial” way of publishing stories and other information. Because of this, blogs are also great “platforms” for deploying podcasts. They can help you with the mundane task of publishing the podcast and of creating the RSS feed for your podcast.

Most blog pages are created by software that is accessed via the web rather than from your desktop computer’s drive. The “blogger” logs in to an administrative “back end” of the blogging software, creates a post and then clicks a button to publish the content and make it “live” on the web.

Many web hosts have blogging software pre-installed for their users, so it’s likely that if you already have a website, you already have blogging software available to you; check with your web host to see. Some of the most popular blog software packages are:

WordPress: Probably the most widely-used blogging software around, WordPress’ popularity means that it’s highly extensible; there are literally hundreds of “plug-ins” that can allow you to do many things with your blog. The “full” version of WordPress requires an independent web host, but there is also a version that is hosted by WordPress itself; less versatile, but still quite good. Both are available for free. Full Version: www.wordpress.org Lite Version: www.wordpress.com

Blogger: Google’s entry into the blog software universe is quite good, though not as versatile or extensible as WordPress. All Blogger blogs are hosted by Google, but can be “redirected” to have your domain be the URL for the blog. Even better, it’s free to use.

TypePad: Blogging software that offers four levels of functionality at four different monthly prices. You are paying for ease of use, support and, as the price goes up, functionality. TypePad hosts all the blogs for you, which is part of your monthly fee.

Twitter:

Think of Twitter as a way of publishing “really short blog posts.” Twitter is a service that allows users to register (free of charge) for an account that allows them create short posts (called “Tweets”) that are limited to 140 characters. Users are “followed” by other users who have like interests and can “follow” those whose posts interest them. It’s a great way to provide updates to people who are interested in your products or services. Sign up for an account at www.twitter.com

Facebook

Facebook is a social networking website. Users can add contacts and send them messages, and update their personal information to notify friends about themselves. Additionally, users can join networks organized by city, workplace, school, and region. As you build your network of “friends” (as Facebook calls them) you begin to enjoy one of the great benefits of the large system, because you will begin to add contacts who are “friends of your friends.” Before long, you’ll have a network of hundreds of contacts who have some relationship to your interests. What’s more, you can begin to provide interactivity between your Twitter “tweets” and your Facebook status posts so that your posts in Twitter show up as status updates in Facebook and even as posts on your blog. With this interactivity in place, you can save time and hit multiple audiences with a single message. Get on Facebook at www.facebook.com

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www.jeffcurto.com
website

www.cod.edu/photo/curto/1105
photo history podcast

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