

Macaholics UNANIMOUS

The Official Newsletter of the Upper Keys Macintosh Users Group



June 2014 Volume 22 Issue 07

Podcasting 101 with J ohhni Fazio

by Sue Beal

We knew the May meeting was going to be something different when we saw that J ohhni hooked up a camera and mic to record his presentation, then used his Apple TV to connect to the projector for the visuals. He even set up his own personal wifi to tie his iPhone into the Apple TV with Airplay. Yikes! Just trying to figure out how he did that was like a technology final comprehensive exam!!

So while J ohhni was giving his presentation, he was also live broadcasting it. Some of the folks in the room downloaded the MIXLR Premium app from MIXLR.com and were able to monitor the audio broadcast in real time.

So, there's something to this "wizard" aspect that J ohhni has. Even his slides had a magical, wizard-like animated effect. I think we were literally enchanted by him and his presentation!

He talked about what Podcasts are, who can utilize them, why you'd want to, and how you do it:

What is Podcasting?

A Podcast is an audio or video recording. It has no set length or format, but has an RSS feed and episodes. People subscribe to a Podcast and, using an App, receive each episode as it is released, either as a download to their device, or a link for streaming. Podcasts are available on your computer, iPod, iPad and iPhone, and they aren't just for Apple users. There are

About UKMUG

UKMUG meets at the Key Largo Library Community Room on the second Thursday of each month. Speakers begin at 7pm, and may go as late as 9pm.

Beginners can come at 6:30 with questions, and we encourage others to come and help.

Voluntary annual dues are collected in Jan-Feb-Mar: \$25.



JOHNNI "APPLESEED" FAZIO came down from Miami to help us learn about Podcasting. While many of us have listened to, or watched Podcasts, the presentation focused more on how you could make your own Podcasts. He talked about the how-to of the audio and video, lightning, green screening, tips for good content, hosting (as in where your Podcast lives on the internet), and so much more.

We were blown away by the depth and breadth of J ohhni's knowledge and look forward to having him come back and speak on other topics.

Podcast Apps for many platforms.

Who can Use Podcasting?

The short answer is "anyone," but this should give you a better idea of who can benefit: Businesses can use Podcasting to educate, solidify their position in the marketplace, and get the word out on their products and services. Musicians can share their music, upcoming releases, tour schedules and other information. Visual artists can share their work and techniques. Families can share triumphs, concerns and fun content for the kids. Educators make courses available. Schools can share information that parents and students need to know.

Why Podcasting?

You own the airwaves. If you entertain people, they'll subscribe and your audience grows. It's an inexpensive way to reach a

OUR NEXT MEETING:

Thursday, June 12, 2014

**7pm at Key Largo Library
Community Room
MM 101.4 Oceanside**

**An Evening With
the legendary
TOM MULHALL**

Macintosh Systems Solutions



You may know Tom as the guy who owned the Apple Store in Key West. Or the Mac Guru behind many of our meetings. Or the consultant you hired to set up your system. Or the Santa behind all those goodies at our holiday parties. But there's so much more to Tom!

Tom is going to talk about more than twenty years of Apple history in the Keys, while he shares his unique story and views. It actually starts in 1976, when he met Mel Fisher and Steve Jobs in the same year! Find out how those relationships got him to where he is today. And bring all your questions for a great Q&A session with the master!!

**Beginners: Come at 6:30 for
Beginner's Circle - bring your
questions and get help.**

lot of people. All you need is a smartphone and access to the Internet.

How to Podcast

Step one is to decide your approach and plan what you'll do.

continued on page two

The next step is to **record** your content. Johnni says you don't need to be rigid about the schedule but it is nice to have a general format each time so your listeners know what to expect.

You can use the mic in your camera or set up multiple mics. Once recorded, you can edit the content in Final Cut Pro, or even in iMovie. You can use your iPhone as a camera (on a tripod), or use a video camera. You can just sit in a room and talk or add lighting, greenscreen special effects and all kinds of production tricks!

Learning to **edit** is not hard; there are a lot of online tutorials. Johnni likes Garage Band for mixing the audio but notes that the older versions of GB were actually better at it than the newer version!

Upload your Podcast to a hosting site. Johnni does not recommend you hosting it on your home computer, for security and other reasons. Use a third party site. Johnni recommended Wordpress and Wistia, both of which do well with the SEO (see below) as well as giving the listener a nice interface with a little discrete branding (no annoying, flashing ads). Another Johnni mentioned was Podcast Garden.

Add tags to your Podcast description to make it relevant to your audience. Use SEO (Search Engine Optimization) to reach more listeners: put the right keywords on your Podcast description and you'll come up on top in the search engines, gaining you more listeners.

Promote your Podcast. Johnni isn't a fan of Facebook, but it can be used to promote your Podcast if you're into it. You can also use Twitter, Instagram and other social media to get the word out.

About Subscribing to Podcasts

We took a little detour from the subject of making your own Podcasts to being a subscriber;



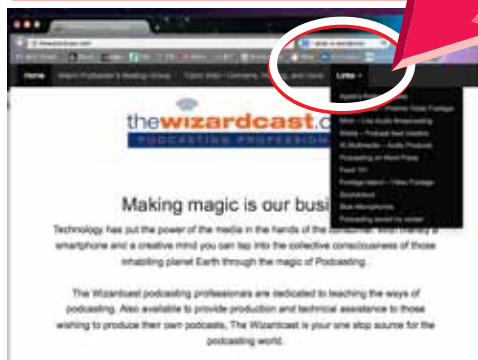
Want to Go Further with Johnni and Podcasting?

Subscribe to his newsletter by going to his website thewizardcast.com...

join his Podcast Meet-up Group in Miami...

or just email him at jfazio@thewizardcast.com. Tell him UKMUG sent you!

Go to <http://thewizardcast.com/> for links to relevant sites. Johnni put them all out there just for us!



one who watches or listens to them. You can access Podcasts as a viewer from your Apple TV; just click the Podcast icon. Apple has curated a collection of Podcasts for you, and they give you some tips about what to expect (like the "CLEAN" icon, saying the content is family-safe). The "New and Noteworthy" section is always a fun place to start.

On your computer, open iTunes and look in the sidebar. Oops! No sidebar? iTunes changed the interface with version 10 and nixed the sidebar. (*Personally, I can't live without it.*) Just go to the View menu and select "Show Sidebar" to improve your iTunes experience. So, look in the Sidebar and you'll see Podcasts on the left. This is where your personal ones, as a subscriber, live.

Want to subscribe to some? Go to the iTunes Store (also in the Sidebar) and noodle around to find some you're interested in. The iTunes store is not the only place to get your Podcasts, but it's a great place to start, and we're all familiar with it.

You can search the Store by category, names, keywords...

When you subscribe you can specify in iTunes or your App how many episodes you want to keep, and for how long. And by the way, Podcasts are free.

Most Apple devices come with a Podcast App already installed, for listening on your iPad, iPod, or iPhone, but if you don't have it, or you have a non-Apple device, download it from an App Store. Podcast Apps sync across devices, so you can go from one device to another and not lose your place.

Dr. Sally brought up a question that led to a good point. No one polices Podcast content. You should check more reliable information sources before jumping into



Our door prize was this balloon sculpture of long-stemmed roses, made by twisted balloon artist Kathy Miller. She is available to make and deliver custom balloon creations for special occasions or can be hired on site to spice up an event, making balloons in costume, complete with schtick! 305-304-8861



Carol Ackenhausen won the Mother's Day bouquet by being the mother with the most kids! Only two, but hopefully she and hubby Alan raised them to be good Mac users.

that home brain surgery how-to Podcast. But you knew that, right?

Tips and Tricks for Making Podcasts

When you name your Podcast, make sure you include some verbiage in the title that lets people know what it's about. They're way more inclined to try it if they have a clue of the subject!

Audio quality is the single most important aspect of your podcast. If it can't be heard or understood, you're dead in the water! Make sure your mic is doing you justice.



Lighting is also important. The iPhone is not at its best in low light situations. Consider moving your Podcast set outdoors for better results with an iPhone camera. Use auto exposure.

Adding Audio & Video


If you really want to add production value to your Podcast, there are places online to buy stock footage and audio tracks you can incorporate. Much of it is reasonably priced, and some is even free from Creative Commons. Even YouTube has some content you can use.

Sites Johnni Recommends

Johnni likes the MIXLR site to store and edit his audio. He also recommends Freeway, Sandbox and Rapidweaver.

If you're interested in getting your Podcast into the Apple iTunes Store, go to Johnni's website and look for the link on how to get started.

Wistia has a collection of great "how-to" information, and tutorials. You can do your Podcast editing on Wistia. There's a site called Video Blocks where, for \$99 a year, you can use as many motion graphics from their stock as you like. And they have some very cool stuff. IK Media is great for audio equipment. Mixingboards, mics, etc.

We thank Johnni for making the trip and making our evening so interesting and entertaining! We are looking forward to his next visit! 



Erika Makar brought her mom, BB, and was joined by John Thomas.

What is Wordpress?



WordPress started in 2003 with a single bit of code to enhance the typography of everyday writing and with fewer users than you can count on your fingers and toes. Since then it has grown to be the largest self-hosted blogging tool in the world, used on millions of sites and seen by tens of millions of people every day.

Everything you see on the site, from the documentation to the code itself, was created by and for the community. WordPress is an Open Source project, which means there are hundreds of people all over the world working on it. (More than most commercial platforms.) **It also means you are free to use it for anything from your cat's home page to a Fortune 500 web site without paying anyone a license fee** and a number of other important freedoms.

On <http://wordpress.org/about/> you can download and install a software script called WordPress. To do this you need a web host meeting the minimum requirements and a little time. WordPress is completely customizable and can be used for almost anything. There is also a service called WordPress.com which lets you get started with a new and free WordPress-based blog in seconds, but varies in several ways and is less flexible than the WordPress you download and install yourself.

What You Can Use WordPress For


WordPress started as just a blogging system, but has evolved to be used as full content management system and so much more through the thousands of plugins and widgets and themes, WordPress is limited only by your imagination. (And tech chops.)

Connect with the Community

In addition to online resources like the forums and mailing lists a great way to get involved with WordPress is to attend or volunteer at a WordCamp, which are free or low-cost events that happen all around the world to gather and educate WordPress users, organized by WordPress users. Check out the website, there might be a WordCamp near you.

A Little History

WordPress was born out of a desire for an elegant, well-architected personal publishing system built on PHP and MySQL and licensed under the GPLv2 (or later). It is the official successor of b2/cafelog. WordPress is fresh software, but its roots and development go back to 2001. It is a mature and stable product. We hope by focusing on user experience and web standards we can create a tool different from anything else out there.

For a bit more about WordPress' history check out the WordPress Wikipedia page <http://en.wikipedia.org/wiki/WordPress> or this page: <http://codex.wordpress.org/History> 

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Thanks Denise Malefyt for the heads up!



Dr. Sally Bauer and Ike Beal talk before the meeting.



Linda Munshower and Robert Sax came to learn about Podcasting. Robert, currently the music teacher at the high school, (and one of UKMUG's founding fathers), is about to embark on a 2-year trip to Beijing, China. Happy trails, Robert!



Scams to Watch For

by Sue Beal


Tom Mulhall sent us this one; he calls it the Zeobit/MacKeeper Scam. He says it's not new but has been getting worse recently. He writes:

Be very cautious when clicking on -any-link resulting from a search on a web page and assure before clicking that it does not take you to a page hosted by Zeobit.

They are intercepting searches for software or updates, especially via Google, and instead of a clicking on the real search result - taking you to the actual desired page - it will actually take you to a Zeobit page that mimics where you thought you were going.

If you then click on the very large "Download" button (thinking, for instance, that you are down a Flash upgrade or something similar) you will actually download some Zeobit spyware or other such program. Especially prevalent in this scam is "MacKeeper," a totally useless program that will try to fool you to believe that you have computer issues (and then, of course, try to sell you a \$29.95 solution). Indeed, MacKeeper is well know to cause a massive amount of issues for most users in addition to being useless.

If you have installed MacKeeper it is highly recommended that you remove it immediately (and be sure to check HD/Library/StartupItems for anything that looks like 'MacKeeper') and continue to use caution when clicking any "Download" button resulting from a web search.

The second scam that I saw flare up this month. It looks like PayPal telling you you paid someone, but look a little closer and you see that it's a scam. They made it all up, the English is poor, and they want you to click on a link to investigate the charge and ask for a refund. Of course, the link is bogus, the sender's email is bogus and the whole thing stinks. Luckily it's pretty obvious. 

Podcasting in Peril? Showdown in September

Submitted by Diane Marshall

James Logan freely admits that he's never made a podcast.

But he also insists he helped create the medium of podcasting. Logan says that it happened in 1996 — and that he has the patents to prove it.

In a controversial legal battle, PersonalAudio, the company founded by Logan, is suing comedian Adam Carolla's ACE Broadcasting, two other podcasters and networks Fox, CBS and NBC, saying they are infringing on his copyright and owe him money.


The trial begins in September. Carolla has taken to the Web to raise money for legal fees against what he called "patent trolls." Should he lose, Carolla says he might shut down his show, a sentiment seconded online by others.



Podcasting has been around since at least 2004, initially as a vehicle to supply non-music programming for the Apple iPod, which launched in 2001. Apple began offering podcasts, through subscriptions and downloads, via its iTunes app in 2005.

As the popularity of smartphones and tablets has eliminated the need for subscriptions and downloads, sites such as TuneIn Radio, SoundCloud, Stitcher and Swell offer instant listening, both on the Web and via increasingly popular smartphone apps.

The trials — six separate suits between PersonalAudio and Carolla, Discovery Networks, podcaster Togi Entertainment and the broadcast networks — will take place in a small Texan town with 24,000 residents. Marshall, three hours east of Dallas and near the Arkansas border, has become known as the "patent trial capital," a popular place to get a trial in a city whose docket isn't filled with other cases waiting to get a hearing. Read more:

<http://www.usatoday.com/story/tech/columnist/talkingtech/2014/05/04/podcast-trial-personalaudio-carolla/8057329/> 


C-Nile Virus Warning

Submitted by Denise Malefyt

I thought you would want to know about this e-mail virus. Even the most advanced programs from Norton or McAfee cannot take care of this one. It appears to affect those who were born prior to 1950. Symptoms:

1. Causes you to send the same e-mail twice. *Done that!*
2. Causes you to send a blank e-mail! *That too!*
3. Causes you to send e-mail to the wrong person. *Yep!*
4. Causes you to forward it back to the person who sent it to you. *Aha!*
5. Causes you to forget to attach the attachment. *Well darn!*
6. Causes you to hit "SEND" before you've finished. *Oh no not again!*
7. Causes you to hit "DELETE" instead of "SEND." *I just hate that!*
8. Causes you to hit "SEND" when you should "DELETE." *Oh No!*

IT IS CALLED THE "C-NILE VIRUS."

Did I already tell you about this? Or were you the one who told me? 



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Wall Street Journal: Great Tips for iPhone Users

submitted by John Cooper

This week, readers asked about ways to customize their iPhone screens.

Q: “How can I get the % of Battery Used to show on my iPhone 5S?” The battery bar at the top right corner of the screen isn’t enough information. I want to know precisely how much battery is left.

A: To add a percentage to the battery bar, go to “Settings,” then click “General” and then “Usage.” Look toward the bottom of that screen, and you’ll see a switch next to “Battery Percentage.”

Q: “I’m trying to eliminate wallpaper zooming in iOS 7.1, but don’t see a ‘perspective zoom off’ option in the preview window.”

A: You can turn off zooming, but first a little background: Apple built into iOS 7 the ability to make certain images move with your phone, an effect known as Parallax. This works with icons, and with wallpapers. Some people say it makes them feel ill!

Parallax is turned on by default. When you select a wallpaper for your home screen, iOS automatically zooms in so the borders of the image exist “outside” the viewable area of the screen. These borders are revealed when tilting or moving the phone.

With the recent iOS 7.1 release, Apple gives you the ability to turn off the automatic zoom on your wallpaper - what it calls “perspective zoom.”

The option to turn off wallpaper perspective zoom won’t show up if you’ve turned off Parallax features on your phone. You do that by clicking “General,” then “Accessibility,” then “Reduce Motion.”

Once Parallax is off, it’s up to you to decide how much, or how little, you want to zoom in on the image you use in your wallpaper.

Q: “Please recommend a manual that will help me learn all the bells and whistles of my new iPhone, since there is no manual inside the iPhone box.”

A: While iPhone users don’t find a paper manual in the box, there is one available at Apple’s website that includes diagrams, such as the one shown below.

Check out the information Apple has posted at www.apple.com/support/iphone/. It should get you started on setting up email, notifications and more.

If you have more personalized questions and live near an Apple store, Apple offers free, hour-long workshops on the iPhone and iOS 7. Check with the store for times.

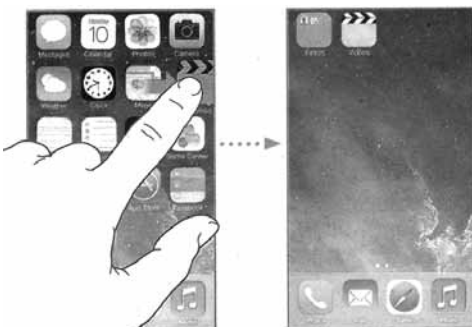
You can also consider downloading an app that has video walk-throughs. “Tips and Tricks for iOS 7” from a company called Ethernvision is free and provides video and audio instructions on everything from multitasking to using iTunes Radio, to learning how to block a caller. **MU**



Thank you, Denise!



Thank you, John Cooper!



Apple doesn’t have a paper guide to its phone, but it may surprise many people to learn that there actually is a manual. You can find it at support.apple.com/manuals/.

Macphun offers Photo Editing Software For The Rest of Us

Submitted by Karen Beal

From simple enhancements to sophisticated manipulations, Intensify Pro puts the power of a Photoshop expert in your hands in a simple to understand and use interface. Remove that unwanted item from your photo, correct exposure problems and more, all like a pro. This can be used stand-alone or with other programs you are using now. Not too expensive either!



Watch it here: https://www.youtube.com/watch?v=2TEkkETSyfk&list=UUTdwOpYksPZEuzYfI35b_NQ **MU**



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is a great place for useful and brief Mac Tips and Tricks!
 Check it out!



During Beginner's Circle, Rose Kotula explains a Keychain problem she's having while Tom Witmer tries to help.

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<http://ukmug.pbworks.com/>

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- Post tips and tricks
- Post your favorite links
- Check on upcoming meetings
- Download our newsletters & more!

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The Apple Store at the Falls has free classes every Saturday! They also have one-on-one training, workshops and the Genius Bar. Call or check the web for more info:

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 Sun: noon-7pm



<http://www.apple.com/retail/thefalls>

OUR LINKS ARE LIVE!

If you haven't figured it out yet, try it. Click on any blue, underlined link in our Macaholics Unanimous newsletter and it will take you to the web.

Did you see that picture of you, taken at the last meeting?

<http://ukmug.pbworks.com/>



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453-0788

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Come at 6:30 for the Beginners Circle:

Bring your laptop and your questions at 6:30, and for a half-hour prior to the main meeting we'll have experienced folks available to help, one on one, or in small groups.

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We are pleased to announce our New Epson 9880 44" Printer with Vivid Magenta Technology. For all UKMUG Members we offer 20% off Printing Prices. We also offer photo restoration, as well as Stock Photography for your web site.

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