PalominoDB

Getting Started With a Podcast

Presented by:

Sheeri K. Cabral - @sheeri

Community Liasion, PalominoDB

www.palominodb.com

Slides - http://bit.ly/oscon11cast

WHY????

Listen to other podcasts

Life is Hard

Decisions

- Alone, co-host, interview

- Frequency

- Edit or not

Preparation

- Show notes = agenda + minutes

- Research your topic

- Get names/companies correct

Recording

- How?
  - Computer
  - Sound recorder
  - Web-based
- What microphone?
  - Onboard mac = auto-attenuator
  - Just you, not the environment
- Recording should be a separate device
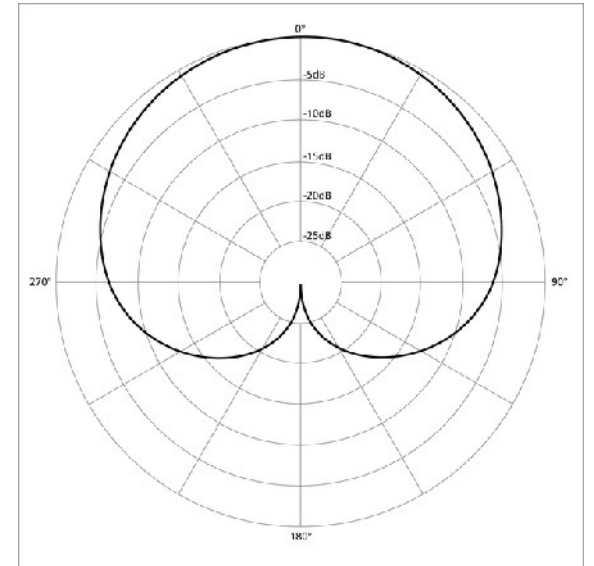
What You Can Record With

- A bazillion computer recording programs, including Audacity

- Handheld devices

- Onboard mics

- External mics

Microphones

- http://en.wikipedia.org/wiki/Microphone

- Cardioid (unidirectional)

- Helps avoid picking up other noises

Other Sounds

- Good – Skype, phone, music (if live)
- Bad:
  - Traffic/street noise
  - Ringing phones
  - Computer sounds
  - Typing
  - People shouting for you

Recording Conversations

- Best if everyone records themselves
    - Redundancy: record others on a separate channel
    - Works well with VOIP

- Sync
- Recording a guest on Skype can be tough

Zoom H4N

During the Podcast

- Filler words/phrases

- Mouth noises

- Garage Band

- podomatic.com

Podcast Editing Software

- Proprietary

- Audacity

- Garage Band

- podomatic.com

We'll Fix It In Post

- Ums

- Can be magic

- Skype/room noise

- Fixing loud/quiet

OK, Now What?

- Podcast is an RSS feed

- Submit to podcast directories, including iTunes

    - Make sure you can get stats

    - Site->feedburner.com->iTunes

    - Changing URL later will be easier

- id3 tags, embedded pictures

Web Hosting

- Keep your audio files small

  - Mostly audio can be mono, not stereo

- Make sure it will not end up costing you!

  - libsyn.com

  - ourmedia.com

  - I use dreamhost.com

OurSQL Episode 50: MySQL at Facebook, Current and Future

Posted June 28th, 2011 by podcast

48:43 minutes (22.46 MB)

This week we post the audio from the closing keynote of Percona Live by Harrison Fisk of Facebook, "MySQL at Facebook, Current and Future". There is no ear candy this week.

1506 downloads
22.46 Mb

OurSQL Episode 49: Stalking MySQL

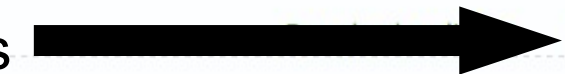Posted June 12th, 2011 by podcast

43:47 minutes (20.2 MB)

Reminder: Due to busy summer conference schedules, we are going to be publishing the podcast every other week.

This week we talk about a monitoring plugin from PalominoDB that uses caching (like the cacti templates) and allow for arbitrary calculations of thresholds based on status and system variables, and items from the PROCESSLIST.

Nagios
pnp4nagios - from the site, "PNP is an addon for the Nagios Network Monitoring System. PNP provides easy to use, easy to configure RRDTools based performance charts feeded by the performance data output of the Nagios Plugins."

2286 downloads
20.2 Mb

OurSQL Episode 48: Percona Live NYC 2011

Posted June 3rd, 2011 by podcast

35:17 minutes (16.31 MB)

This week we have feedback from Percona Live in NYC last Thursday. We talk with:

Chander Kant of Zmanda, talking about the fact that Zmanda Backup Recovery now officially supports the Percona patched binary of MySQL.

Ba...g of CafeMom.com who talked about all the stuff he'd learned during the day, including "How to use MySQL and DTrace on Linux" and the ...k-tcp-model.

Patrick Galbraith of BlueGecko t... about his talk, "The Building Blocks of Scaling: Drizzle/MySQL, Memcached, Sphinx, and Gearman", backups, FLUSH ENGINE _____ LOGS, and ...o indexes.

1666 downloads
16.31 Mb

Daily Bandwidth Usage for technocation.org (web)

Currently Showing: 2011-06-01   All values in MB - 1,048,576 Byte

to   2011-06-30

Total: 146285.6134 Mb
142.857 Gb

[Change Dates Displayed]

Day	
2011-06-01	4222.9060 MB
2011-06-02	5512.0467 MB
2011-06-03	5173.6996 MB
2011-06-04	3619.9007 MB
2011-06-05	2730.4393 MB
2011-06-06	6131.2055 MB
2011-06-07	2881.2045 MB
2011-06-08	3914.8321 MB
2011-06-09	4528.0019 MB
2011-06-10	4386.2213 MB
2011-06-11	4079.5130 MB
2011-06-12	5727.4503 MB
2011-06-13	5534.8422 MB
2011-06-14	5470.7099 MB
2011-06-15	3751.5543 MB
2011-06-16	4446.9512 MB
2011-06-17	5140.3814 MB
2011-06-18	4820.2045 MB
2011-06-19	5524.3187 MB
2011-06-20	5166.8102 MB
2011-06-21	5079.2053 MB
2011-06-22	3623.1983 MB
2011-06-23	9933.8745 MB
2011-06-24	3866.2453 MB
2011-06-25	4262.6021 MB
2011-06-26	3331.9809 MB
2011-06-27	3283.9414 MB
2011-06-28	8487.6846 MB
2011-06-29	6338.5981 MB
2011-06-30	5315.0896 MB
	Total: 146285.6134 MB

Promote

- Social Media
  - Tweet new episodes, use predictable links
  - Facebook group page
- Cross-promote podcasts/events
- Get as much feedback as possible
  - Offer an audio option such as www.odeo.com

Other considerations

- Title/subtitle
  - Think promotionally: MySQL Database Podcast
- Theme song
- Musical interludes
- Be consistent with publishing

Other considerations

- Section headers ("bumpers")

  - Sections

- Sign-off

- Identifying features before 1 minute

- Live streaming

- Copyright - http://music.podshow.com/

That's it!

Questions? Comments? Feedback?

@sheeri
sheeri@palominodb.com

MySQL Administrator's Bible
OurSQL Podcast (www.oursqlcast.com)
http://planet.mysql.com

PalominoDB

Getting Started With a Podcast

Presented by:
Sheeri K. Cabral - @sheeri
Community Liasion, PalominoDB
www.palominodb.com

07/28/11

Slides - http://bit.ly/oscon11cast

1

WHY????

PALOMINODB Proven Database Excellence

What's your goal?

What do you want to do?

Is nobody doing it? Very rare, but true in my case

If someone's doing it, what are they missing?

Are you doing it for fame, popularity, etc?

Listen to other podcasts

PALOMINODB Proven Database Excellence

In your subject area and not in your subject area. I listened to some tech podcasts, including this week in tech (long before this week in google came out), sdr news, pauldotcom security podcast and mike's tech show, as well as knitting podcasts like lime and violet, brenda dayne's cast on, etc.

What do you like about them? What do you not like? Say, theme music?

There are some tips that even the pros don't give out (probably because they don't think about them) that I have in here, because of listening to podcasts.

Steal from the best! Podcasts started out as topical, with a few songs in each episode. Now there are news broadcasts/news summaries, topical podcasts with no music, and some people just call an audio file a podcast.

Life is Hard

PALOMINODB   Proven Database Excellence

How much extra time do you have? When I first started the OurSQL Podcast back in 2007, I did a solo podcast, and after the first few episodes I would script out what I wanted to say because that helped me reduce the amount of Um's.

Between the research of the topic, recording and editing, I was spending 6-8 hours a week on a 10-20 minute podcast.

I learned that my favorite casts were interviews, for 2 reasons: once you made an appt with someone, you kept it. As opposed to being on your own schedule to record. #2, the discussion flowed more naturally.

Plus I noticed the discussion flowed better on podcasts I listened to with 2 hosts or more. Thus, co-host when I re-started it. And pick a co-host who will HELP OUT.

Decisions

- Alone, co-host, interview

- Frequency

- Edit or not

PALOMINODB Proven Database Excellence

So make it easy for yourself, if you can.   Maybe it means having the podcast once a month instead of once a week.

Maybe it means choosing to do it live so that there's no editing.

Maybe it means fully scripting and no editing, no scripting and tons of editing, or anything in between.

Preparation

- Show notes = agenda + minutes

- Research your topic

- Get names/companies correct

PALOMINODB Proven Database Excellence

Show notes are usually published with a podcast. If you work on them beforehand, you will have at least an agenda and the start of some links, and while you 'cast you might make a note of some other ones, although it's not a good idea to type b/c it makes noise, but.....if you have a co-host one can type and one can talk.

I use google docs for this.
Basically make it easy for yourself to develop the actual show notes.
Pause during recording and look it up b/c voice overs usually will sound wrong.
BAD PODCAST HOST, NO COOKIE! Don't forget to thank people and be correct when you mention people's names, companies, products, whatever. You don't want to look stupid!

Recording

- How?
  - Computer
  - Sound recorder
  - Web-based
- What microphone?
  - Onboard mac = auto-attenuator
  - Just you, not the environment
- Recording should be a separate device

PALOMINODB   Proven Database Excellence

If you can swing a separate device it'd be great. It's not necessary, but if you're using skype to call and the computer to record, that's a lot of processing happening.

Web-based is similarly flawed – latency or a bad 'net connection can destroy your podcast. Nobody wants to record over, and I've had corrupt files as well as forgotten to push the record button.

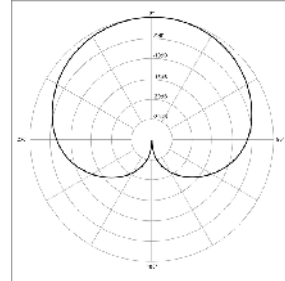# What You Can Record With

- A bazillion computer recording programs, including Audacity

- Handheld devices

- Onboard mics

- External mics

PALOMINODB Proven Database Excellence

Microphones

- http://en.wikipedia.org/wiki/Microphone
- Cardioid (unidirectional)

- Helps avoid picking up other noises

PALOMINODB Proven Database Excellence

Onboard mac mic is a condenser mic and auto-attenuates.

Other Sounds

- Good – Skype, phone, music (if live)
- Bad:
    - Traffic/street noise
    - Ringing phones
    - Computer sounds
    - Typing
    - People shouting for you

PALOMINODB   Proven Database Excellence

Room noise – wind/fan movement, air vents, heat and A/C. You'd be surprised what mics pick up that you ignore.

Recording Conversations

- Best if everyone records themselves
  - Redundancy: record others on a separate channel
  - Works well with VOIP

- Sync
- Recording a guest on Skype can be tough

PALOMINODB Proven Database Excellence

anti-feedback of Skype sometimes make beeping/feedback type noises.

Also skype/VOIP can drop bits, it does compression so you don't get as much voice quality even when there are no bits to drop.

Zoom H4N

PALOMINODB   Proven Database Excellence

Has onboard mics and plugs for 1/4" stereo component cables as well as XLR cables. Does lots of stuff including being able to filter high/low thresholds, save multiple files to an SD card, multiple channels for multiple inputs.

My setup – my mic is XLR cable, talk to Sarah via Skype and have a cable from my computer to the H4n 1/4" stereo jack, then headphones into the H4n.

Talk about the sync

During the Podcast

- Filler words/phrases

- Mouth noises

- Garage Band

- podomatic.com

PALOMINODB   Proven Database Excellence

Um, ah, basically, so, you know...

Don't chew gum, we don't want to hear you drink water or tea. Don't clack your tongue piercing.

Be aware of your mic when not speaking. You can set-up your mic slightly off to one side so you only have to shift your body in the other direction to be clear of the mic's pick-up field. This is mainly so it doesn't record your breathing, drinking or whatever when you are not speaking. Long pauses are preferable to noise, or pause before and after making noise if you need to (adjust, type, etc).

Always be sure you are on the mic when speaking. Don't drift away or jump to the mic after starting a sentence. Find your "I'm Talking" position and make it a habit to be in that position when speaking into the mic. DEMO WITH LECTURN OR LAPEL MIC.

Check your settings before starting to record.

Watch your levels while recording.

Although difficult, it's best to pull away from the mic while laughing or excited. Volume spikes are always trouble. If you've gone too high there can be clipping and then you can't do anything with it.

Try to consistently speak fairly loudly and clearly and slowly. Another thing lot s of people do is start off talking at a very good volume, but as the podcast goes on they speak softer and softer. The good news is podcasts help you be aware of this.

Set-up your recording gear in the same way and in the same space if possible.

Podcast Editing Software

- Proprietary

- Audacity

- Garage Band

- podomatic.com

PALOMINODB Proven Database Excellence

I started in 2007, audacity wasn't so great, it's much better now.

Audacity does destructive editing – if you cut something, it's cut out. As opposed to marking a cut and doing all the processing during rendering.

Also, you can't undo a change you made 3 changes ago, it's just Ctrl-Z undo. . . and redo.

It's also slow to work because it renders cuts right away. Rich uses Sony Vegas which does things non-destructively.

Filtering and volume changes have to be rendered right away for you hear them.

We'll Fix It In Post

- Ums

- Can be magic

- Skype/room noise

- Fixing loud/quiet

PALOMINODB   Proven Database Excellence

Can fix the loud/quiet playing with the equalization, and Audacity allows you to make and save equalization filters to filter out frequency ranges.

But that's what an audio engineer is for.

And sometimes it's hard to fix in post!
"cannot cut" - you can't really get "let's say that we want to get all of the rooms" – of course, Rich can do that kind of thing, so I totally recommend getting an audio engineer if you have a budget.
amplify by 10 db, then point out the noise hiss.
cutting *everything* out sounds bad, especially if you cut out pauses. It's important that it sounds like natural speech. Sometimes it just sounds better with the filler word.   A good example is the breath leading into a sentence.

OK, Now What?

- Podcast is an RSS feed
- Submit to podcast directories, including iTunes
  - Make sure you can get stats
  - Site->feedburner.com->iTunes
  - Changing URL later will be easier
- id3 tags, embedded pictures

PALOMINODB   Proven Database Excellence

Web Hosting

- Keep your audio files small
  - Mostly audio can be mono, not stereo

- Make sure it will not end up costing you!
  - libsyn.com
  - ourmedia.com
  - I use dreamhost.com

PALOMINODB   Proven Database Excellence

1506 downloads
22.46 Mb

2286 downloads
20.2 Mb

1666 downloads
16.31 Mb

OurSQL Episode 50: MySQL at Facebook, Current and Future
Posted June 28th, 2011 by podcast

48:43 minutes (22.46 MB)

This week we post the audio from the closing keynote of Percona Live by Harrison Fisk of Facebook, "MySQL at Facebook, Current and Future". There is no ear candy this week.

1506 downloads   48 plays   Contact the author   913 reads

OurSQL Episode 49: Stalking MySQL
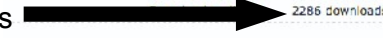Posted June 12th, 2011 by podcast

43:47 minutes (20.2 MB)

Reminder: Due to busy summer conference schedules, we are going to be publishing the podcast every other week.

This week we talk about a monitoring plugin from PalominoDB that uses caching (like the cacti templates) and allow for arbitrary calculations of thresholds based on status and system variables, and items from the PROCESSLIST.

Nagios
pnp4nagios - from the site, "PNP is an addon for the Nagios Network Monitoring System. PNP provides easy to use, easy to configure RRDTools based performance charts feeded by the performance data output of the Nagios Plugins."

2286 downloads   15 plays   Contact the author   Read more   1051 reads

OurSQL Episode 48: Percona Live NYC 2011
Posted June 3rd, 2011 by podcast

35:17 minutes (16.31 MB)

This week we have feedback from Percona Live in NYC last Thursday. We talk with:

Chander Kant of Zmanda, talking about the fact that Zmanda Backup Recovery now officially supports the Percona patched binary of MySQL.

Ben ... of CafeMom.com who talked about all the stuff he'd learned during the day, including "How to use MySQL and DTrace on Linux" and the ...-dbo-model.

Patrick Galbraith of BlueGecko ... about his talk, "The Building Blocks of Scaling: Drizzle/MySQL, Memcached, Sphinx, and Gearman", backups, FLUSH ENGINE _____ LOGS, and ... indexes.

Download audio file   1666 downloads   22 plays   Contact the author   Read more   941 reads

18

Daily Bandwidth Usage for technocation.org (web)

| Currently Showing: | 2011-06-01 | All values in MB - 1,048,576 Byt |
| to | 2011-06-30 | |

Total: 146285.6134 Mb
142.857 Gb

Change Dates Displayed

Day	
2011-06-01	4222.9050 MB
2011-06-02	5512.0457 MB
2011-06-03	5173.6996 MB
2011-06-04	3619.9007 MB
2011-06-05	2730.4393 MB
2011-06-06	6131.2055 MB
2011-06-07	2881.2045 MB
2011-06-08	3914.8321 MB
2011-06-09	4528.0019 MB
2011-06-10	4386.2213 MB
2011-06-11	4079.5130 MB
2011-06-12	5727.4503 MB
2011-06-13	5534.8422 MB
2011-06-14	5470.7099 MB
2011-06-15	3751.5543 MB
2011-06-16	4446.9512 MB
2011-06-17	5140.3814 MB
2011-06-18	4820.2045 MB
2011-06-19	5524.3187 MB
2011-06-20	5166.8102 MB
2011-06-21	5079.2053 MB
2011-06-22	3623.1983 MB
2011-06-23	9933.8745 MB
2011-06-24	3866.2453 MB
2011-06-25	4262.6021 MB
2011-06-26	3331.9809 MB
2011-06-27	3283.9414 MB
2011-06-28	8487.6846 MB
2011-06-29	6335.5981 MB
2011-06-30	5315.0896 MB
	Total: 146285.6134 MB

19

PALOMINODB Proven Database Excellence

That's over 7,300 downloads of an avg 20 Mb each.

Promote

- Social Media
    - Tweet new episodes, use predictable links
    - Facebook group page
- Cross-promote podcasts/events
- Get as much feedback as possible
    - Offer an audio option such as www.odeo.com

PALOMINODB   Proven Database Excellence

Other considerations

- Title/subtitle
  - Think promotionally: MySQL Database Podcast
- Theme song
- Musical interludes
- Be consistent with publishing

PALOMINODB Proven Database Excellence

Other considerations

- Section headers ("bumpers")
  - Sections
- Sign-off
- Identifying features before 1 minute
- Live streaming
- Copyright - http://music.podshow.com/

PALOMINODB   Proven Database Excellence

recording live or doing live effects/music vs. creating another track/channel (this is another place audacity is difficult, it's not always easy to insert something in the middle, though an audio engineer can help with that)

That's it!

Questions? Comments? Feedback?

@sheeri
sheeri@palominodb.com

MySQL Administrator's Bible
OurSQL Podcast (www.oursqlcast.com)
http://planet.mysql.com

PALOMINODB Proven Database Excellence