On today's show I'm going to talk about the history of this show, how I got into podcasting, what worked and what didn't work for me, so on and so forth. Along the way I have also invited all the podcasters I know to record their own bits of wisdom for me to include.

Published Commodork in 2006.
- What does self publishing mean
- everybody makes a few bucks along the way
- no eBooks in 2006.
- OVGE in 2006
- Took 30 copies, couldn't get 50.
- Sold 9 copies.

ECCC Story
- guy buy my book in exchange for information.
- gave technical information, that was wrong.
- I AM GIVING YOU PERMISSION TO SUCCEED.
- I AM GIVING YOU PERMISSION TO PICK UP A MICROPHONE AND START TALKING.
- It may not be the best, but it will be something.
- Next time, YOU will be the guy answering questions!

And the best advice I can give you is that you don't need permission from anybody to start. But if you want permission, if you need someone to sit down and say, yes, you should begin podcasting, then I will tell you right now -- you can begin podcasting.

The first clip I want to play is from Guy Hutchinson. Guy is
Adventure Club Podcast with John J
Flux Capaci-Cast
bunchojunk
Camel Clutch Cinema w/Craig Cohen
Drunk on Disney w/Dana Snyder of Snydecast and the voice of master shake.on aqua team hunger force.
http://theacpn.com/
###GUY HUTCHINSON'S CLIP

History:

7 or 8 years old, got a record player. 45's from garage sales, some from allowance. pretend to be a dj.

You Don't Know Flack

1999/2000, worked in a music studio. Learned a little about production.
2002, band came, 1 year of 9/11 anniversary.

Recording studio equipment.

summer of 2002 - Audio History of SAZ.
SO worried about sound quality and file size.
32kbps. 1 hour, 11 meg, split into 2 files.

Digital Press
Flack's Smack: 2005, videogame reviews, me and The Stranger.
USB Headsets, bad echo, bad quality. 96/44.
Youtube wasn't available until 2005, so no video hosting.
No real way to record video, camcorder, video capture.
September, 2005

Three Inspirations

How to write a book? Read books.
How to make a podcast? Listen to podcasts.

Boring Beige Box
- Matt Wilson (2006)
- boringbeigebox.libsyn.com
- 22 episodes, from April 2006 to January, 2011

Earl Evans
- http://retrobits.libsyn.com/
- July of 2005 through the Spring of 2013.
- Interviewed me for Commodork. episode 71 and 72, first episode of 2007.
> RetroComputingRoundtable
> ChickenLips Radio
> Next Without For

Retroist
- March, 2009 and still going.
- Retro topics.

Carrington Vanston and Mike Maginnis
No Quarter Podcast
Weekly Show idea.

Back when I decided to make music I bought a 4 track recorder and a bunch of instruments and a drum machine and then remembered I didn't have any songs or musical talent. Do things in

the proper order. Don't buy a microphone yet. Don't talk about software yet. Worry about the show.

Went to the library and found the Podcasting for Dummies read that in one sitting. Took notes.

steps to creating a podcast.

#1. Decide you want to make a podcast.

PICK A TOPIC
- entrepreneur class.
- make the podcast you want to hear.
Specific, but not too specific.
- not too generic or it will be hard to get followers
- not too specific or you will have a hard time keeping material

I use Google Docs to keep a list of my topics, I can get to them from any computer.
I use my phone to record potential show topics.
You will forget every good idea you've ever had.

Stay on topic.
here's a bad topic -- me hanging out with my friends.

great topic, 2600 game by game podcast.

###FERG
bad at promotion. common theme.

PICK A NAME
Something that explains what your show is about.
sets the scope and the boundaries.
Also, supporting meta data -- mainly the photo, and the description.
define your brand!

PICK A FORMAT
One person vs. Multiple people.
How will the show flow? Where will your plugs go? Etc. show outline. (you don't know flack. throwback reviews.)
Listen to other podcasts. But you don't have to copy them!
Work with what you have. Skype?

###Carrington clip 1
###getting a cohost, working with skype.

using what you've got.

EARL GREEN'S CLIP

HARDWARE AND SOFTWARE
Hardware: Computer, Microphone, probably headphones.
- recently bought a pop filter.
Software: Record, edit, upload.

I have recorded on the iPad, I have recorded using at least 3 or 4 different mics. I have recorded using mics into a physical mixing board, I currently record with a Blue Yeti USB Mic.Both Ferg and Sean use Rock Band mics that you can find for $5-$10 at any game store. I have recorded with a portable recording mic that saves to SD card.

SEAN JOHNSON
ROCK BAND MIC CLIP

use what hardware and software you have.
I used Sony Vegas because that's what I had and that's what I knew.
Sean and Door use Audacity and Reaper.
editing, a must, but you can over do it.

Rick Reynolds from the Intellivisionaries about the hardware and software that they use.
RICK CLIP

LibSyn: host, offer services.
HostGator, GoDaddy.
Podcasts use bandwidth. streaming and downloading.
Download stats. Bluberry, webhost, etc.
hosting. expenses.
internet archive, free.
host gator, 5.99/month, free.
I do my own hosting.

Feeds
iTunes is a must.
Stitcher is a must.
RSS is a must.

Paul from the Intellivisionaries. Talks about hardware and software.
talks about some of the things that worked and didn't worked
talks about feeds and itunes.
PAUL INTELLIVISION

Making Money - ads, sponsors, donations, etc.
Donations / Sponsor an episode.
Advertising.
Pay to subscribe. Good luck.

GENERAL
Make a show you would listen to.
You are not locked in to one show for the rest of your life.
Carrington. has 7 shows on monsterfeet.com.
earl evans had one show, split into three, plus retro computing roundtable.
You are not locked in to one show at a time!

Doug has some general suggestions
###DOUG CLIP
I think Doug sells himself short and calls himself short by referring to himself as a hack, but his recording sounded great didn't it? He didn't sound like a hack recording in his closet, did he? Low end laptop, recording shows in his closet. Good mic. Sounds good and good content!

Things that worked for me.
1, telling stories.
play to your strengths.

things that didn't work: music over the episode while I was talking.
being loud
ambient noise.

You Don't Know Flack: March of 2008
2008: 6 episodes (March)
2009: 1 episode
2010: 5 episodes
2011: 1 episode
2012: 4 episodes
2013: 26 episodes (not including this one)

how do I record it?
write an outline. used to write everything out and read it. sounds like it's reading. now I write an outline.
topic - you don't know flack, old technology and video games and such.
episode 2, dungeons and dragons.
started numbering at episode 100.

evolution of the show. sound effects. music, no music.

reading reviews, chasing your tail.
negative reviews, take it into consideration.

SpriteCastle
-
Wanted a C64 podcast.
- Not music.
- c64walkabout - perfect, but only a couple of episodes.
- couldn't do five years ago what I am doing now.
- earl evans doing chickenlips, great show but not exactly what I wanted.

both of my shows require lots of post production.

#carrington clip 2
#killing yourself with over editing.

other people doing the editing for me is more fun!
throwback reviews. guy hutchinson's podcasts, adventure club podcast and flux-capcicast.

MARKETING
Social Media - facebook, twitter, google+
forums -- do people still use them? do you need one? (cut)
Cross marketing, appearing on other podcasts.

###retroist clip

"get podcasting" great advice.

what sounds better, improvements. getting over your own voice.

On this episode of you don't know flack, I hope you got what you were looking for. You got some technical advice, and you got some overall advice. More than that, I hope you got some encouragement, and I hope you got some inspiration, not just from me, but from all the people that were kind enough to record segments and send them my way.

I'd like to thank Guy Hutchinson
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Flux Capaci-Cast
bunchojunk
Camel Clutch Cinema w/Craig Cohen
Drunk on Disney w/Dana Snyder of Snydecast and the voice of master shake.on aqua team hunger force.
http://theacpn.com/

Earl Green, Phosphor Dot Fossils
TheLogBook.com for Earl's books and videos and also for daily episodes of his podcast, the escape pod.

Thanks to Ferg from the 2600 game by game podcast.
everybody had an inspirational story but I hope you listened to ferg's.
throwbacknetwork.net

thanks to rick and paul from the Intellivisionaries podcast. Intellivisionaries.com or throwbacknetwork.net.

Thanks to Doug McCoy of McCoyCast. Doug is a prolific podcaster, I think he puts out three shows a week, and puts out great content. You can find Doug's
http://mccoycast.wordpress.com/
throwback network.net

Carrington Vanston, co-host of the No Quarter podcast with Mike Maginnis. You can find No Quarter at monsterfeet.com/noquarter
no quarter is the newest throwbacknetwork.net
monsterfeet.com
retro computing roundtable.rcrpodcast.com

Thanks to the Retroist. retroist.com has retro updates every day. 149 episodes of the retroist podcast, with covers everything from retro videogames to retro movies, retro television games, and retro toys!

thanks to sean johnson, throwback reviews, also otr radio and throwbacknetwork.net.

record a show you would like to listen to, do the best you can, and get podcasting.

#outtakes?