Podcast Design Package

by John Perl

Assignment 2: Podcast Development

Creative Brief

A podcast about selling technology, and experiences I and others have had using technology to make life easier and to help solve peoples problems using technology. I want to share my point of view on the products that are being distributed, why I might think they are great or terrible. I also want to voice both sides of an argument on brand favorites as well as preferences on competing technologies.

I also want to be a voice of comparison to help people find the product they really want, not the one that their friends or family tell them they want.

Podcasting will be a great way for my to be able distribute my thoughts and ideas to the masses. Apple has set up an eco system that makes it very easy to reach a vast audience of people that may have an interest in what I will talking about.

Target Audience:

My audience will consist mostly of those who sale or are interested in purchasing electronics equipment and want to gain additional knowledge and tips on selling the products they offer, or the products they are seeking to buy.

It will be for anyone who is interested in keeping up with the new and ever changing technology available, and not yet available today. It could appeal to both men and women of college age on up. There will also be a segment of the senior generation who both love and possibly fear all this new technology that is out there.

It will also be for people who have a hard time deciding what new gadget or tech item they want by providing them insight into the pros and cons of particular devices, and hopefully help them answer the questions they may have about the products they desire.

Anyone who works in the retail environment selling electronics, and wants to increase their knowledge and here examples of ways to solve common problems.

Persona Profiles:

Salesman – There is a constant struggle for electronics salesman to know everything about everything they sale, to have all the answers to all of the questions they may be asked, and be able to find solutions to their customers problems for as little cost as possible. Finding out information on products is relatively easy, but knowing all the ins and outs of each is another. (See Persona #)

Hobbyist – There are so many things to choose from. How do I know where to start? My neighbor tells me I should buy this, and my brother tells me I should buy the other one. How am I going to know if I'm getting the right thing for me? (See Persona #)

NOTE: Personas have been created to assess our understanding of the characteristics of individuals who may find the Know Your Tech of value in their technology needs.

Branding: This will be facilitated by first using a well thought out tagline and slogan. These should be sticky and promote the product(s) discussed in the technology community.

Tagline: **Tools for the Discriminating Podcast Engineer**

Slogan: **Tuned to Perfection**

Objectives

1. To extensively discuss a particular product or type of product and to go over all its pros and cons

2. To provide others with ideas about their technology that they may not have considered

3. Answer common questions and clear up common misconceptions about products

4. Share experiences that others and myself have had with technology and its woes

Semi-Professional Podcaster - Persona

Jack Ryan

Age: 35
Location: Orem, UT
Education: Digital Media
Focus: Technology
Employment: Electronics Sales
Salary: $45,000

"I hope to be able to share some of what I know with those who need it most."

Ryan is a salesman of techonology. He sales home audio and video in addition to a range of computer products such as the traditional computer, smart phones, tablets, and handheld devices.

He has been in the industry for over 10 years, and has a vast amount of knowledge and experience in helping people come up with solutions to their desires of entertainment.

Focus Assessment

Proficient

Learner

Subject Knowledge · Podcast Development · Confidence

FCC Law · Procedural Law · Technical Specifications · Plannning · Technology Assessment · Recording · Editing · Production · Metadata · Publishing · Consistency · Decison Making

Key Characteristics

- Has the ability to help people around the country make informed decisions in their electronics purchases
- Feels confident in his abilities to teach an audience
- Believes podcasting is a proper meathod to publish timely information to communications community

Goals

- Learn more about how to properly plan and organize show content and metadata
- Properly set publishing criteria in software
- Bring consistency to his program: both technically and creatively
- Influence a greater number of electronics enthusiasts through his podcast

Questions

- How do I properly plan a long-term show effectively?
- Is metadata really that important?
- What specific standard exist in podcasting?
- What differences in podcasting aggregators and devices are important to know to properly plan show development?

Influencers

- Training information must be easy to understand and implement–demonstrations or how-to items should be included
- Informational and technical resources must be low cost
- Instructor must be trusted and recognized in industry
- Outcomes must be replicable through open-standards tools (non-proprietary)
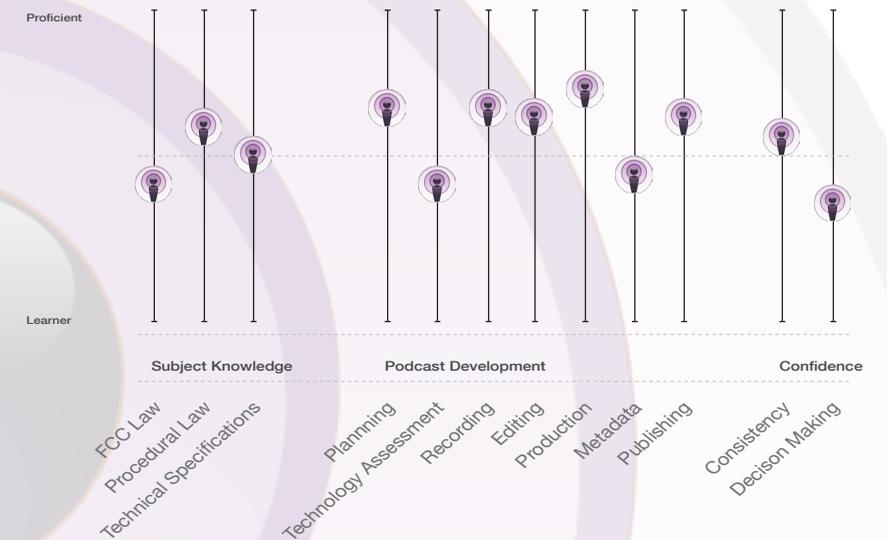
Frustrations & Pain Points

- Many in the industry talk about production but rarely show how-to scenarios
- Intimidated by metadata optimization due to tags and inconsistent tools
- Feel overwhelmed when testing on non-Apple devices
- Fears being ridiculed by others at conferences if he asks a stupid question

Branding Elements

Podcover & Logo

The podcover will directly correlate with the branding campaign of our podcast series. This symbol should be easily recognized when seen and associated with the "Know Your Tech" brand! The final artwork symbolizes the theme of the ever rapidly changing technology of the world today. (The following image represents a comp version of the final Podcover.)
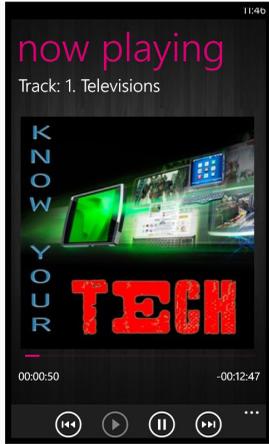
Podcover Design

.AAC Standard

Podcover specifications have been derived by looking at iTunes sizing variations. It's important to view podcover designs at these sizes to assess thier effectiveness to attract attention in the iTunes Store and brand the podcast.

1400 px

1400 px

iTunes on iOS 6

Windows 8

Android 4.2

.mp3 Standard

300x300 px
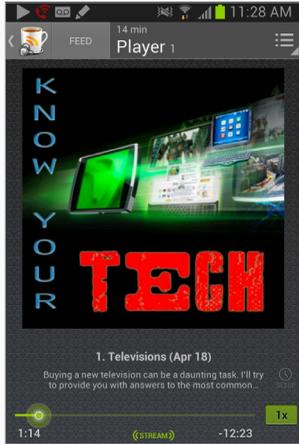
iTunes Store - Show Page

173x173 px

iTunes Thumbnail

76x76 px

Episode Framework

Know Your Tech: [Bi-weekly] The show will run every other week. I want to be able to always have relevant contant to discuss, and I feel that on a bi-weekly basis that can be accomplished withoutever having to come up with garbage to talk about. I also think that do to time constraints that this will best suit my busy schedule.

Framwork Elements:

Opening: A short introduction to the show. Something upbeat and exciting.

Summary: This will be a brief summary allowing the listener to know what topics will be discussed

Segments

New News: Recent information that I have come across and found informative or exciting with in the technical community

Part 1 - Main Topic: This will be the meat of the show. I will discuss the prepared information at whatever length I find necessary to help the listener understand the content.

Common Misconceptions: This segment will break up the main topic into two parts. Here I will discuss common and false notions on the main topic being discussed. Items discussed here may be funny and light hearted, or serious in nature, depending on the subject matter

Part 2 - Main Topic: Here I will continue my discussion of the main topic

Common Mistakes: This segment will bring up mistakes that are commonly made, and provide information to help these mistakes be avoided.

Show Framework

| Opening | Summary | New News | Part 1 - Main Topic | Common Misconceptions | Part 2 - Main Topic | Common Mistakes | Closing |

|--- 1:00 ----|-- 2:00 ---|--------------- 3-5:00 ------------------|--- 1-2:00 -----|---------------- 3-5:00 ----------------|-- 1-2:00 ---|-- 1:00 --|
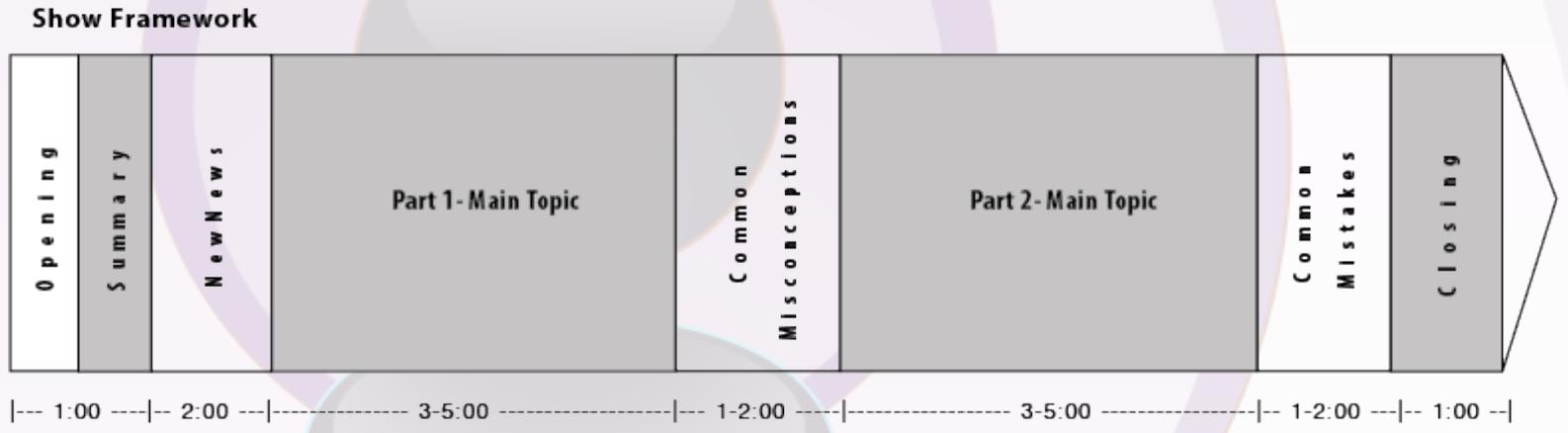
Descriptive <channel> Data

1 **<title>** Know Your Tech

2 **<author>/<itunes:author>** John Perl

3 **<description>** (character count 375)

A show where I will share with you what I know about technology, and what I think everyone else should consider when selection their own.

4 **<link>** http://www.knowyourtech.com

5 **<categories>** Technology - Gadgets, Technology - Tech News

<itunes:subtitle> Televisions - Things to consider when buying one.

<copyright> Copyright © 2013 John Perl All rights reserved

<keywords> tv, televisions, roku, apple tv, wd live play, boxxee, google tv, set-top box, internet tv(Limitation =13)

6 **<language>** English

<owner> John Perl

<email> john@knowyourtech.com

7 **<image>** knowyourtech1.jpg

iTunes Store Metadata Distribution

Know Your Tech

John Perl
Category: Podcasting
Language: English
Total: 3 episodes

Free   SUBSCRIBE

K
N
O
W

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R

TECH

WEBSITE   ⊕
REPORT A CONCERN   ⊕

LISTENERS ALSO SUBSCRIBED TO

Lorem Ipsum Dolor Sit Amet
Consectetur Adipisicing Elit
Sed Do Eiusmod Tempor Incididunt
Excepteur Sint Occaecat Cupidatat
Ut Labore Et Dolore Magna Aliqua

PODCAST DESCRIPTION

A show where I will share with you what I know about technology, and what I think everyone else should consider when selection their own.

CUSTOMER REVIEWS

The following screen capture diagrams where and how <channel> metadata is applied to the general iTunes interface (as of version 10.4). Consideration has been given to character limitations and message design.

Descriptive <item> Data

--- Title Concepts ---

Tech Rant - Originally I thought I would just want to rant about things that drive me crazy when working with people and trying to help them, but I decided that the show might become to negative, and that was not what I wanted.

Know Your Tech - I came up with this after pondering what I would really like to discuss, and that was sharing the information that I have, and hopefully convince people to open their minds to possibilities that might other wise dismiss.

--- End Title Concepts ---

<description> Get to know the latest in technology [36]

<itunes:summary>If you sell technology, or just need additional information on said technology, we have or eventually will have what you're looking for.</itunes:summary>

     Know Your Tech – Episode 001: 07.20.2013
Hosted by John Perl | Know Your Tech

---- Show Outline ----

[00:00:58] - News, 4k televisions
     sony 55" for $5,999, 70" for $7,499 and 84" for a cool $25,000
        trilumenecent rgb led
        4k content bundled

[00:02:22] - First Segment

The age old battle of plasma vs. lcd
led / lcd
pros/cons
inputs

[00:05:27] - Common Questions

Common Misconceptions
Plasma tv's don't leak gas or need to be recharged
Elevation is and isn't a problem

you can still get television over the air with an antenna

[00:07:04] - Second Segment

Smart tvs, are they really smart
how they work
what content can you get
can it replace my cable/satelite
Does more expensive mean it is better

[00:10:45] - Common Mistakes

Common Mistakes
didn't get the cables needed
are all hdmi cables alike?

[00:12:47] - Closing

Closing

Next week we'll discuss the tablet fued, apple, or android, or may windows

Thanks for listening, if you liked what you heard, tell your friends, if you didn't, tell them anyway.

You'll hear me next time.

---- Product & Company Information ----

For information on Know Your Tech, please visit knowyourtech.com You can also e-mail us at whatsup@knowyourtech.com

Each episode will have summary descriptive data to help strengthen the experience. A standardized format will be used for both frameworks to bring consistency to show outlines.

<title> & <description> Metadata

✓	Podcast		Time	Release Date ▼	Description	
	▼ Engadget hd	SUBSCRIBE		3/27/13		
◑ ✓	Engadget HD Podcast 342 -...		1:10:35	3/27/13		
◑ ✓	Engadget HD Podcast 341 -...		1:27:07	12/31/00		
⚠	▶ HDTV and Home Theater Podcast		46:14	3/22/13	The HT Guys, Ara Derderian and Braden Russell, are Engine...	
●	▼ Hey, Let's Talk A...	SUBSCRIBE		3/17/13		
● ✓	40 - Red Solo Mind Reading...		2:14:31	3/17/13		
	▶ Hey, Let's Talk A...	SUBSCRIBE	3:20:42	12/31/00		
●	▼ Know Your Tech			4/18/13	A show where I will share with you what I know about techn...	
◀) ✓	3. Set-Top Boxes (Internet Str...		17:37	4/18/13	Set-Top Boxes: Which one is truely the best?	ⓘ
● ✓	2. Tablets		15:49	4/18/13	Tablets - Questions answered on what to buy.	
● ✓	1. Televisions		13:38	4/18/13	Televisions - Things to consider when buying one.	
	▶ MacCast (Enhan...	SUBSCRIBE	1:02:48	12/31/00		
	▶ NPR: How To Do...	SUBSCRIBE	20:24	12/31/00		

[itunes:<summary>] ⓘ ③

[Few podcasters use this tag, which is unfortunate. Know Your Tech uses the tag in coordination with the Lyrics field in iTunes to create consistency between desktop and mobile experiences.]

[Identification]

[Testing the concept in a podcast application and a real XML feed, it is possible to determine a successful title when subscribed to in a podcacther]

Descriptive Data Logic

① 1. Set-Top Boxes (Internet Streaming Boxes) |Effective <title> Design / <channel> Descriptive Data

② Set_Top Boxes: Which one is truey the best? | <title>

<itunes:summary> Metadata

Apple Ipod Touch

<itunes:summary> descriptive data is formatted in a way to provide participants with a complete show outline. Formatting is carefully organized to best move listeners through an episode if they desire a detailed episode framework.

As can be seen in the iPod screen capture, the <itunes:summary> data has been placed in the Lyrics field of iTunes to ensure that the information is viewable when the screen has been touched. There is no ☐ "Circle-i" information option in iOS 5 as is the case of iTunes on the OS X desktop.

Nokia Lumia 810

<itunes:summary> descriptive data is formatted in a way to provide participants with a complete show outline. Formatting is carefully organized to best move listeners through an episode if they desire a detailed episode framework.

As can be seen in the Nokia screen capture, when the <itunes:summary> data is placed in the lyrics field, we get the same results as we did with the iPod. However this may differ from app to app.

Samsung Galaxy Note 2

For Android devices, at least the Samsung Galaxy Note 2, the <itunes:summary> description is drawn directly from the xml form.

As can be seen in the Galaxy Note 2 screen capture we are only seeing the summary. We dont get the information placed within iTunes Lyrics field of metadata.

iOS Device

Windows 8 Device

Android Device

Apple Ipad

<itunes:summary> descriptive data is formatted in a way to provide participants with a complete show outline. Formatting is carefully organized to best move listeners through an episode if they desire a detailed episode framework.

On the iPad, the description of the show will show up where all episodes are listed, but the summary information doesn't show up anywhere regardless of where it is placed within the metadata.v

Chapter Markers

When Putting chapter markiers into the podcast I found you could not do so in Podcast Maker, as the chapter markers would not show up any devices. If you put the chapter markers in in Garage-Band and then moved the file into Podcast Maker and then output the file, you still will not get the chapter marks to show up. The only way to get them to show up and work within devices, was to do everything within GarageBand and export the file as a podcast. The problem with doing it this way, is GarageBand does not allow you to enter in any metadata with the exception of; Title, Artitst, Composer, Description, and selecting the Parental Advisory options, so any additional data needs to be added into the metadata. This is most easily achieved by bringing it into iTunes locally and adding the info then puting to the server. You also have to hand code the metadata. If this seems dawnting, have no fear. You can always put it through podcast maker and upload the file, which will create the xml file needed. You can then download the xml file and modify it to your needs. Just make sure you replace the podcast file that Podcast Maker put there so your chapters markers will work.
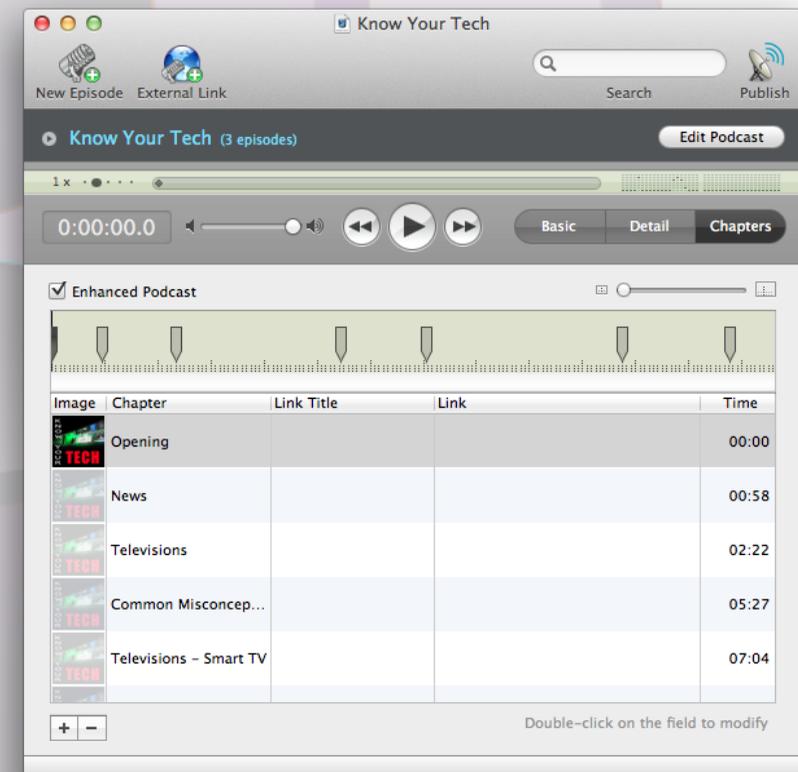

Chapter Markers only seem to work and show up on Apple devices, I was unable to get them to show up on either of the Android or Windows 8 devices that I tested.

Although chapters work on all apple devices, on the two I tested, only the iPod Touch will display the chapter titles. Despite the greater real estate, the iPad gives us less and the iPod more in this situation.

Conclusion

Often overlooked metadata can make the podcasting experience much greater if utilized. Even though manufacuters seem to ignore its possibilities, it is important to include it in your files, because you never know when they might wise up and allow all your previous contents metadata to be used, and allow peoples joy of podcasting increasing further.