

from the NY Times

In One Stroke, Podcasting Hits Mainstream

by David Pogue

Ever since Steven P. Jobs returned to Apple Computer in 1997 after a 12-year absence, his company has thrived by executing the same essential formula over and over: Find an exciting new technology whose complexity and cost keep it out of the average person's life. Streamline it, mainstream it, strip away the geeky options. Take the credit.

So far, Apple has worked this kind of magic on digital video editing, wireless networking, online music selling, R.S.S. feeds (a kind of Web site subscription) and other technologies. Its latest attempt, however, will be music to an awful lot of ears. With its release of the free iTunes 4.9 software for Mac and Windows, Apple has just mainstreamed podcasting.



audio recording posted online, much like a short radio show. ("Podcasting" is a pun on "broadcasting," implying, of course, that you listen to it on your iPod or another music player.) The beauty of a podcast is that it's free and you listen to it whenever you like. And there are more than 7,000 podcasts "on the air" right now, on every conceivable topic. Their quantity and variety already dwarf what you can find on regular radio.

What makes podcasting a national dinnertime conversation these days, though, is that anyone can make one. You just need a microphone, a sound-recording program, and the tutorials that have already appeared at many points on the Web, including apple.com/podcasting.

Yes, some are corporate broadcasts, repurposed shows from traditional radio shows. But the real fun is finding the homemade ones, the amateur attempts made in somebody's basement with a laptop and a microphone. These can be unpolished and quirky, with plenty of dead air and "ums," but that's their charm. Podcasts, in other words, are the audio version of blogs - the Web logs, or daily text postings, that made up last year's hot dinnertime conversation.

Con't on page 2, Podcasting

A podcast, as anyone under 25 can tell you, is an



KMUG MONTHLY MEETING	
Luncheon	Evening
Third Thursday of each month at 10:30 A.M. Solarium Room, All Star Lanes, Myhre Road, Silverdale (one block East of Silverdale Way)	First Thursday of each month at 6:30 P.M. Solarium Room, All Star Lanes, Myhre Road, Silverdale (one block East of Silverdale Way)

***KMUG's home page is now at:
<http://www.homepage.mac.com/kmug1>***

Con't from Page 1, Podcasting

Apple got its mitts on podcasting, the finding, sampling and managing of podcast audio files was time-consuming and scattered. First you had to find a podcast worth listening to, using directories like www.podcast.net or www.podcastalley.com. Then you had to find, download and (in some cases) pay for a podcast-management program like iPodder (for Mac, Windows or Linux).

Three things give iTunes 4.9 enough heft to bring podcasts to the people. First, it manages the complete chain of podcasting command - finding podcasts, subscribing to them and transferring them to your iPod - beautifully and simply. Second, it's free. Third, it already has a vast following; millions of people already use iTunes to manage their music collections and iPods. Adding podcasts to that work flow feels like a natural evolution.

To get to the podcast selection screen, you open iTunes and click the Music Store icon. (Oddly, you don't click the new Podcasts icon. Doing that shows you the list of podcasts you've subscribed to so far, so it's empty the first time you try this experiment.)

Here you can see featured icons for new spoken podcasts, music podcasts, indie podcasts, and so on. There's also a list of podcast categories, a Search box (which works either by show name or by podcaster's name), and a Top 20 Podcasts list.

This is a coveted list to be on. Once you're on the Top 20 list or even the Top 100 list, your popularity benefits from a delicious cycle, because thousands more people will find your show and give it a listen. The Top 20 list usually includes the professional programming from National Public Radio and CNN, technology shows like Leo Laporte's TWIT (This Week in Tech), and, inevitably, the occasional sex-talk show. (Oh, yes - podcasts can be off-color. Hundreds of them bear the label "Explicit" on iTunes, and those are just the episodes that Apple noticed or was made aware of by users.)

Spot No. 1, though, is often occupied by something called iTunes New Music Tuesday, an Apple-produced show whose D.J. introduces and plays the latest pop

music. It's a so-called enhanced podcast, a format that displays slideshow-like graphics at relevant points in the audio. These images appear right in iTunes (in the cover-art area) and even on the iPod itself, if it has a color screen. Cheerful geeks have already hijacked this feature to create, for example, podcasts that walk you through various acts of PC surgery, with photos popping up to accompany the spoken instructions.

To sample a podcast on iTunes, you click its name. A new screen appears, listing the last few episodes. A double-click starts playback. If you like what you hear, you can click Get Episode to copy the audio file to your computer, where you can either listen to it or have it transferred automatically to your iPod or iPod Mini. (If you have an iPod Shuffle or another brand of music player, the transfer isn't automatic; you must drag the podcasts onto the player's icon each time.)

And if you really like what you hear, you can click Subscribe. Now your iPod will always be loaded up with the very latest episodes, without any further work on your part. Pleasant touches abound: for example, the iPod remembers where you stopped listening to each podcast so you can pick up again later. And if you keep transferring a certain podcast series to the iPod without ever listening to it, iTunes politely notices and invites you to unsubscribe.

Apple clearly considers podcasting an important new audio format - so important, in fact, that you can't even hide the Podcasts icon in the iTunes music-source list (as you can the Music Store, Radio and Party Shuffle icons). Company executives must be ecstatic that the masses have adopted the term "podcasting" itself, evoking Apple's most popular product name with every utterance. (Makers of rival players, on the other hand, must be gnashing their teeth and every other body part. According to an article in *The Seattle Post-Intelligencer*, in fact, Microsoft employees are pointedly using the unappetizing term "blogcast," just so they won't have to say or type the word Pod.)

Con't on page 3, Podcasting

from the DVMG Newsletter

RICK'S PLACE

*By: Rick Calicura,
DVMUG President Emeritus*

Who said that software Easter eggs are dead? Member Mike Clasen posted this one on the DVMUG BBS. It applies only to OS X 10.4 (Tiger). Open Dashboard and select any of the Widgets, then hit Command R and watch what happens...lotsa fun!

WARNING!

Who would have thought that software pirates would be gaining a foothold in the retail mail-order Mac community? One of our members needed to purchase a copy of FileMaker Pro v. 7 recently and I helped him to find the best value. We located a company named "eDirect" where the software was very inexpensive.

Worried that it might be a limited version or an academic version, to which he wasn't entitled, I

Con't from page 2, Podcasting

The big question is, why is Apple working so hard to claim the podcast phenomenon as its own? After all, the company doesn't make any money when you listen to or subscribe to a podcast. The Price column in iTunes says Free for every single podcast, and Apple says it has no intention of changing that.

Clearly, the motivation behind Apple's podcasting program is selling more iPods. You can certainly get podcasts onto other music players, but not with the effortless, automated flow of the iTunes-iPod system.

In other words, these free podcasts are just another feather in the iPod's cap. As an editorial at daringfireball.net astutely observed, Apple is flipping the traditional business plan on its head. It's giving away the razor blades, but selling a staggering number of razors.

Not everybody is happy with Apple's podcasting ecosystem, by the way. Geeks have griped that, unlike

suggested a call to the vendor to establish exactly what it was. The company claimed that the software was the full version, but without the manual. Our friend went ahead and ordered it. When it arrived, the package looked authentic so it was installed on his new iMac and registered using the accompanying serial number. All was well.

All was well, that is, until he received an email from Filemaker Inc.

"From: FileMaker, Inc. Legal Department

Dear Customer,

FileMaker has discovered that you may have unsuspectingly purchased an illegal counterfeit version of our software. The License Key that you supplied when you registered your FileMaker software is on our list of counterfeit and non-valid License Keys.

Unless you received the full retail product in the original FileMaker box with printed documentation,

Con't on page 4, Rick's Place

other podcast programs, iTunes doesn't speed up downloads using high-tech tricks with names like ETags, compression and "last modified" headers. Early podcasters complain about the growing presence of the slick corporate 'casts, claiming that they're ruining the grass-roots, power-to-the-people feeling of the original podcasts.

And, of course, there's the perpetual wheel-squeaking of long-time iPod haters, who feel suffocated by the whole astonishing iPod juggernaut. They can only resent Apple's success in bringing podcasting to the masses with its own stamp all over it.

But all of that is whimpering in the wind. Overnight, iTunes 4.9 has already become the most popular podcast-management software on earth; Apple says that within 48 hours of its release, Pod people had subscribed to more than a million podcasts. Pockets of the populace may not enjoy the transformation of podcasting into a commercial, pop-culture phenomenon, but it's too late now. The people have spoken - or, rather, listened. ●

Con't from page 3, Rick's Place

you should immediately stop using the software in your current possession, demand a full refund from your reseller, and order a valid version."

He tried to reach eDirect and could not get through by phone. I hope that he can get his credit card company to recoup the loss involved in purchasing this pirated software.

His experience seems to prove the old saw: If it seems too good to be true, then it probably is.

Take a Shortcut!

Close all the windows! Often we completely cover our desktops (screens) with lots of open windows. It can be tedious to close them one by one. Jaguar and Panther, and now Tiger, incorporate our familiar use of the OPTION key to close all active windows. So, the next time you have to close a bunch of windows, remember to hold down the OPTION key while you click the little red gel button in the upper left of the front most window. As soon as you do, all of the active windows will automatically close.

PowerBook owners! Have you lusted after the feature in the newest PowerBooks where you can just drag down (or up, or sideways) on the track pad with two fingers to scroll? Well, for us owners of older PowerBooks (rebooks) that don't support that feature, there is help available. SIDETRACK 1.1.2a (\$15 shareware from www.ragingmenace.com). This software—which works on OLDER PowerBooks, NOT the newest ones—will set aside a portion of your track pad as a scroll pad and will allow you to scroll documents, or to pan across a window by dragging sideways. The software is fully configurable via controls and will add life to earlier PowerBooks, but needs OS X Jaguar or later to work.

Driver Difficulties

I ran into an interesting situation the other day with my friend Larry, who is a member of DVMUG. Larry had recently upgraded his operating system and wanted to be sure he got the latest driver

software for his HP all-in-one printer-scanner-fax device.

After downloading the driver from the HP website, he expanded and installed it, or thought he did. After he was done, he found that the printer, which was set up to share, could no longer be recognized by either his machine or his wife's. We tried everything we could and had no success trying to fix the printer. I even did a new install of the system (via the Archive and Install method) but the driver still failed to work.

Then I tried downloading the driver again, and this time it worked. So, what we figured was that the first package somehow became corrupted. Try to remember this one as it took over three hours to get this fixed.

Tiger Toys

Tiger has inspired—or required—a slew of new software. Third-party items include the haxies such as WindowShade, Labels, Fruit Menu, etc. The haxies will break under Tiger, but if you uninstall them before installing Tiger, you can then download the new versions and install them, and they will work just fine.

On the utilities side, TechTool Pro and DiskWarrior both have new Tiger-friendly versions. If you own one of these (or even both), upgrades are available from the manufacturers...Micromat and Alsoft, respectively.

Deal on Photo Paper

If you are tired of paying a fortune for glossy photo paper for your photo printer, I ran into some superior quality photo paper at Costco. The Costco brand is only \$18.99 for the box of 125, a pretty good savings over other glossy papers Costco sells.

There may be cheaper papers, but this heavy, glossy paper is fully compatible with just about all printers and comes with a sheet telling you how to set your printer software to get the best possible quality print. (I use both 8.5 X 11 and 4 X 6 paper. I can cut the 8.5 x 11 with a paper cutter to get three 4 X 6s from each sheet.) It's an exceptionally good buy. ●

from the DVMUG Newsletter

Learning the Hard Way: Do as I Say, Not as I Did!

By: Nancy Kieffer, DVMUG Member

I was thrilled the day my new PowerBook arrived. Little did I know what I was in for.

Nothing was wrong with my iMac G4. In fact, I loved it. But I'd hit on the idea that, as a part-time editor/copy editor, it would be neat to be able to work in my Lazy Boy chair, feet up. It never occurred to me to keep my iMac. One computer was enough. And it never occurred to me to update my hard drive's backup. (Mistake No. 1.)

Transferring all the data from my old machine to the new one was easy enough. That done, I decided to clean out the iMac so it would be ready to sell. (Mistake No. 2.) Now it was time to put my PowerBook to the test.

Settled in the Lazy Boy, I started to respond to my email when— whoops!—I looked at the right-hand corner of my screen and saw I had only 7 percent left on the battery. How did that happen? I'd just started running it on battery power.

When I plugged in the power cord, I noticed that it didn't light up. Must be a faulty cord. I called AppleCare. They sent me a new cord overnight. That one didn't work either. So basically, my brand new computer didn't run on electric or battery power. And very soon, it didn't run—period.

Again I called AppleCare. (Mistake No. 3? No, no

choice.) "John" told me he'd send a box for the computer overnight and that I'd get the computer back two days later. I believed him. (That's Mistake No. 3!) The box arrived on time. As it turned out, that was the only thing from AppleCare that did arrive on time.

Several days passed without my computer returning or any word from AppleCare, so I phoned them. That was on April 4. "We're waiting for the main logic board to come in. We should receive it on April 6," I was told. April 6, nothing. So I called once again. "I don't know if the part came in or not," someone different reported. "I do know you'll receive it Monday, the 11th, at the latest."

My thoughts weren't pleasant. How could Apple ship a brand new computer that was faulty? If only I hadn't been so hasty in cleaning out my old computer. I could demand a new PowerBook but at that point, the one AppleCare had was the only one in existence that contained all my applications and current files.

Friday, April 8. I got still more antsy. Another call to AppleCare. "We're still waiting for the part." I asked to be transferred to customer relations. Nice music came on. "Please hold for the next available representative." It was 2:20 p.m. I waited. In fact, I waited 50 minutes! A very apologetic Sheila answered. She promised to get back to me the end of

Con't on page 6, the Hard Way



Con't from page 5, the Hard Way

the business day the following Tuesday. By then, they would have had my new computer for two weeks. They also had my money.

The following day, a Saturday, I snapped. Following the advice of my Mac god, Rick Calicura, I emailed Steve Jobs.

That was the only thing I did right. On Monday, Robin Roberts in Apple's Executive Relations Department called me. She followed up; she was on my side, or at least that's the way she made it seem. In any case, on April 13 my computer finally arrived, in perfect working condition. I had been

without for 15 days!

While none of you would make the same mistakes I did, it doesn't hurt to make sure. So, when you're replacing an old Mac with a new one, be certain to:

- Do a last-minute, complete backup of the old one before you transfer data
- Keep all your data in your old computer until you're sure the new one works well
- Be skeptical of (meaning don't trust) AppleCare's time estimates. ●

This article came from the newsletter of the Diablo Valley Macintosh User Group. KMUG participates in a monthly newsletter exchange with DVMUG.

from MacCentral

Study: Dell customer rating plunges, Apple leads pack

By Tom Krazit, IDG News Service

U.S. consumers lambasted Dell Inc. for poor customer service in a survey conducted last quarter, sending the world's largest PC vendor into a virtual tie with the rest of the PC market behind the industry-leading efforts of Apple.

For the second year in a row, Apple received the best rating from PC buyers in the American Customer Satisfaction Index (ACSI), said David Van Amburg, general manager of the ACSI. The University of Michigan compiles the ACSI in numerous product categories by randomly calling U.S. residents and surveying their buying habits, he said.

Apple received a score of 81, compared to an industry average score of 74, in results released

other PC vendor, Van Amburg said. Apple also received a score of 81 in 2004.

Dell, on the other hand, earned a score of 74, down from a score of 79 the previous year. Survey respondents complained mostly about the quality of Dell's customer service, not its products, Van Amburg said. The ACSI doesn't ask specific questions about the type of problems customers are having with a company, but customers were clearly more frustrated with the Round Rock, Texas, company than last year, he said.

A few recurring complaints were the length of time on hold with Dell customer-service representatives, as well as the quality of the help customers eventually

Tuesday. The Cupertino, Calif., company's focus on product innovation and customer service has won it a cadre of famously loyal customers unlike any

Disclaimer

The KMUG Newsletter is a compilation of information related to the Macintosh community or areas which impact Macintosh computing. Content comes from a variety of sources: contributions, other user groups or internet news sources. All articles are given full credit for the author and it's source. The information presented in the KMUG Newsletter does not reflect the opinion of KMUG, but is presented for it's informational content.

received, Van Amburg said. Dell has started to expand its lead over Hewlett-Packard Co. (HP) in PC shipments, and sometimes when market leaders increase their product shipments they fail to increase service capabilities at the same rate, he said.

Dell announced plans to open two new customer service centers last week, but company Chief Executive Officer Kevin Rollins denied that Dell was having customer service problems.

The ASCI tracks HP's customer satisfaction in two categories, partly because HP's U.S. consumer PC business is divided between two different product lines and partly to provide historical comparisons for the performance of the products before HP acquired Compaq in 2002. HP-branded products received a score of 73, while Compaq-branded products were rated the lowest of any vendor with a score of 67.

The HP-branded products have now regained the customer satisfaction score they posted before the merger, while the Compaq products have continued to languish well below the rest of the industry, Van Amburg said. HP is looking into its two-brand strategy as it searches for opportunities to cut costs under Chief Executive Officer Mark Hurd, and some analysts believe it might be time to cut the Compaq PCs from its lineup.

Gateway Inc. posted the largest increase in customer satisfaction last year after its acquisition of eMachines, but slipped a bit from 74 to 72 this year. However, that difference is within the survey's margin of error of three points, Van Amburg said.

Overall customer satisfaction with the PC industry

Meeting Program for September 15 Frank Buxton on Video Editing

remains well below the scores received by other consumer-product industries such as household appliances and automobiles. Despite all the work the PC industry has done to try to make their products easier to use, customers are still frustrated by PC technology, Van Amburg said.

The index measures the buyer's satisfaction with the last PC they purchased, which allows the ACSI to obtain the freshest experience, Van Amburg said. It surveyed 250 customers per company. ●

Evening Meeting

KMUG Meeting September 1, 2005

President Don Diehl called the meeting to order. There were 19 members present.

Gwen announced that Mac Lab would resume Sept 14th at Ridgertop Jr. High in room 116 at 2:45-4:45 PM. The meetings will be on Wed. this year.

Gwen chaired the question and answer period.

Con't on page 8, Minutes

Need some technical assistance?

There are several local people who are in the business of providing technical assistance for the Mac. You may have seen and heard them making presentations and answering questions at KMUG meetings. If you need help, look at the Professional Technical Assistance Referral area on the KMUG Website.

<http://www.homepage.mac.com/kmug1>

Con't from page 7, Minutes

Dick Nerf did a presentation "Advanced Spread Sheets". A discussion followed his demonstration.

submitted by Gwen Kauffroath ●

Luncheon Meeting

KMUG Meeting

August 18, 2005

President Don Diehl called the meeting to order. He offered some articles from the Wall Street Journal. There were 32 people present.

John Pizzo presented "Comparison of PC & Mac". He had a chart to show that the Mac original price was a little higher. But the PC maintenance makes them higher cost in the long run. He explained that most of his clientele are Mac owners. But most of his income is from PC owners. PC's may last 3 years if you are lucky. Mac's last 5 years or more.

He mentioned that Airport range is higher than other wireless cards.

He recommended deleting all cookies frequently to prevent tracking.

He said to be aware that VOIP conversations are not private. They are open as E-Mail.

He said "Don't buy a computer or software on E-Bay". He thinks you are asking for trouble if you do. He explained Firewalls as the gateway to and from your computer.

He recommended Firefox as a good alternative browser.

Lewis Coleman hosted the question & answer period.

Don adjourned the meeting.

submitted by Gwen Kauffroath ●

from MacCentral

McAfee Adds Tiger Support to Virex

By Jim Dalrymple, MacCentral

McAfee on Wednesday announced Virex 7.7, a new version of the company's antivirus solution for the Macintosh. This is not the same application as the consumer release that was offered to Apple's .Mac customers; this version focuses on McAfee's small business and corporate users. Among the changes is support for Apple's Mac OS X Tiger.

McAfee readily admits that viruses are not a big problem on the Mac, but having this release focused on the corporate space they have to be concerned about heterogeneous environments.

"We recognize that there are not a tremendous number of Mac viruses right now, but the threat does exist and they have popped up from time to time," Roger Wood, senior product manager at McAfee, told MacCentral. "In addition, we provide protection so the Macintosh doesn't become a means of

Con't on page 9, Virex

***MacLab Back in Session
Beginning September 14th
Schedule Resumes in
September
Mac Lab Meetings***

Mac Lab is a Special Interest Group (SIG) associated with the Kitsap Computing Seniors. The Lab offers an opportunity for persons interested in the Macintosh computer to gain some hands-on experience and get answers to questions in an informal setting. The Lab is conducted by members of KMUG.

Mac Lab meets every Wednesday afternoon that school is in session.

The meeting is at Poulsbo Jr High in Room 116 from 2:45pm until 4:45pm. If you have any questions contact Gwen Kauffroath (360)377-1715; gwenk17@comcast.net

Con't from page 8, Virex

introducing viruses into the broader mixed environment that many of our clients operate.”

While viruses that come to a Mac through email or in other files don't harm the system in any way, a virus can still be sent to Windows users where it can spread. In the corporate environment, this is actually a bigger problem for companies than viruses written specifically for the Mac.

“If you take a snapshot of the world today, it probably is a bigger problem,” said Wood.

That, explained Wood, could change as Macs become more popular and Apple's market share continues to grow. The continued success of the iPod and Apple's move to Intel could move the company's market share even higher in the next year.

“We are closely monitoring several trends in the market,” said Wood. “The Mac is gaining popularity and as they gain a bigger share of the desktop market, they become a bigger target.”

Virex is centrally managed by McAfee ePolicy Orchestrator (ePO), enabling businesses to manage all of their McAfee system security solutions from one central interface regardless of operating system. With ePO administrators can find out who is up to date, what viruses have come in and other information.

One feature that is not in this release is the scanning of incoming and outgoing emails, a feature that caused the company and many Mac users grief with the consumer release.

“This release does not do that, but we do want to go back and put that in,” said Wood. “For our corporate

and business customers that is actually less of an issue; that was a big issue for consumers.”

McAfee Virex will be available August 29, 2005. Pricing for corporate users will be available from the company's Web site. ●

from MacCentral

Apple Discontinues Mac Mini 'Test Drive' Offer

By Jim Dalrymple, MacCentral

Apple confirmed for MacCentral on Thursday that an offer the company made available just yesterday to test drive the Mac mini has been discontinued. The company offered no reason why the promotion had been discontinued, but they did have good news for consumers that ordered a computer during the time the promotion was active.

“The ‘Test Drive a Mac mini’ program is no longer available,” Apple said in a statement given to MacCentral. “We will honor the terms and conditions of the program for qualifying customers who registered with the promotion while it lasted.”

The company on Wednesday offered customers a chance to try out the Mac mini for 30 days. If you bought it and didn't like it, you could call Apple and they would take it back — as well as an Apple keyboard and mouse, if you buy one at the same time — for a full refund.

There was no word whether the offer would return. ●

***KMUG's home page is now at:
<http://www.homepage.mac.com/kmug1>***

----- ABOUT MEMBERSHIP -----

To join Kitsap Macintosh User's Group, send name, address (e-mail and snail mail) and dues (see renewal below for membership fee to:

KMUG

P.O. Box 1271, Silverdale, WA 98383

or come to one of our meetings and sign up!

----- ABOUT KMUG -----

Officers/Board of Directors

President	Don Diehl (diehldon@comcast.net)	Librarian	Gerry Erickson
VP - Programs	Roy Kauffroath	Discussion Chairman	Lewis Coleman
Apple Ambassador	Richard B. Nerf	Member-at-Large - Technical Issues	Bruce Patrick & Richard B. Nerf
Treasurer	Joan Benze	Member-at-Large - Programs	Richard B. Nerf
Secretary	Phyllis Robie & Gwen Kauffroath	Other Members-at-Large	As needed
Web Master	Richard B. Nerf	Mac Lab Coordinator	Gwen Kauffroath (gwenk17@comcast.net)
Evening Meeting Chairperson	Vacant		
Newsletter Coordinator	Joe Williams (jwilly6173@yahoo.com)		

----- RENEWING MEMBERSHIP -----

If you received a paper newsletter please check the membership expiration date on the address label.

To renew with the newsletter e-mailed to your computer, dues are \$20.

To renew with a paper newsletter, dues are \$30.

----- ABOUT MEETINGS -----

Luncheon

Third Thursday of each month at 10:30 A.M.
Solarium Room, All Star Lanes,
Myhre Road, Silverdale
(one block East of Silverdale Way)

Evening

First Thursday of each month at 6:30 P.M.
Solarium Room, All Star Lanes,
Myhre Road, Silverdale
(one block East of Silverdale Way)

This month's newsletter editor was Joe Williams



**KITSAP MACINTOSH USER'S GROUP
POST OFFICE BOX 1271
SILVERDALE, WA 98383**

