

FEATURE II

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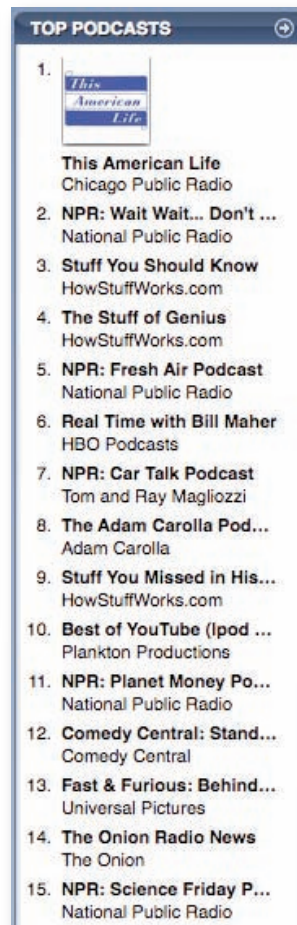
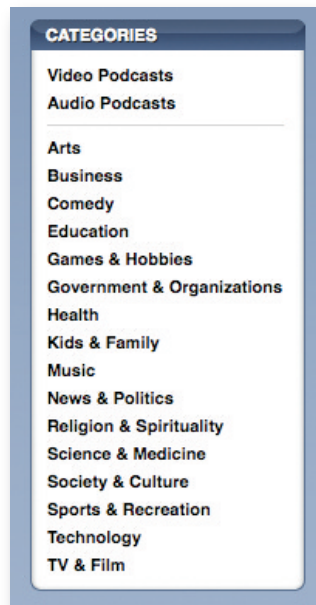
One More Avenue – the Podcast

A Podcast is basically a free, no commercial, audio or video file that's not controlled by the Federal Communications Commission (FCC) and universally available to download, listen to, and share. The name, Podcast, derives from the words "iPod" and "Broadcast." There is no real significance to this name; other than it's a type of broadcast that can be uploaded onto an iPod.

Unlike normal radio, Podcasts are not controlled by the FCC. This means that there are no restrictions on the content; therefore, Podcast hosts are free to say whatever they wish without any interference. Think of Podcasts like small uncensored talk shows about anything and everything minus the constant commercials (some Podcasts may contain commercials, but they're often very minimal, and usually at the very beginning or the very end.)

Who Makes a Podcast?

Anyone with a computer, microphone, sound board, Internet access, and headset can create their own Podcast. Besides from that, you just need something to talk about. Podcasts allow anyone the opportunity to own and operate their own personal radio show. With that said, expect to encounter some pretty horrendous Podcasts. I've listened to many bad Podcasts— sometimes the audio is unbearable to listen to and other times the content is extremely dull. There are other factors that make a bad Podcast, but I'm mostly turned off by bad sound and boring content. There's a certain flow to good radio that seems easy but is hard to achieve.



If you are ever interested in creating your own Podcast or would like to learn more information, a good website to check out is <http://www.wikihow.com/Start-Your-Own-Podcast>. This site provides people with Podcasts Steps, Tips, Warnings, Things you Need and Related Sites. Creating your own Podcast is easy and a great hobby with endless possibilities.

Do I need an iPod to Hear a Podcast?

Podcasts can be listened to on the computer or uploaded onto any portable mp3 player. I own a 4GB (1,000 song capacity) iPod Nano, which works great. The only problem with the 4GB iPod is that the memory is limited, so I have to update it often. This doesn't take much time or bother me, but it's something you should consider before making an iPod purchase. If you're interested in purchasing an iPod, I recommend visiting their website <http://store.apple.com> or one of their various locations.

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Finding a Podcast

Listening to and finding Podcasts is easy, and they're great to listen to while sitting in front your computer. Even if you don't own an iPod, consider downloading the newest version of iTunes on your computer. Visit <http://www.apple.com/downloads> to download the latest version. If you already have iTunes installed and you're not sure how Podcasts work, open it up and on the top left side, under STORE, click on ITUNES STORE. This will direct you to the iTunes Store. Once there, click on PODCASTS, which is located under the upper left side marked iTunes Store. After you click the Podcast link, various Podcasts will appear on the screen. Click on any that interest you. By the way, most Podcasts are FREE.

You can also search Podcasts by categories. The categories are listed on the left hand side under CATEGORIES. The following categories are available in iTunes: Arts, Business, Comedy, Education, Games & Hobbies, Government & Organizations, Health, Kids & Family, Music, News & Politics, Religion & Spirituality, Science & Medicine, Society & Culture, Sports & Recreation, Technology, and TV & Film. There's literally something for everyone.

iTunes also has a TOP PODCAST section, which is located on the right-hand side. This list is updated daily and orders the Podcasts by number of downloads. This section is definitely worth checking out. Some of the top rated Podcasts include: This American Life, Stuff You Should Know, Savage Love Radio, National Public Radio, Real Time with Bill Maher, and Stuff You Missed in History Class. If you click on any of these, you will be taken to the specific Podcast page where you can download the Podcasts. There are also descriptions and Podcast reviews on each specific page. For example, if you clicked on the Podcast "Stuff You Should Know," the description reads, "Why do humans have body hair? Can lakes explode? Join Josh and Chuck as they tackle all sorts of Stuff You Should Know in this Podcast from **HowStuffWorks.com**." Under the description is the average rating (4.5 out of 5 stars) and various listener reviews.

You can also do a Podcast search, which is located in the upper right of iTunes. For instance, if you want to search for Golf related Podcasts, just type in GOLF and hit enter. You will be directed to a new screen with various boxes labeled: Albums, TV Seasons, Applications, Audiobooks, Podcasts, and iTunes U. Next to PODCASTS box, click on SEE ALL—this will display all the various Golf Related Podcasts. Click on the one that interests you, let the next page load, and download an episode. The episode will then download into

your iTunes Podcast library (located on the top left under Library). You can now listen to the Podcast on your computer or upload it to your iPod.

Podcasts can even be listened to directly from specific websites. For example, Adam Carolla's Podcast can be found all <http://www.adamcarolla.com>. If you go to his website and click on the 'PodTrac Player Listen Now' box, you can listen to the podcast right from there. Bill Simmons from ESPN also has an online Podcast. His can be found at <http://sports.espn.go.com/espn/page2/simmons/index> and is located to the right of the page. Both these Podcasts are also available on iTunes. If there's anyone or anything that you're interested in, try doing a google/yahoo search of the person/ thing and check to see if the website hosts an online Podcast—more and more are beginning to do so.

As I said up top, the majority of Podcasts are free, but some may ask for a fee or donation. You can usually listen to some free samples before deciding whether or not you want to purchase a specific Podcast. Either way, there's enough free Podcasts to keep you busy for a lifetime.

Podcasts allow individuals' access to A TON of interesting and informative information for FREE. If you have the slightest interest in talk radio, I HIGHLY recommend getting an iPod and uploading some Podcasts. It's like having a radio version of TiVo in the palm of your hand. You have access to unlimited information that you can collect whenever it's convenient for you. There are Podcasts out there for everyone.



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MAGCS's Adventure into Podcasting

MAGCS was awarded a matching grant from the GCSAA to start our own Podcast. The grant was funded through the GCSAA's Outreach and Communications Committee to help local chapters expand their own outreach. The purpose of the Podcast will be to inform the world about what we do as golf course superintendents. As the grant proposal states:

"Golf maintenance is not glorious, especially to the non-golfer. However, to the golfer and even non-golfer there is an interest in what our superintendents do behind the scenes on a golf course. The reason for this is twofold. The first, there is a certain peculiarity to the job, our knowledge and training is not mainstream. The second reason dovetails with the first, is that our knowledge and experience is desirable to those that own or manage their own turf. The information that we possess as professional turf managers is a commodity. This outreach proposal will allow the MAGCS to share their knowledge of turf and golf maintenance practices with the golfing and non-golfing communities while promoting our profession in a positive, environmentally sensitive and professional manner. "

While the overall format of our the MAGCS Podcast is being scripted, the idea is simple:

"The expertise of the golf course superintendent will be used to create a one to two minute timely lawn care tip (attracting non-golfing public). This tip will then be expanded to its use on the golf course highlighting the professionalism, sensibility and the environmental awareness of the golf course superintendent (1-2 more minutes, attracting the golfing public). The segment will be wrapped up explaining the science behind the tip or practice, after all, our practices are based upon sound scientific principles."

We are very excited about starting up this Podcast and would like to invite our member's help. There are a number of ways you can help:

- If you have a series of lawn tips you already put out for your golfing membership, send it our way.
- If you would like to be a part of the Podcast, let us know. We would love to interview you in person or over the phone.

We are hoping to create enough Podcasts to take our listeners through our growing season, keeping the golf course superintendent at the forefront. **-OC**

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