



Your Town. Your Neighbors. Your Newspaper.



THE VILLAS
at Spanish Vistas
CENTEX HOMES

Spacious Townhomes
in Spanish Fork
from the low \$130's

HOME
Comments
Blogs
Search News
Advanced Search
Web Directory
Articles by Date
Login
Register
Email Update
Lost Password



30° P/SUNNY



NEWS

TOP STORIES
WEATHER
TRAFFIC CAMS
MOST WANTED
METRO GUIDE
NATION/WORLD
LEGISLATURE
OUR TOWNS
BUSINESS
Stocks
Mortgages
Legal Notices
OPINION
LETTERS
SUBMIT LETTER
POLLS
OBITUARIES
SOLDIER MEMORIAL
SPORTS
COUGARBLUE
PREP SPORTS
LIFE & STYLE
UV/Entertainment
CELEBRATIONS
MOVIE TIMES
GAMES
COMICS
PHOTO GALLERY

AD RATES

Print Rates PDF
Web Rates

SERVICES

Sunday, March 27, 2005 - 12:00 AM

'Podcasting': A blog you can listen to

John Jurgensen THE HARTFORD COURANT

Jeffrey Kerekes doesn't need a powerful antenna or a license from the government to be a one-man radio station.

The New Haven, Conn., psychotherapist put together his most recent talk show at the kitchen table. Wearing slippers and sipping a cup of tea, he used a laptop computer, a cell phone and a \$30 gadget from Radio Shack to record his weekly program.

The final product, unlike the conventional radio shows it resembled, never hit the airwaves. Instead, Kerekes posted the show on his Web site (Intraspectus.com), where visitors can download it directly to their computer or, using free software, schedule it to show up automatically on an iPod or other digital music player.

That's the difference between a broadcast and a "podcast," as productions such as Kerekes' are called. Like AM radio on demand, podcasts are the audio equivalent of the personal blogs that have proliferated on the Web in recent years. And as such, these do-it-yourself creations have literally given voice to a growing clique -- a virtual network of podcasters -- since the technology took off a few months ago.

"There are no barriers. I can do this whenever and wherever I want," says Kerekes, 32.

Because he moonlights as a Web designer, he has the computer skills it takes to easily launch his podcast, which he thought of as a way to attract clients and coax people past the stigma of seeking therapy.

"In some circles, it's hip to have a therapist, but not for everyone," he says. "In the middle of the night, they can download the show, and no one has to know."

The technology making that possible is a program called iPodder. Developed in part by Adam Curry, a former MTV video jockey, the "aggregator" (available for free at ipodder.org) looks for the shows you subscribe to, grabbing new ones as they appear and downloading them as MP3 files to a computer or portable music player that you can listen to when you want.

Since Curry's show, "The Daily Source Code," debuted last August, podcasts have mushroomed across the Web. As a sign that the trend is emerging from its infancy, National Public Radio, the BBC and other major networks have recently started offering some recorded programs as podcasts.

But most podcasts are homegrown affairs and unashamedly amateur. For example, after a catchy musical intro, Kerekes began his most recent show by apologizing to his listeners -- a few hundred so far -- for the sound quality. And even though Curry's productions are more polished (and more widely heard), he often refers to the new equipment and techniques he's tinkering with.

The town commons of this still-insular community is Podcastalley.com, a clearinghouse and directory of about 1,600 podcasts. Though there are other directories, Podcast Alley is where quasi-stars are made via the podcast Top 10.

Though they generally don't pump out music that could get them in legal trouble with the recording industry, plenty of podcasters feature underground or burgeoning bands. Other shows inhabit such niches as wine, films, weight loss and Christian evangelism.

To understand the range of topics, styles and sophistication on the virtual dial, the listener need only survey the offerings coming out of Connecticut.

Besides Kerekes' weekly therapy primers, there's the "Combat Information Center,"

IRS PROBLEMS?
VETERAN EX-IRS AGENTS & TAX PROFESSIONALS
 "...the (Nation's) most successful tax-resolution company." -The Wall Street Journal
Free Tax Settlement Analysis: Confidential Interview in Our Local Satellite Office
800-377-9720
Free "Insider" Report: "How to End IRS Problems Forever!"
877-451-9111
 Tax-Free Toll-Free 24 Hour Recorded Message
JK Harris & Company **www.taxexperts.com**
 Provo (475 Satellite Offices Nationwide)

- Related links**
 >> More Life & Style
 >> Stories by John Jurgensen THE HARTFORD COURANT

Most read story in Life & Style:

David Cassidy gets happy, gives fans a heartfelt show

CLICK NOW
Dillard's
 We Want to be Your Store
 CURRENT ADS
 IN-STORE EVENTS
 JOB OPENINGS

BROWSE TODAY'S NEWSPAPER ADS
 Search Ads
CLASSIFIEDS
PLACE AN AD
FIND A JOB
FIND A CAR
FIND A HOME
COUPONS
SERVICE DIRECTORY

WEEKEND GARAGE SALES

Brent Brown Chevrolet Buick
 1-888-262-1709

This Week's
Allen's Super Save
 Sales Circular

- [Going on Vacation?](#)
- [Contact Us](#)
- [News Tips](#)
- [Photo Reprints](#)
- [RSS Feeds](#)



General Help Wanted
RedCliff Ascent

General Help Wanted
Centennial Bank

General Help Wanted
Cirque Lodge

General Help Wanted
Pacific States Cast
Iron Pipes

General Help Wanted
ESP Excavation

General Help Wanted
Express Personnel
Services

General Help Wanted
RedCliff Ascent



Deals on Wheels
Alamo Storage

Sports Utility
98 Tahoe 3rd row
leathr

Boats & Marine
96 Maxim 2100sr
Merc Cruiser

Autos
02 Nissan Maxima
Remote

Autos
00 Mercury Gr Marq,
57k

Motorcycles
02 Kawasaki Ninja
250CC, low

Heavy Truck & Equip
Backhoe, Fiat Allis
Model FT100

in which a father of two from Weston holds forth on the science-fiction TV series "Battlestar Galactica."

"It's really a 2005 equivalent of putting out a fan letter," says Alan Light. His process consists of taking notes on each episode, then verbalizing his analysis (Why would a group of humans who have never traveled to Earth use baseball sayings?) into a microphone.

"If this took me even two hours a week, I probably wouldn't do it. That speaks to the technology and how cool it is. You can do this with virtually no effort," Light says.

Meanwhile, three Yale football players are challenging the giants of AM talk radio by producing a sports podcast.

"We're just throwing it out there, and if anyone wants to listen to it and enjoy it, that's fine," says Barton Simmons, 23, one of the co-hosts of "The Penalty Box." It's the flagship show of the ambitiously named Xtrera Podcasting Network, the brainchild of Simmons' roommate, Ken Estrera, 24, who created its Website (Xtrera.com).

"We made it look a little more professional than it actually is. Basically, we took two \$10 microphones from Wal-Mart and plugged them into a laptop. It's pretty simple," says Estrera, a former linebacker who, like Simmons, graduated from Yale in December.

If grass-roots shows like Estrera's sum up the current state of podcasting, then Carl Franklin's venture probably represent its future.

A 37-year-old computer-programming guru, Franklin turns out two podcasts from the fifth floor of an old office building in downtown New London. And unlike most of his colleagues, he gets paid to do so.

Last summer, Franklin created a talk show devoted to the technical intricacies of .Net, a piece of Microsoft software. Because of its loyal following, ".Net Rocks!" currently earns about \$120,000 a year in ad sponsorship, Franklin says.

Although he's about to launch another podcast, a roundup of tech headlines called "The Daily Commute," Franklin is also focused on courting businesses that might be curious about this new communication tool.

"Quite frankly, they don't know where to start," he says. "We want to be one-stop shopping for companies. We can hold their hand through the whole process."

For example, his Pwop Productions (Pwop.com) offers a \$400 podcasting kit that fits in a briefcase. Recent clients include Microsoft, which hired Pwop to produce a monthly podcast for the schools that use the company's services. (Franklin is also a regional director for Microsoft, a sort of freelance evangelist for its products.)

There are no corporate sponsors -- nor are there likely to ever be -- for the show that was being recorded in the Pwop studios on a recent Friday night. A spinoff of ".Net Rocks!," "Mondays," is a wide-ranging hour of geek-speak and wisecracks.

"I have the most vile Michael Jackson joke," Franklin says into the mike to his co-hosts, only two of whom are actually in the studio with him. The other two, Mark Miller and Richard Campbell, are on the phone at home in Los Angeles and Vancouver, British Columbia, respectively.

This story appeared in The Daily Herald on page D2.

[:: Comments...](#)

Spanish Translate

Ads by Google

Provo Real Estate
View Pics of Homes Online & Browse Info on Utah Area Real Estate
www.utahhomes.com

\$300/Hr in Provo?
21 Side-by-side Comparisons of Fun Jobs Paying Up To \$300/Hour.
FunJobsReview.com

Jobs in Utah
Job opportunities with phone numbers and web sites.
Affiliate
www.twfy.biz



Real Estate South County
Payson 6bd, 2ba,
A/C Landscaped.

Real Estate South County
Elk Ridge FSBO Ô03
butful

Condos
Ranches Ô01 1260sf,
3bd,

Lots and Acreage
Orem 1/4 acre
country road

Condos
Eagle Mtn 3bd, 2ba,
lg

Real Estate Provo/Orem
WALK AWAY TODAY!
Sell your

Condos
Orem Huge 4bd,
3ba, vltid



Rooms for Rent
Orem sweet condo
ml rmmates,

Apartments unfurnished
Orem huge 2bd,
1.5ba must

Duplexes for Rent
Provo 1836 N 650 W

Condos for Rent
Provo Willowbrook
Hills furnished, 3bd,

Real Estate South County
Payson, new
rambler, 189,000,
3000,

House Rentals
Provo \$100 off each
mth

Twin and town
Orem nice! 4bd,
1.5ba 2100sf,