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## Read PDF Podcasting And Blogging With GarageBand And IWeb

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### GOOVHF - CRISTINA MCCONNELL

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With more than three thousand feeds in the iPodder directory and at least ten more being added every day, podcasting is undeniably hot. Podcasting Pocket Guide is a non-technical guide for the non-geek who wants in on this revolutionary new online medium--for those interested in enjoying the best podcasts or producing them. While podcasts seem like Internet "radio programs," they are definitely not radio. And that's a very good thing for people like you with something to say. Radio waves, after all, are heavily regulated, which means you can't say whatever you want on them (in fact, most of you can't say anything on them, assuming you don't happen to be DJs). But anyone who can make an MP3 recording, host it on a web site, and publish a "feed" for it can be a podcaster. And anyone who wants access to opinions and ideas that you won't get on the radio can find them on a podcast. Small enough to fit in your pocket, the portable and affordable Podcasting Pocket Guide shows you how to tune into the best podcasts and download them to your favorite portable device so you can listen to them wherever and whenever you want. This handy reference even includes a listener's guide with reviews of some of the most interesting and unusual podcasts available today. From unique views on current events to music you'd never hear otherwise to soundseeing tours that take you all over the world, there's something for everyone on virtually every conceivable topic. For aspiring podcasters, Podcasting Pocket Guide introduces you to the tools and techniques you'll need to make and publish podcasts with the most basic of equipment: a computer, a microphone, and some free software. It includes practical tips and how-tos for creating, recording, editing, and uploading your own, professional-quality podcast. Once you've made that first recording, you can publish it online, get it listed, and start obsessing over the size of your audience!

Maximize the power of the iLife suite The iLife suite, pre-loaded on every new Mac, includes iPhoto, iMovie, iDVD, GarageBand, and iWeb. This straight-to-the-point guide shares key features, tips, and techniques to help you make the best use of each of these tremendously popular applications. Learn to make movies and DVDs; organize, edit and share your digital photos; create Web sites, blogs, and podcasts; and compose original music with the latest version of iLife. The iLife suite of applications is included with every new Mac and received the Editor's Choice Award from PC Magazine This full-color book gives you confidence as you tackle all the applications, offering savvy advice on everything from getting started to making the most of advanced features Shows you the best ways to organize and edit your photos with iPhoto, make movies with iMovie and iDVD, compose and record your own music with GarageBand, and build great Web sites and blogs with iWeb The iLife suite releases your creativity; iLife Portable Genius gives you the no-nonsense advice, tips, and techniques to take full advantage of it.

Whether you want to create your own podcasts or just would like to locate and then listen to audio programs on your portable player, this is the book for you. In Secrets of Podcasting, Second Edition, author Bart G. Farkas provides real-world guidance and advice on how to: Download and enjoy podcasts with any MP3 player Create a script and set the structure and flow of your audio or video podcast Choose the right equipment-including the right microphone, headphones, and even preamp Use a digital recording device instead of your PC or Mac Pick audio editing and recording software Legally play music in your podcast or vodcast Distribute your podcast or vodcast In addition, Bart includes tutorials on creating podcasts on Windows machines and on Macs. He also offers dozens of recommendations for software to use for finding and subscribing to podcasts.

A complete guide to creating and establishing your place in the blogosphere! New blogs are being launched at the rate of 175,000 a day. To stand out from the masses, bloggers need the detailed information and advice packed into this all-in-one guide. Here's what new bloggers need to get started and what experienced bloggers need to upgrade and even earn money from their blogs.

Eight self-contained minibooks cover joining the blogosphere, blogging software, tools that extend your blog, marketing your blog, microblogging, making money from your blog, corporate blogging, and niche blogging. Blogging is replacing traditional media and gaining credibility; to succeed, bloggers need a greater understanding of blogging basics, tools, and techniques Eight minibooks cover getting started, software, other tools, blog marketing, microblogging (including Twitter), monetizing your blog, and corporate and niche blogging Helps new bloggers become active and productive members of the blogging community Provides vital information for both hobby bloggers and those who want to build a career around blogging Presented in the fun and friendly For Dummies style, Blogging All-in-One For Dummies is a complete reference guide to starting and maintaining a successful blog.

Provides information on creating a blog, covering such topics as producing content, building a community, using WordPress, creating a website, using Tumblr, and making money with a blog.

Create Your Own Blog 6 Easy Projects to Start Blogging Like a Pro Second Edition 6 Easy Projects to Start Blogging Like a Pro Personal Blogging Using WordPress.com • Build a Website Around Your Blog • Business Blogging Using WordPress.org Software • Multimedia Blogging • Portfolio Blogging for Artists • Blogging with Tumblr Build a great personal or business blog... absolutely no experience needed! Want a personal or business blog of your own? It's easy! In this simple guide, one of the world's most experienced bloggers walks you through every step of building your own WordPress blog, from getting started to building a worldwide audience. Tris Hussey covers it all, from low-cost blogging tools to high-powered writing tips! Get this book, and get started fast—with a professional-quality blog that meets your goals, whatever they are! 6 Easy Projects Build great blogs like these, the easy way! ¶ Personal Blogs ¶ Business Blogs ¶ Audio and Video Podcasting Blogs ¶ Portfolio Blogs for Artists ¶ Blogging with Tumblr ¶ Creating a Website with WordPress Learn from a pro! Discover tips, tricks, and great solutions for: ¶ Setting up your blog the right way—in just minutes! ¶ Writing blog entries people want to read ¶ Handling comments—even nasty ones! ¶ Creating a conversation and building a community ¶ Publicizing your blog ¶ Choosing the right free or low-cost blogging tools ¶ Avoiding beginner mistakes ¶ Earning cash from your blog! You won't believe how easy it is to create your own blog... or how much fun! Tris Hussey is a speaker, teacher, charter member of the Professional Bloggers Association, and social media consultant. He has been a blogger since 2004 and was one of Canada's first professional bloggers. The author of thousands of posts and articles on social media, blogging, and technology, he was named one of Vancouver's top 20 social media people. He is also a professional photographer and regularly teaches blogging, WordPress, and social media at several Vancouver-area universities.

Offers teachers and school administrators practical suggestions for using blogs, wikis, and podcasts to organize and manage classrooms, aid in professional development, and help students achieve.

Add your voice to the podcasting revolution! The world is tuning into podcasts in larger and larger numbers. When you're ready to add your own voice to the mix, this book will help you find your niche. Featuring top tech information, production insight, and promotional tips, this best-selling podcasting reference shares the latest on podcasting trends and new audience demographics. Written by a pair of podcasting pioneers, Podcasting For Dummies will help you refine your podcast idea, identify your audience, and get the scoop on how to record, edit, and share your work. You'll also learn how to apply the methods top podcasters monetize and market their work. Record your voice and conduct high-quality interviews for your new or existing podcast Edit, upload, and share podcast episodes online—and find people who will listen Learn how to make money as a podcaster or live streamer Discover interesting and original podcasts to inspire your own work Podcasting for Dummies is your friendly tutor in the art of audio content creation. So start talking!

Need to learn iMovie HD 6 and iDVD 6 fast? Try a Visual QuickStart! This best-selling reference's visual format and step-by-step, task-based instructions will have you up and running with these great iLife applications in no time. Best-selling author and iLife expert Jeff Carlson uses crystal-clear instructions, full-color illustrations, and friendly prose to introduce you to everything from using themes, tools, and effects to timeline editing to video podcasts and blogs. You'll also learn about everything new in iMovie HD 6 and iDVD 6, including motion-graphics themes, real-time effects, audio enhancements, sharing options, and more!

iPodpedia is the first book to show you everything that the iPod and iTunes have to offer—from music to movies and beyond. Whether you want to get the most out of your iPod's music playback, create your own playlists, edit your music info and album art, convert your home movies and DVDs to iPod videos, listen to audiobooks and podcasts, or just unfreeze a frozen iPod, iPodpedia will show you how to do it. Michael Miller has written more than 75 non-fiction how-to books over the past two decades, including Googlepedia: The Ultimate Google Reference, Absolute Beginner's Guide to Computer Basics, How Microsoft Windows Vista Works, How Home Theater and HDTV Work, Tricks of the eBay Masters, and YouTube 4 You. His books have collectively sold more than a million copies worldwide, and he has established a reputation for offering real-world advice about complicated topics. More information can be found at the author's website (www.molehillgroup.com) and at iPodPedia: The Blog (ipodpediatheblog.blogspot.com). Category Digital Music Covers iPod and iTunes for Windows® and Mac® Level Intermediate to Advanced

With more than 120 million users, MySpace is the world's largest social networking site. This edition will help readers maximize the site's potential to launch careers, build fan bases, make money, and more. (Computer Books).

Best-selling Mac authors show you how to become your own audio engineer and create a podcast with Apple's easy - to - use audio and Web tools.

Podcasting is like blogging out loud! It gives you a voice—one that can be heard worldwide on computers, iPods, or other MP3 players. You can podcast to boost your business, promote your passion, share your opinions, or just have fun. The point is to say what you want to say to those who want to hear it. With step-by-step explanations, screen shots, and tons of examples, this guide clues you in on recording, producing, and hosting your very own podcast with info on: Finding your voice and your niche, whether you want to talk tech, make your own kinds of music, educate listeners, make people laugh, do soundseeing tours, serialize your novel, or invent a new podcasting genre Getting the bare necessities (if you don't already have them), including a microphone, recording software, and an audio card Audio editing software such as Audacity, Cakewalk for PCs, GarageBand for musicality, and Audio Hijack Pro for Macs Recording, including understanding dB (decibel levels), capturing or minimizing ambient noise, and more Editing with GarageBand or Audacity, adding bed music, and including intros and outros for a signature finishing touch You want your podcast to be heard. Podcasting For Dummies helps you launch and promote it with info on how to: Downsize your audio files with MP3 compression Change bit rates and sample rates in Audacity and iTunes Create and edit your ID3 tags in Audacity or iTunes Post your show notes using Movable Type or Libsyn Simplify the RSS 2.0 feed by using blogging software or a podcast-hosting company such as Audioblog.com, Podcastamatic, and Feeder Ping for publicity Communicate with your listeners on your blog, through online discussion groups such as Yahoo! Groups or Google Groups, or on online forums Of course, if you want to be a podcatcher (a listener) and subscribe to podcasts, this guide shows you how to do that, too! Complete with a companion podcast—a free weekly audio commentary that will keep you up to speed on the podsphere—this guide helps you get your message heard, loud and clear.

Clear Blogging, an Apress Technology in Action book, answers in non-technical terms what blogging has to offer and why and how you should blog. If you've never read a blog, but keep hearing

that term on the news, Clear Blogging shows why blogging has shaken up mainstream media, and how you could end up on CNN. If you've just begun reading blogs, it's your travel guide to the Blogosphere. Includes 50 interviews with successful bloggers who influence products, policy makers, potential employers and millions of readers and gain an online reputation - and real profits - from blogging.

This book brings teachers a bold vision and on-the-ground Monday morning practicality. It will move educators to think differently about technology's potential for strengthening students' critical thinking, writing, reflection, and interactive learning. Will Richardson demystifies words like "blog," "wiki," and "aggregator," making classroom technology an easily accessible component of classroom research, writing, and learning.

Presents a guide to RSS (Really Simple Syndication) feeds for educators interested in using blogs and podcasts to stay informed, formulate class projects, and keep students and parents informed.

For all of your video and audio blogging business and professional communication needs, this book is it! The Hands-on Guide to Video Blogging and Podcasting provides tremendous value to those content publishers, big and small, that want to create syndicated video blog and podcast content. The simplified, plain talking break-down the authors bring to the book will give everyone the tools to plan, create, and execute a blog/podcast outlet. This book explains these emerging media tools from a professional perspective. Quickly learn the technical aspects of video blogging and podcasting along with their business and financial ramifications.

The definitive iLife reference, completely updated and revised! The Macintosh iLife '09 is a lavishly illustrated handbook packed with easy-to-follow instructions, essential technical background, and tips for iLife users of all levels. Each two-page spread is a self-contained tutorial or set of tips. Everything you need is at your fingertips, and every page is updated for iLife '09, including coverage of the Faces feature in iPhoto that allows users to organize their photos based on who's in them, the new Animated Travel Maps in iMovie that enhances vacation movies with eye-catching animations and much more! Organize your photos using iPhoto's new Faces facial-recognition and Places geotagging technologies Share your photos on Flickr and Facebook Create spectacular slide shows using iPhoto's new slide show themes Master the spectacular new features iMovie '09, including the precision editor, motion stabilization, video effects, and motion-graphics themes Improve your photography and video-shooting techniques Assemble a video library with the all-new iMovie—and create animated Travel Maps in your scenes Produce spectacular slide shows, photo books, calendars, and greeting cards Record and arrange your own music with GarageBand Create and publish your own Web sites, blogs, and podcasts Preserve the past: digitize old records, photos, and movies Get updates, tips, and much more at this book's companion Web site, [www.macilife.com](http://www.macilife.com).

Provides instructions on using iWork '08 to create and publish business presentations.

Start podcasting or take your podcast to the next level with start-to-finish guidance from Andy Affleck. You'll learn tricks of the trade as you assemble your hardware and software, make recordings, and add polish by editing and mixing. Once your audio is in the can, you'll find real-world advice and steps for encoding and publishing your episodes. The book includes several dozen sound samples from various mics and mixers with and without filters, sleeves, and whatnot, so that you can hear the differences before you buy any special gear. Take Control of Podcasting on the Mac provides the help anyone interested in podcasting on the Mac needs: What do other podcasters do? Find out about the gear and techniques used by podcasters Chuck Joiner (MacVoices), Louis Trapani (Doctor Who: Podshock), Kelly Guimont (Ask TUAW), and Kirk McElhearn (The Committed). Choose the right mic. Pick out audio gear while considering your budget and studio (or mobile!) needs. Plus, you'll learn if you should buy additional audio hardware, like a breakout box or mixer, and find an explanation (with photos) of the main cable types that you'll come across. Pick audio software. Apps discussed at length include GarageBand for Mac and iOS, Audacity, Audio Hijack, Voice Record Pro, and Ecamm Call Recorder. Apps that are discussed briefly include Amadeus Pro, Fission, Sound Studio, Nectar Elements, SoundSoap, and The Levelator, and VocaLive Free. Learn key recording tips. Find advice about how to prepare for and conduct a successful interview, plus get a few essential tips for using a mic well. Record in the studio or the field. Get step-by-step recording directions for GarageBand for Mac and iOS, as well as Audacity, Voice Record Pro, and Audio Hijack. Record online interviews. Follow the book's steps for recording an interview online through services such as Skype and FaceTime. Edit and mix your audio. Find directions for removing unwanted noises and pauses, adding professional polish, and generally editing and mixing a recording in GarageBand for Mac or Audacity. Encode your podcast files. Before you send your podcast episode out on the Internet, you'll want to save it in the right format, and add tags. Get syndi-

cated with RSS. Understand what should be in a podcast's RSS feed - and how FeedBurner can help. Be a publisher! Get ideas for blog services that can host your podcast and related blog posts, and find directions for publishing your podcast in Apple's iTunes Store.

Establish a successful corporate blog to reach your customers Corporate blogs require careful planning and attention to legal and corporate policies in order for them to be productive and effective. This fun, friendly, and practical guide walks you through using blogging as a first line of communication to customers and explains how to protect your company and employees through privacy, disclosure, and moderation policies. Blogging guru Douglas Karr demonstrates how blogs are an ideal way to offer a conversational and approachable relationship with customers. You'll discover how to prepare, execute, establish, and promote a corporate blogging strategy so that you can reap the rewards that corporate blogging offers. Shares best practices of corporate blogging, including tricks of the trade, what works, and traps to avoid Walks you through preparing a corporate blog, establishing a strategy, promoting that blog, and measuring its success Reviews the legalities involved with a corporate blog, such as disclaimers, terms of service, comment policies, libel and defamation, and more Features examples of successful blogging programs throughout the book Corporate Blogging For Dummies shows you how to establish a corporate blog in a safe, friendly, and successful manner.

This comprehensive guide shows you how to integrate a variety of production tools for the Mac OS X platform into all stages of audio production so that you can create and produce music. From single applications to complete suites, you'll discover the software toolsets that are best for you and then discover how to incorporate them into a coherent workflow. Featuring best practices, real-world examples, and interviews with audio professionals, this book pulls together all the programs and tasks you need.

If you've got something to say and want to join the podcasting revolution but don't know how to start, this short and approachable guide from bestselling authors Robin Williams and John Tollett will teach you how to create and distribute podcasts using Apple's easy-to-use audio and Web site tools. Using the Garageband and iWeb tools from Apple's iLife '06 suite of tools, Robin and John show you how to create professional sounding and looking podcasts, including how to add chapter markers, artwork, sound effects, jingles, and musical accompaniment to your podcasts.

Produce a podcast like the pros More people than ever are turning to podcasts for on-demand, mobile entertainment and information. Podcasting For Dummies offers a fast and easy way to get the know-how you need to produce and distribute one of your very own. Written by a pair of podcasting pioneers, this book shares insight on the technology behind recording, editing, and sharing podcasts, along with tips and tricks on how to produce a pro-level podcast. Podcasting has enjoyed a recent boom thanks to a new crop of hit podcasts catching the ears of the public and media along with the continued growth of mobile and streaming devices as a source for entertainment. If you want to jump on the podcasting bandwagon, you've come to the right place! In this fully updated edition, would-be and experienced podcasters alike will get all the tech information, production insight, and promotional tips they need to either get a podcast off the ground or improve on an existing one. Get the gear you need Find your podcasting voice Find and build an audience Plan your podcast New tools have made it easier than ever to create a podcast—and this book shows you how.

Get on board with podcasts. Learn how to create and promote them with these basics how-to's that take the mystery and complexity out of podcast technology

The Blogging Church offers church leaders a field manual for using the social phenomenon of blogs to connect people and build communities in a whole new way. Inside you will find the why, what, and how of blogging in the local church. Filled with illustrative examples and practical advice, the authors answer key questions learned on the frontlines of ministry: Is blogging a tool or a toy? What problems will blogging solve? How does it benefit ministry? How do I build a great blog? and Who am I blogging for? The Blogging Church is a handbook that will inspire and equip you to join the conversation. The book includes contributions from five of the most popular bloggers in the world—Robert Scoble, Dave Winer, Kathy Sierra, Guy Kawasaki, and Merlin Mann, as well as interviews with blogging pastors such as Mark Driscoll, Craig Groeschel, Tony Morgan, Perry Noble, Greg Surratt, Mark Batterson, and many more.

In the only Apple-certified guide to iLife '09, the authors have you working miracles with iLife within the first few pages. Featuring footage and images from around the world, this book uses real-life material and practical lessons that you can apply immediately to your own projects. Focused

lessons take you step by step through all aspects of iLife '09—everything from organizing and sharing your photo library to creating polished video and soundtracks. Along the way, you'll produce movies, photobooks, podcasts, websites, blogs, and custom DVDs. • Master the iLife suite of tools quickly through fun, real-world projects • Turn your photos into cards, picture books, calendars, or a web gallery • Add motion and music to a slideshow, then publish it online • Create a video with polished transitions, music, effects, and even greenscreen • Learn “Hollywood-style” techniques for making better videos • Build a soundtrack in GarageBand, and learn to score a simple movie • Create websites, blogs, podcasts, and DVD menus in a snap. The Apple Training Series is both a self-paced learning tool and the official curriculum of the Apple Training and Certification Program. To find out more about Apple Training, or to find an Authorized Training Center near you, go to [www.apple.com/training](http://www.apple.com/training). All of Peachpit's eBooks contain the same content as the print edition. You will find a link in the last few pages of your eBook that directs you to the media files. Helpful tips: • If you are able to search the book, search for "Where are the lesson files?" • Go to the very last page of the book and scroll backwards. • You will need a web-enabled device or computer in order to access the media files that accompany this ebook. Entering the URL supplied into a computer with web access will allow you to get to the files. • Depending on your device, it is possible that your display settings will cut off part of the URL. To make sure this is not the case, try reducing your font size and turning your device to a landscape view. This should cause the full URL to appear.

A guide to audio and video podcasting covers such topics as developing a podcast, podcasting equipment and tools, recording a podcast, encoding software, the video and audio editing process, getting listed in podcast directories, the podcast community, and making money with podcasting.

In The Hands-On Guide Video Blogging and Podcasting industry experts explain these emerging media tools from a professional perspective. Quickly learn the technical aspects of video blogging and podcasting along with their business and financial ramifications. This book contains: • Step-by-step instructions to quickly launch a Podcast or video blog • The basics of multimedia use in blogging and the most relevant text-blog technologies • Podcast and video blog technology uses in business/corporate, education, customer communication, and entertainment contexts • Concise, understandable breakdowns of all relevant videoblogging and Podcasting buzzwords, acronyms, and related multimedia technologies • Coverage of tools, production techniques, new technologies, multimedia blog basics, monetization, and licensing • Case studies that analyze successful for-profit and not-for-profit podcasts and video blogs In The Hands-On Guide Video Blogging and Podcasting industry experts explain these emerging media tools from a professional perspective. Quickly learn the technical aspects of video blogging and podcasting along with their business and financial ramifications. This book contains: • Step-by-step instructions to quickly launch a Podcast or video blog • The basics of multimedia use in blogging and the most relevant text-blog technologies • Podcast and video blog technology uses in business/corporate, education, customer communication, and entertainment contexts • Concise, understandable breakdowns of all relevant videoblogging and Podcasting buzzwords, acronyms, and related multimedia technologies • Coverage of tools, production techniques, new technologies, multimedia blog basics, monetization, and licensing • Case studies that analyze successful for-profit and not-for-profit podcasts and video blogs

Anyone can build a blog. It's quite easy. The difficult part is keeping it relevant, technically sound, and popular. Bloggers Boot Camp shows you how to blog for success. It teaches you how to find a niche, find your unique voice, and how to hold a conversation with an audience. It provides information on all the right tools for the blog, and it offers best ways to promote your blog and content for maximum success and a profitable life. Though rules in creating compelling content haven't really changed, ways in which the world blogs has since the last edition. The authors have learned a lot about social media since writing the previous edition's manuscript. They understand and know how social media can make or break a blog. Microblogging is a new trend brought on by the wide utilization of social media. To that same end, networking with other bloggers and content creators on the web is another form of building one's blog and one's reputation as a writer.

Here's the fun and easy way to understand all the hype about Skype and make this cool alternative communication system work for you People love Skype because it's fairly simple to use, it's free, it doesn't have advertisements or pop-up screens, and its communications are encrypted and secure. If you want the ability to make free voice calls or want to maximize Skype and get the most out of this free global telephony system, you've come to the right place. All you need to get going with Skype is a computer with Internet access, a headset or microphone — and this book! Although

the technology is simple, it has some complexities when you go beyond making simple calls. Skype For Dummies covers call forwarding, voice mail, and conference calling and explains the use of two very popular and important Skype features: SkypeIn: Receive telephone calls that you can answer through Skype on your computer SkypeOut: Make calls out to regular old telephones from your computer This no-nonsense guide is written in plain English, leaving the jargon at the door. You'll learn to install and configure Skype on different platforms and various mobile connections Create a contacts list Set up voicemail and call forwarding Use Skype for worldwide conference calls and Skypecasting Enhance Skype with Bluetooth, Wi-Fi wireless, and video Change your Skype menus to a different language Adjust different hardware configurations and add-ons Troubleshoot problems with hardware configurations and other common issues Skype For Dummies provides guidance on using this technology in a business setting, including some implementations that can help reduce support desk costs and automate surveys and interviews. A popular use of Skype is for video calling, and the book shows how you can easily install and configure this can't-miss feature. A dedicated web site keeps the book up to date as Skype adds new features. Additionally, you'll discover ten ways to use Skype to promote your business and ten ways to use Skype at school. With an appendix on multilanguage support and another on tips and tricks, you won't want to Skype anyone until you have your copy of Skype For Dummies in hand. Previous ed.: 2005. Includes index.

Starting at \$499, the diminutive Mac mini-2.5 inches tall, 6.5 inches wide, and 2.9 pounds-is expected to become Apple's bestselling computer, with projected shipments of 100,000 units a month This book offers several projects-some easy, some more challenging-to help people tweak, modify, and transform a Mac mini Modest modifications include creating a Mac mini home theater, an appliance controller, and a travel kit; other more complex (but very cool!) mods require wielding a soldering iron Offers detailed, illustrated step-by-step instructions-including how to open the Mac mini, keep track of pieces, and avoid damage-that enable even novice tinkerers to complete the projects Professionals in all areas of librarianship will find inspiration in the essays collected here—each of

them innovative tips for increasing circulation, enhancing collections, and improving flexibility. With extensive experience in the nation's top libraries and media centers, the 73 contributors describe what really works based on their real-world experiences. Organized by subject, the essays offer succinct and practical guidelines for dozens of tasks. Topics include preparing and delivering distinctive presentations; forming a successful grant proposal; hosting a traveling multimedia exhibition; organizing effective community partnerships; writing blogs; hosting authors; creating cyber-torials; preserving local culture—and many others.

Getting StartED with Mac OS X Leopard is a simple to read, fast way to learn about the Macintosh. The book starts with an overview of the major changes in this release of the operating system for those who may have used the Mac before, going through all of the items in the user interface so that users of all backgrounds will be at the same level. Thereafter, the book chapters essentially follow the icons you actually see on the screen, one by one, making it very simple to find what you want. In addition, it includes information on the iLife applications that many Mac users will want to know.

Practical applications for using social media to boost your business Even today's most successful businesses are seeing shrinking returns on their advertising and marketing dollars. The Digital Handshake explains why advertising and marketing are losing their effectiveness and how to solve the problem using social media to corral elusive consumers. It explains the best practical business applications in current use and how you can use them to ramp up your business. Using case studies gleaned from real businesses, author Paul Chaney shows you how companies both large and small that can tap social media to mitigate market changes and reap valuable business benefit in the real world. Explains how you can use social media to grow your business and connect with consumers Author Paul Chaney is a leading authority on blogging and social media Covers practical, effective business applications for blogging, social networking, online video, microblogging and much more Shows how to design a comprehensive marketing strategy using traditional and new media platforms Today's technology can either undermine your marketing efforts or enhance

them. The Digital Handshake helps you make sure the Internet grows your business for the long run.

Provides information on creating and maintaining a blog with TypePad.

Want a personal or business blog of your own? It's easy! In this simple guide, one of the world's most experienced bloggers walks you through every step, from getting started to building a world-wide audience. Tris Hussey covers it all, from low-cost blogging tools to high-powered writing tips! Get this book, and get started fast—with a professional-quality blog that meets your goals, whatever they are! Build great blogs like these, the easy way! Personal Blogs Business Blogs Blogs for Podcasting Video Blogs Portfolio Blogs for Artists Lifestreaming Blogs Learn from a pro! Discover tips, tricks, and great solutions for: Setting up your blog the right way—in just minutes! Writing blog entries people want to read Handling comments—even nasty ones! Creating a conversation and building a community Publicizing your blog Choosing the right free or low-cost blogging tools Avoiding beginner mistakes Earning cash from your blog! You won't believe how easy it is to create your own blog... or how much fun!

Seamlessly integrate technology into your classroom instruction with this new series. Provide a concise introduction to the software application, then use project-based learning lessons and activities to effectively incorporate technology into grade-level content. Teacher Resource CD includes collection grids, graphic organizers, sample projects, and rubric templates.

This practical, how-to guide makes it easy for teachers to incorporate the latest technology in their classes. Employing an informal workshop approach, the book avoids technical jargon and pays special attention to the needs of teachers who are expanding the use of computers in their classrooms. The authors focus on what teachers do and how they can do it better, and provide a wide variety of proven tools, tips, and methods for enhancing these activities with technology."Best Ideas for Teaching with Technology" provides extensively illustrated tutorials for a wide variety of software, online tools, and teaching techniques. It covers everything from lesson plans, to time management, how to show animation, blogging, podcasts, laptop strategies, and much, much more. In addition, periodic updates to the text will be available on the authors' website.