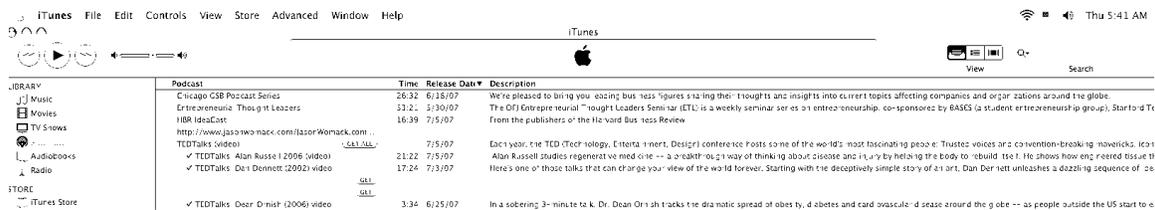


Have you ever heard the saying, “Garbage in, Garbage out?” (In fact, I’ve even heard people use the acronym: GIGO when explaining programming and project planning!) Well, I have found that GIGO is not the worst of it. In fact, the “true” acronym could be: GIGS – Garbage in, Garbage stays!



So, how do I find a way to not even let the garbage in in the first place? Just make sure that what I WANT to be thinking about, talking about, and writing about comes in in the first place. Make sense?

I subscribe and listen to Podcasts regularly. A great way to “get the good information in,” I continually search for materials that add value...

Before I ever had an iPod, I used iTunes to manage my music. So for those of you who have not yet bought an MP3 player (like an iPod) you're in luck!

Downloadable to either the PC or a Mac, iTunes is “just another music player” until you look at it through different eyes.

Over time, I began to consider iTunes my audio/visual library. Yes, I can download videos (even movies and television shows!) as well. So, here is a quick step-by-step guide to get you started. Although iTunes can do a LOT, I'll just show you information about Podcasts here.

With iTunes, you can browse and subscribe to Podcasts from within the iTunes Music Store. Again, you don't have to buy an iPod, nor do you have to pay for the Podcasts (which are simply radio shows or other audio programs that are often episodic and are downloadable over the Internet).

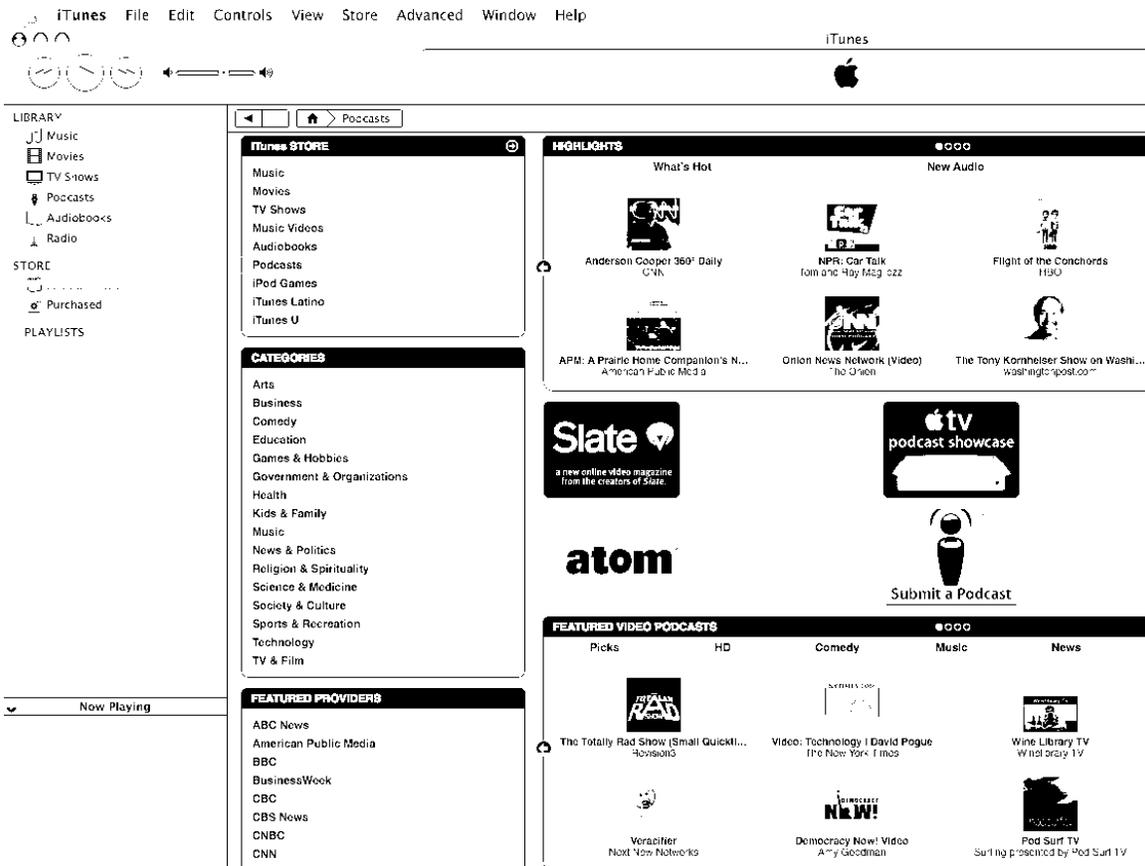
I subscribe to anywhere between 20–30 Podcasts at a time. Yes, I frequently go in and “re-do” my subscription list. This keeps them fresh, and I get in and listen to every one!

Samples of Podcast topics I enjoy: news, business, history, finance, travel and triathlon. Literally thousands of Podcasts are available every day of the week. People post these (for free most of the time!) from around the world, on every subject you can imagine.

I find and subscribe to Podcasts by navigating to the Podcast Directory on the iTunes Music Store. (So, if you’re wondering, “Yes...you need to download this free software onto your computer.”)

If you are at work, you may have to wait until you can do this on your home machine.) Once you subscribe, you can choose to have the Podcasts automatically download to your computer. (Of course, you can listen to a Podcast from your computer or transfer it to your iPod and listen while you’re on the go.)

Take a look at the picture below:



How I Subscribe to a Podcast in iTunes

1. Download the latest iTunes software. Launch the program and choose “Music Store” on the left hand side under the Source list.
2. You’ll see a link to Podcasts; click there and you can start reading what Podcasts are available. Start with the featured, go to the genres, then check out the specific channels.
3. Choose a Podcast, any Podcast! Click on one that you think could be interesting.
4. You will see a list of episodes under that channel. Double click an episode to start listening.
5. As soon as you find yourself interested...click the Subscribe button. All this does is set your computer up to download subsequent issues of that Podcast.

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You may always view and/or download past Podcast episodes. Choose Podcasts within the Source list and click the arrow to the left of the Podcast name. There you will see all downloaded and episodes that are still available. To download a particular past episode, just click the Get button.

We hope this helps, and look forward to hearing from you as you continue adding great information in to your system!

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