

# **NEW MEDIA**

## **What is New Media?**

New media rely on digital technologies, allowing for previously separate media to converge. Media convergence is defined as a phenomenon of new media and this can be explained as digital media. The idea of new media captures both the development of unique forms of digital media, and the remaking of more traditional media forms to adopt and adapt to the new media technologies. Convergence captures the development futures of old media and merges it with new media.

Blogs, podcasts and RSS feeds are all part of new media. MySpace and Facebook are part of social media (also known as viral marketing), which is a branch of new media.

Please note: some of these media are still in their infancy. Your use of them may require some trial and error to see what works.

## **A New Approach To Marketing**

Chapters can use blogging to indirectly fine-tune their marketing messages through social interactions. With other communication avenues, chapters may be using the wrong language or addressing the wrong audience, but blogging enables faster feedback. From a competitive standpoint, blogging demonstrates to people that a chapter cares about its audience and members. Many organizations also look to blogs for internal communication, whether it's from the executive director or chapter deans, or as a discussion tool among members. They are used for peer support as well, keeping members up to speed on the internal happenings of the organization.

Although many organizations are starting to recognize blogs or simply see them as a new marketing medium, few are engaging in the practice. Less than 5 percent of the Fortune 1000 are using blogs strategically, but that percentage is expected to triple in the next two years.

## BLOGS: WHAT ARE THEY?

### What Is A Blog?

A blog, or weblog, is a regularly updated journal published on the Web. Some blogs are intended for a small audience; while others vie for readership with national newspapers. Blogs are influential, personal, or both, and they reflect as many topics and opinions as there are people writing them.

Blogs are powerful because they allow millions of people to easily publish and share their ideas, and millions more to read and respond. They engage the writer and reader in an open conversation, and are shifting the Internet paradigm as we know it.

Technorati (<http://technorati.com/pop/blogs>) is a popular website and a recognized authority on what's happening on the World Live Web, right now. The Live Web is the dynamic and always-updating portion of the Web. Technorati is a site that searches and organizes blogs and the other forms of independent, user-generated content (photos, videos, voting, etc.) increasingly referred to as “citizen media.”

### How To Start A Blog

**1. Determine a theme.** Most bloggers take one of three approaches. Some write on whatever happens to interest them at the moment. In this sense, their blog is truly a “web journal.” Others select a single theme and stick to it. However, this takes a lot of discipline. Still others focus on a primary theme but occasionally deviate from it. If you want to develop a following of loyal readers, the latter two approaches are best. People who have similar interests will keep coming back for more.

**2. Select a service.** These are only a few of scores of services available such as TypePad.com and Xanga.com. Some of these are free, such as Blogger.com, LiveJournal.com, Blog-City.com, and MSN Spaces (also Xanga.com). Others charge a nominal fee. Examples include SquareSpace.com, BlogIdentity.com, and Bubbler.com (also TypePad.com). However, even the fee-based services usually offer a 30- to 60-day free trial.

**3. Set up your blog.** Don't be put off because it sounds technical. It usually isn't. You will have to make some decisions about how you want your blog to look. You'll have to decide on a “theme,” meaning the colors, number of columns, and the overall look and feel of your blog. You may want to include your picture. If so, you'll need a digital copy.

**4. Write your first post.** Okay, now you're ready to create your first post. If you haven't done much writing, this may prove to be the most difficult part. If you don't have a lot of experience, keep your posts short. You will get the hang of it when you develop momentum and stick to what you know. You probably take for granted the fact that you have a great deal of specialized information that others will find helpful—possibly even fascinating. If you don't know where else to start, begin with a “Welcome to My Blog”

post. Tell your prospective readers why you have started your blog and what kinds of things you intend to write about.

**5. Consider using an offline blogging client.** This isn't a necessity but it will make blogging much easier. An offline blogging client is like a word processor for blogging. It enables you to write when you're not online and then upload your post when you connect to the Internet. The two most popular are BlogJet and ecto.

**6. Add the bells and whistles.** Most blogs allow you to post the books you are reading, music you are currently listening to, and various other lists. TypePad is especially adept at this. You can also incorporate third-party services like Bloglet. This enables your readers to subscribe to your site and receive an e-mail whenever you post a new entry. The best way to get an idea of what is available is to read other people's blogs and take note of what you like.

**7. Publicize your blog.** You'll want to make sure you're "pinging" the major weblog tracking sites. Most of the blogging services handle this automatically, as do the offline blogging clients. Don't worry if you don't understand this process. You don't need to understand it to use it. Basically, your service or software will send a notification to the tracking sites to alert them that you have posted a new entry. If your software doesn't allow this, you might want to make use of pingomatic. This is a super-easy service that will ping 14 different services. All you have to do is enter your blog address whenever you post a new entry. If you want to manually enter a comprehensive list of ping services, there's a list to get you started.

**8. Write regularly.** This is the best advice for building readership. If people like what you write, they will come back. However, if there's nothing new to read, they will eventually lose interest. So, the more regularly you post something, the more your readership will grow. Schedule time to write. At some point, it comes down to making a commitment and sticking to it.

**Finally,** be patient with yourself. Writing is like anything else. The more you do it, the better you get. If you stick with it, you'll eventually get into the rhythm and joy of it.

### **How Can Chapters Use Blogs?**

Chapters can use blogs to write, review and discuss their current programs, activities, upcoming concerts and recitals.

### **Pitching Blogs - How To Find Them**

- Search for them:
  - <http://blogsearch.google.com/>
  - <http://www.technorati.com/>
  - <http://search.blogger.com/>

### **Pitching Blogs – Do’s**

- Do your homework and research
- Do read commentaries to understand the readers
- Do develop a relationship with the blogger
- Do keep in mind that they are passionate about the topic of their blog; get as excited as they are

### **Pitching Blogs - Don’ts**

- Don’t pitch blindly
- Be honest. Make sure all comment posts and info to the blogger is accurate
- Don’t underestimate the power of blogs

### **Standard Rules Don’t Apply**

- They *can* take gifts and press trips, when other media can’t
- They are their own editors and can say whatever they want
- It’s easy to lose control over messages and correct information

**\*\*Note:** Remember that most bloggers are often looked to as experts in their category and are frequently quoted in major media.

# CHAT ROOMS

## **What Is A Chat Room?**

Chat room is a term used primarily by the mass media to describe any form of synchronous conferencing, occasionally even asynchronous conferencing. The term can mean any technology ranging from real-time online chat over instant messaging and online forums to fully immersive graphical social environments.

Online chat is a way of communicating by sending text messages to people in the same chat-room in real-time. The oldest form of chat rooms is the text-based variety. The most popular of this kind is Internet Relay Chat (IRC). However, there are also talkers and havens. The popularity of these kinds of chat rooms has waned over the years, and IRC's popularity has rapidly given way to instant messaging. Also a notable number of people were introduced to chat rooms from AOL and Web chat sites.

There are also graphical user interface (GUI) text-based chat rooms, which allow users to select an identifying icon and modify the look of their chat environment.

## **What Is The Purpose Of A Chat Room?**

The primary use of a chat room is to share information via text with a group of other users. New technology has enabled the use of file sharing and webcams to be included in some programs and almost all Internet chat or messaging services allow users to display or send to each other photos of themselves. Games are also often played in chat rooms.

Chat rooms usually have stringent rules that they require users to follow in order to maintain integrity and safety for their users. Chat rooms often do not allow advertising in their rooms or flooding, which is continually filling the screen with repetitive text. Typing with caps lock on is usually considered shouting and is discouraged. Chat rooms usually have a list of rules for users to obey when they chat online though they are not usually enforced.

Sometimes chat room venues are moderated either by limiting who is allowed to speak (not common), or by having volunteer moderators patrol the venue watching for disruptive or otherwise undesirable behavior. Most commonly chat rooms are not moderated and users may type what they personally choose to send.

## **How Can Chapters Use Them?**

Chapters can use chat rooms to discuss and promote organ recitals, competitions, upcoming special events, fundraisers, news announcements, etc...Chapters can also form communities and share information with others who have the same interest, background and passion for organ music.

## **How To Add A Chat Room To A Webpage**

Adding a chat room to your webpage encourages users to connect with each other and offer feedback. You can find free chat room utilities on the Internet, along with directions for setting them up and maintaining them.

### **Step 1:**

Type 'free chat room' into a search engine and review the listings, then choose a site that offers an easy-to-use, customizable chat room.

### **Step 2:**

Read the Terms and Conditions. If you decide to use a chat room from any site, you must agree to these.

### **Step 3:**

Register with the site. Be sure to use a valid e-mail address, as the site will send the information to this address.

### **Step 4:**

Once you have received the directions, open your HTML editor and position the cursor where the chat room 'entrance' will be located. Copy the directions and paste them at the insertion point. Copying and pasting the information they send you usually ensures an accurate link.

### **Step 5:**

Save your page and upload it to your website, then start a Web browser and go to the page. Verify that the link is correct and that the chat works the way you want it to.

### **Step 6:**

Invite a friend to 'test-drive' the chat with you before announcing it to your visitors.

## **Tips & Warnings**

- The site should be geared toward the interests of your visitors.
- Most free chat rooms are hosted by the site you signed up with, so their advertising or banners may appear on the top or side of the chat page.
- Be clear about the rules for chatting on the chat room entrance page. Users should be aware of the rules and consequences before they enter your chat room. Specify no swearing or no inappropriate materials in the rules, and warn that violators will be removed from the chat.
- Create an FAQ page that lists frequently asked questions and answers, such as 'Why should I not type in ALL CAPS?' A: It is considered 'yelling' in a chat room. An FAQ page will allow you to specify rules and give your visitors an example of good etiquette to follow.

- As the chat room host, you are responsible for what goes on in your chat room. If a chat site consistently receives complaints about your room or chatters disrupting them, the chat site may take action.
- Beware of people who use chat rooms to cause trouble. Make them aware there are serious consequences for their actions (i.e., reporting them to their ISP).

# **PODCASTING: IS IT FOR ME?**

## **What Is Podcasting?**

Podcasting is a form of audio broadcasting on the Internet. The reason it became linked with the iPod in name was because people downloaded podcasts (audio shows) to listen to on their iPods. However you don't have to listen to podcasts only on iPods; you can use your computer with some music software such as Windows built-in Media Player or other portable music players (iPod competitors) such as Creative Zen or iRiver. It really doesn't matter, as long as you have some way to play music on your computer, you will be able to listen to podcasts.

A podcast is an audio file you create in an MP3 – a format, which contains your own radio show or any audio you wish others to have that you upload along with an RSS (Really Simple Syndication) file to a server (your website for instance). Your intended listeners download using one of several programs that have been created to retrieve your audio file automatically, so they can listen to it at their convenience on their own iPod or MP3 player. There are other audio file types that are used for podcasting but in general as long as you have a music player on your computer you should be able to listen to a podcast file.

## **What Makes Podcasting Different?**

You subscribe to podcasts much like you subscribe to blogs. In fact, podcasts are often distributed through a blog; provided your feed reading software handles podcasts, you should be able to either instruct your reader to download new podcasts whenever they become available or manually choose which podcasts you want to download by clicking a link to the audio file. These files can then be listened to on your computer or you can transfer them to your portable player to listen to later. Some podcast feed reading software programs are configured to download and transfer the podcast directly to your portable player automatically. You can plug it in and walk away a few minutes later with your latest podcasts downloaded.

## **How To Download A Podcast**

At the core a podcast is an audio file that is automatically received from the Internet and then synced to your MP3 player. The files are received by subscribing to what's called a podcast feed. Sometimes you also hear this called an RSS feed.

Maybe you have seen the small orange icons on some web pages. This icon is a link to a news feed. Blogs use this kind of feed to deliver new content to subscribed readers.

The same kind of feed is used to deliver podcast shows to your computer. You don't need to know how the feed works to subscribe. You just need to know that you can subscribe to a podcast feed to get the latest shows when they are released.

You don't have to remember to check for new shows. You don't have to download it. It's done for you. Think of a podcast as being like a magazine, as you subscribe to it and receive new content regularly.

Even though subscribing to a feed is the most convenient way to receive podcast, you don't have to subscribe to listen. Many podcasts can also be streamed from the Web or downloaded directly as an MP3 file.

### **Be Aware Of Music Rights**

Podcasts usually contain talk back radio style content rather than music. This is mainly because of copyright law. If you broadcast music you don't have the rights to use, then you are taking a risk. Consequently, podcasting has seen the rise of the home-based radio-like personality rather than popstars, with individuals recording talk-back shows from home and distributing to people all over the world. The popular podcast hosts have audiences numbering in the thousands and no doubt soon enough in the millions.

An Internet podcast star can potentially reach a much larger audience than any traditional radio personality ever could. With potential numbers in the millions, it's easy to see why there is so much hype behind the technology and why many people are eager to get behind it. Podcasts and blogs are leading a new content distribution revolution on the Web that you are going to hear a lot about in the future.

### **How Are Podcast Made?**

Anyone can create a podcast. All over the world, people are creating podcasts on subjects ranging from movies, to technology, to music, to politics and whatever else you can think of. This is new original content made by passionate people who want to share their creativity with the world. There are many different ways to create podcasts depending on your computer platform (PC or MAC).

The cost to start podcasting is so low that anyone can do it. Most podcasters are everyday people like you and me. They could be talking to you driving in their car, sitting in their living room or speaking at a conference. You get to glimpse into their life and into their interests.

Podcasters are creating very raw and real content and listeners are responding. Free from corporate radio and broadcast regulations, you can create whatever kind of show you can imagine.

Some podcasts are "talk show" style. Others introduce you to the latest bands and music. With podcasts you can stay current on the news, get a glimpse into someone's life, listen to movie reviews and the list goes on.

Most podcasts are made by people who are very passionate about their subject, and who are more passionate about their music than organists? Passion is infectious and interesting

to listen to. Since the birth of podcasting, a huge variety of shows have shown up on the Internet. In addition, many major media outlets are also now offering podcasts.

### **How Can Chapters Use Podcasts?**

Chapters can use podcasts to audio broadcast their organ recitals, events and live concerts (assuming they have broadcast permission). Chapters can also create radio/talk shows or any other audio that keeps members, sponsors and donors up-to-date on what's happening with their individual chapters and with the AGO.

**\*\*Note: Creating content such as Podcasts and RSS Feeds require specialty knowledge and can't be covered adequately in this document. However, there are many resources available both online and in print.**

Some good resources on this subject are:

- Apple's iLife Software Suite (Garage Band)
- Podcasting for Dummies by Tee Morris and Evo Terra
- Hands-On Guide to Video Blogging and Podcasting by Lionel Felix and Damien Stolarz

# **RSS FEEDS**

## **What Is RSS?**

RSS stands for "Really Simple Syndication." It is a way to easily distribute a list of headlines, update notices, and sometimes content to a wide number of people. It is used by computer programs that organize those headlines and notices for easy reading.

## **What Problem Does RSS Solve?**

Most people are interested in many websites where content changes on an unpredictable schedule. Examples of such websites are news sites, community and religious organization information pages, product information pages, medical websites, and weblogs. Repeatedly checking each website to see if there is any new content can be very tedious.

Email notification of changes was an early solution to this problem. Unfortunately, when you receive email notifications from multiple websites they are usually disorganized, can get overwhelming, and are often mistaken for spam.

RSS is a better way to be notified of new and changed content. Notifications of changes to multiple websites are handled easily, and the results are presented to you well organized and distinct from email.

## **How Does RSS Work?**

RSS works by having the website author maintain a list of notifications on their website in a standard way. This list of notifications is called an "RSS Feed." People who are interested in finding out the latest headlines or changes can check this list. Special computer programs called "RSS aggregators" have been developed that automatically access the RSS feeds of websites you care about on your behalf and organize the results for you. RSS feeds and aggregators are also sometimes called "RSS Channels" and "RSS Readers."

Producing an RSS feed is very simple, and hundreds of thousands of websites now provide this feature, including major news organizations like *The New York Times*, BBC and *Reuters*, as well as many weblogs.

## **What Information Does RSS Provide?**

RSS provides very basic information. It is made up of a list of items presented in order from newest to oldest. Each item usually consists of a simple title describing the item along with a more complete description and a link to a web page with the actual information being described. Sometimes this description is the full information you want to read (such as the content of a weblog post); other times it is just a summary.

## How Can Chapters Use RSS?

Chapters can use RSS feeds to broadcast information about current programs, activities, upcoming concerts and recitals. Also through RSS, chapters will have a better way to notify members of new and changed content and other upcoming events.

### Other Uses

In addition to notifying readers about news headlines and changes to websites, RSS can be used for many other purposes. There does not even have to be a web page associated with the items listed -- sometimes all the information readers need may be in the titles and descriptions themselves.

Some commonly mentioned uses are:

- Notification of the arrival of new products in a store
- Listing and notifying readers of newsletter issues, including email newsletters
- Weather and other alerts of changing conditions
- Notification of additions of new items to a database, or new members to a group

One RSS aggregator is all that one needs to read all of the RSS feeds, be they headlines, alerts, changes or other notifications. RSS is shaping up to be a very popular and useful means for communicating.

**\*\*Note: Creating content such as Podcasts and RSS Feeds requires specialty knowledge and can't be covered adequately in this document. However, there are many resources available both online and in print.**

Some good resources on this subject are:

- *Syndicating Web Sites with RSS Feeds For Dummies* by Ellen Finkelstein
- *Developing Feeds with RSS and Atom* by Ben Hammersley
- *Secrets of RSS (Visual QuickStart Guide)* by Steven Holzner

# **YOUTUBE**

## **What Is YouTube?**

YouTube is a video-sharing website where users can upload, view and share video clips. YouTube uses Adobe Flash technology to display a wide variety of video content, including movie clips, TV clips and music videos, as well as amateur content such as videoblogging and short original videos. It is owned by Google, Inc.

Unregistered users can watch most videos on the site, while registered users are permitted to upload an unlimited number of videos. Related videos, determined by title and tags, appear onscreen to the right of a given video. In YouTube's second year, functions were added to enhance a user's ability to post video 'responses' and subscribe to content feeds.

Hundreds of millions of these videos are watched every day.

## **Why Is It So Popular?**

YouTube is hugely popular for a good reason: It makes it easy for people to upload and view videos online. There's a video on YouTube for just about any topic you can think of. With so many viewers, subscribers, and comments, it is becoming one of the most popular ways to advertise online.

For performers, charities, and others who simply want to get in touch with the public, it has been extremely useful.

## **Getting Your Video Published on YouTube: Step-By-Step Instructions**

Publishing a video on YouTube is not difficult.

1. First, create an account - Creating an account is easy, all you will need is basic information about yourself and an email address. You will have to confirm your account with an email that is sent to you before logging in and publishing a video. Don't worry about this site not being secure because it is the best video publishing site out there. Note: Your account can be removed if you're not satisfied.
2. Next, login - Your username and password are what you will need to login. You created them when you created your account. If you've forgotten what they are you may use the "forgot password"/ "forgot username" links to recover your information.
3. Then, click on "My Videos"- This link is found on the top right hand corner. It's a small toolbar.
4. Click on "Upload Video"- This button is on the left hand side under "Create Playlist." You may also upload video by clicking on the "upload" link that shows up on the middle of the screen with a message telling you that you don't currently have any videos.

5. Fill In Details (Title, Description, Tags, Video Category, Language)- These details will show when others see your video. They also help with getting your video found by other users so think about them and make sure that they are to your liking. Note: These can be edited in the future.

6. Choose "Continue Uploading"- Once you click this button you are not done yet; you will be taken to step 2 of 2 in the publishing video process.

7. Upload File using "Browse"- In case you've never used the "browse" button to find something before, click on it and a small window will popup allowing you to search for your video in your computer. Choose it and then scroll down to fill in the rest of the details.

8. Choose to broadcast Public or Private- When you make your video public, everyone out there will have a chance to view it. This is recommended, but not mandatory. The private feature is something that you might want to use in case you don't want others to view your video; don't worry--choosing this does ensure that it's not viewable except to those that you allow.

9. Click "Upload Video"- This will begin the process of uploading; you are not done yet although you are still in step 2 of 2.

10. Wait For Video To Upload. Watch Progress Up Top- Once you have clicked on "Upload Video" you will be able to scroll the window up and watch the progress of your video uploading. It will be a bar with the filling red. Once it is completed it will on its own take you to the next page. Once it is completed your video will have been published.

11. Make sure Video Details are correct. Pick Date & Location Details and Sharing Options.- Once you've published your video you will have the ability to enter more descriptive details on it. You don't have to fill in most of the fields that will appear, however they will allow the viewer to know a little bit more about what they're watching therefore you might want to consider them.

12. Get code to Embed Video on your website/blog/other- If you would like to display your video on another website as well as on YouTube you can do so now. All you need to do is copy the HTML code that appears on this text box and place it wherever you'd like for it to show up. This makes getting your content out there even easier!

13. Click Update Video Info- If you have made any changes on this page then you must click "Update Video Info" so that you can assure that all that you've typed will become available with your video.

14. Click On "MyVideos"- Once you are done doing all of the above you can check out your video by clicking on "MyVideos" on any screen. It will appear there with the option to edit it, to remove it and other details. Now you are finished!

## **The Different Formats:**

### **Video Format**

YouTube plays back videos limited in both size and quality. The size is limited to pixel dimensions of 320 by 240 and the quality is limited to a bitrate of around 314kbit/s with a frame rate dependent on the uploaded video. YouTube limits the playback size and quality by re-encoding the user's uploaded video at the time of upload.

YouTube's video playback technology is based on Macromedia's Flash Player 9 and uses the Sorenson Spark H.263 video codec. This technology allows the site to display videos with quality comparable to more established video playback technologies (such as Windows Media Player, QuickTime and RealPlayer) that generally require the user to download and install a web browser plug-in in order to view video. Flash also requires a plug-in, but Adobe considers the Flash 7 plug-in to be present on about 90% of online computers. The video can also be played back with third-party media players such as GOM Player, gnash, VLC as well as some ffmpeg-based video players.

YouTube converts videos into FLV (Adobe Flash Video) format after uploading. The extension is then stripped from the file (Extension can be found from the server's MIME Type). The different files are stored in obscurely named sub domains, accessible either directly or through YouTube's get video PHP script. YouTube also converts content to other formats so that it can be viewed outside of the website.

YouTube officially accepts uploaded videos in WMV, AVI, MOV, MPEG and MP4, formats.

Users can view videos in windowed mode or full screen mode and it is possible to switch modes during playback without reloading it due to the full-screen function of Adobe Flash Player 9.

### **Audio Format**

YouTube files contain an MP3 audio stream. By default, it is mono encoding with a 65kbit/s rate at 22050 Hz. However, it is possible to get a stereo audio track if the movie file is manually converted to FLV format using a program such as ffmpeg for Linux, ffmpegX for Macintosh or the commercial Riva FLV Encoder for Windows.

### **Content Accessibility**

YouTube accepts common file formats and converts them to the H.263 variant of Flash Video, and makes them available for online viewing.

### **On Apple TV**

YouTube is accessible on the Apple TV after installation of a free software update. Functionality includes browsing by category, searching videos, and the ability for members to log onto their YouTube accounts directly on Apple TV. Access to thousands of the most current and popular YouTube videos will be available, with plans to add

thousands of more videos each week. The entire catalog was made available in the fall of 2007. According to Apple VP David Moody, the reason for the delay is the need for all current YouTube content to be transcoded to Apple's preferred video standard, H.264. All content uploaded in and after June, however, will be automatically encoded into H.264, rendering additional transcoding unnecessary for these newer files.

### **On Mobile**

YouTube recently launched its mobile site, YouTube Mobile. Based on XHTML, it uses 3GP videos with H263/AMR codec and RTSP streaming. It is available via a web interface at [m.youtube.com](http://m.youtube.com) or via YouTube's Mobile Java Application.

### **On iPhone and iPod Touch**

YouTube is also now available on iPhone. Streaming is over WiFi or EDGE.

Videos on YouTube for the iPhone are encoded in Apple's preferred H.264 format. All videos are viewed in the horizontal orientation of the phone. As YouTube videos have 4:3 aspect ratio and the iPhone is 3:2, videos must be viewed with black bars on the side (pillarboxed) or may be zoomed to trim some of the top and bottom to fill the screen.

Not all videos are available on iPhone yet because not every video has been re-encoded to H.264. There are two versions of each video on YouTube; one is higher bandwidth for WiFi use, and one is lower resolution for EDGE use.

Unlike the Apple TV version, users cannot log in to their own YouTube accounts, but can create a separate favorites list just for the iPhone.

### **Outside YouTube**

Each video is accompanied by the full HTML markup for linking to it and/or embedding it within another page, unless the submitter of a video chooses to disable the embedding feature. A small addition to the embeddable markup will allow the video to play automatically when the webpage loads. These simple cut-and-paste options are especially popular with users of social-networking sites. Poor experiences, however, have been cited by users of such sites, where auto playing embedded YouTube videos has been reported to slow down page loading time or even to crash Internet browsers.

The YouTube Player is the name of another embeddable applet (with a different interface), designed for browsing YouTube videos on an iGoogle homepage.

YouTube itself does not make it easy to download and save videos for offline viewing or editing nor for viewing in external players, but several third-party web sites, applications, and browser extensions (such as Firefox extensions) exist for that purpose. Alternatively, most .flv files can be copied from the 'Temporary Internet Files' folder in Windows, or the /tmp directory in GNU systems, to a permanent folder. The .flv files can then be viewed and edited directly or converted to other formats using various applications.

## YouTube Remixer

YouTube recently launched its online video-editing tool, YouTube Remixer. The tool allows users to edit their YouTube videos online, although the editing tools are very limited.

## Channel Type

Members of YouTube.com are invited to be a part of groups called "Channel Types" that make their channel more distinctive. The types are:

- **YouTuber:** a general viewer of YouTube
- **Director:** moviemakers displaying their videos for YouTube viewers
- **Musician:** musicians or bands covering songs or displaying originals or giving lessons on songs, scales, chords, etc.
- **Comedian:** comedians displaying their comedy bits for YouTube viewers
- **Guru:** people who are experienced in a certain field make videos of what they do

## How Can Chapters Use Video Sharing?

Chapters can use video sharing to promote and showcase past concerts and recitals. Chapters can also emphasize current programs, activities, and/or other upcoming events.

Here are some other video sharing websites you might wish to explore:

- **Eyepot** – Easy-to-use site for video uploading. The site contains forums and groups, but not a lot of community features.
- **Google Video** - Uploading this site requires downloading the Google Video Uploader. Website allows plenty of metadata, including a transcript, and you can value your content by assigning a sale price to each clip. You can also give users a "day pass," giving them access to the content for a limited time, but not ownership.
- **Grouper** - Requires an application download. Ratings, tagging, groups and RSS feeds are available.
- **Jumpcut** – Scales all videos to a larger size than other sites, but videos don't autoplay and there is not an indication of what portion of the video has already been downloaded.
- **Ourmedia** – Also known as "The Global Home for Grassroots Media." This site keeps your content in its native format and it doesn't recompress your video, but it does require its users to have several different players installed correctly.
- **Revver** – YouTube with pay. Basically, if people watch your video (and the embedded ad), you get paid 20% of what the advertiser pays Revver. If they click on the Revver link at the end, then you split the proceeds 50/50.

- **Videoegg** – Lets you easily upload videos of any format to the web and post it to other sites or share it with friends.
- **Vimeo** – The site is nice and clean and uses a flash wrapper to play native formats. No download is required and it contains simple and easy uploads.
- **Vsocial** – One of the fastest, easiest ways to upload, watch and share your favorite video clips. Contains Web 2.0, big fonts, AJAX, tagging, rating, reviewing, RSS feeds and creative commons licenses.

# VIRAL MARKETING

## What Is Viral Marketing?

Viral marketing (also known as *buzz marketing*, *grass roots marketing*, *organic marketing* and *word of mouth*), describes any strategy that encourages individuals to pass on a marketing message to others, creating the potential for exponential growth in the message's exposure and influence. Like viruses, such strategies take advantage of rapid multiplication to explode the message to thousands, to millions.

Off the Internet, viral marketing has been referred to as "word-of-mouth," "creating a buzz," "leveraging the media," and "network marketing." On the Internet, it's called "viral marketing."

Viral marketing is a marketing phenomenon that facilitates and encourages people to pass along a marketing message voluntarily. Viral promotions may take the form of video clips, interactive Flash games, advergames, e-books, brandable software, images or even text messages.

In business, it is claimed that a satisfied customer tells an average of three people about a product or service he/she likes, and 11 people about a product or service that he/she did not like. Viral marketing is based on this natural human behavior.

The goal of marketers interested in creating successful viral marketing programs is to identify individuals with high Social Networking Potential (SNP) and create Viral Messages that appeal to this segment of the population and have a high probability of being passed along.

## How Can Chapters Use Viral Marketing?

Chapters can use viral marketing to disseminate information and updates on current programs, activities, upcoming concerts and recitals. No doubt you've received e-mail messages where you are asked to pass the message onto x number of people, and don't break the chain! So, if you can come up with a very innovative way to advertise your event or program, you may then be able to get it out on the Internet or via email or text messaging.