

gruntmedia

gruntmedia was a startup I founded within the relatively new space of podcasting. There were two main initiatives: the publishing of a series of educationally-based podcasts, and consulting with companies on their internal video and audio media production. As a derivative consequence, I also made numerous guest appearances in other producer's podcasts and television shows, and co-hosted a few other audio podcasts as well.

I chose the name because it was odd and memorable, and I felt it was a good contradistinction between the rough sound of the name and the attention to high production quality in the shows. I wanted to take the grunt work out of adult learning, which was another influence on the name.

Because video podcasting was very much in its infancy (less than 3 months old) and I had just finished my long stint at IDEO where I produced hundreds of short, informative videos, I was among a small group of people with guerilla-like video production experience who were entering into this new industry. As a result, I was able to garner positive attention from my audience and from Apple, who were promoting my first show through iTunes, which was the primary source of podcasts for consumers in the early days.

The mission of all of the gruntmedia shows was to give the audience evergreen facts about a topic - a good solid background so they could be well-informed about whatever it was they were interested in. videogrunt was my inaugural show explaining the basic concepts behind the technology of video.

With videogrunt, I had to start somewhere, and I chose to talk about aspect ratio, as it is a consistent thread that runs all the way back to the invention of film, and is a very important, and many times confusing, concept that contemporary video producers deal with. The sample videos linked within this LinkedIn portfolio will show this. They continue to be available today through the Apple Podcasts app.

The next show I produced was podgrunt, to explain the technologies behind the creation and distribution of one's own podcast.

The next subject category I thought would be perfect for my format (and was outside of technology) was wine - not a review show of individual wines - but a clear explanation of wine terms, varietals, appellations, etc. as well as a general overview of the winemaking process.

videogrunt



podgrunt



winegrunt



The screenshot shows the iTunes Music Store interface. At the top, there's a search bar and account information. Below that, there are banners for Disney Pixar Cars, PBS Podcasts, and videogrunt. The main content area is divided into sections: 'Inside the Music Store', 'New & Notable', and 'Today's Top Podcasts'. Below these, there's a 'QuickTime Guide' section with tabs for Music, HD, Entertainment, Education, Games, Trailers, and Apple Events. The 'Entertainment' tab is selected, showing a grid of video recommendations including videogrunt, Star Wars - Clone Wars, Quake 4, Blade - The Series, South Park, Alias, and The Office. A 'Launch QuickTime Guide in Player' button is visible at the bottom left of the guide.

Abigail Breslin and Alan Arkin, "Little Miss Sunshine" opens in theaters August 18. [Download the trailer](#) to your iPod now.

iTunes corner



Music icon Bob Dylan completes his trilogy — started back in 1997 with "Time Out of Mind" and "Love and Theft" in 2001 — with his newest release, "[Modern Times](#)." Armed with 10 new tracks, Dylan is set for his upcoming fall tour.

Pre-order "Modern Times" and you'll be eligible to purchase up to four concert tickets from Ticketmaster.com before they go on sale to the general public. "Modern Times" comes with a digital booklet, four videos of interviews and behind-the-scenes takes with Dylan, and, when you pre-order, you'll get the music video for "Jokerman" when the album is released on August 29.

Don't miss a [special playlist](#) highlighting popular contemporary artists who were influenced by Dylan.



Get the iTunes Music Store free Single of the Week — "[Sewn](#)" by the Feeling. Check back every Tuesday for a new free download.

[Download iTunes 6.0.5](#) for Mac OS X or Windows. It's free.

Get creative



"[videogrunt](#)" — an innovative, free video podcast — illustrates the basics of digital video, delivered in short snippets. The informative "grunt" clips are produced in high-definition video and then scaled down to size for viewing on the gruntmedia website, your personal computer or a video-capable iPod.

Learn something new about video by watching the first four "videogrunt" podcasts.

Apple was a big supporter of videogrunt and promoted the show in the iTunes app, the QuickTime Guide and other media-related channels. They wanted to promote podcasting in general, and showcased videogrunt as an example of the kind of production quality that a single podcaster can produce at home, without needing the resources of a professional film studio.



When the Podcast Group at Apple learned that I exclusively used Apple hardware and software in my production process, they asked me to give some in-person presentations in their flagship retail stores.

This photo is from the the New York Soho Apple retail theatre where I demonstrated my use of Final Cut Pro, Motion, Soundtrack (their former pro audio editing software) and Compressor in the production of videogrunt.

VideoGrunt: Video podcasts on DV

Posted Jun 2nd 2006 6:01PM by [Ajit Anthony](#)

Filed under: [Editing](#), [Web](#), [Beginner](#), [Online](#)

VideoGrunt is a video podcast that focuses on digital video. As of this writing, there are only three episodes but all of them interesting and relevant to filmmakers. It show a lot of potential, if you are like me and follow a lot of these tech video podcasts, you should add this to your subscribe list. Maybe in the near future, I will post a list of podcasts that I subscribe to that deal with filmmaking.



(thanks [Russell](#))

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Reader Comments

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1. Hey Anthony -



creativecow.net's
PURE NON-FAT NEWS

Wednesday, May 31, 2006

IT'S A BRILLIANT NEW PODCAST THAT YOU WILL WANT TO CHECK OUT...

videogrunt



It's not a Cow podcast but what the heck, **videogrunt** is very cool and quite brilliant. Host Craig Syverson has an engineer's mind with the heart of a teacher, wrapped in the spirit of an artist, and he takes us on a ride through subjects like aspect ratios and demystifies them in a way we've never seen. Craig explains technical subject matter so simply that he makes it completely understandable, even to those of us who have never been engineers. Check it out, you won't be sorry. Highly recommended. Five Cows.

[Click here](#) for more information.



Other nice reviews and promotions. Some dude even produced a friendly satire of one of my episodes and called it videogrump, which I thought was hilarious.



Delivering a presentation on video codecs at the first Podcast and New Media Expo in 2007.



Panel (L to R): Don McAllister, Craig Syverson, Merlin Mann, Scott Bourne, Andy Ihnatko, Alex Lindsay, Leo Laporte



Merlin Mann getting fresh after something I said, apparently.

Guest on live recording of the twit.tv podcast MacBreak in front of live audience at the 2009 MacWorld Expo.



Leo hosted a tech-based television show on the How To Network based in Vancouver, Canada. He invited me regularly to put in a guest appearance on his show and give a quick tutorial on an aspect of video technology, for which I prepared custom media.



Definitely not rolling yet.



Definitely rolling.

Client Consulting:

Adobe, Inc.
DASH-7 Alliance
Eye Knowledge Network
Grape Radio
Leo Laporte
M-shopper
Nidek, Inc.
GIPS Voip
Sand Hill Consulting
Tesla Motors

Podcast co-host:

Macbreak Tech
This Week in Media
VentureCast*

Speaking Engagements

Apple WWDC
Apple Retail Theatre
The Lab with Leo
Macworld
National Association of Broadcasters
New Media Expo
Podcast Academy

* gruntmedia produced