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 the 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 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.

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.

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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 subsribe list. Mabye 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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(Page 1)

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,
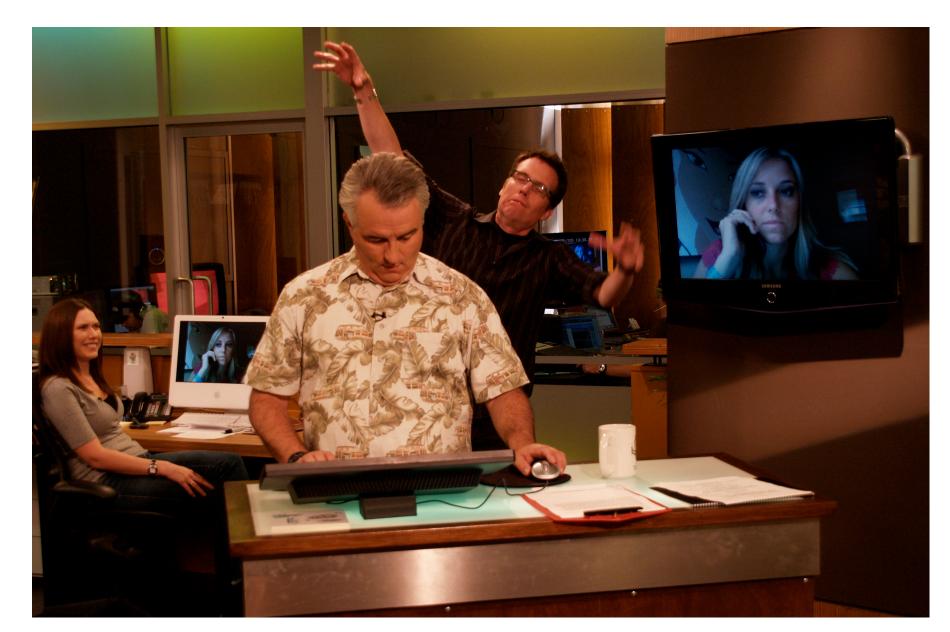Scott Bourne, Andy Ihnatko, Alex Lindsay, Leo Laporte

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

GRUNTMEDIA