



After attending a presentation by David Hornik at Stanford University about the new exciting world of blogging and podcasting, I wanted to get his feedback on my new company. We met and he gave me some excellent advice as how to move it forward.

David was also dabbling in his own podcast, called VentureCast, which he produced on his own whenever he found the time. I found it interesting and funny, but I thought it needed some focus and better production quality.

After a few months to bring my nerve up, I pitched David not on my company, but on the idea that I could produce future VentureCast programs and also be the co-host. I knew very little about how venture capital worked, but in David's mind this was perfect. He always intended to have VentureCast be a platform to help investors understand this world. So I would show up in his offices every other Friday, set up the mics and recorder, and we'd go.

As I had been immersed in video podcasting up to that point, I wanted to produce my own audio podcast to keep my audio editing skills active. I spent extra time on every edit of the show to reduce, not eliminate completely, the awkward umms, errs, and dead air. My goal was to cut it so that it flowed naturally, but never like it was edited to death. I was happy with the results.

As an aside, Jason Calcanis, an entrepreneur and investor based in Los Angeles, was a fan of the show. When he was starting up his own podcasting franchise, he posted this on his blog:

**calacanis.com**

### **Podcast Engineer, Los Angeles**

Given the amazing production values of VentureCast, and my own technical stumbling with CalacanisCast Beta (I'm sitting on one video show and one audio show as we speak) I think I'm gonna hire a half-time engineer/producer type and try and make the show more frequent.

I need someone in LA with a lot of passion for podcasting, common sense, tech ability, and hustle. If this is you, send me note.

Basically I need my own Craig Syverson.

David and I produced VentureCast for a number of years. We never sought advertising, as we wanted to keep it clean. While the majority of the time it was just the two of us, we did occasionally have guests join us during the recording (hello, J.C.), and we also made a few remote recordings at various venture capital events. I rigged David up with a Madonna-style headsets and we cornered innocent people and made them talk into the mic. We were nice about it, though.



David and I continued working together on his latest idea to create an unconference called the Lobby. My work as the founding Creative Director is detailed elsewhere in my LinkedIn profile.



I co-hosted two other regular audio podcasts, both of which originated from the [twit.tv](http://twit.tv) network.

This Week in Media was (as the name infers) a weekly show about the latest developments in media, with an emphasis on podcasting and other new media forms, such as streaming television. Alex Lindsay of The Pixel Corps was the producer. He contacted me after seeing [videogrunt](http://videogrunt.com) and asked if I'd like to join the show, which then consisted of Alex, Kenji Kato and John Foster. We met every week at the Pixel Corps offices in San Francisco and spoke on the relevant media topics that Alex had roughly outlined for the week.

Alex and I later would produce a presentation for the Radio group of the National Association of Broadcasters (NAB) at their annual convention. In it, we talked about the upstart field of podcasting and how it might affect traditional broadcasters.

When all four of us would be all attending the same conference (which was frequent) we would record a remote episode of the show while our impressions were still fresh.



Remote recording from a quiet spot during the NAB Convention. Clockwise from top: Craig Syverson, Kenji Kato, John Foster, Alex Lindsay.



MacBreak Tech was originally created by Leo Laporte as a forum to discuss all things Apple with a more technical focus. John Foster, being brilliant and also a geek's geek, was a regular on the show. As this was the perfect context for John, Leo agreed for him to produce the show on his own.

John invited Kenji Kato and to join him in what became a somewhat irregular, very loosely-structured discussion and discourse on a specific technical topic that was within the Apple milieu. We would go deep into such single topics as EPS and other print-related protocols, or how Apple dealt with TCP/IP vs. Windows, etc., or hard disk formatting strategies. One three-hour episode was us extolling the virtues and hidden features of the Preview app on MacOS. Our audience was very loyal and kept encouraging us to not be worried about how long it might take to fully cover an idea. It was a good insight for us to see how flexible podcasting was when it comes to time, as there were no technical limitations to the length of a program. This is all quite obvious today, but back then it was very liberating.