

Welcome to Drupal Open Days 2015

Conor Cahill

Fluidedge

Drupal as a publishing platform for podcasts

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“I started listening to Serial.
I was completely blown away by that style of presentation,
and thought it could work brilliantly with food.”

Sally McKenna - <http://www.guides.ie>

podcast: (noun) A digital audio file made available on the Internet for downloading to a computer or portable media player, typically available as a series, new instalments of which can be received by subscribers automatically.

<http://www.oxforddictionaries.com/definition/english/podcast>

- **Fastest podcast to reach 5 million downloads in iTunes history**
<http://www.ctforum.org/binge-worthy-journalism>
- **72 million downloads**
<http://adage.com/article/special-report-tv-upfront/podcasts-open-business-upfronts/297585/>
- **236k people like it on Facebook**
<https://www.facebook.com/serialpodcast>
- **189k followers on Twitter**
<https://twitter.com/serial>
- **4038 Ratings averaging 4.5 in iTunes**
<https://itunes.apple.com/us/podcast/serial/id917918570>

One story. Told week by week. Hosted by Sarah Koenig.

serialpodcast.org

serialpodcast.org ingredients

- 12 MP3 audio files
- 1 RSS file via feedburner
- Drupal 7
- CTools, Date, Entity, Entity Reference, Features, File Entity, jQuery Update, Link, Media, Pathauto, Token, Views
- 1 custom module to conform to RSS specification
apple.com/itunes/podcasts/specs.html
- jPlayer
- Soundcloud, Youtube, Facebook & Twitter
- APC, varnish, memcache & a CDN to deliver static assets

“The heavy part of Serial is the frontend code. We wanted user to be able to browse the site while still listening to the episode so the page never reloads. This also ruled out using Soundcloud embeds. jPlayer has a robust javascript API and allowed us to control the look and function of the player on every level.”

Richard Orris, Strange Bird Labs, developer of serialpodcast.org

title	link	description	pubDate	dc:creator	itunes:auth	itunes:orde	itunes:dura	itunes:subt	itunes:sumi	feedburner
Episode 12: 'On January 1	http://feeds.	On January 1	Thu, 18 Dec	Dana	This America	12	3360	On January 1	On January 1	http://serialp
Episode 11: 'Almost every	http://feeds.	Almost every	Thu, 11 Dec	Dana	This America	11	2460	Almost every	Almost every	http://serialp
Episode 10: 'Adnan's trial	http://feeds.	Adnan's trial	Thu, 04 Dec	rorris	This America	10	3240	Adnan's trial	Adnan's trial	http://serialp
Episode 09: 'New informa	http://feeds.	New informa	Thu, 20 Nov	Dana	This America	9	2700	New informa	New informa	http://serialp
Episode 08: 'The state's c	http://feeds.	The state's c	Thu, 13 Nov	Dana	This America	8	2640	The state's c	The state's c	http://serialp
Episode 07: 'Adnan told S	http://feeds.	Adnan told S	Thu, 06 Nov	Dana	This America	7	1980	Adnan told S	Adnan told S	http://serialp
Episode 06: 'The physical	http://feeds.	The physical	Thu, 30 Oct :	Dana	This America	6	2640	The physical	The physical	http://serialp
Episode 05: 'Adnan once i	http://feeds.	Adnan once i	Thu, 23 Oct :	Dana	This America	5	2580	Adnan once i	Adnan once i	http://serialp
Episode 04: 'A few days a	http://feeds.	A few days a	Thu, 16 Oct :	Dana	This America	4	2040	A few days a	A few days a	http://serialp
Episode 03: 'It's February	http://feeds.	It's February	Thu, 09 Oct :	rorris	This America	3	1680	It's February	It's February	http://serialp
Episode 02: 'Their relator	http://feeds.	Their relator	Fri, 03 Oct 2	emily	This America	2	2220	Their relator	Their relator	http://serialp
Episode 01: 'It's Baltimore	http://feeds.	It's Baltimore	Fri, 03 Oct 2	rorris	This America	1	3240	It's Baltimore	It's Baltimore	http://serialp

“WYSIWYG is dead!!!”

“The web is not a laser printer”

“It’s a war of blobs versus chunks”

“Content has to be structured”

“Responsive design won’t fix your content problem”

“COPE - Create Once, Publish Everywhere”

Karen McGrane, author of Content Strategy for Mobile

<http://karenmcgrane.com/2013/05/23/drupalcon-keynote-video-and-talk-notes/>

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Publish

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Last Editor: [Alyson Hurt](#) at 2009-10-02

? Title (required)

Pooh Faithful Return To The Hundred Acre Wood

? Subtitle

? Teaser (required)

(Tags: ,)

In the first authorized sequel to A.A. Milne's classic tales of Winnie the Pooh, author David Benedictus treads gently on the sacred woods of the original.

? Mini Teaser

(Tags: ,)

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October 2 2009 15:56

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Edit Episode Making The Web Ahead Website with Jen Simmons

VIEW

EDIT

MANAGE DISPLAY

REVISIONS

Episode Number

Title

Short Title

▼ SCHEDULING OPTIONS

Publish on

Date

Time

E.g., 2015-02-03
E.g., 13:50:55

Leave the date blank for no scheduled publishing.

Description

After months of work, I've launched a new website for The Web Ahead, at [thewebahead.net](#). Hear a saga of the agony, the ecstasy, the design and the build. How? Why? On what? A lot of geeking out about tech and design and some talk about future plans, too. The inimitable Jeff Eaton switches seats and interviews me, Jen Simmons, all about it.

- Web page addresses and e-mail addresses turn into links automatically.
- Lines and paragraphs break automatically.

[More information about text formats](#) ?

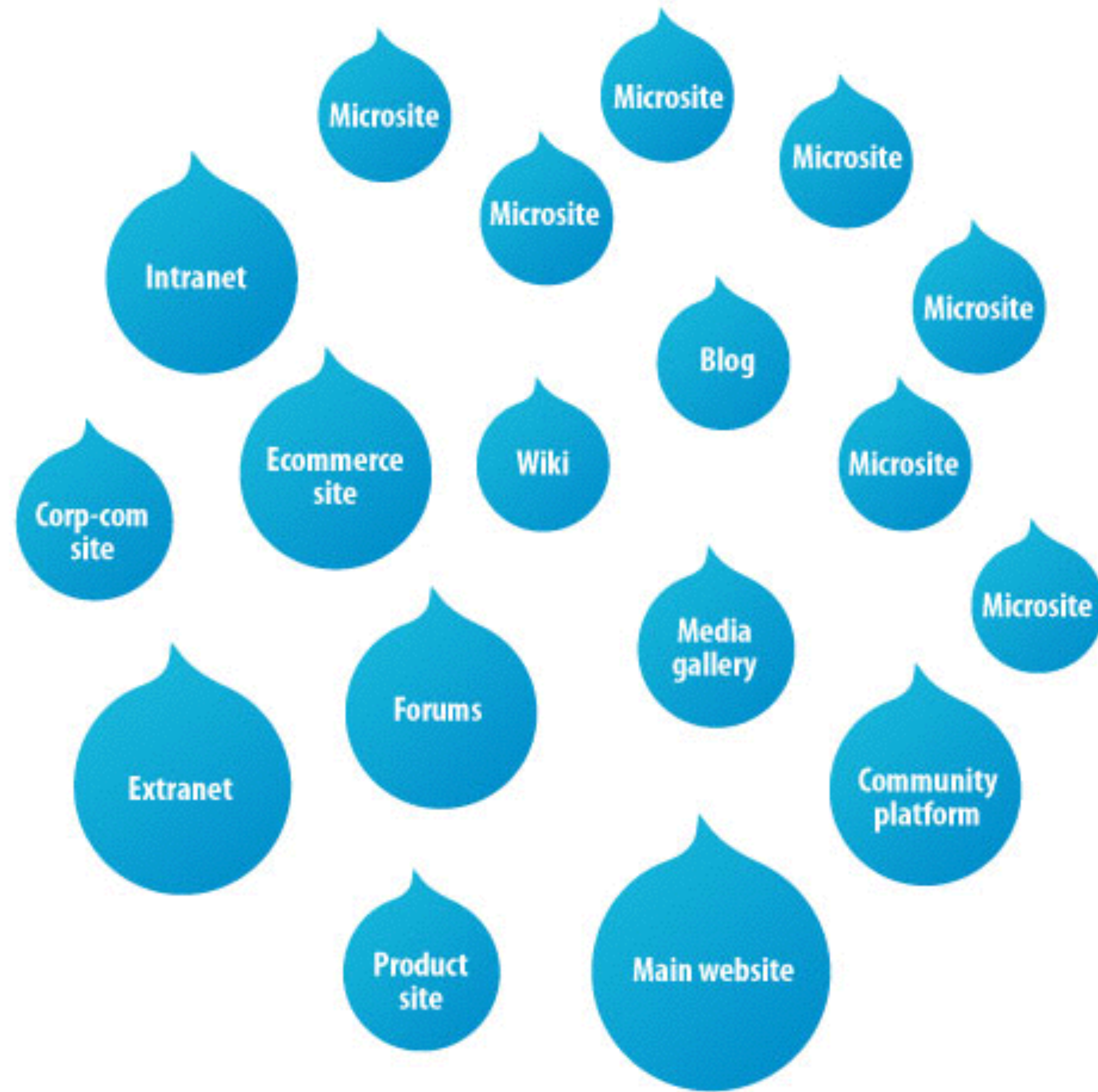
Teaser

After months of work, I've launched a new website for The Web Ahead, at [thewebahead.net](#). Hear the how, why and what — and a lot of geeking out about tech and design. Jeff Eaton switches seats and interviews me, Jen

So, why Drupal?

- [SoundCloud.com](https://soundcloud.com)
- [LibSyn.com](https://libsyn.com)
- [WordPress.com](https://wordpress.com)
- [SquareSpace.com](https://square.space)
- pks.codeplex.com (MS SharePoint for the Zune)





So, why Drupal?

- It's not a one trick pony. Able to build a wider range of features.
- Established for long enough to be mature. The choice of both the risk averse and the adventurous.
- Healthy community of developers ensures a stable future.

“Links to your website are to the internet
as dollars are to the economy”

“Bus stations are Twitter, trains stations are Facebook,
airports are LinkedIn
& highways are links from other websites!”

(when comparing competing websites with competing cities)

Brian Halligan, author of Inbound Marketing & CEO of HubSpot

<https://soundcloud.com/islands/01-bad-dream-the-theme-1>

References

- <http://thewebahead.net/95>
- <http://karenmcgrane.com>
- <http://strangebirdlabs.com>
- <http://serialpodcast.org>
- <http://www.guides.ie>
- <http://abookapart.com/products/content-strategy-for-mobile>

Modules

- drupal.org/project/drupal
- drupal.org/project/getid3
- drupal.org/project/jplayer
- drupal.org/project/media_soundcloud
- drupal.org/project/mediaelement
- drupal.org/project/views_rss_itunes

Articles, videos & blog posts

- <http://www.chenhuijing.com/blog/drupal-101-generating-itunes-rss/>
- <http://www.thewebahead.net/95>
- <http://www.ostraining.com/courses/class/drupal/podcasting/>
- <https://blog.breadncup.com/2013/03/31/how-to-make-a-podcasts-in-itunes/>
- <https://source.opennews.org/en-US/learning/audio-browser/>

Software

- Drupal
- iTunes
- Vienna or MediaMonkey
- Audacity
- castfeedvalidator.com

Thank You :-)

Any questions?

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www.drupal.ie

Takeaway - a new podcast by John & Sally McKenna

<https://itunes.apple.com/ie/podcast/mckennas-guides-podcast/id996590495>