ThinkPad-Musuem

How to start a (retro) podcast from scratch

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SUBSCRIBE 11

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whoami

- Christian Stankowic
- @stdevel@chaos.social 🐘
- IT consultant and trainer 👨‍🏫
- collects obsolete hardware
- Blogger (cstan.io 📖)
- Podcaster 🎙️
  - FOCUS ON: Linux 🐧
  - Faxinformatiker 📠
  - ThinkPad-Museum 💻

ThinkPad museum

- Online museum as **blog**
- lists collection details
  - **57** different notebooks
  - **3** PDAs
  - **10** Docking stations
  - ∞ batteries and cables
- monthly **podcast** (🇩🇪)
- 🔴 thinkpad-museum.com

ThinkPad museum

Part of the collection

Transporting the collection

Agenda

1. Path to the idea 💡
2. Branding and organization 📝
3. Tools and workflow 🔨
4. Hosting and marketing 👨‍💻

Seriously - why?

- Why not? 🙃
- **Enthusiasm** for the topic
- ThinkPads are still to be found in business and hacker circles
- also pop-culturally relevant
- Eventful history with lots of **trivia** and **curiosities**
  - Industrial design
  - Absurd hardware concepts

Seriously - why?

- Initial **surveys** among friends and on Mastodon were **optimistic**
- Respect for incalculable effort
- podcast friend invited me to this very topic
  - “*briefly touching on the topic*”
  - HK003 - ThinkPads 🎙️
  - **02:28:55** 🤫

ThinkPads 101 💻

- have been produced since **1992**
- stand for **durable** devices
- **timeless** design, practical
- many curious **experiments**
  - PDAs (IBM WorkPad)
  - PowerPC and ARM notebooks
  - unusual expansion modules
  - Notebooks with **two displays**
- popular due to good **Linux** support, among other things

Rabbit Hole in a nutshell

Product design on fleek: IBM PC Convertible Model 5140 (1986)

[1].

Stylish table lamp, pop-cultural relevance

Artemide Tizio (1972)

Knives Out (2019)

[2], [3]

Unusual keyboards and screens

ThinkPad 701C (1995)

ThinkPad W701ds (2010)

[4], [5]

Ahead of its time: tablets that no one wanted (yet)

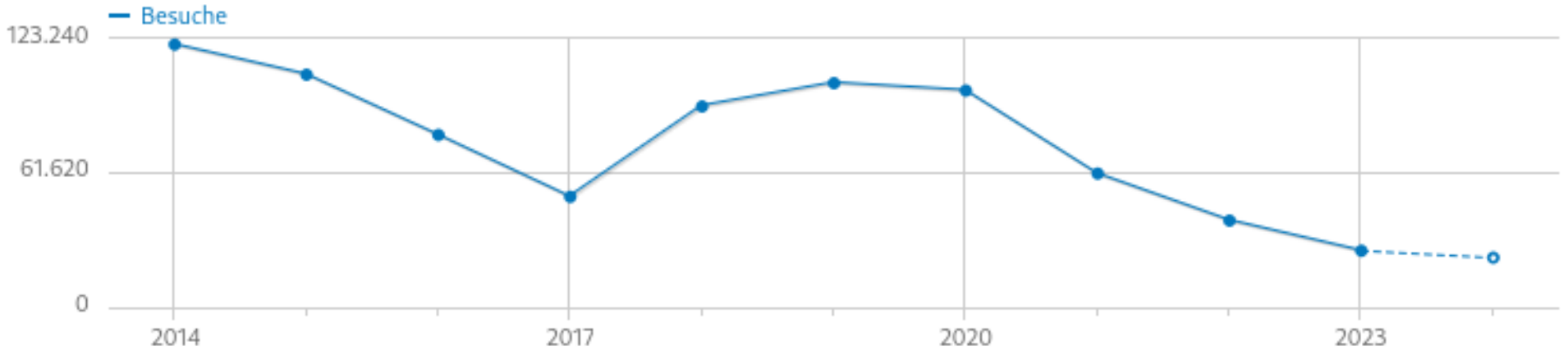
IBM Leapfrog (1992)

ThinkPad 360PE (1995)

[6], [7]

Why as podcast?

- People suffer from a decreasing **attention span***
  - Blogs are read less and **less often** (attentively)
- Video is too time-consuming, already exists
- I wanted to learn something **new**, I like listening to podcasts
  - **market analysis** has shown that there is no such thing yet
  - deliberately made in German, accepted smaller bubble



Do you remember the last 3 slides? 🥲

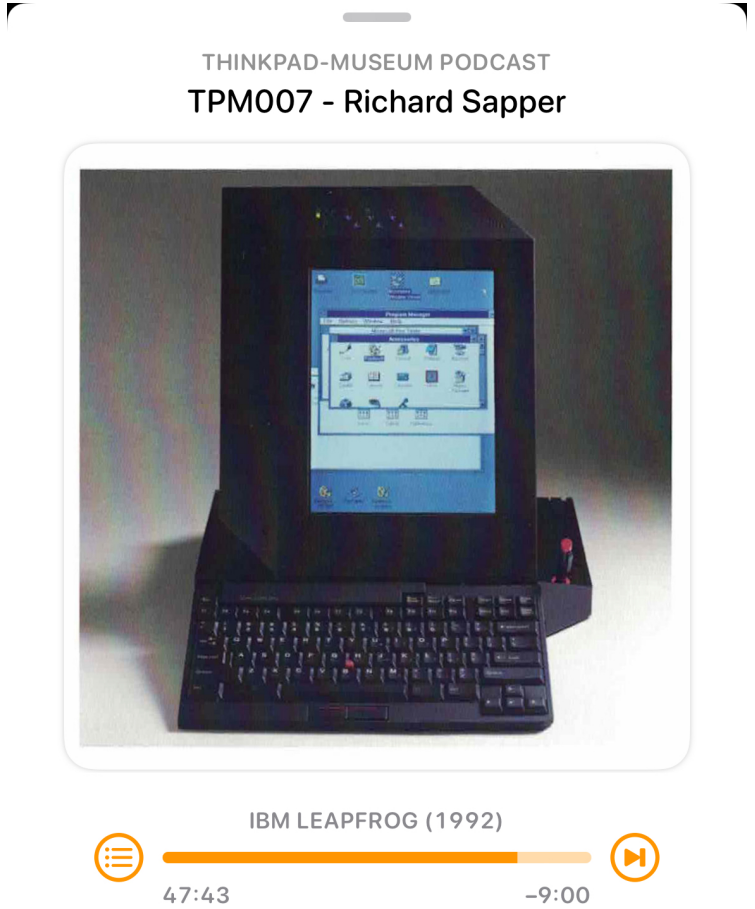
Planned formats

Variety important right from the start to get people excited:

- **History** - Historical context to IBM and co.
- **People** - designers, engineers, **community**
- **Model** - individual devices and series
- **Technology** - e.g. VGA, Windows 3.x

Technical wishes

- Chapter markers and show notes
  - should be self-evident
- **Audio-visual** medium
- Usefully supplement audio with **chapter images***
  - e.g. detailed shots of the devices
  - Consideration: Context must also be provided without images
- **Transcripts**
  - Accessibility and SEO



Thank you, Stay Forever!

Branding

- ThinkPad Museum was obvious, ThinkPod already taken
- **TPM*** as episode prefix
- **Cover** with TrackPoint for direct association
- **Audio scheme**
  - Searched **catalogs** (e.g. AudioJungle) for hours
  - wanted an electronic scheme with iconic ThinkPad **sounds**
  - Musicians in my circle of friends created exactly that 🥰

0:0

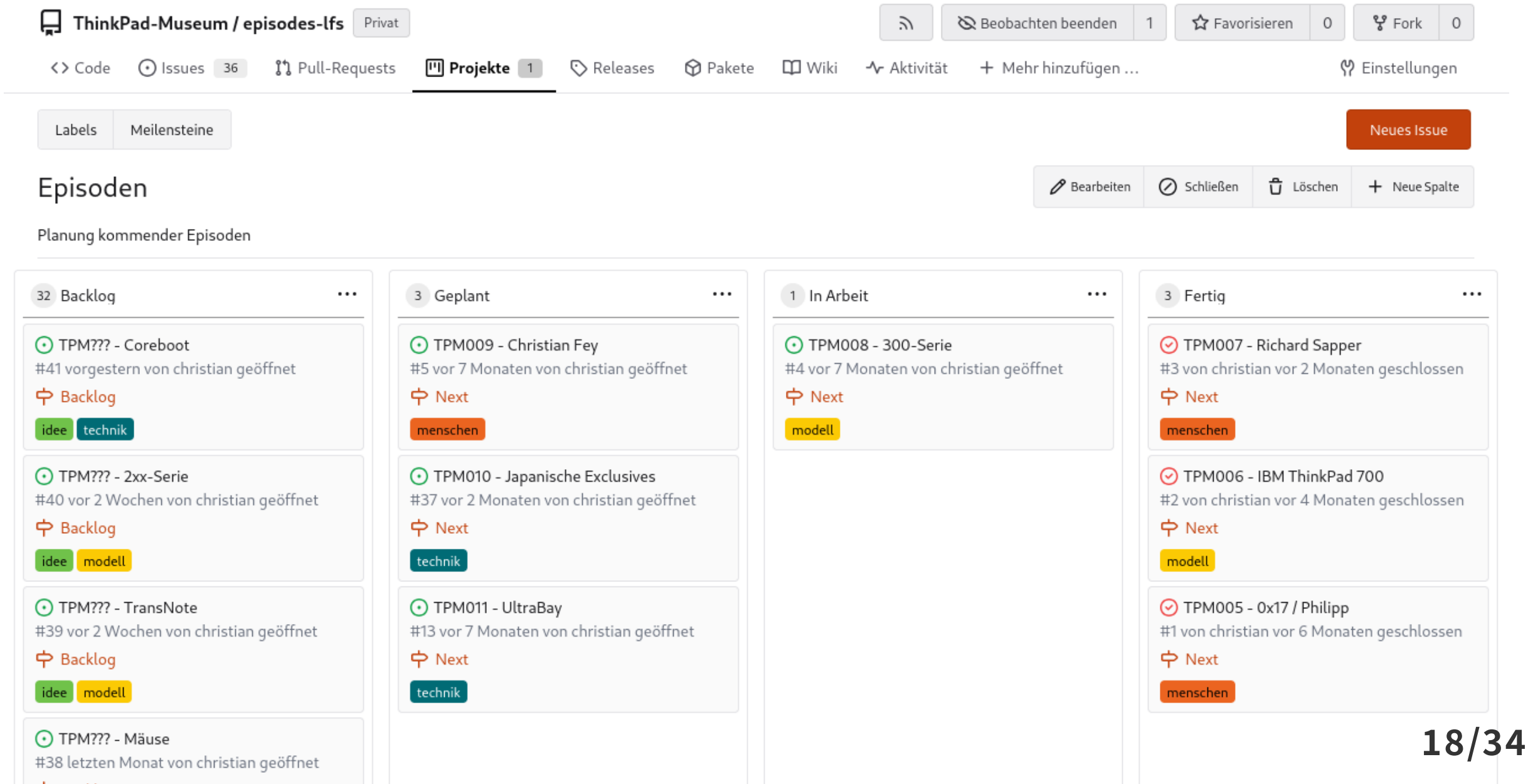
0:0

Work organization

- **Markdown** documents in **Git** repositories*
  - Repos for episodes, artwork, website
  - Lesseons Learned: Git **LFS** for large images
- **Kanban board** and issues for episode planning
  - **Tags** for different topics
- **Two** Markdown documents per episode
  - Content keywords and chapters (`notes.md`)
  - Research notes and source collections (`dossier.md`)

A desktop wiki or cloud service will do as well

Work organization



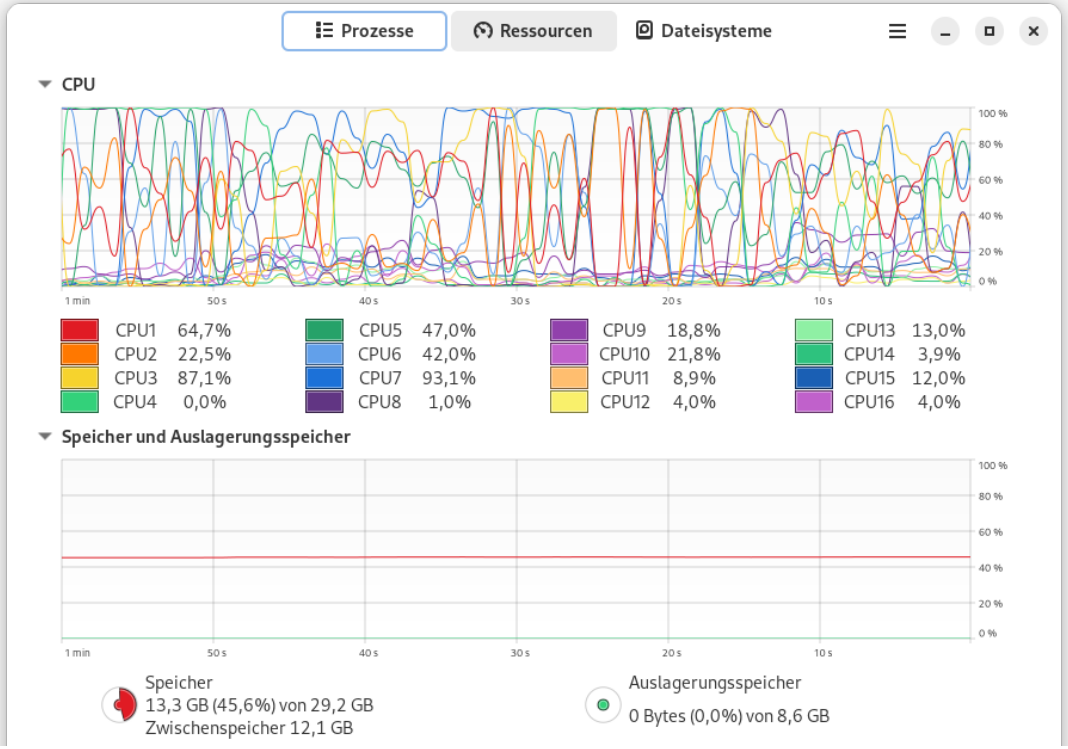
Tools

- Focusrite **Scarlett Solo** Gen 3 + beyerdynamic **DT 797 PV**
  - something cheaper will do as well (e.g. RØDE NT-USB Mini)
  - I find headsets easier to use than stand mics
- REAPER and UltraSchall*, Studio-Link for guests
- Scheduling with nuudel
- GIMP for images and artwork
- whisper.cpp for transcripts
- Static website with Hugo
  - customized `hello-friend-ng` theme

Workflow

1. Topic selection (from backlog)
2. **Research** (Internet, books)
3. Recording
4. Editing and post-production
5. Chapter markers and **images**
6. Audio export
7. Create **transcript**

= **~10h** per episode 🕐



CPU goes brrr 🔥

Editing and post-production

- Cut speech pauses and **spoilers**
- Remove background noise
- Normalize **-23 LUFS** voice tracks
- Activate per **voice track**
  - VST: ReaEQ (Cockos)
  - JS: Ultrasonic Dynamics
- JS: Activate LUFS Loudness Metering on **Mastertrack**
- Export with **Meta** information
  - Title, author, podcast, year, category and description

Transcripts

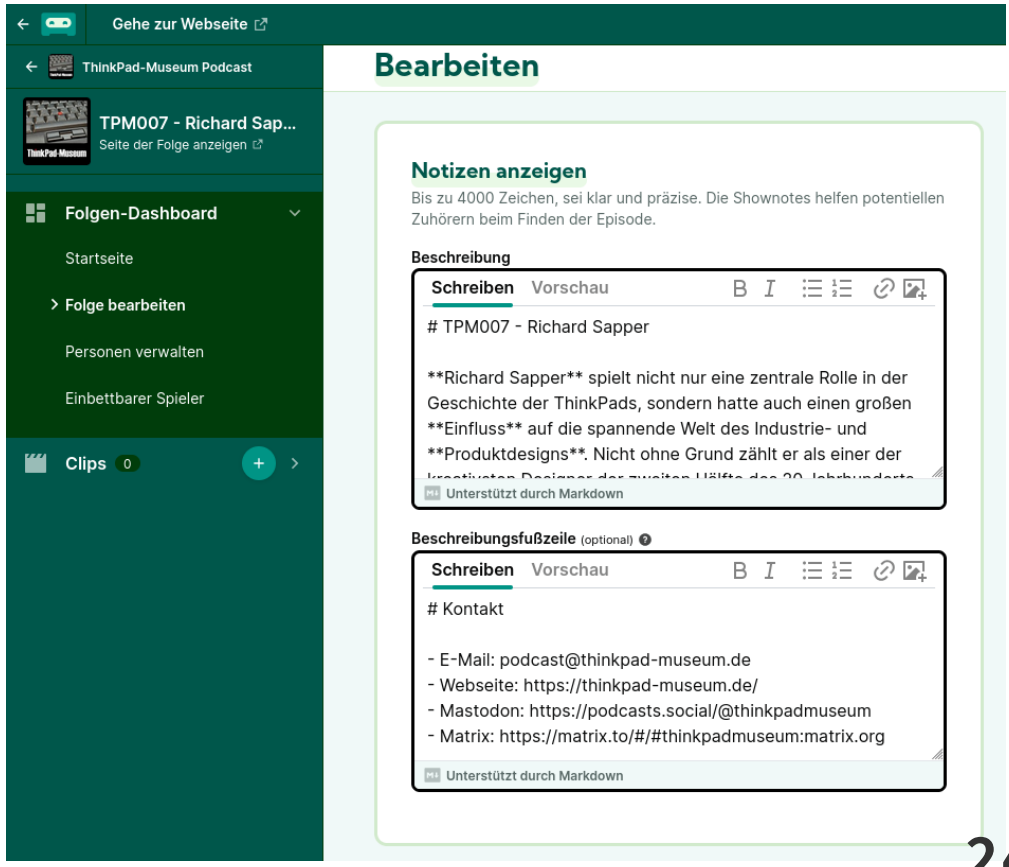
- There are numerous **services** for automated transcripts
  - Cost per minute/episode (or personal data)
- Running a museum is costly enough 🫠
  - also friend of **self-hosting**
  - Web server and local computing power are already available
- OpenAI Whisper is a free model for **speech recognition**
  - can be used on your own hardware
  - but requires a **NVIDIA** graphics card
  - with whisper.cpp there is a fork with **CPU** support
  - requires **~1.5 times** the episode length on my hardware

Hosting

- There are numerous hosting offers with fair prices
- In principle, however, a simple web server will do the trick
  - Feeds can also be created with tools like Hugo
  - There are also plugins for common **CMS** such as WordPress
- I came across Castopod in the Fediverse
  - successfully **generdsniped** the regional Mastodon instance operator
  - first podcast on podcasts.darmstadt.social 🎉

Castopod

- **Open source platform** for podcast hosting
- Easy to use WebUI
- supports **ActivityPub**
  - Can be subscribed to directly from Mastodon and co.
  - Community interaction
- numerous **additional functions**
  - themes
  - SEO, monetization



Castopod

- developed in **PHP**
- can also be hosted via **Docker** or Podman

- Nasty **pitfall**: missing `range-requests` support in the pre-built container image
  - absolutely required by **Apple Podcasts** for episode streams
  - Troubleshooting despite great help was not trivial
  - Lessons learned: Validate feed URL

Validate feed

Cast Feed Validator Powered by Blubrry Podcasting

Results for ThinkPad-Museum Podcast

Basic Feed Tests

- Successfully completed feed download tests.
- Successfully completed XML parsing tests.
- Successfully completed RSS feed tag tests.
- Successfully completed Apple Podcasts tests and generated feed preview.
- Successfully completed Podcasting 2.0 tests.

Show more ▾ See Preview

Server

- Successfully completed basic server tests.
- Successfully completed caching tests.
- Successfully completed SSL certificate tests for server.

Show more ▾

Media/File

- Successfully completed SSL certificate tests for latest media.
- Successfully completed media download tests.
- Successfully completed media file content tests.

Show more ▾ Play Most Recent Episode

Website

- Successfully completed feed website tests.
- Successfully completed episode website tests.

Show more ▾

Marketing

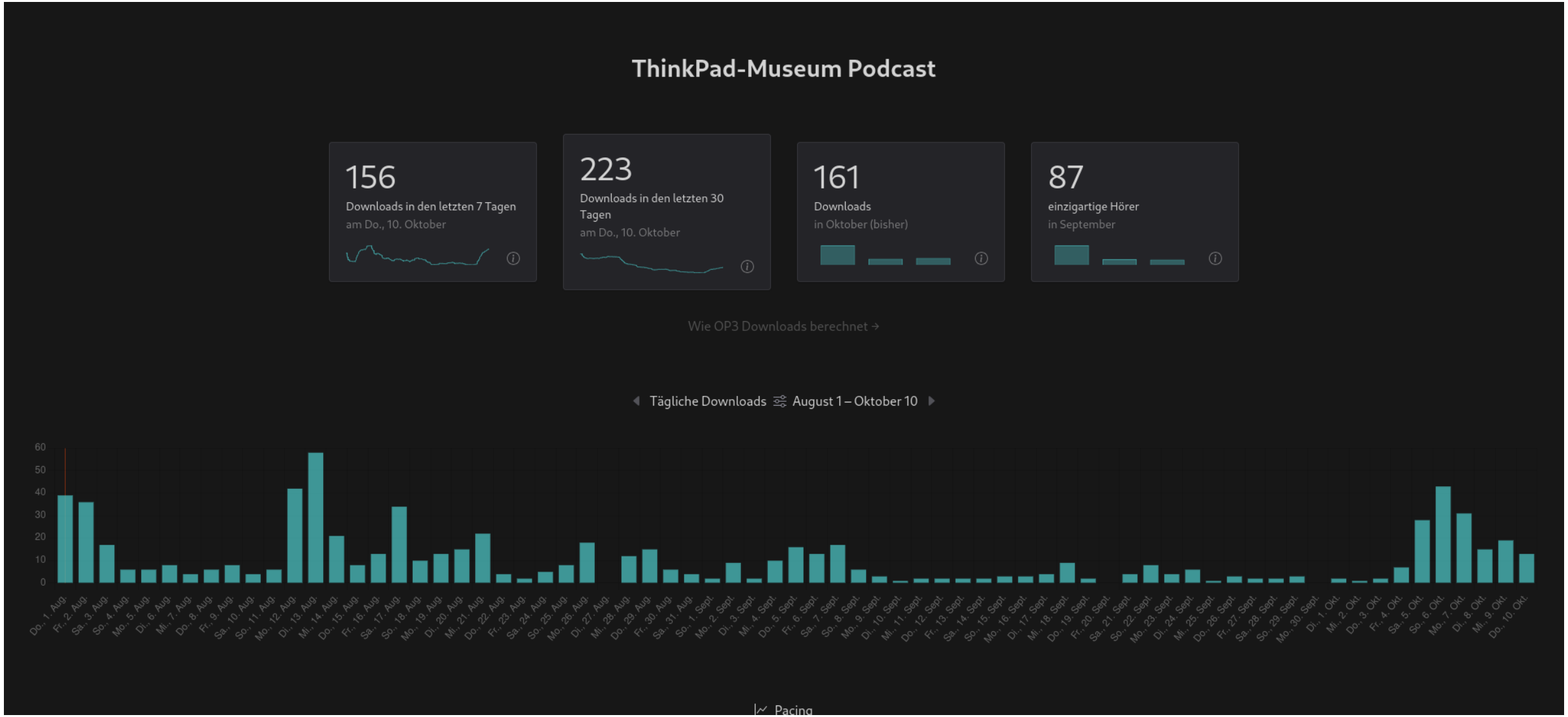
- An account on podcasts.social is mandatory!
  - Posts for **episodes**, but also direct community **interaction**
  - Best Practice: **Pin** current episode to profile
  - Build a **bubble**: Track **hashtags**, participate in **conversations**
- Enter the feed in databases such as fyyd
  - there are often special interest projects, such as wisspod
- Participate in other **communities** (e.g. thinkpad-forum.de)
- Attend conferences like this one (duh!)
  - People love **stickers** ✨
- **Collaborations** with friendly podcasts

Analytics

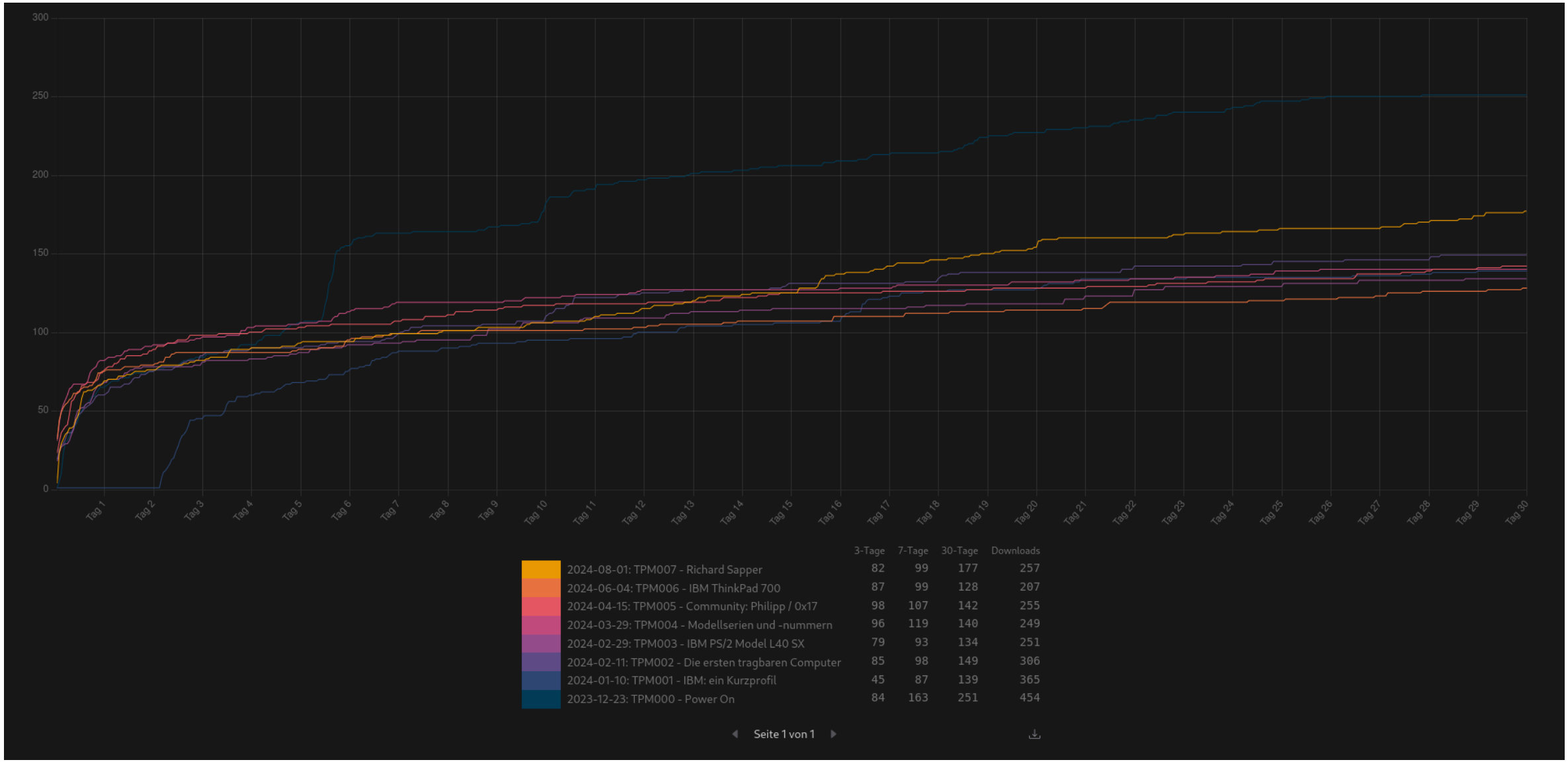
- Self-hosted Matomo for the **website** (clicks/sources)
- Mastometrics for Mastodon** interactions**
- OP3 (**O**pen **P**odcast **P**refix **P**roject) for **episode** downloads
  - Client information about redirects, requires feed customization

Analytics (Mastometrics)

Analytics (OP3)



Analytics (OP3)



	3-Tage	7-Tage	30-Tage	Downloads
2024-08-01: TPM007 - Richard Sapper	82	99	177	257
2024-06-04: TPM006 - IBM ThinkPad 700	87	99	128	207
2024-04-15: TPM005 - Community: Philipp / 0x17	98	107	142	255
2024-03-29: TPM004 - Modellserien und -nummern	96	119	140	249
2024-02-29: TPM003 - IBM PS/2 Model L40 SX	79	93	134	251
2024-02-11: TPM002 - Die ersten tragbaren Computer	85	98	149	306
2024-01-10: TPM001 - IBM: ein Kurzprofil	45	87	139	365
2023-12-23: TPM000 - Power On	84	163	251	454

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Conclusion and outlook

- Producing podcasts **is fun**
  - there is a niche bubble for **everything**
  - but the podcast scene is happy about curious topics
  - Just try it out - **diversity** is good!

Links and image sources

- MRMCD 2024: ThinkPads - Eingabegeräte und Kuriositäten (Teil 2) 🎥
- FrOSCon 2024: ThinkPads - Geschichte und Nerdkultur (Teil 1) 🎥
- BW099 - Ein denkwürdiges Notebook 🎙️
- HK003 - ThinkPads 🎙️
- ThinkPad sounds
- ThinkPad museum

1. IBM PC Convertible Model 5140
2. Artemide Tizio
3. ThinkPad T61 (Knives Out)
4. ThinkPad 701C
5. ThinkPad W701
6. IBM Leapfrog
7. ThinkPad 360PE

Thank you for your attention