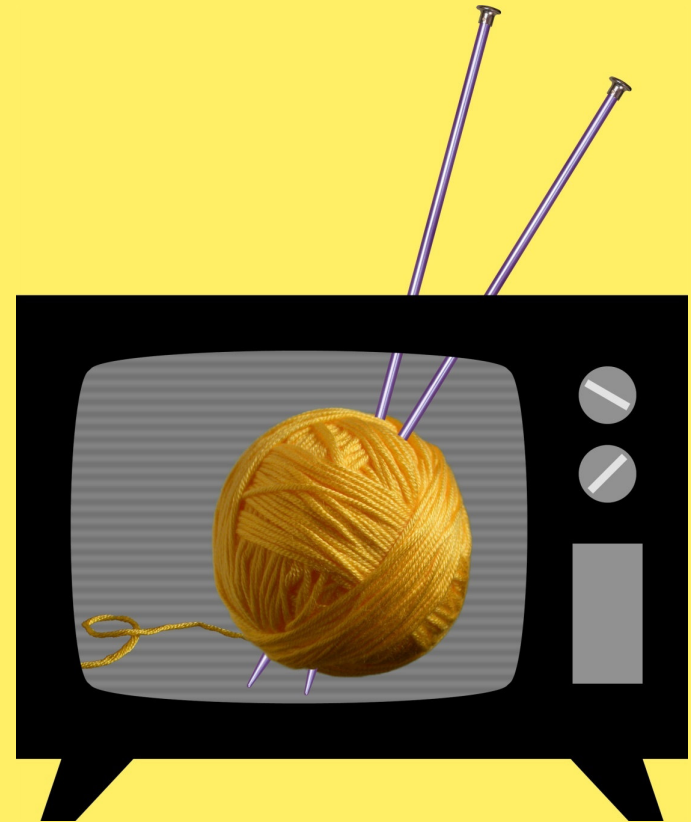


How to Craft Your Passion Into a Professional "How To" Video Podcast

Eric and CAT
LetsKnit2gether.com



slides

LetsKnit2gether.com/expo



Let's Knit2gether demo video

?

podcast?

video podcast?

thinking about podcasting?

knitters?



100 years ago

history of technology

parallels

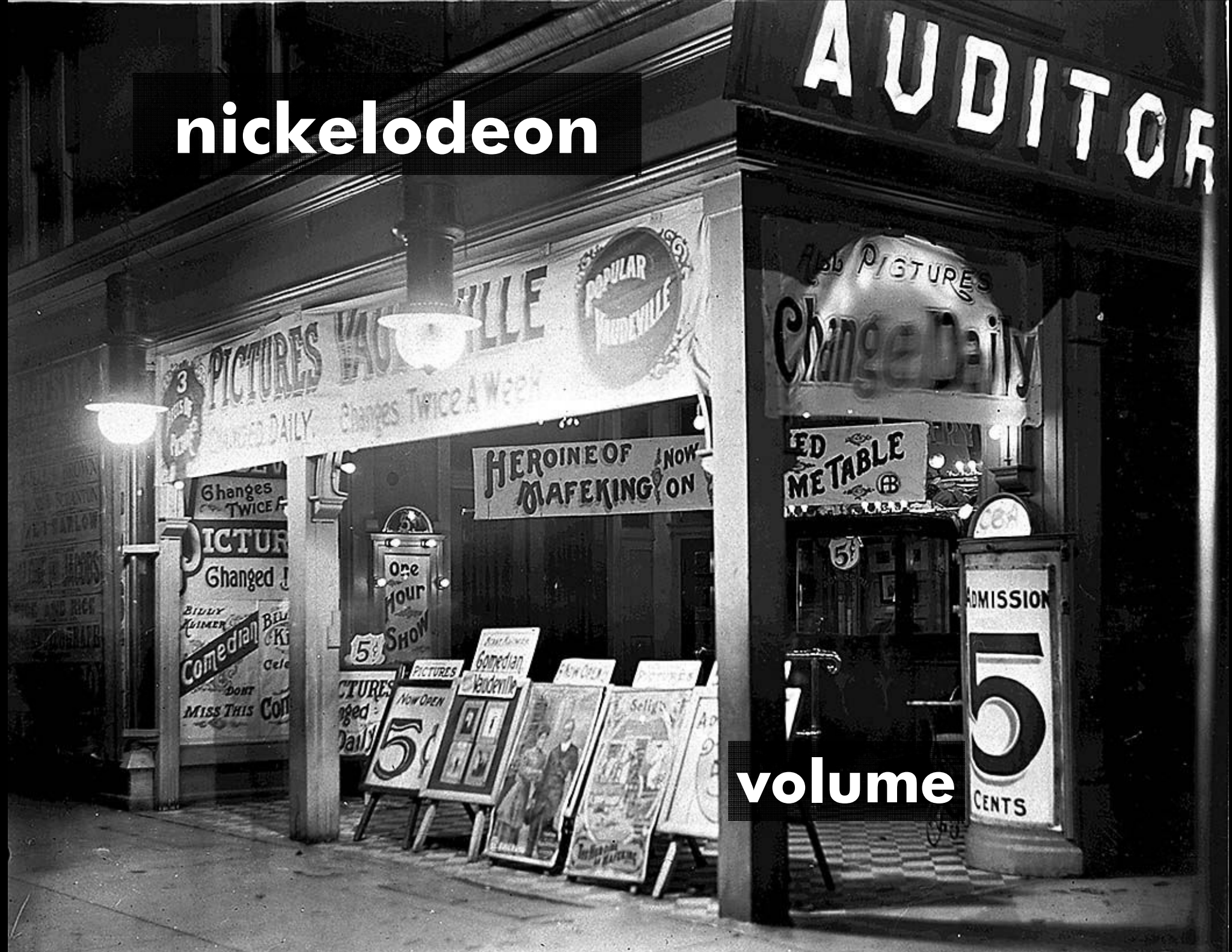
iPod



YouTube

**look into the little window
and see a short movie
spectacle**

nickelodeon



volume

the great battle

edison trust

edison

biograph

vitagraph

essanay

selig

lubin

kalem

Pathé (lumière brothers patents)

méliès

gaumont

eastman kodak

technology

independents

Famous Players–Lasky

(Paramount)

First National Pictures, Inc.

Independent Moving Picture Company –

(Universal)

Goldwyn Picture Corporation

Metro Picture Corporation

Louis B. Mayer Pictures

(MGM)

Fox Film Corporation

Warner Brothers

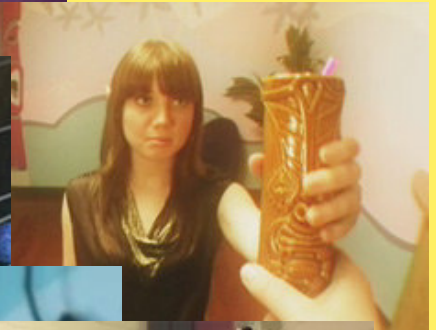
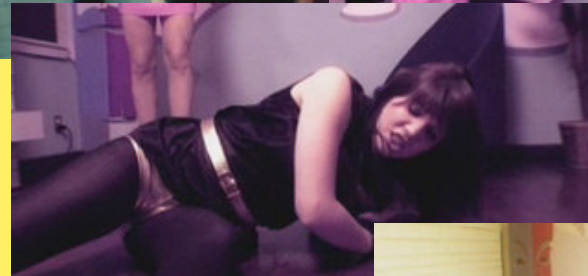
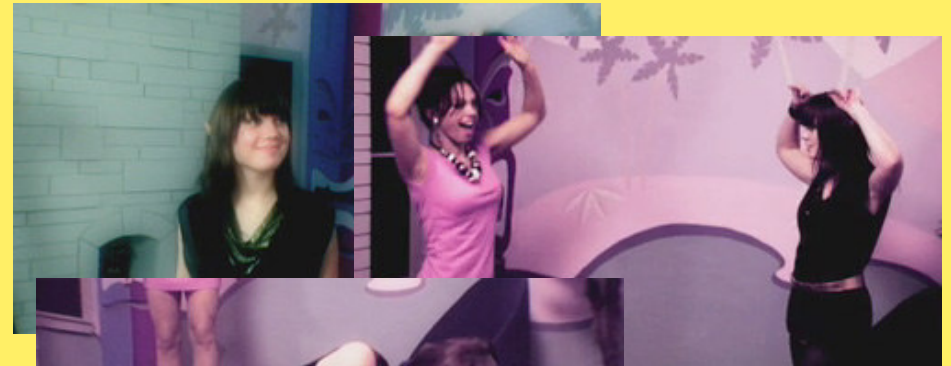
Columbia Pictures

story

STORY

spectacle

story



tikibartv.com

a story can be anything

beginning



middle




end





decide exactly what your show is about



knowledgeable
authentic
passionate

A close-up photograph of two people's hands as they knit. They are using bright blue knitting needles and multi-colored yarn (yellow, green, blue, pink). The person in the foreground is in the middle of a stitch, while the person behind them is also working on a piece of fabric. The background is dark and out of focus, showing what appears to be a chair.

understand your audience

**intermediate knitters
visual learners**



1/3 of north american women knit/crochet
10% worldwide
small percentage men
web savvy

write

four types of shows



unscripted



SUBSCRIBE

letsknit2gether ZOOM

STICKAM

Settings

* tyreshia joined the room.
steffi: nice! love the colors!
gcantlivewithu: hi Ksee Im in Greenbelt, Md.
Jadie: ooooooooooooooooooh pretty
tyreshia: OMG i LOVE KNITTED GIRL I KNIT ALL MY LITTLE GIRL LATEEFAS CLOTHES ALL DA TIME GIRLL
gcantlivewithu: wow thats beautiful
* steffen left the room.
* bnaturaicsharp left the room.
Michelle!: ooo you have a male modell
Michelle!: well done
Michelle!: it looks cool!
thecouhyquine: pretty shawl!
* LoPa[FNC*_*RULEZ] left the room.
* lLessThanThreeMyBaby joined the room.

Update every sec

- letsknit2gether
- 132
- lLessThanThre
- Jadie
- Michelle!
- Stickam Admin
- Vivienne
- dmtatter
- ericususch
- gcantlivewithu
- guysknit2
- knitgirl90
- ksee
- linuxwitch

Close Text Chat Hide Members (9)

Click to Start Video

letsouhyquine

knitgirl90

linuxwitch

bnaturaicsharp

DowntownBrown

Thread all the beads onto the wire. Using S or halfhitch cast-on, CO 6 stitches

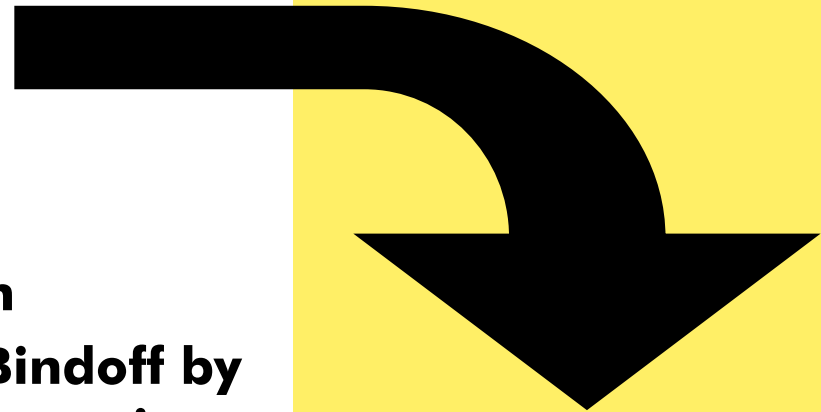
Row 1: S1 as if to P, K5

Row 2-3: repeat row 1

Row 4: S1 as if to P, K2, SB, K3

Repeat Rows 1-4 until desired length (approx 7 1/2 ") ending with Row 3. Bindoff by looping wire through each stitch. Weave in wire and clip.

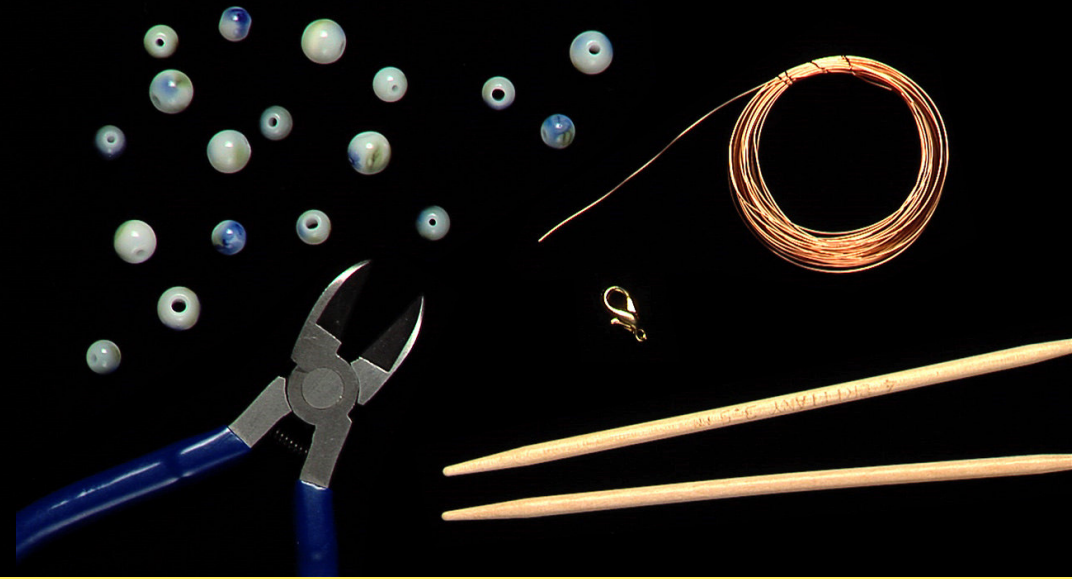
demo



**lk2g-025
metal arts**



complete



materials



knitting



finished

knitting pattern to script



keep language simple and present tense

as an example avoid “what we’re going to do”

– “now we’re going to...”

write as if explaining to Eric

why we created CAT's corner



we weren't getting the engagement we wanted
we wanted more timeliness
audience wanted to know more about me
more personality, humor
create story over multiple episodes



news events

CAT's corner writing





following personal projects

woll-laden



journeys

script meeting

tighten everything up
say the script out loud and refine
go over production setups
sometimes add extra words to give time
for a longer process

Make sure you're holding it so you loosen your hold.
If it doesn't wind onto the bobbin, tighten up tension on the bobbin.
The first few times I tried the spinner, either the yarn would break or it wouldn't wind on the bobbin. It was but I eventually got it.
with the leader. As the twist they will connect.
Once they and move your finger into the drafted area. At the same time, allow the twisted yarn toward the spinner.
~~This is how I learned to draft.~~
I hold the fiber steady with this hand. With my other hand I pinch out the fiber in even amounts. How much I pull determines the thickness. Then I loosen and allow the twist to move up the fiber. At the same time, I let the yarn get pulled in by the winder.
Once you get the hang of how much to pull out and how thin, keep going until the fiber runs out
a way in only a couple of weeks but I'm new every time I sit-down and

14-22

15-23 G
16-45 M
46 ~
47 M
48 G

UDIO
nit 2gether!
at I've been wearing during
I've seen a lot of lace
dishclothes, scarves, &
s, doilies and afghan!
addicted to knitting

Hi There! I'm CAT. Lets K
stuff
MUSIC
water
Today - Cables!
Based on the latest pattern
released this year it seems
becoming popular again.
because they really give a
knitting. Here are a few e
This sweater has winding
This vest uses a basic 2x2
This ribbon sweater comb
These fetching gloves hav
compares
Today, we're going to walk
cable which is constructed
First, Lets start with new to
Cable needles come in str
bamboo or metal. Y
you're adventurous yo
at all! We'll show yo
ile is actually an illus
stitches.
le can appear to tw
both of these.
rt with a 2x2 Right h
am.
demonstrate with a
eedle best because
cable needle.

BY 02
e meditation.
memorized in m
alize that I've b
y the stress of t
o we couldn't p
ow to Read la
will st
wbee
that say they c
ble with charts.
BY
you watch our
ner. I am too.
Walkers 1st tre
he book written
h following the
completely.
sons' "Gathering of Lace" I fell
s and beautiful projects. This
had seen that had charts
s.
similar to cross stitch

SEGMENT
Well that's
www.LetsKnit2geth

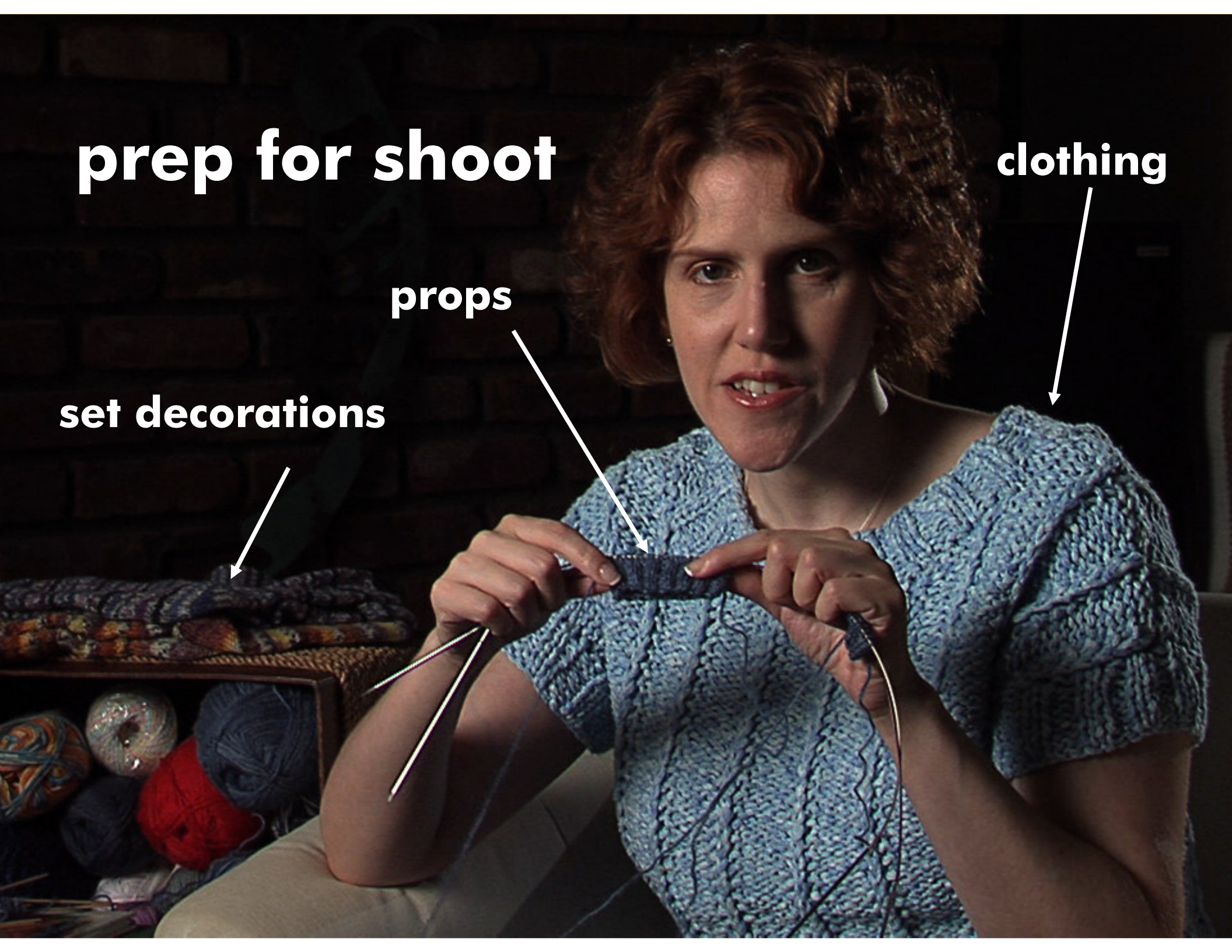
shoot

prep for shoot

clothing


props

set decorations





performance

A woman with short, curly brown hair is sitting on a dark-colored sofa in a dimly lit room. She is wearing a white long-sleeved shirt, a colorful patterned scarf, and a matching patterned shawl or blanket draped over her lap. She is holding a magazine or book with a picture of a person on the cover. To her left is a small wooden side table with a metal wire basket underneath containing various items. In the foreground, a large professional video camera is mounted on a tripod, and a monitor attached to it displays a video feed of the woman. The room has a bookshelf in the background and a microphone boom arm hanging over the sofa. The overall atmosphere is that of a professional video recording session.

**psych yourself up
costume, hair and makeup**

I bought this Cherry
Tree Hill Jumbo Loop
mohair yarn with the
idea that it would make
a great coat. I didn't
have enough, so I
made a cape instead.

don't wing it
teleprompter
or cue cards
don't just read it

I bought this Cherry
Tree Hill Jumbo Loop
mohair yarn with the
idea that it would make
a great coat. I didn't
have enough, so I
made a cape instead.

one camera shoot



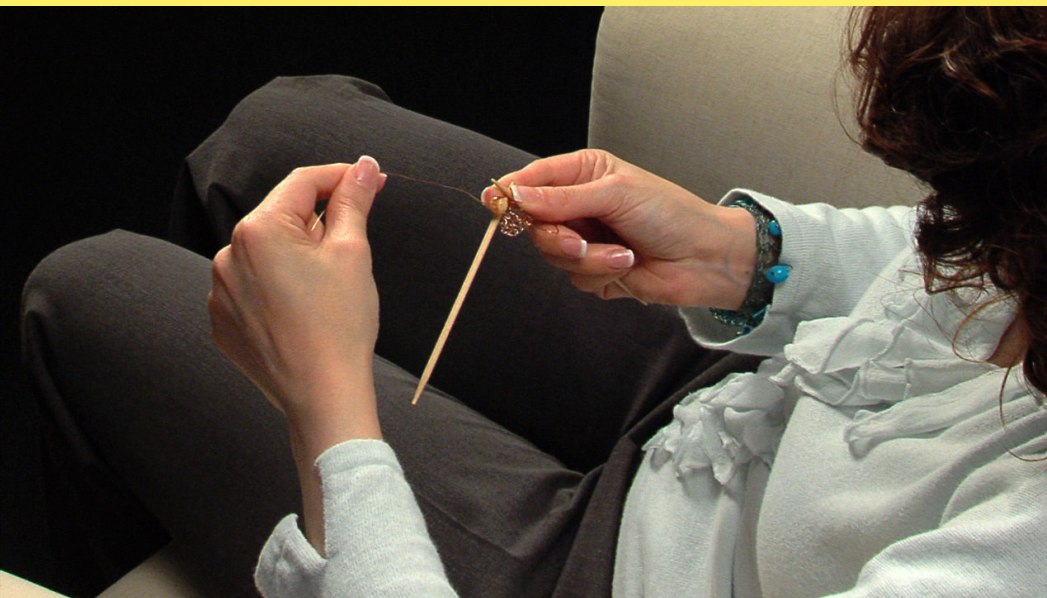
JVC-HD110



head on



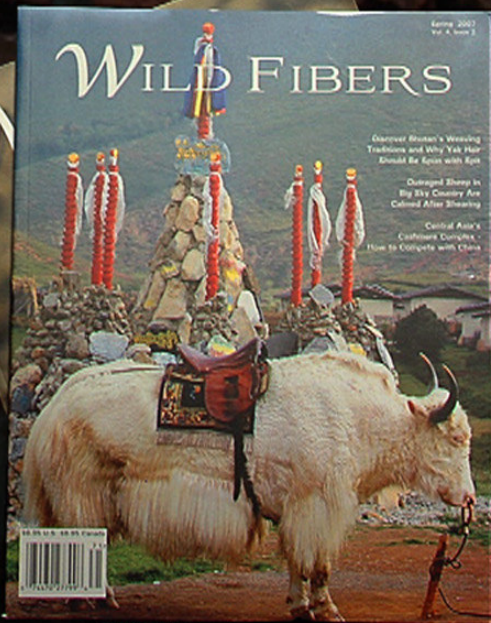
black void



over the shoulder

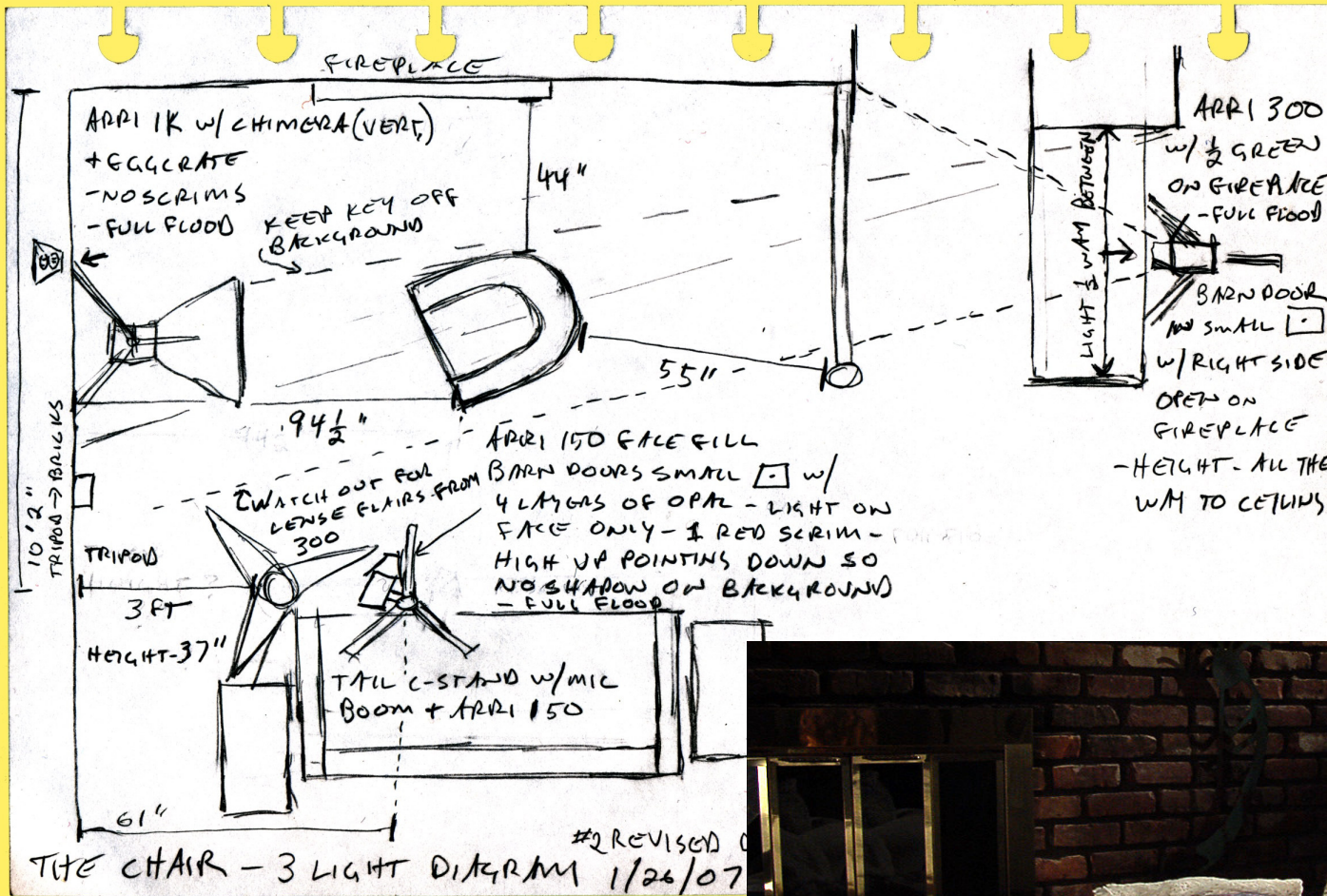






**one position
shoot for graphics**

CAT's corner



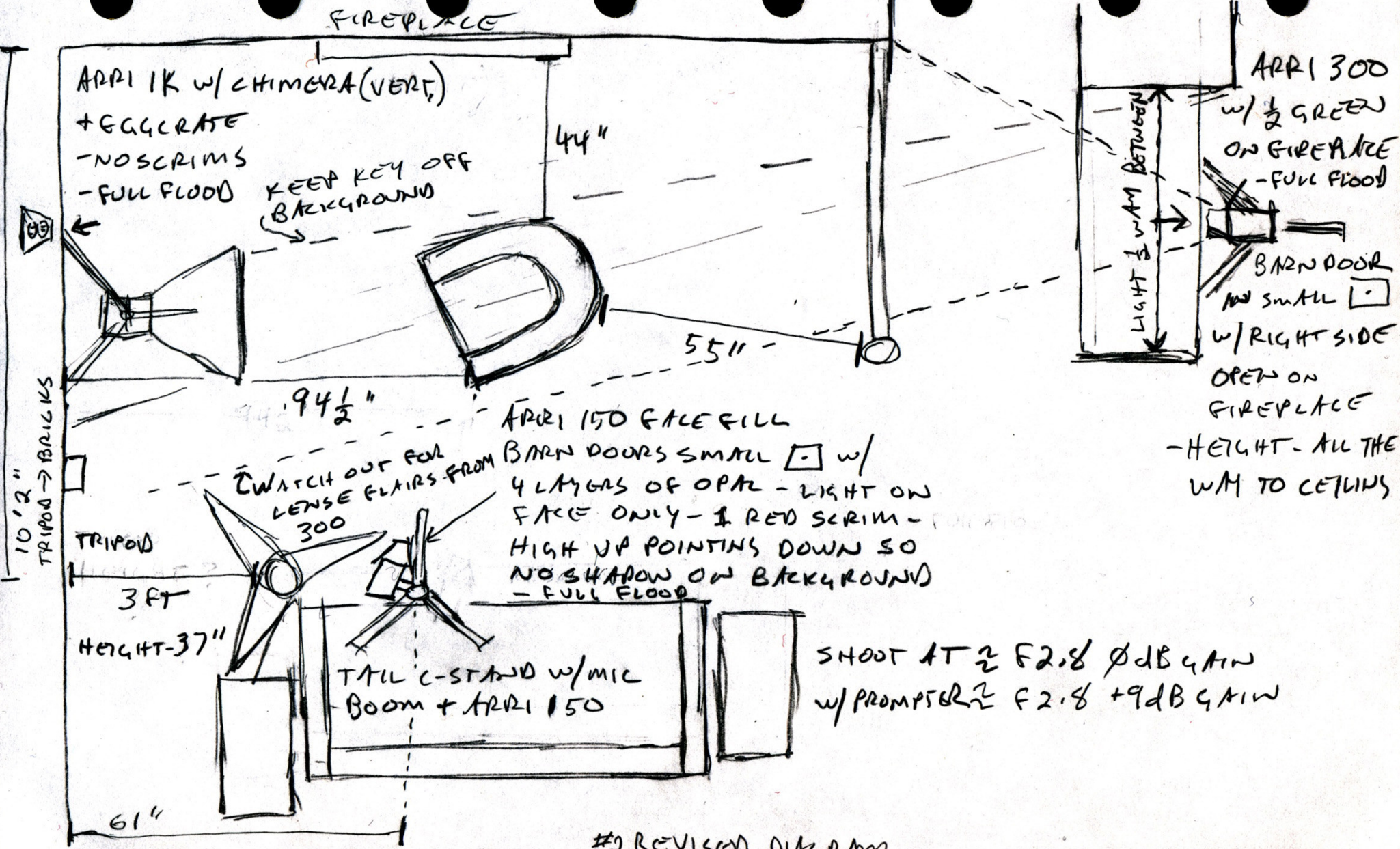
lighting

diagrams

2 lights

backlight





#2 REVISED DIAGRAM
THE CHAIR - 3 LIGHT DIAGRAM 1/26/07 - SHOW #10 BEADED KNITTING





interviews



sony HC1



interviews

tell the story with their words



**comfortable
listen and respond
engage**

cathleen jackson
knitter



“Who are you and what are you doing here”

**start with 2 shot
background**







takes you out of the story





two people

**more comfortable
talk to each other
group opinion**



lk2g-019

A woman with long brown hair and glasses, wearing a blue cardigan and a necklace, is smiling and being interviewed. A microphone is held up to her. In the background, there are other people and a building with a sign that says "FOOD COURT".

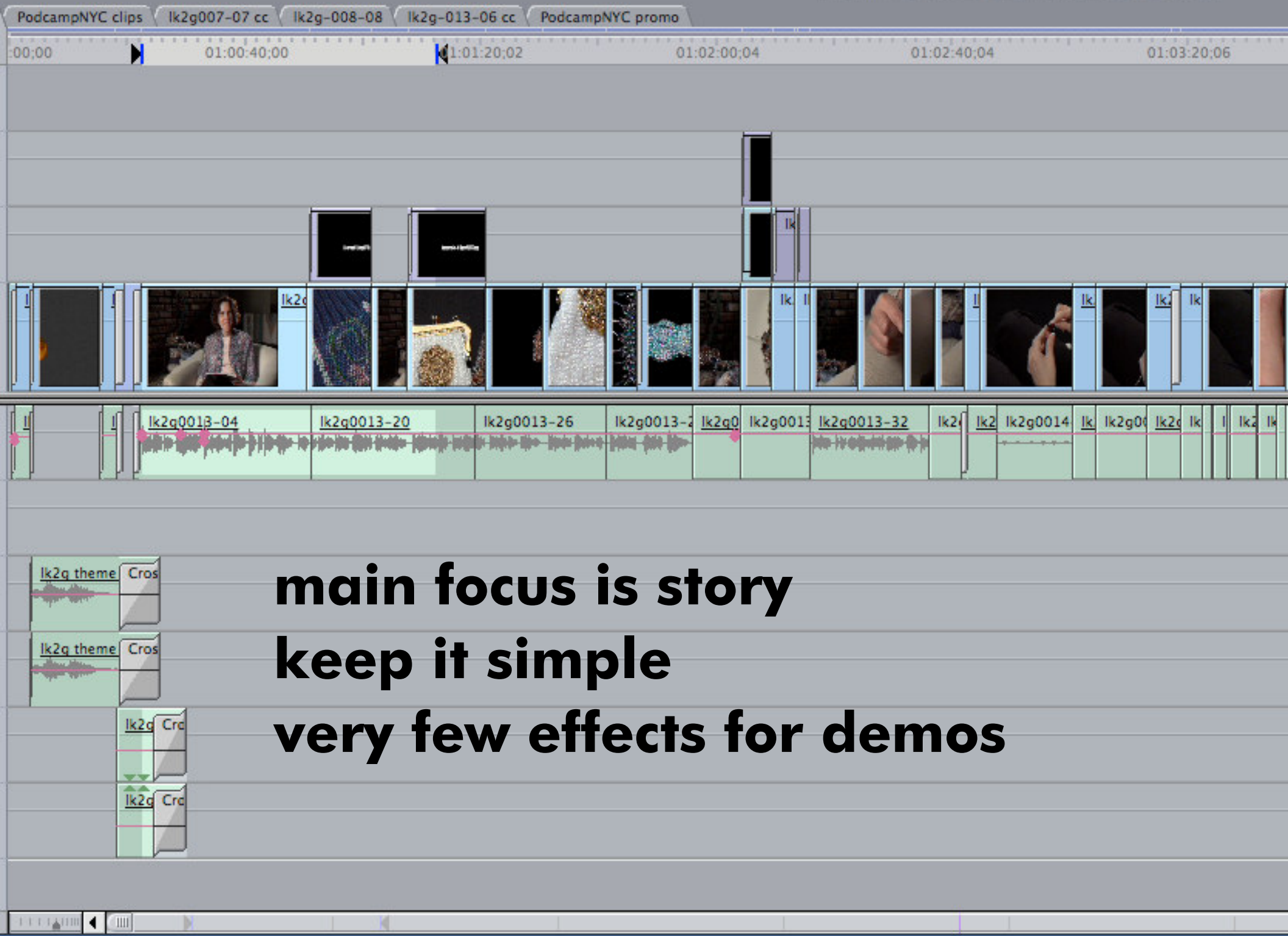
**spell their name
on camera release**

jeri (knitbird)
knitter / quilter

edit

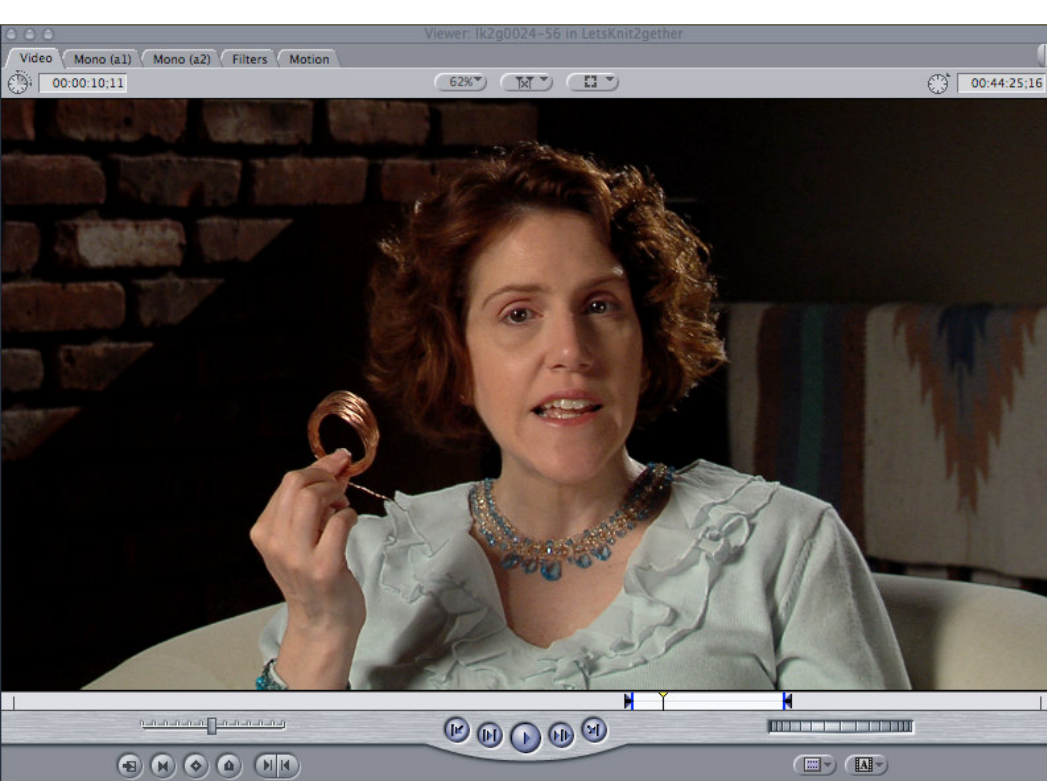


**cut in HDV with FCP and motion
encode in compressor**

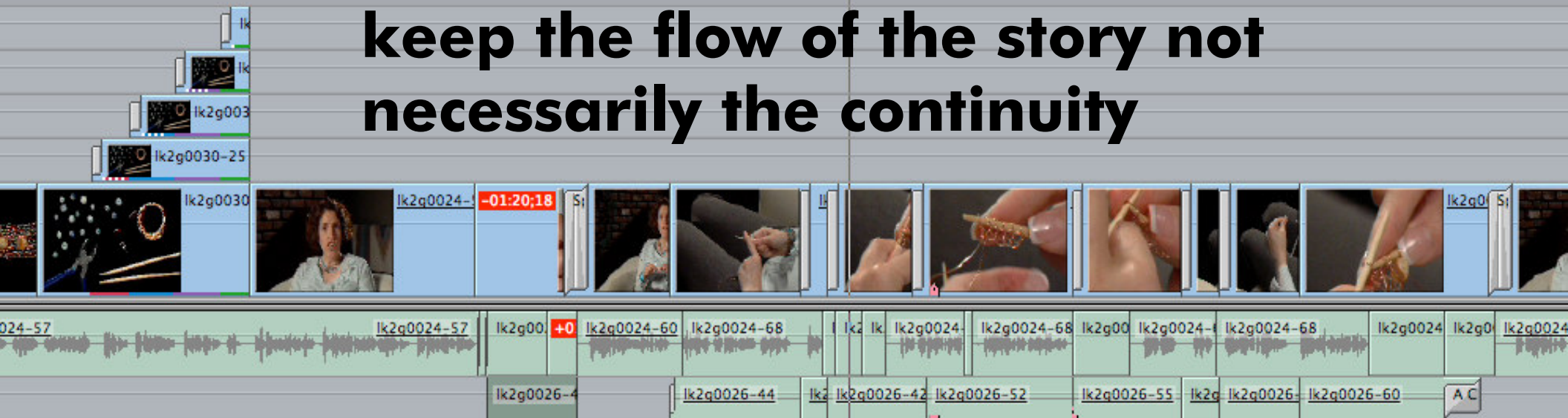


main focus is story
keep it simple
very few effects for demos

knitting with wire video

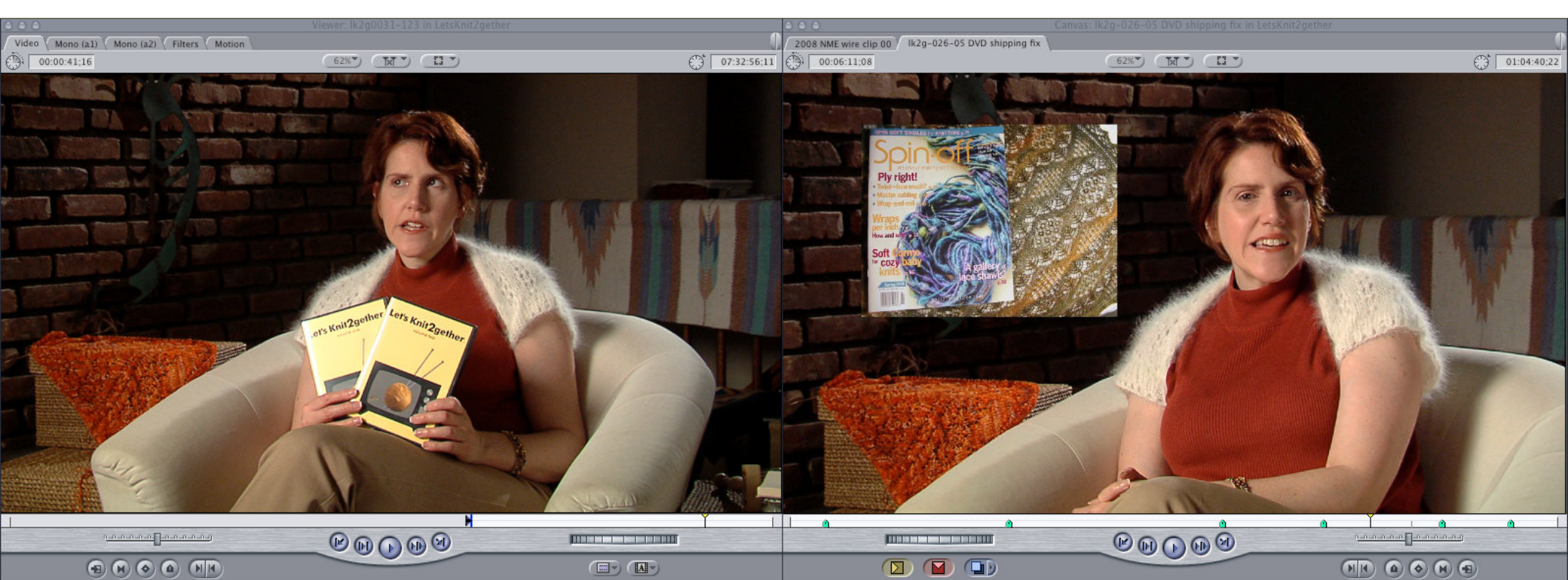


keep the flow of the story not necessarily the continuity



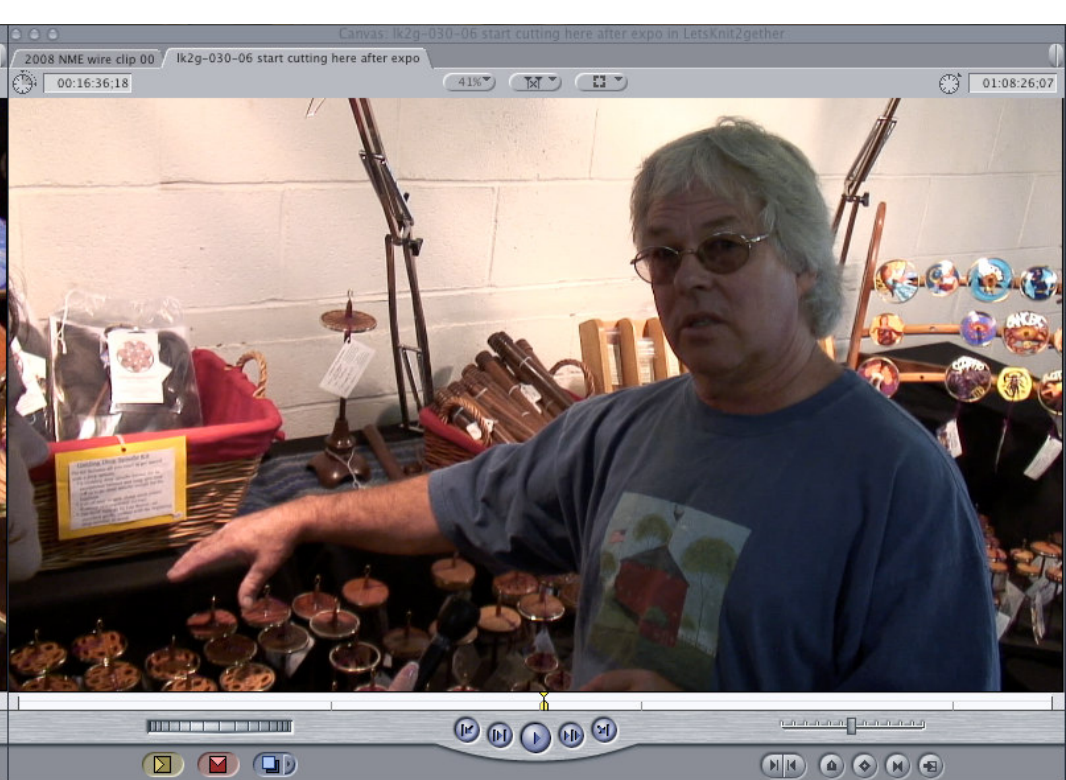
lk2g-025

(stop and start demo)

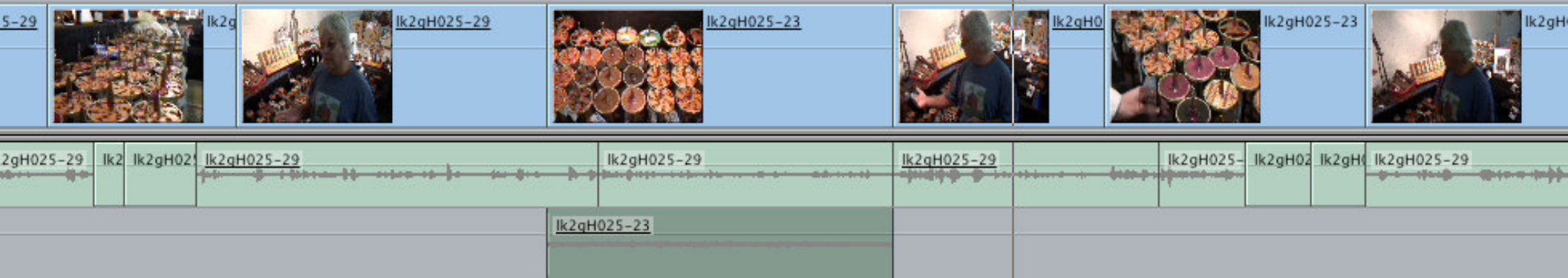


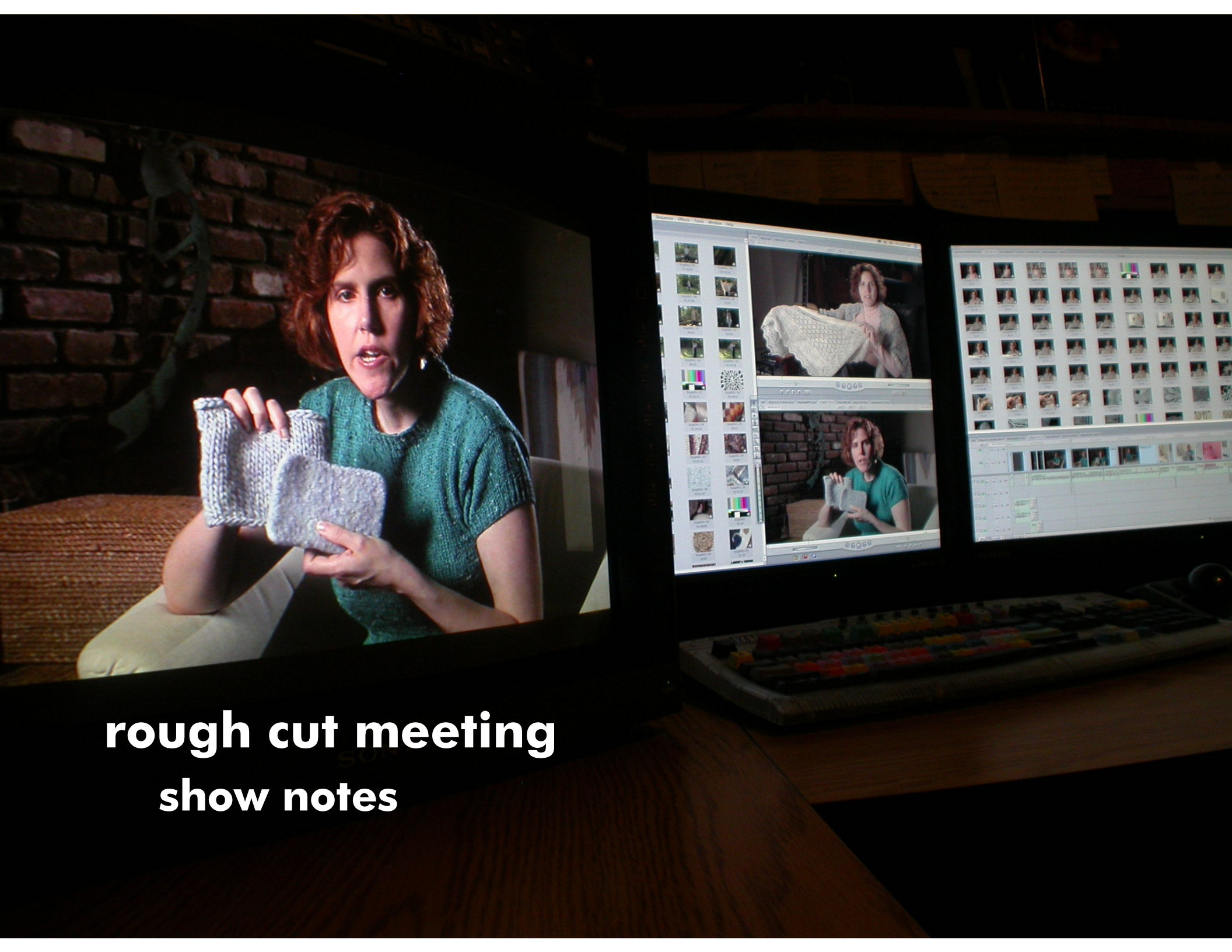
keep graphics moving





audio editing





rough cut meeting
show notes

Grab File Edit Capture Window Help

Viewer: lk2g0029-29 from lk2g-024-07 cc and audio mix

00:00:14:18 42% 05:38:12:24

audio mix

Audio Mixer

View: 1 2 3 4 Source: Auto

Tracks	A1	A2	A3	A4	Master
• A1	[Mute]	[Mute]	[Mute]	[Mute]	[Mute]
• A2	[Mute]	[Mute]	[Mute]	[Mute]	[Mute]
• A3	[Mute]	[Mute]	[Mute]	[Mute]	[Mute]
• A4	[Mute]	[Mute]	[Mute]	[Mute]	[Mute]

Timeline: lk2g-011-14 final cut cc in LetsKnit2gether

01:03:47:00 00:00 01:00:40:00 1:01:20:02 01:02:00:04 01:02:40:04 01:03:20:06 01:04:00:08 01:04

set narration first
keep music way down

Grab File Edit Capture Window Help

2008 NME wire clip 00 lk2g-024-07 cc and audio mix

00:05:10:09 41% 01:00:43:02

Viewer: lk2g0029-29 from lk2g-024-07 cc and audio mix

Video Filters 2 cc 3-way JVC Motion

Numeric 01:00:30:00 01:00:33:00 01:00:36:00 01:00:39:00 01:00:42:00

01:00:43:02

Blacks Mids Whites

R Mg Mg R Mg R

Yl Yl Yl

G G G

Cy Cy Cy

B B B

Auto Level Match Hue

Sat

Limit Effect

2008 NME wire clip 00 lk2g-024-07 cc and audio mix

RT 01:00:43:02

00:00 01:00:30:00 01:01:00:02 01:01:30:02 01:02:00:04 01:02:30:04 01:03:00:06 01:03:30:06 01:04:00:08 01:04:30:08 01:05:00:10

color correction

V6 V5 V4 v1 V3 V2 V1

01 lk2g 02 lk2g 03 lk2g-01 lk2g-00 lk2g-00t

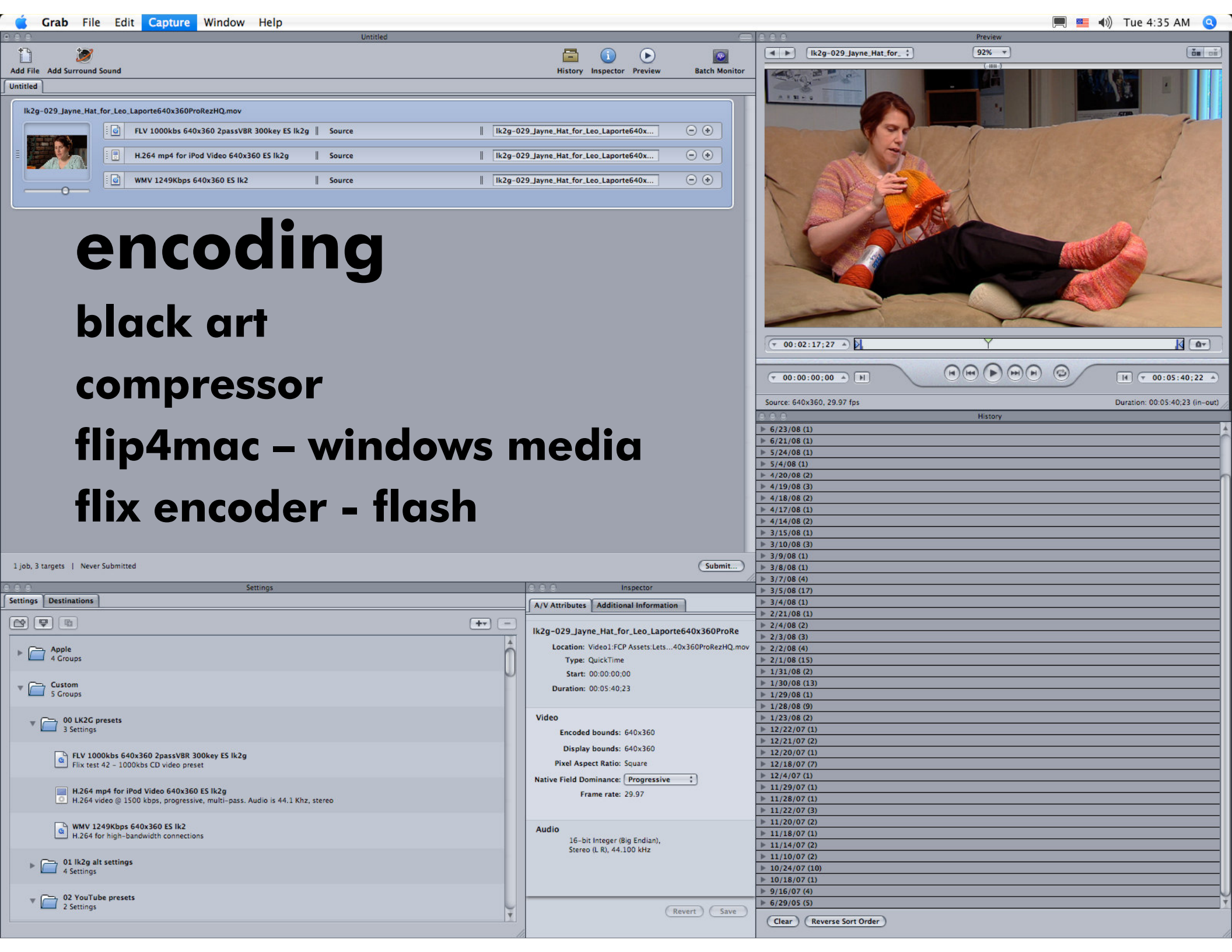
A1 lk2g0029- lk2a01 lk2a0029-29 lk2a00 lk2c01 lk2c02 lk2c03 lk2c04 lk2g0024 lk2g0029-46 lk2g00 lk2a002 lk2g0029-51 lk2g then A Cr

A2 lk2gH02 -01:2 lk2gH028-19 -04: -0 lk2gH02 lk2gH02 lk2gH02 lk2gH02 lk2gH02 lk2gH02 lk2gH02 lk2g then A Cr

A3 lk2g intro 00 lk2gH028-24 lk2a000

A4 lk2g intro 00 lk2a000

**encoding
black art
compressor
flip4mac – windows media
flix encoder - flash**



distribution



Let's Knit2gether™

a video podcast about knitting

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[« Ik2g-025 Metal Arts](#)

[Ik2g-027 Sock Wars III »](#)

Ik2g-026 Knitting Journeys



In this episode of our Video Podcast, CAT takes you on her journey through Hamburg, Germany and her experience spinning Qiviut from Greenland.

Shops in Germany:

- [Wolle Laden](#), stash enhancement: hand dyed and natural Irish Wool
- [Purpur Wolle](#) stash enhancement: Regia Sock yarn and Filatura di Crosa Golden Line Superior Cashmere/Silk
- [Wollboutique](#) stash enhancement: Trekking Hand Art, Austerman Step, Opal

What's on the set:

We need your help!

\$0 \$8,869
11%

Raised **\$1,054** of \$8,869
60 contributors | Ends 9/30

LetsKnit2gether.com is raising money to buy a new editing system. Can you help out? Click the ChipIn! button to make a donation.

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next episode:

More Rhinebeck '07!



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move to blip

lk2g-029 Jayne Hat for Leo Laporte



LET'S KAITZGETHER
LK2G-029 JAYNE HAT FOR LEO LAPORTE
07.03.2008 01:03



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libsyn had stat problems
blip is video focused
flash player

Let's Knit2gether

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lk2g-029 Jayne Hat for Leo Laporte

5:41



lk2g-028 Sock Wars III continued

6:00

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Space Lift: Feng Shui Your Home

2:38



08-11-08

Political Lunch

4:30



Episode 1 - Cirkus Gene...

The Bindlestiffs

9:16



People TV

My Urban Report

4:10

Let's Knit2gether

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05.04.2008 22:44

00:07

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- LK2G-028 SOCK WAR
- LK2G-027 SOCK WAR
- LK2G-026 KNITTING J
- LK2G-025 METAL AR
- LK2G-024 CATS CORN
- LK2G-023 RHINEBEC

Currently Watching:

lk2g-026 Knitting Journeys

sponsorship

About this show:

Let's Knit2gether

In 2006, husband and wife team Eric and CAT set out to create a show that would marry CAT's talents in needle arts and technology with Eric's expertise in broadcast video production. The result was **Let's Knit2gether**, a show about knitting and related fiber arts.

The how-to demonstrations hosted by CAT cover intermediate to advanced techniques including socks, blocking, felting, knitting with ribbon, lace knitting, knitting with wire, etc. Special "field trip" episodes take the viewer to knitting and fiber related events to experience the passion and excitement of fiber arts culture. Shot entirely in High Definition, **Let's Knit2gether** rivals PBS and the Discovery Channel for superior production values and enjoyable content.

MORE DETAILS

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Let's Knit2gether ravelers

For those fiberartists who want to chat about the topics and events covered in the Video Podcast LetsKnit2gether

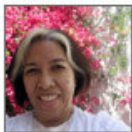
[group details](#)

For those fiberartists who want to chat about the topics and events covered in the Video Podcast LetsKnit2gether.

Join us to discuss any knitting projects which you started after watching the show or any ideas for future shows!
 If not that, then lets just talk about what we're knitting or spinning.

[new kids](#)

[437 members](#) [10 online](#)



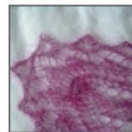
RogueTess
25 mins ago



adane59
18 hours ago



namastejulie
22 hours ago



knitter29
2 days ago



crochettily
7 days ago



lucyelmer
9 days ago

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topic	activity	unread	posts	status
Introductions	12 mins ago	63	106	
Twitter anyone?	18 mins ago	28	28	★
August Knit-a-long idea	1 day ago	94	94	★
July KAL	8 days ago	25	25	★
This weekend is LetsKnit2gether LIVE!	15 days ago	28	28	★
June Knit-A-Long, Clapotis anyone?	18 days ago	54	300	
Any ideas for knit-a-long for July?	18 days ago	55	55	★
Charity project	18 days ago	1	1	★
Latest Episode Posted! lk2g-029 Jayne Hat for Leo Laporte	22 days ago	17	17	★
Latest Episode Posted: lk2g-028 Sock Wars III continued	29 days ago	3	11	
Magic Loop Method	~1 month ago	9	9	★
Hey check out the new group activities tab!	~1 month ago	1	1	★
Anyone interested in a "Live" Virtual Stitch-n-bitch ?	~1 month ago	19	44	
Latest Episode Posted: lk2n-027 Sock Wars III	~1 month ago	41	41	★

ravelry forum

recently shared projects



[view all projects](#)

recently shared stash



[view all yarns](#)

blog posts from member projects



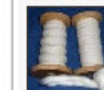
[Let the Games Begin!](#)
 posted 6 days ago
 by [bookwyr40](#)



[Beautiful Bookshelves!](#)
 posted 7 days ago
 by [bookwyr40](#)



[Taken Down a Peg!](#)
 posted 9 days ago
 by [bookwyr40](#)



[Halbzeit](#)
 posted 11 days ago
 by [stebo79](#)

What are you doing?

140

Recent Replies Archive Everyone



stevewoolf learning about the hoff, hoffspace, and all things david hasselhoff courtesy of irina and eddie: <http://tinyurl.com/hassleth...> 11 minutes ago from web



drtiki Best idea for a bachelor party? 21 minutes ago from web



Veronica So what's going on at the New Media Expo on Wed and Thurs nights? Anything fun? 30 minutes ago from web



nealcampbell @ijustine - I just donated \$5 to your Mac Pro quest and I challenge the rest of your followers match it! (www.tastyblogsnack.com) 41 minutes ago from web in reply to ijustine



Scobleizer @stefanoscalia The thinkpad might be ugly, but the screen is many times brighter and sharper than anything Apple does and more powerful too. 42 minutes ago from FriendFeed in reply to stefanoscalia



alexalbrecht Is it me or is the US getting screwed in Gymnastics by the Judges?!?! about 1 hour ago from Twinkle



nealcampbell @gigaom - gigaom.com has become way too negative! Every story is a *but* story (there is this but that). More than 10% of those is too many! about 1 hour ago from web in reply to gigaom



jlouderb NFL Network preseason coverage rocks. Every game in HD. I can watch the first 10 minutes of every game. I'm going to kill FF this yr. about 1 hour ago from twhir



DonMcAllister All checked in. Grabbing a quick coffee about 1 hour ago from twitterrific



andrewbaron Twitter limits followers to 2000? I follow 1925 and its not too overwhelming once you get used to it. <http://tinyurl.com/678oh8> about 1 hour ago from web



Hi, [your profile](#)



EricSusch

Currently

Whenever FCP crashes I can never remember the difference between Revert Project and Restore project. They should rename these menu items.

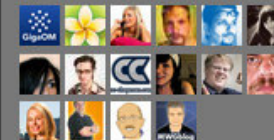
Device Updates [add device](#)

Take Twitter with you: [Set up your phone!](#)

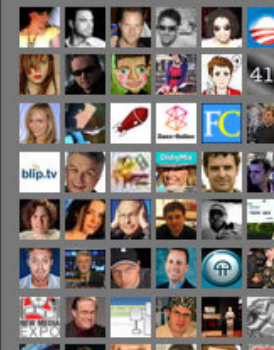
Stats

Following	69
Followers	61
Favorites	11
Direct Messages	6
Updates	252

People [invite more](#)



Kevin Rose



letsknitzgether shares All finished! Blocked and everything.

letsknitzgether says

Recent plurk responses:

grows up

Wacky Lisa says pretty 😊

Northstarr says Beautiful 🧶

Bevsyarncrazy says that is beautiful!

Jadielady says lovely! I'm thinking of trying something similar in some sock yarn

roesolo says ooh, beautiful!

Plurk your response:

letsknitzgether says 😊

140 characters left. Press Enter to add

[plurk page](#)



Direct link: <http://flickr.com/photos/8425339@No4/275...>

letsknitzgether has found a hat pe ... 3

letsknitzgether My progress on Morn

letsknitzgether Got back from B

Search

3pm Aug 8 3pm 2pm 1pm Aug 5 6pm

All plurks My plurks Private plurks

😊 Plurk



CAT at LetsKnitzgether female

I host a video podcast about knitting at letsknitzgether.com

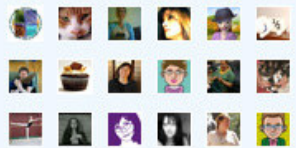
STATS

Karma: 51.34 ↓

[how to get more karma?](#)

- Plurks: 142
- Plurk responses: 137
- Friends invited: 1
- Member since: Jun 2008
- Last login: 12 Aug 2008
- Profile views: 663

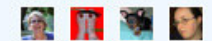
FRIENDS



Show all friends (98)

[Invite or Find your friends on Plurk](#)

FANS



Show all fans (4)

Share your plurk page:

<http://plurk.com/redeemByURL?f>

[Embed your Plurk widget](#)

yahoo forum



Most Recent Messages ([View All](#))
([Group by Topic](#))

Search:

Search

[Advanced](#)

[Start Topic](#)

[Re: New](#)

Hey Freddie, Welcome to the forum! After you watch the other episodes, send the group a note on any topics you would like to see us cover. CAT freddiefsb

Posted - Mon Nov 27, 2006 8:55 pm

CAT at LetsKnit2gether
[letsknit2gether](#)

 Offline

 [Send Email](#)

 [Invite to Yahoo! 360°](#)

[New](#)

Hi Cat, Thanks to Susie, I found your site. I have enjoyed the podcast I have looked at; want to get to them all soon. I live in Carson City, NV. Don't be

Posted - Mon Nov 27, 2006 7:43 pm

freddiefsb

 Offline

 [Send Email](#)

 [Invite to Yahoo! 360°](#)

[Re: Episode 7 posted - Felting aka The Science Experiment, Pt. 1](#)

Cat, I've watched all of your videos and love them. I just got done watching the newest one on felting and it was so good. I've never done that before. Many of

Susie

[susies1955](#)

 Offline

live show

stickam trolls

The screenshot displays the Stickam interface during a live stream. At the top right, there is a "SUBSCRIBE" button. The main video window shows a woman with a headset, identified as "letsknit2gether". Below the main window is the "STICKAM" logo and a control bar with icons for settings, music, video, and chat. The chat window on the left shows a log of messages, including user entries and departures. A participant list on the right includes names like "letsknit2gether", "132", "ILessThanThre", "Jadie", "Michelle!", "Stickam Admin", "Vivienne", "dmvtatter", "ericsusch", "gcantlivewithu", "guysknit2", "knitgirl90", "ksee", and "linuxwitch". On the far right, a vertical column of thumbnails shows other participants: "thecouthyquine", "knitgirl90", "linuxwitch", "bnaturalcsharp", and "DowntownBrown". At the bottom right, there is a "Click to Start Video" button.

letsknit2gether ZOOM

STICKAM

Settings

* tyreshia joined the room.
steffi: nice! love the colors!
gcantlivewithu: hi Ksee Im in Greenbelt, Md.
Jadie: ooooooooooooooooooh pretty
tyreshia: OMG i LOVE KNITTEN GIRL I KNIT ALL MY LITTLE GIRL LATEEFAS CLOTHES ALL DA TIME GIRLL
gcantlivewithu: wow thats beautiful
* steffen left the room.
* bnaturalcsharp left the room.
Michelle!: ooo you have a male model!
Michelle!: well done
Michelle!: it looks cool!
thecouthyquine: pretty shawl!
* LoPa[FNC*_*_RULEZ] left the room.
* ILessThanThreeMyBaby joined the room.

Update every sec

- letsknit2gether
- 132
- ILessThanThre
- Jadie
- Michelle!
- Stickam Admin
- Vivienne
- dmvtatter
- ericsusch
- gcantlivewithu
- guysknit2
- knitgirl90
- ksee
- linuxwitch

thecouthyquine

knitgirl90

linuxwitch

bnaturalcsharp

DowntownBrown

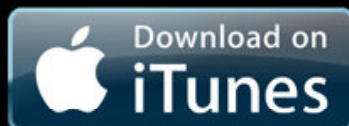
Click to Start Video

what's old is new again





DR. HORRIBLE'S SING-ALONG BLOG

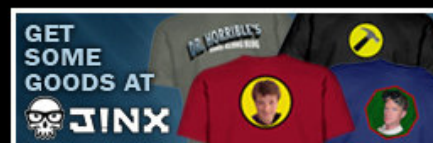


#1 Downloaded TV Season on iTunes

3 WEEKS RUNNING!

WATCH IT RIGHT NOW

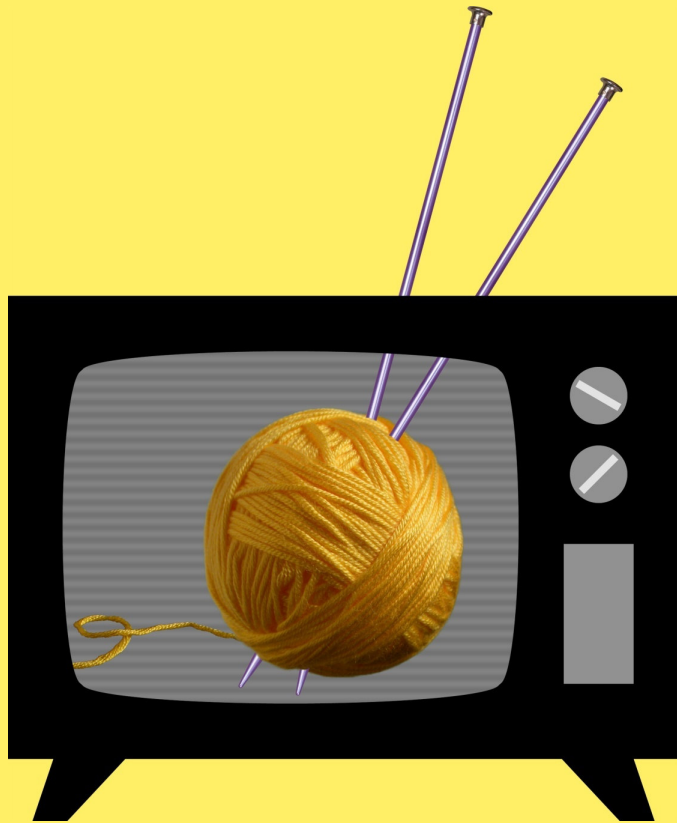
READ THE REACTION



READ THE MASTER PLAN

STORY

contact



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slides

LetsKnit2gether.com/expo