Notes In 9

Contributor, Sponsor, Advertising Cheatsheet

Mission Statement

The purpose of "Notes In 9" is to provide quality educational materials to those who can benefit from it. While the focus has been XPages Technology, it's not "XPages in 9" nor is it "Lotus Notes In 9". Any quality educational material whether Development or Admin would be strongly considered for inclusion. However XPages will remain a strong focus.

The focus of the education is first and foremost to be in the intro to intermediate level. I want the material to be as approachable and digestible as possible. This is not to imply that I don't want advanced material, as I do, but there needs to be consideration on getting the widest audience to understand it. (See Style Guidelines)

Media

While mostly associated with videos, other outlets are considered where it makes sense. This includes printed and on-line "cheatsheets", audio podcasts, books, etc..

Audio Tips

If at all possible an external mic should be used. Prior to recording you should do a little test to check your audio levels. Sometimes you need to lower the audio input in the control panel to reduce background noises or humming.

Style

Video Screen Casting is the most common media for Ni9. When sitting down to do a show I like to think of it as I'm just talking to a co-worker looking over my shoulder. I try for a relaxed style where the focus is on the content as much as possible. We want the viewer to not only understand how to do something but also to get the "why this works" if possible.

The overall goal is to be as approachable to a diverse audience as possible. Humor is encouraged as long as it doesn't detract from the content.

Video contributions will be added inside the Ni9 show template. You will be introduced prior to your clip playing. You do not need to produce slides if you don't want. Most contributors do not. Whatever is easiest for you to get the material across is fine.

One of the most important parts of a NotesIn9 tip or demonstration is to very clearly say up front, what you will demonstrate and why this tip should matter to the viewer. If applicable, a demo of the final solution should be shown before you go about how to build the solution. Always keep in mind that the audience is of different skill levels and your tip might be a completely new topic for any particular viewer.

Video Technical Tips

Ni9 is produced at a resolution of 1280x720. This is also called 720p HD. For best quality, recordings should be made at the same 1280x720 resolution. If not then scaling will be needed which will introduce blurriness. Recording at a different resolution is possible - it's just that 1280x720 will be the highest quality end result.

When I create a show I use an Apple Mac. I specifically size my VM to 1280x720 or as close as possible and then use "ScreenFlow" to record. ScreenFlow records the entire monitor and then I crop out the VM to get it to 1280x720. Other software might allow you to just record a portion of your screen. If you don't use a VM then one possible technique might be to change your screen resolution to 1280x720. Even if it looks fuzzy on the native screen, once played back at a normal resolution the recording should be fine. If you can't set your display to exactly 1280x720 let me know and we can do some testing to see what looks best.

File Transfers

I use dropbox to transfer files. I setup a shared folder for each contributor. If dropbox isn't an option for some reason then I'll make alternate arrangements.

Video Length

Whatever you need to get the point across. Ni9's most popular show is 73 minutes. Other shows are 5 minutes. If you have a 60 minute presentation record all of it, or just a little piece or break it up into 5 shows. Whatever you want to do.

The Social Nature of choosing a Topic

Almost any topic is possible. The rule of thumb is if it interests you, it'll almost certainly interest someone else. If you spent 5 minutes figuring it out, you might save someone 30 minutes from doing the same.

If the topic had been discussed before it does NOT matter. Very likely some of the audience never saw the original discussion. Regardless you're bringing a different voice to it and the more information available the better. Did someone make a great blog post that you like? Do a video on it with how you use it. Just give credit to the original poster.

Are you doing something and you're not sure it's the "right way"? It doesn't matter. If it works for you publish it. If there's a better way someone will speak up and tell you. Then we all learn. It's a win/win.

Product/Service Reviews

The NotesIn9 Screencast will always be made available to the community free of charge. It is designed to provide a service to educate viewers in tips and techniques that will help them. Shows that specifically review or focus on a vendor product will be considered on a case by case basis. There would be no charge for this type of show. For any product reviews I would disclaim how I came to the product and any reviews would be of my own honest opinion.

Sponsorship and Advertising

NotesIn9 is actively seeking sponsors or "partners". Statistics are available to interested parties. There are various opportunities available:

Advertising: These include mention on the title card ala (Spiked Studios and Zeta One), an ad on the website, a hard commercial built into the show or a forced pre-roll ad that plays in front of EVERY video that's launched from the current XPages.TV site. Rates are negotiable and I prefer a bid format. Tell me what you'd like to advertise, what type of advertising, how long you want it for, and what price are you interested in and we'll go from there.

Event Sponsorship: From time to time I might do an "event". This might be something similar to the OpenNTF contests or the successful "WikiMadness" or something more unique like the "Drive to 99" event. This could also mean the sponsorship of a particular printed or online CheatSheet.

Product Plug: If you provide a tip or technique that has audience interest then either we can do a reasonable plug for the product or service that you want at no cost whatsoever.

Show Support: This is a non financial means of sponsorship. NotesIn9 is a big undertaking and I could use help in various areas. For example Spiked Studios hosts the notesin9.com wordpress site and Zeta One acts as my technical "consigliere". Programming, video production, backend support, etc would be happily accepted and appreciated in kind.

Community/Charity: I will provide whatever assistance I can for community events, LUGS, charities, etc. This assistance will be solely at my discretion.

Logos

NotesIn9 Logos are available if you want to use them on your site to link back. I have wide and square logos.

Recording Software

Camtasia is the most popular Windows screen capture software but it is rather expensive. Recently I believe screen recording was added to SnagIT - a more affordable program typically used for screenshots. There are a couple free programs but these don't always output a common format and need to be tested carefully.

There's a new product called camStudio that is completely free. The URL is camstudio.org. I've not used it yet but looks very promising.

For the Mac I typically use ScreenFlow but Camtasia is also available at a similar price. Both are in the App Store. Another option that I've not tried yet is iShowU HD Pro. http://www.shinywhitebox.com/ishowu-hd/

Stats

As of 4th Quarter of 2012, NotesIn9 has had over 150,000 total views/downloads since summer of 2009. Average monthly downloads have been as high as 5000+ per month for multiple months in a row coming off Lotusphere 2012. The 73 minute award winning episode "Introduction to XPages" has been viewed/downloaded over 11,000 times and is consistently one of the most popular shows of any given month.