

Model Use of Media Tools

Ref #	Title	General Categories	Description/use by NPO	Tool software applications or hosted infrastructures	Online documentation (reference URL)	How to use this tool	Good examples of their use
1	Instant Messaging	Collaborate; workflow support; communicate	Allow for chance encounters and quick Q&A for progress on team projects; also supports online meetings	Skype	skype.com	Telephone function	http://beth.typepad.com/beths_blog/2005/07/podcast_on_nonp.html
				iChat	apple.com	Telephone function	http://learn.netsquared.org/nonprofit-ngo-podcasting
				AIM	aol.com	Telephone function	http://www.techsoup.org/learningcenter/internet/page5510.cfm
2	Podcasting	Communicate; Broadcast	New type of online media delivery. You publish selected audio files via the Internet and allow your users to subscribe via an RSS feed to automatically receive new files. Podcasting lets you create your own syndicated online talk show or radio program, with content of your choosing.	VAC	ntonyx.com/vac.htm	Audio stream routing (Windows only)	
				Soundflower, including Soundflowerbed (optional)	cycling74.com/products/soundflower	Audio stream routing (Mac only)	

				LineIn, including AudioHijack (optional)	rogueamoeba.com/freebies/	Audio stream routing (Mac only)	
				Audacity	audacity.sourceforge.net	Audio recording, Mixing	
				Garage Band	apple.com/ilife/garageband	Audio recording, Mixing (Mac only)	
				LameLib	spaghetticode.org/lame	Encoding (Mac only)	
				LameLib	mitiok.cjb.net	Encoding (Windows only)	
				Liberated Syndication	Libsyn.com/index.php?&mode=logout&message=	Media distribution service	
				Odeo	odeo.com	Record and share audio for free. Odeo uses "Channels" to group podcasts, making them easy for people to find.	
				iPodder	ipodder.sourceforge.net	Podcast receiving (calling a podder or podcatcher)	
	Videoblogging, AKA vlogging and vodcasting	Communicate; Broadcast; Imagery	Vlogging is the practice of attaching video to RSS and Atom feeds	You can create one using your favorite video editing tool or, if you have a webcam and the Pro version of QuickTime 7, you can simply record a quick video.	Apple.com/quicktime/	Record video (on Mac or Windows). \$30	http://beth.typepad.com/beths_blog/2006/09/nonprofits_and_.html
				Shoutcast	Shoutcast.com/	The most common use of SHOUTcast is for creating or listening to Internet audio broadcasts.	http://beth.typepad.com/beths_blog/2007/11/cambodia-video-.html

				Camstudio	majorgeeks.com/CamStudio_d4646.html	A free screen capture tool	http://www.freevlog.org/index.php/category/tutorial/
				Camtasia	Techsmith.com/camtasia.asp	An integrated capture/editing suite that many consider to be the gold standard for screencasting	
				Snagit	Techsmith.com/screencapture.asp	Captures screen and audio. Free	
				Adobe Premiere Elements	Adobe.com/products/premiereel/	Entry level video editing programs. \$99	
				Final Cut Pro	Apple.com/finalcutstudio/finalcutpro	For more serious screencasters. A professional level video editing software package.	
Digital 4 storytelling	Communicate; Broadcast; Imagery	"Digital storytelling" can be used broadly to designate any kind of storytelling that has some computer-based assistance.	QuickTime Pro	Apple.com/quicktime/	Editing and presentation tools (Mac and Windows)		http://www.techsoup.org/learningcenter/training/page6738.cfm
			Adobe Premiere Elements	Adobe.com/products/premiereel/	Entry level video editing programs. \$99		http://beth.typepad.com/beths_blog/2006/10/digital_storyte.html
			Final Cut Pro	Apple.com/finalcutstudio/finalcutpro	For more serious screencasters. A professional level video editing software package.		http://my-ecoach.com/online/webrsourcelist.php?rlid=8549
			Apple iMovie	Apple.com/ilife/imovie/	iMovie is built for sharing. In just a few steps, you can add movies to your website, publish them on YouTube, and create versions for iPod, iPhone, and Apple TV.		

5	YouTube	Communicate; Broadcast; Video	Broadcast videos on the Internet	YouTube	Youtube.com/	Educate the world about your nonprofit's mission through video	http://youtube.com/nonprofits
							http://www.netsquared.org/blog/britt-bravo/is-your-nonprofit-on-youtube
							http://www.marketwire.com/mw/release.do?id=774228
6	Flickr	Communicate; Broadcast; Photos	Broadcast photos on the Internet	Flickr	Flickr.com/	Educate the world about your nonprofit's mission through photos	http://www.flickr.com/groups/npflickr/
							http://flickr.com/groups/26249297@N00/
							http://beth.typepad.com/beths_blog/2007/03/flickr_affinity.html
							http://beth.typepad.com/beths_blog/2006/10/npflickr_flickr.html