



The Rise of Authentic Media

O'Reilly TOC Conference, 20 June 2007

Derek Powazek

www.powazek.com

Previously...

20 inch TV

FM/AM Radio... 3-Speed Phonograph

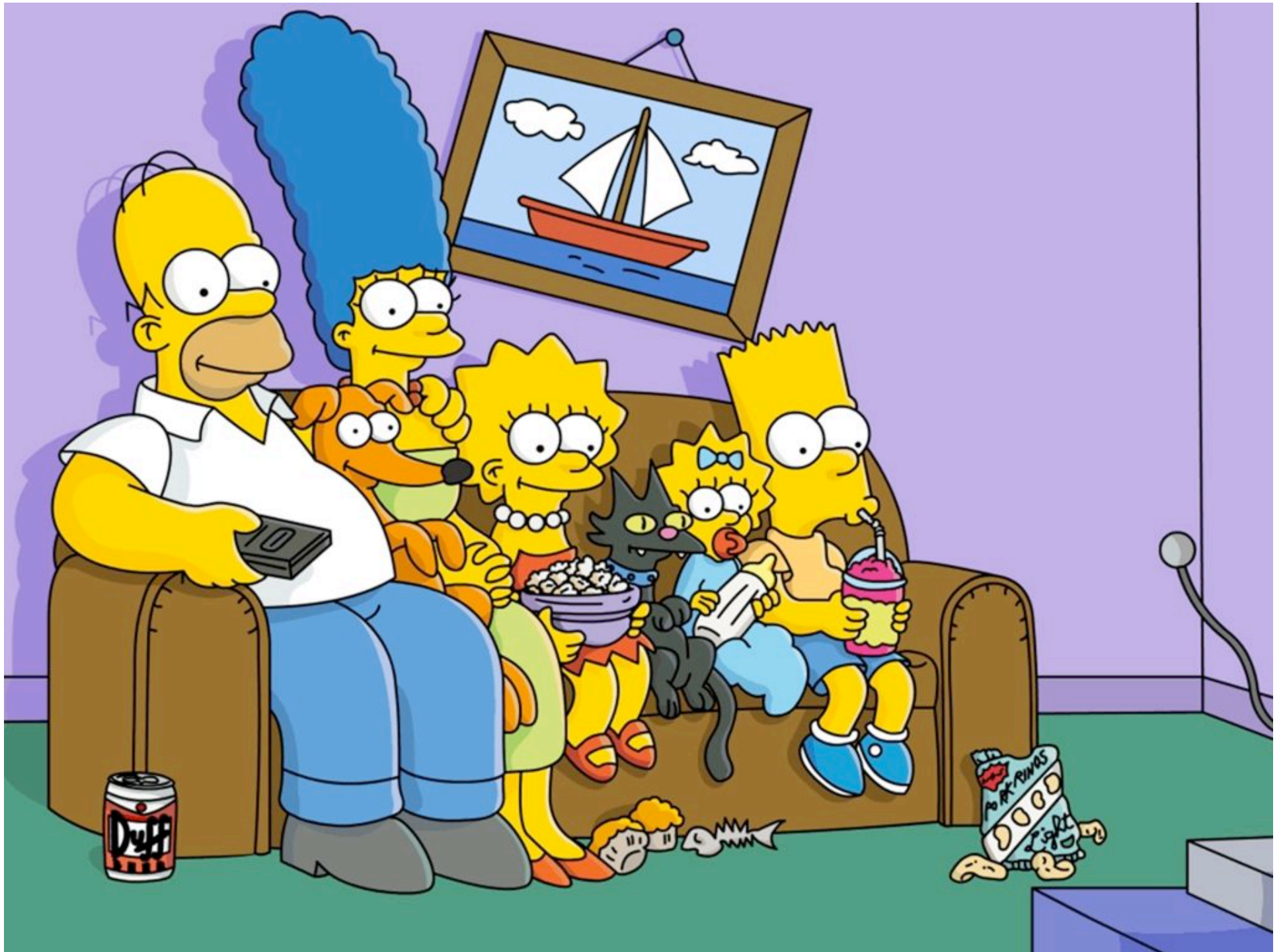
Here is your dream set—better, more breathtaking in every way. Larger-than-life-size 20-inch RECTANGULAR TV...exclusive Multi-Play 3-speed Record Changer...“Golden Voice” FM/AM Radio. 2 record storage compartments. Fashion Award styling in hand-rubbed mahogany or limed oak. See it, thrill to it today.
MODEL 20F1



Motorola TV

OWN A MOTOROLA—AND YOU KNOW YOU OWN THE BEST

FASHION AWARD
for distinctive





WESTON
LONDON

WESTON
LONDON

WESTON
LONDON

VITRUVIUS

ŒUVRES
DE NIKOLAS
HENRI
ABELL.

CLAVIUS ADVERSUS SCALIGERUM

VOLUME LIV, 1928

NUMBER FOUR

5597.
THE NATIONAL
GEOGRAPHIC
MAGAZINE

OCTOBER, 1928



CONTENTS

SIXTEEN PAGES OF ILLUSTRATIONS IN FULL COLOR

Our Conquest of the Pacific

With 28 Illustrations SQUADRON-LEADER CHARLES E.
KINGSFORD-SMITH AND FLIGHT-
LIEUT. CHARLES T. P. ULM.

The Granite City of the North

With 23 Illustrations RALPH A. GRAVES

Types and Costumes of Old Sweden

39 Natural-Color Photographs GUSTAV HEURLIN

Sweden, Land of White Birch and White
Coal

With 51 illustrations ALMA LUISE OLSON

The Kizilbash Clans of Kurdistan

With 22 Illustrations MELVILLE CHATER

PUBLISHED BY THE
NATIONAL GEOGRAPHIC SOCIETY
HUBBARD MEMORIAL HALL
WASHINGTON, D. C.

\$3.50 A YEAR

50c THE COPY

HELEN HAYES GARY COOPER

UNFORGETTABLE

STORY OF AN

UNDAUNTED

LOVE!

HERE IS
ERNEST HEMINGWAY'S
GREATEST NOVEL!

"A FAREWELL TO ARMS"

WITH
ADOLPHE MENJOU

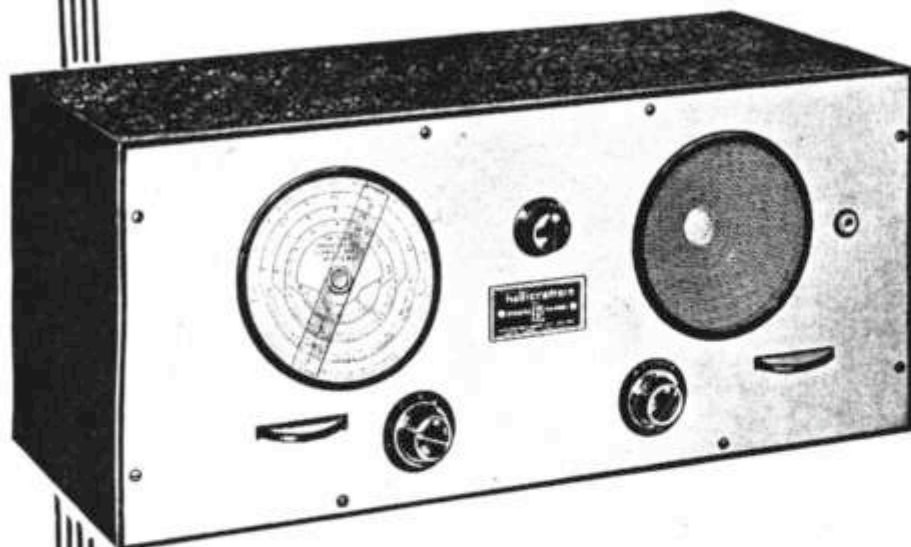
Directed by Frank Borzage

a Frank Borzage production

Copyright © 1930 by Warner Bros. Pictures, Inc. A WARNER BROS. RELEASE



A New Kind of Short-Wave Receiver!



The Hallicrafter's SKY-RIDER

... the first single unit short-wave receiver ... abolishing the handicaps of plug-in coils, external speakers, and power packs.

Now the pioneer builder of short-wave receivers presents the greatest forward step in short-wave receiver development! For the first time, unequalled performance is combined with absolute simplicity of operation—in a receiver complete, ready to operate—at a cost comparable to that of the usual kit of parts.

The SKY-RIDER presents a host of exclusive new features!

Short-wave tuning range divided into four bands (200 to 12 meters), each accurately calibrated on the air-plane type tuning dial.

Micro-vernier tuning control with thumb action horizontal knob, eliminates wrist fatigue. Has 18 to 1 reduction accomplished with anti-backlash worm drive.

No plug-in coils. Wave change switch of new design eliminates plug-in coil losses and inconvenience. No extra expense for coils.

Modified hand-spread action over entire tuning range without use of special coils. Provides separation of all stations, not just on amateur code bands.

Dual gain controls allow separate adjustment of r.f. sensitivity and audio amplification. This provides positive control of signal to noise

ratio—an outstanding advancement developed to allow clearer, noise-free reception with the SKY-RIDER.

Antenna circuit designed for optional use of standard antenna, or to utilize to the maximum the advantages of the "doublet" type antenna.

Entirely A.C. operated with built-in power pack of special hum-free design for short-wave reception. Also may be used with batteries.

Has built-in dynamic speaker.

Entire unit, including speaker and power pack, housed in crackle finished metal shield cabinet. Panel of lacquered bright metal, attractively brushed.

Plug-in jack on front panel is provided for operation with head phones.

This Set is NOT with BYRD!



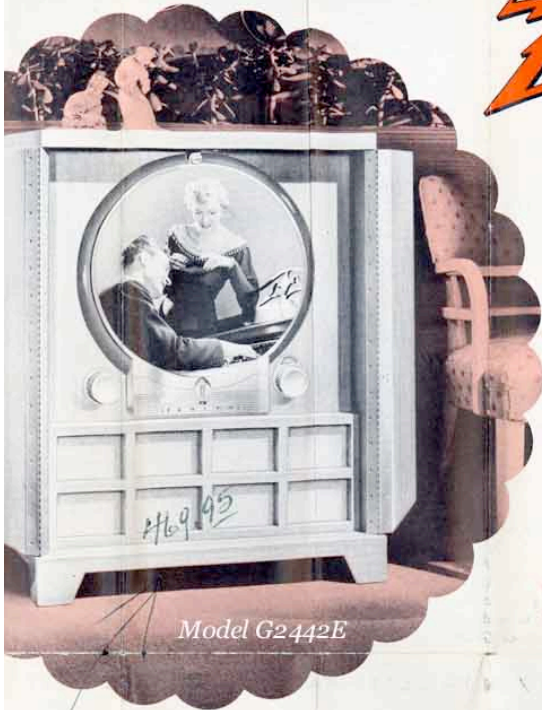
Here is a short-wave receiver that combines all the features previously found only in communication receivers sold at many times the price of the new SKY-RIDER. Designed solely for short wave operation, it sets entirely new standards of performance.

Employs an entirely new circuit—with radically different circuit components, bringing the combined advantages of lower cost and greater performance.

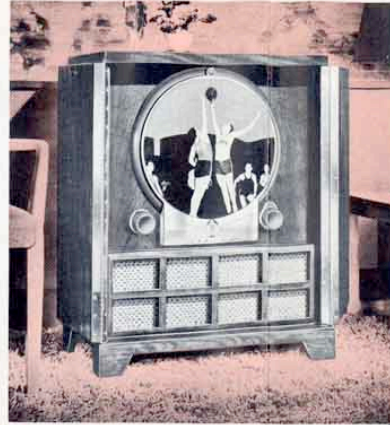
Furnished complete with all equipment necessary for immediate operation over entire short-wave

ZENITH

TELEVISION CONSOLES WITH YEARS AHEAD FEATURES!



Model G2442E



THE "MAYFAIR" ... A triumph of Zenith's television design and engineering skill. Distinguished cabinet styling in genuine Mahogany veneers, with doors. 165 sq. in. picture area. Model G2442R.



THE "WARWICK" ... A beautiful console receiver with 165 sq. in. picture area. Graceful period cabinet in Mahogany veneers. Full opening doors with Swirl veneer panels. Model G2448R.



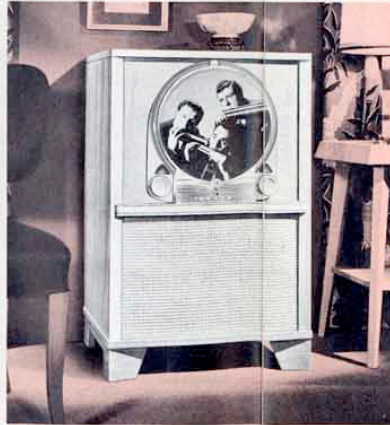
THE "LEXINGTON" ... A compact console television receiver with Zenith's largest picture area—165 sq. inches! Beautifully crafted cabinet of genuine Mahogany veneers, styled to complement any home. Model G2441R.

For Pictures of Lifelike Quality Insist on ZENITH GLARE-BAN "BLACK" TUBE TELEVISION

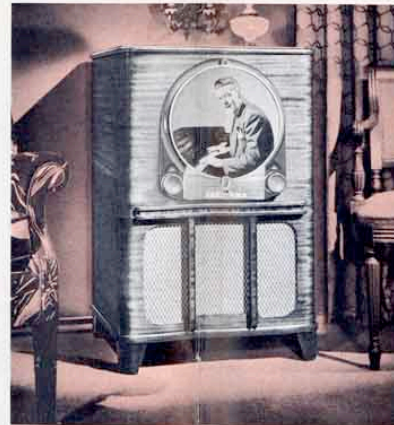
re's modern styling imported Gold ith handsome all of the 'xclusives'... abe, Giant Circle matic tuning, Built-erial, and many es. 165 sq. in. ve Escutcheon and



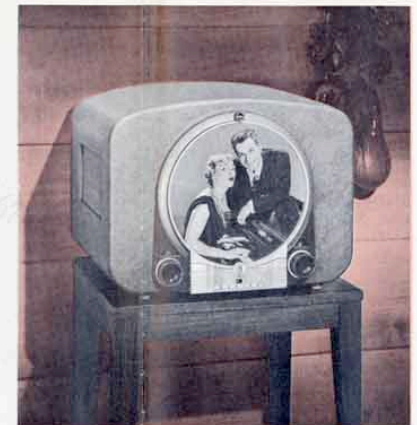
THE "GRAEMER" ... Authentic 18th Century styling. 105 sq. in. picture area. Cabinet of hand rubbed genuine Mahogany veneers with Swirl veneer pannelled doors. Model G2346R.



THE "BILTMORE" ... Modern styling in imported Gold Coast Afara veneers and solids. Objects are larger and easier to see on this Giant Circle Screen with 105 sq. in. picture area. Model G2353E.



THE "SARATOGA" ... Traditional Zenith quality and superb performance are yours in this handsome console television receiver. Distinctive Mahogany veneer cabinet. 105 sq. in. picture area. Model G2340R.



THE "CLARIDGE" ... New, improved compact table television receiver with 105 sq. inches of picture area. Finished in handsome, long wearing Walnut Brown Pyroxylin. Model G2322.

BETTER ZENITH FEATURES MAKE ZENITH YOUR BEST TELEVISION BUY!



No song and dance
about medical claims...

Old Gold's specialty is to give
you a TREAT instead of a TREATMENT







Introducing Macintosh. For the rest of us.

In the olden days, before 1984,
not very many people used computers.
For a very good reason.



Some particularly bright engineers.

Not very many people knew how.
And not very many people wanted
to learn.

After all, in those days, it meant
listening to your stomach growl through
computer seminars. Falling asleep over
computer manuals. And staying awake
nights to memorize commands so

complicated you'd have to be a computer
to understand them.

Then, on a particularly bright day
in Cupertino, California, some
particularly bright engineers
had a particularly bright idea:
since computers are so smart,
wouldn't it make more sense
to teach computers about
people, instead of teaching people about
computers?

So it was that those very engineers
worked long days and late nights and
a few legal holidays, teaching tiny
silicon chips all about people. How they
make mistakes and change their minds.
How they refer to file folders and save
old phone numbers. How they labor for
their livelihoods, and doodle in their
spare time.

For the first time in recorded
computer history, hardware engineers

actually talked to software engineers
in moderate tones of voice, and both
were united by a common goal: to build
the most powerful, most portable, most
flexible, most versatile computer not-very-
much-money could buy.

And when the engineers were
finally finished, they introduced us to
a personal computer so personable,
it can practically shake hands.

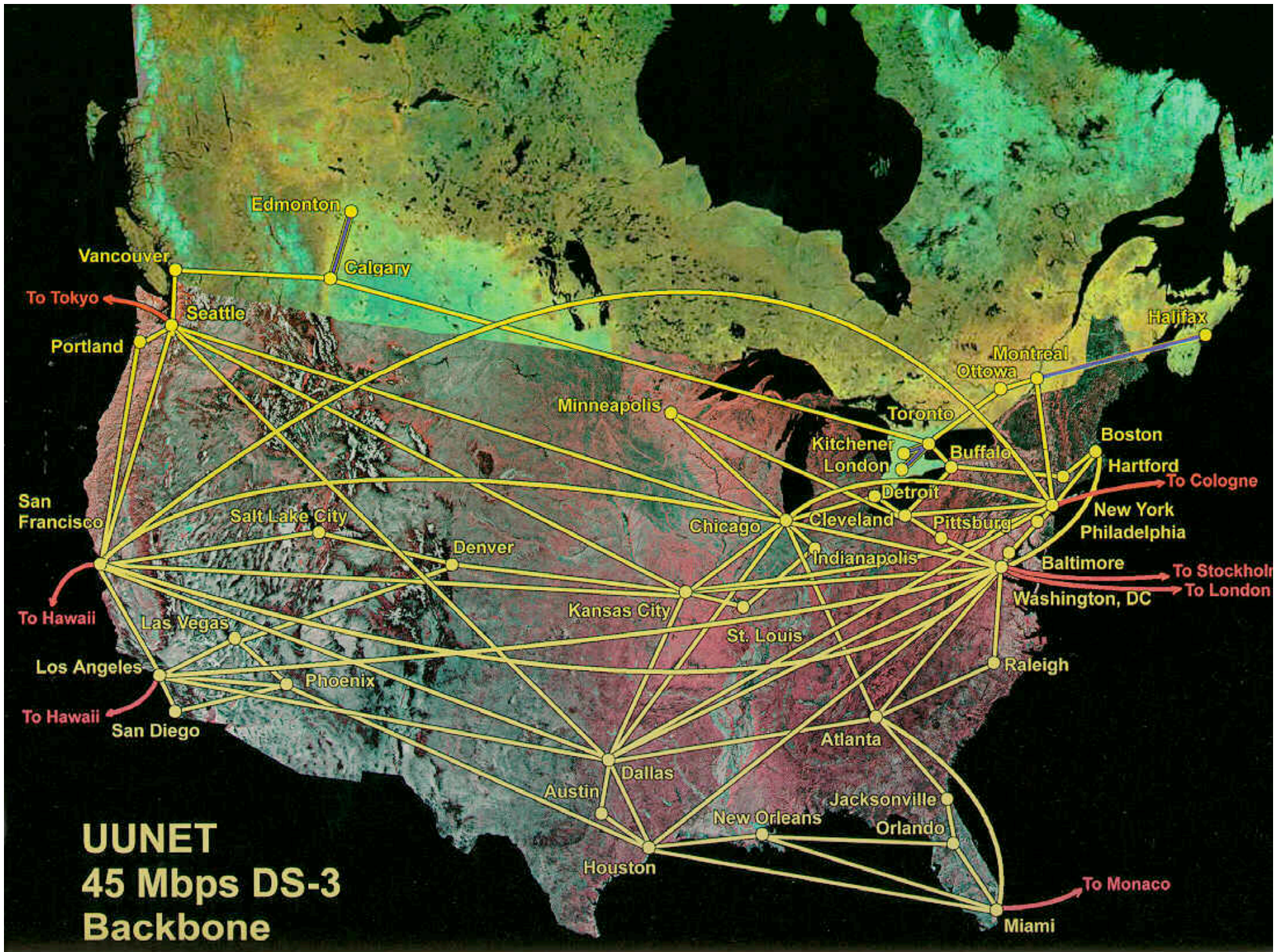
And so easy to use, most people
already know how.

They didn't call it the QZ190, or
the Zipchip 5000.

They called it Macintosh.™

And now we'd like to introduce
it to you.

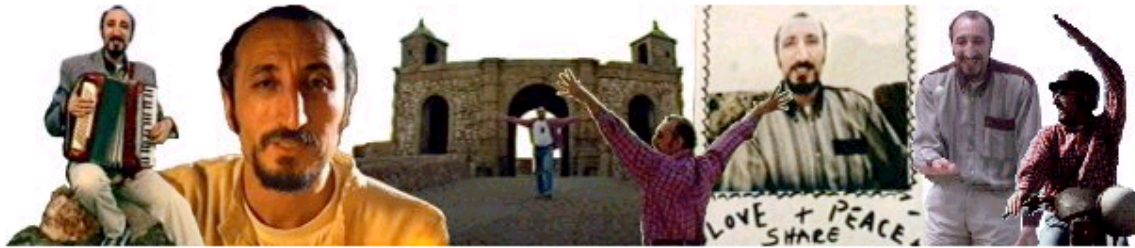




This is my page

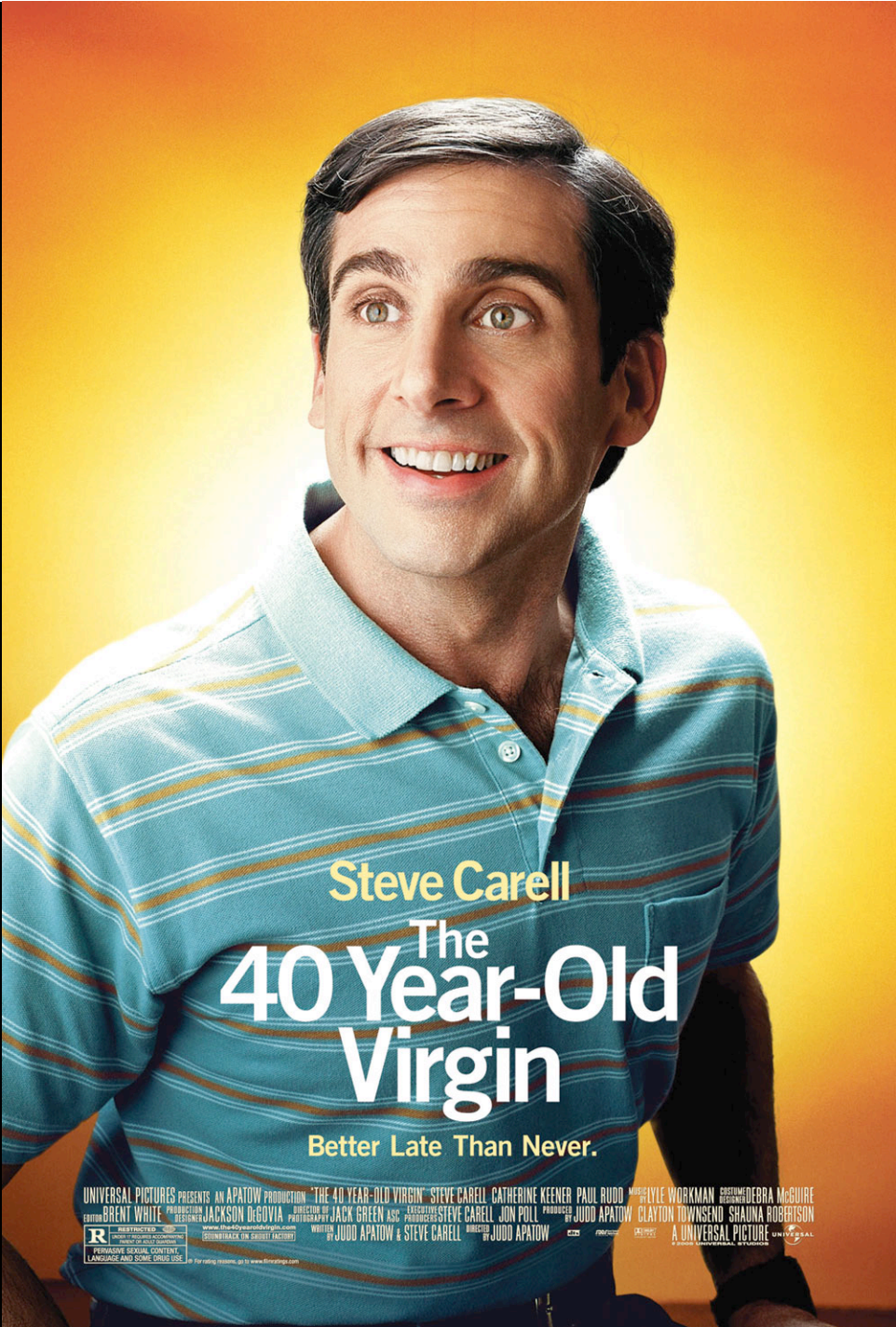
WELCOME TO MY HOME PAGE !!!!!!!!!!!

I KISS YOU !!!!!









Steve Carell

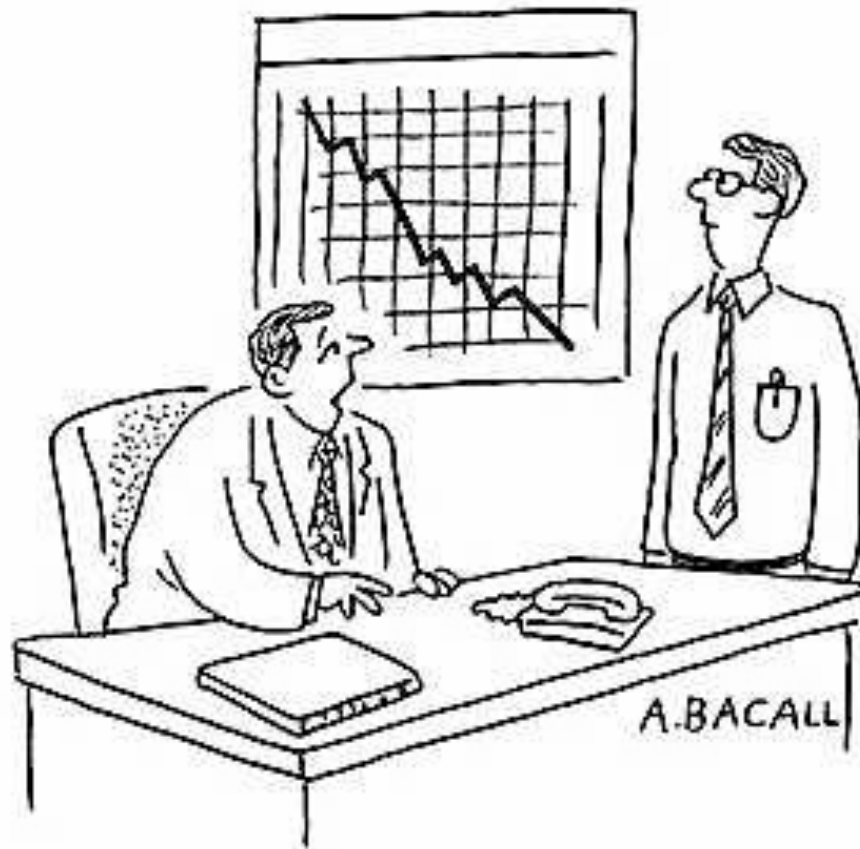
The 40 Year-Old Virgin

Better Late Than Never.

UNIVERSAL PICTURES PRESENTS AN APATOW PRODUCTION "THE 40 YEAR-OLD VIRGIN" STEVE CARELL CATHERINE KEENER PAUL RUDD MEG LYLE WORKMAN REGINA DEBRA MCGUIRE
EDITOR BRENT WHITE PRODUCED BY JACKSON D'GOVIA DIRECTOR OF PHOTOGRAPHY JACK GREEN ASC EXECUTIVE PRODUCERS STEVE CARELL JON POLL PRODUCED BY JUDD APATOW CLAYTON TOWNSEND SHAUNA ROBERTSON
WRITTEN BY JUDD APATOW & STEVE CARELL DIRECTED BY JUDD APATOW
www.the40yearoldvirgin.com
PERMANENT SEXUAL CONTENT LANGUAGE AND SOME DRUG USE
For rating systems, go to www.filmratings.com







"And that's with massaging the numbers!"

Tired of being treated like a **criminal** for **sharing music online?**

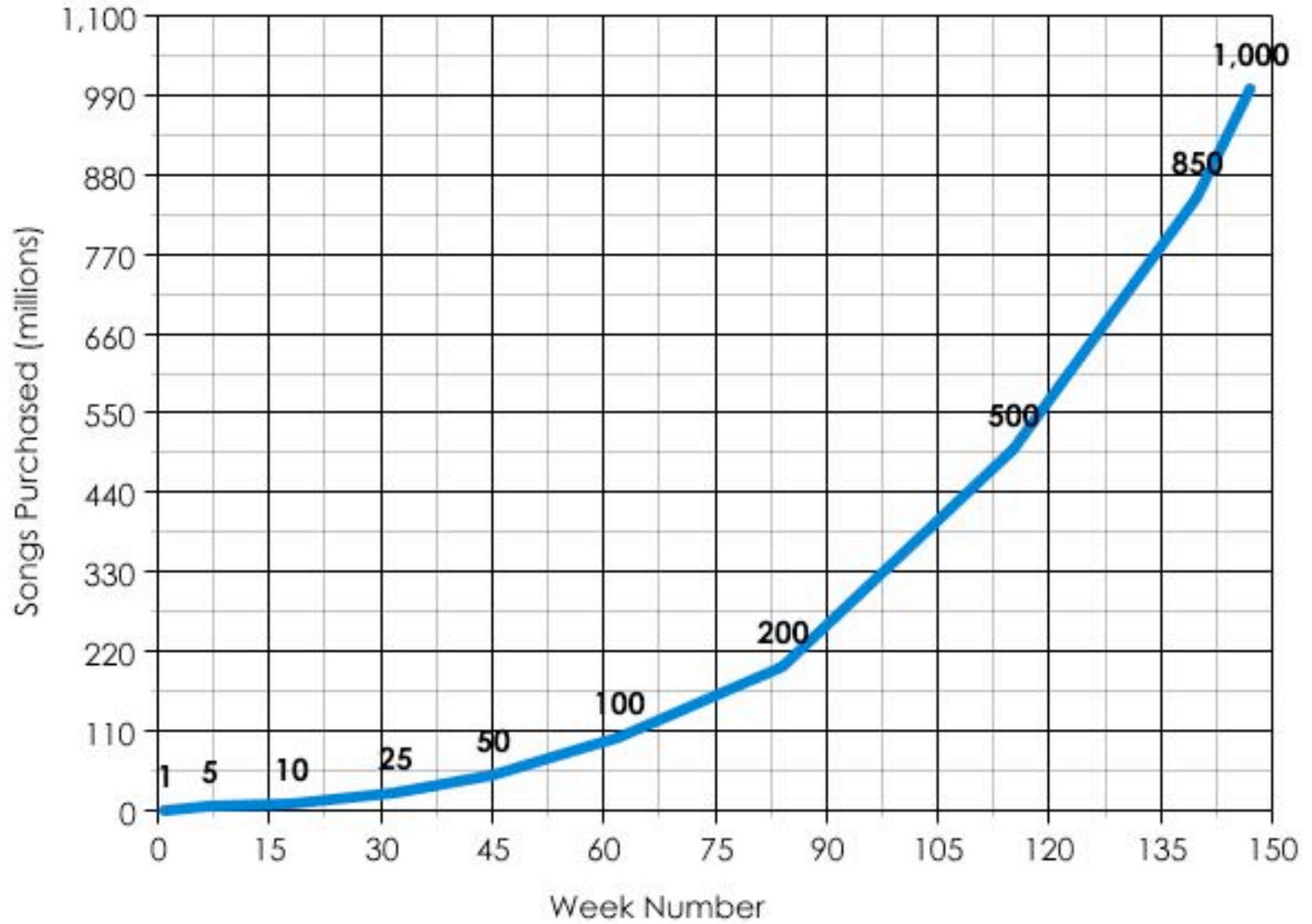
You're in good company. Over 60 million other music fans use peer-to-peer programs like Kazaa and Morpheus to share their favorite tunes. Yet the record labels are bullying ISPs and hunting down college kids in an effort to shut down file sharing.

Isn't it time for a new approach? The Electronic Frontier Foundation thinks so. We believe the answer lies in a model that fairly compensates artists while supporting music lovers. Join EFF today so the music can play on.

**File-Sharing:
It's Music to our Ears**



iTunes Purchased Songs





...whew!

A small, white and tan dog, possibly a Chihuahua, is sitting on a sandy beach. The dog is looking directly at the camera and has a shadow cast to its right. In the background, there are waves breaking on the shore under a clear sky. The image is split horizontally by a black band containing the text "What is this thing?".

What is this thing?



People-Powered Products



1. Include Community Tools
2. Embrace Wisdom of Crowds
3. Produce a Physical Object



The Talent Is Out There



Kim Pedersen's Backyard Monorail



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The Free Encyclopedia

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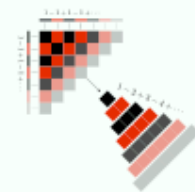
Welcome to **Wikipedia**,
the free encyclopedia that anyone can edit.
1,739,897 articles in English

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Today's featured article



In mathematics, $1 - 2 + 3 - 4 + \dots$ is the infinite series whose terms are the successive positive integers, given alternating signs. The series diverges, meaning that its sequence of partial sums (1, -1, 2, -2, ...) does not tend towards any finite limit. Nonetheless, Leonhard Euler claimed that $1 - 2 + 3 - 4 + \dots = 1/4$. Starting in 1890, Ernesto Cesàro, Émile Borel, and others investigated well-defined methods to assign generalized sums to divergent series – including new interpretations of Euler's attempts. Many of these summability methods assign to $1 - 2 + 3 - 4 + \dots$ a "sum" of $1/4$ after all. Cesàro summation is one of the few methods that does not sum $1 - 2 + 3 - 4 + \dots$, so the series is an example where a slightly stronger method, such as Abel summation, is required. The series $1 - 2 + 3 - 4 + \dots$ is closely related to Grandi's series $1 - 1 + 1 - 1 + \dots$. Euler treated these two as

In the news

- At least 200,000 demonstrators in Ankara, Turkey protest against the possible candidacy of incumbent Prime Minister Recep Tayyip Erdoğan (pictured) in the upcoming presidential election.
- Spectroscopic analysis of HD 209458 b, an extrasolar planet in the constellation Pegasus, provides first evidence of atmospheric water vapour beyond the Solar System.
- Greek cruise ship M/S Sea Diamond runs aground off Santorini in the Aegean Sea and sinks, leaving two passengers unaccounted for.
- The fifteen Royal Navy personnel accused of trespassing in the... (partially cut off)



Wikipedia

Did you know...

From Wikipedia's newest articles:

- ...that the Master of the Playing Cards (3 of Birds pictured) was a 15th century German engraver and the first major master in the history of printmaking?
- ...that National Cavalry refers to the reformed Polish cavalry, succeeding the famous but obsolete Polish Hussars?



after the defeat of the Islamic Courts Union.
Wikinews – Recent deaths – More current e

On this day...

April 15: Father Damien Day in Hawaii; Birthday of the G Leader in North Korea; 300th birthday of Leonhard Euler

- 1755 - A Dictionary of the English Language by Samuel Johnson (pictured)



A photograph of a blue wooden wall with a small green plant growing from a hole. A black banner with white text is overlaid on the image.

Community is Grown, Not Built

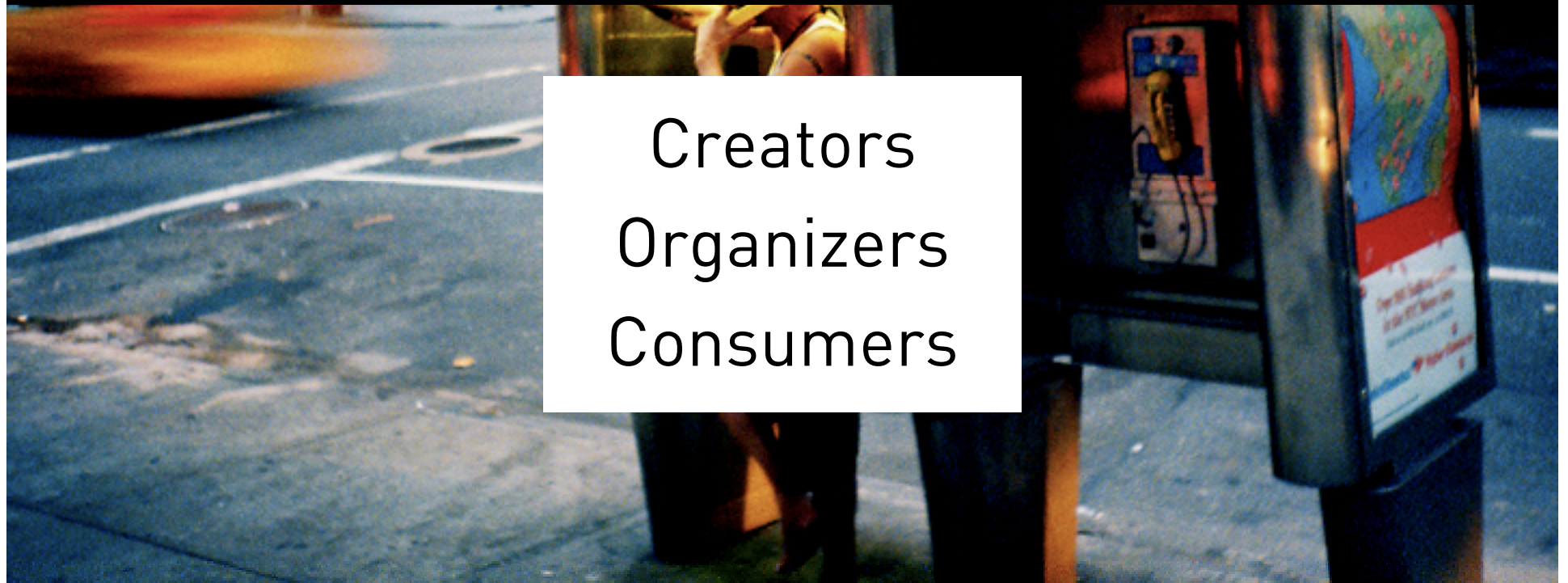


How to Grow Community

1. Give people **tools** they want.
2. **Trust** them to do good.
3. **Reward** good contributions.
4. **Punish** bad contributions.
5. Expect the **unexpected**.



Roles



Creators
Organizers
Consumers



Design for Selfishness





(Puppy Break)



Finding the Good Stuff





Human

Traditional Editors
Nontraditional Editors
Moderators

Finding the Good Stuff



Human

Traditional Editors
Nontraditional Editors
Moderators

Computer

Text Search
Google's PageRank

Finding the Good Stuff



Human

Traditional Editors
Nontraditional Editors
Moderators

Hybrid

Flickr Interestingness
Community Vote
Best of Both

Computer

Text Search
Google's PageRank

Finding the Good Stuff



Wisdom of Crowds





Kumusta fraying!

Flickr News

10 Apr 07 - You'll notice more changes in the forums. We've streamlined Flickr Help and Bugs into the One True Forum . This is better because a) we only have to... [read more news](#)

» [Flickr Blog](#) Great photos & latest news, daily!

» [Upload Photos](#) (Or, look at our uploading [tools...](#))

» [Your Photos](#) ([Recent activity](#) / [Comments you've made](#))



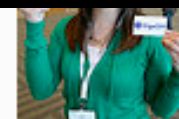
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Nude No More

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PARTICIPATE

SERVICE



Full Catalog
Stock Chart

threadless
SELECT

TYPE
TEES

XXXXXX
CLUB

KIDS!



1 item

CHECKOUT

Hi, **fraying**
Wanna view your
account? [Logout?](#)

New & Amazing! announced on **APRIL 09**

Check out these hot new tees, awesome new submissions and sexy new gallery photos!

Grand Prize Winner!

Join the newsletter!

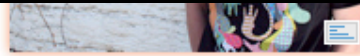
Sign Up

Threadless

RESULTS!



[Can't See The Forest But For The Socks](#) by [Grave Smith](#)

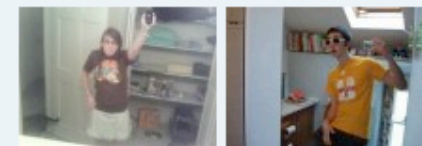
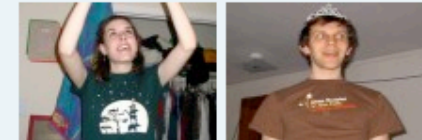


[Et Cetera](#) by [Danger Russ](#)



[View all designs in the running](#)

New tee-riffic photos!



[View all tee-riffic gallery photos](#)



The Death Of Imagination
by [Mike Laughhead](#)



Tools Of The Trade by [Ole Ivar Rudi](#)



Stick Figures In Peril by [Brandt Botes](#)



TYPE
TEES

Rate a slogan

OMG, STUPID!

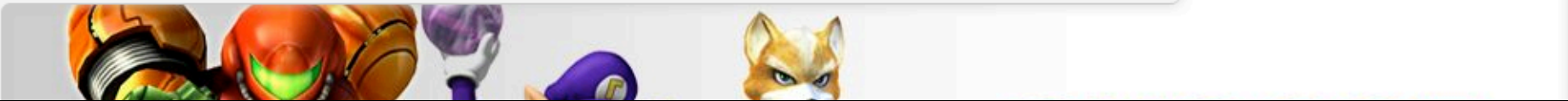
I'D WEAR IT!

I'm an aristocrat.



Cautionary Tales





Yahoo Games Wii Site



VOTE NOW!



Wii PHOTOS : 52,079 photos tagged with 'wii' flickr



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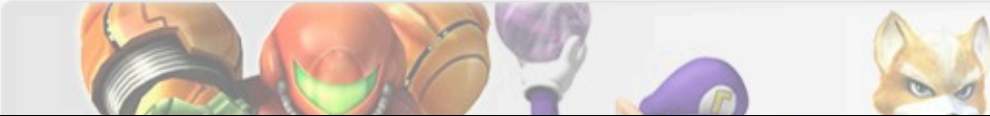
DECK OUT YOUR AVATAR
New Wii gear available now!

GO NOW!



Wii AROUND THE WORLD

Wii Links
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Yahoo Games Wii Site



VOTE NOW!

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YAHOO! SEARCH MARKETING

DECK OUT YOUR AVATAR

New Wii gear available now!

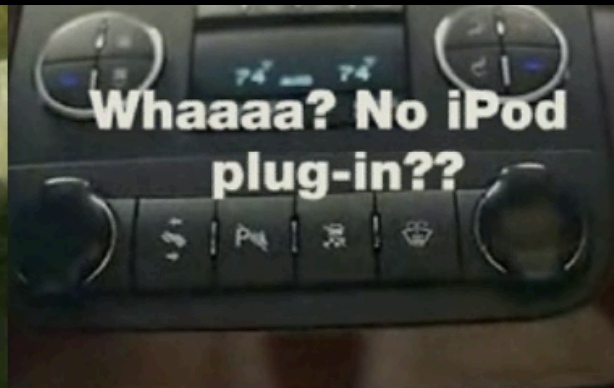
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Wii AROUND THE WORLD

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From [DeLi.cio.us](#) and [MyWeb](#)



GM Tahoe Apprentice Campaign





Ever Forward

www.powazek.com

