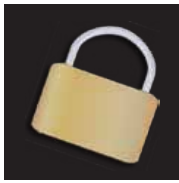


Key articles.....



If your Mac contains sensitive information or is left where others have access to it, set OS X to require your user account password to wake it up.



AppleCare: Is the expense justified or are you simply paying for something you'll never need.



Using iPhoto to make a compelling photo journal that takes your photographs and uses them to tell a story.

Next Monthly Meeting - Jan 10, 2012, 7 PM

Organizing Your (Digital) Life— Phil Davis.

Learn how to use of programs like MacJournal to organize the bits and pieces of information that constantly float around us.

MUGSHOT

Ocala Macintosh User Group
NEWSLETTER
Mac Users Helping Mac Users

January 2012

Happy New Year to All!

If you missed our Christmas party, you missed a feast. About 10 persons with reservations did not show up. We hope this was not caused by illness or accident or any personal tragedies.

The food was bountiful and very good. It was topped off with a wonderful dessert donated and served by Bob Holleran. Bob mixed fresh Strawberries with strawberry yogurt and strawberry chocolate to provide a luscious treat enjoyed by all. We devoted a lot of time to socializing while waiting on the food to warm.

Special thanks to our new mem-

ber, Don Burns, who joined our group at the party and saved the day by being the one person there who knew how to operate the commercial range in the church kitchen. He is a gourmet cook.

As I write this, I'm sitting in a hotel room in Virginia Beach, VA, having spent a day and a half celebrating Christmas with my daughter (Julia) and family. Julia preached a great sermon on Christmas eve at 9 and 11 PM.

Christmas day at Julia's was wonderful. The star attraction was my youngest great grandson. Theo is nine months old in size 18 clothes. He is a wonder to watch and a joy to hold.

My cardiologist son-in-law has an Indian colleague with a new iPhone 4S. He is having trouble getting Siri to understand him. After repeated attempts he said some harsh words to which Siri responded "I'm trying to help you." Even more harsh

words produced, "There is no need for profanity".

I see in Apple news it appears they will have a record 4th quarter. More on-line sales were made with iPads than any other mobile device, Apple was fined 1.2 million dollars in Italy for not disclosing that the AppleCare plan they were selling overlapped the Italian government mandated two years of consumer protection available at no charge. Hey, if Congress wants to do something for American consumers, now there's an idea!

I am looking forward to seeing you at our January meeting where Phil Davis will present "Organizing your Digital Life". This is information I desperately need to learn and use. I suspect many of you are in the same boat. [See you on the 10th.](#)

NC Sizemore, President

Requiring a Password When Waking a Mac

By: ChrisB, Basics4Mac

If your Mac contains sensitive information or you leave it where others have access to it, you can set OS X to require your user account password when you wake it up.



As a security measure, I have always found this very useful since I rarely shut down or log out of my MacBook Pro. I simply put the MacBook Pro to sleep when I am through using it. Waking it activates the account password dialog.

To require a password after sleep:

1. Go to System Preferences from the Dock or the Apple Menu.
2. Select the Security pane.
3. Go to the General view.
4. Check the box to Require password and select the time period you would like to wait before a password is required.

I have the time period before requiring a password set to one minute. That gives me a little bit of leeway if I am working on something else at my desk and the Mac goes to sleep.

Requiring a password after sleep also sets the Mac to require a password after the screen saver. Does anyone even use screen savers anymore? ■



Sometimes Simpler is Better—

TechNotes

The following excerpt from a very thoughtful book by the author and blogger Patrick Rhone is something that I wanted to share with OMUG members. *Keeping it Straight* is a collection of essays, ideas, observations, and stories that Patrick has published through the years and is now available in eBook form from the author.

“Life, living, can be complex. There’s work, family, and that big bucket of everything else. Hectic doesn’t come close to defining the pace of modern life. And yet within this whirlwind it’s often the simple things that bring us the greatest joy — if we could only find them in the clutter of our lives. It may not be necessary to give it all up and live in a cave, but it can sometimes seem like a good idea.”

Many of us (particularly myself) are constantly searching for the latest tool (hardware or software) to help us do our work and we often forget that the the tool we already have might be all that we need.

The message in this essay is simple: take the time to master what you have ... you might not need four word/text processors, three photo applications, and all those little apps that are “designed to save you time.”

If you find this interesting you might also like Patrick’s blog [MinimalMac](#).

Know Your Tools

From: [Keeping it Straight](#)

By Patrick Rhone – *reprinted by permission of the author*

Pick simple tools, know them deeply, protect them like a rabid dog, and, no matter how much you love them, no matter how much they are a part of you, never be afraid to put them on the chopping block.

The right tool, learned deeply, used when appropriate, no matter how basic, can beat the pants off of “features” any day. Because it isn’t about the tool, or the feature, it is about your ability to use it to achieve the goal at hand. The better you know the tools you have, the less likely you are to seek out replacements for them.

Knowing your tools starts with the first ones you have at your disposal, which for anyone who has bought a new Mac, or done a clean install, are the ones that come with your system. For instance, I think if a lot of people took the time to figure out how quietly powerful TextEdit is, they would be less likely to need anything else for word processing. Ditto for using Safari to browse the Internet over Firefox. And, if for some reason, Firefox has a feature you want that Safari does not, apply the same rule. Learn it.

Also, if you use an application more than once a day you can save so much time and effort by learning the keyboard shortcuts for the features you use. Do you know how to reload a page in your browser without touching the mouse? How about opening a new window in the Finder? While those may seem like no-brainers to some, I can tell you from personal experience that it still takes me conscious effort to use my keyboard to jump into the Google search field in Safari because the muscle memory of clicking it is so strong. Bottom line, if you find yourself performing regular actions, see if there is a way to automate those. Anything you do that saves even seconds of time can quickly add up to hours and, soon, weeks.

Now, I do see all sides of the counter-arguments for this. I too am guilty of only using a few specific features of an application and not really diving in and really getting to know it. And while there are certainly some apps that are so deep you could spend years fully learning them, even those might be worth a least a half hour of time investigating just one thing that could change your game. I could also offer the argument that if a tool is so deep that you cannot learn to use it to its full potential, perhaps seeking a simpler one is in order. Then again, there are some tools required by our jobs, that we must use for just a few features, that it would be counter-productive to learn every single feature of (hello, Microsoft Word). For those I offer the challenge to at least see if there is a way you could be using that program, and the few things you do use, better. ■



Macworld guide to AppleCare

by Kirk McElhearn, Macworld.com

I'm sure you've had this happen: You're buying a TV, a refrigerator, or a digital camera, and the salesperson tries to pressure you—or maybe even scare you—into paying for an extended warranty. In some cases, the expense may be justified, but in others, you're simply paying for something you'll never need.

But what about the [AppleCare Protection Plan](#), Apple's extended warranty for Macs, Apple displays, iPhones, iPods, and iPads? Is it worth paying for the extra coverage? What exactly does AppleCare cover, and how does it work? Here's a guide to AppleCare to help you decide if you should buy this extended warranty with your next Apple product.

What AppleCare covers

Apple sells AppleCare contracts for a variety of hardware items: Macs, Apple displays, iPods, Apple TVs, iPhones, and iPads. All of these devices come with a limited one-year warranty, and this includes 90 days of telephone support to help you get set up and resolve any problems you may have. Apple also offers AppleCare+ for the iPhone, which includes repair or replacement for accidental damage, under certain conditions, and with a service fee.

But beyond that, you're on your own. If you need repairs after a year, you'll have to pay for them out of pocket; and if you have problems you can't resolve by visiting Apple's support forums, then you'll either have to find a friend who can help you, or pay for phone support.

AppleCare extends both of these types of support—hardware repairs and telephone support—to a total of three years for computers and displays, and two years for other devices. You can buy an AppleCare contract when you buy your new

Mac, or any time in the first year, though if you wait, you won't get that extended phone support after 90 days and before you buy the AppleCare contract.

Also, if you buy a Mac and other items (a display, any AirPort devices, or certain other accessories), the contract for a Mac will cover all of these. For devices like an iPhone, for example, you get a total of two years of coverage, and must purchase the contract within 30 days of buying your phone. (See Apple's AppleCare web pages for precise conditions and prices.)

When it's worthwhile

I've been living in a rural area for 12 years; I'm far from any Apple service center, and I've bought AppleCare contracts for all my Macs since I moved here. However, I don't buy them for iPods, iPads or other devices; I've never had any problems with them, and I can work if they go on the blink. However, if my Mac has trouble, then I need repairs quickly so I don't lose too much working time.

If you live in an area like me, AppleCare is a worthwhile investment. If you're near an AppleStore, however, and you use your Mac at home, spending an extra \$150 or more may not seem worthwhile. You can always drop into the Apple Store and get a diagnosis or repair (if it's still the first year).

If you use your Mac for work, I wouldn't even think twice: I'd get AppleCare right away. If you consider how much it would cost you to not be able to work, the small investment you make in an extended warranty is insurance that will be useful in case of problems. Of course, if something is seriously wrong with your Mac, and on-site service is out of the question, you'll still need another Mac to work; Apple doesn't loan computers when they take yours in for repair.

Depending on the device and the type of repair, you may be asked to drop it off at a nearby Apple repair center (if there is one near you); you may be asked to mail it to Apple, in which case they'll send you a box to pack it in; or they may offer on-site repairs. (There's no rule as to when they do on-site support; in my experience, when they are sure what part needs to be replaced they will come to your home or office; when they have doubts, and need time to test the Mac, they'll ask you to ship it.)

I've had technicians drive to my home, about two and a half hours from their repair center, to replace parts in Macs: once for a video card in an old CRT iMac; another time for a CD drive in a similar model; and once for the front connectors on a Mac Pro. The time I saved for each of those repairs was well worth the cost of the AppleCare contract.

If you have a laptop, and carry it around a lot, AppleCare is certainly a good investment. Laptops get bumped around a lot, and are more likely to have problems with, say, hard drives than desktops. Also, if your battery goes bad, Apple may replace it under your AppleCare warranty.

Note that when you buy an AppleCare contract, it is valid worldwide. So if you travel a lot, and have a problem with a laptop, or if you have a child who's going abroad for a year of school, having that warranty will ensure that any problems encountered will be covered.

One final reason to buy AppleCare with Macs: if you keep your Macs for less than three years, and want to sell them used, the AppleCare contract is transferrable. (You can also have Apple refund you a pro-rata portion of the contract if you prefer.) I've found that being able to sell a used Mac with several months of guarantee is a big plus; people are more likely to buy a used computer if they know they have some protection.

I now automatically buy AppleCare when I get a new Mac. I know plenty of people who never buy AppleCare contracts. Sometimes I have problems with my Macs that necessitate repairs or extended telephone support, and over the years, I've certainly felt that it was worth spending this extra money.

Even Santa used Siri— she can help most anyone get through a busy day, or night.



Click the photo to see the video!

Teaching SpellChecker New Words

By: ChrisB, Basics4Mac

Making spell checker remember

Learn Spelling— As I am sure that you know, in most text editing applications, Mac OS X does automatic spell check for you. If the word you type is not in the spelling dictionary, it is marked with a red dotted underline.

(If you are not getting automatic spell checking in an application, go to Edit / Spelling and Grammar on the Menu Bar and select Check Spelling While Typing.)

What about words that are correct but not in the spelling dictionary such as proper nouns? When you right-click on the marked word, you will get two options: Ignore Spelling and Learn Spelling.

Ignore Spelling means that the spell checker will no longer mark the word with the red underline in this document only. Learn Spelling means that the spell checker will add the word to its dictionary and never mark the word.

There isn't an approved method in OS X to edit the words you have edited to the Dictionary. I looked around for an "unapproved" way, but didn't find anything except old apps that were no longer available and instructions that didn't work reliably.

NOTE: Microsoft Office applications do not use the Mac OS X dictionary for spell checking, rather they use their own dictionary. Office applications have similar techniques for ignoring or adding words to their dictionary, but words you add to the dictionary in Office applications are not added to the Mac OS X dictionary and vice versa. ■



Lingering Data

By R.J. Murphy, *Smalldog.com*

The question as to whether your deleted data can be recovered is something to be aware of, but it's not necessarily something to worry about. It is a fact that data deleted from your hard drive can possibly be recovered by the appropriate recovery software. For most people, this is not something to worry about, as it takes time and effort to recover deleted data, and depending on how long the data has been removed from the hard drive for, it very well may not be recoverable.

Recovering deleted information is possible because of the process through which the hard drive stores and removes data. All information is stored in binary format: zeros and ones. A directory on the hard drive then points to specific groupings of the binary digits to make up files. When you use Disk Utility to erase a disk, you are emptying the directory. An Apple Support article uses a great analogy of "removing the table of contents from a book but leaving all the other pages intact." Basically, your data is still present on the hard drive; however, the hard drive ignores the existence of this data, overwriting it as the computer continues to be used.

Therefore, the longer the erased data stays stagnant on your hard drive, the less likely it is recoverable.

Disk Utility has a built-in "Secure Erase" option, which allows you to effectively erase a hard drive in such a way that the data almost certainly cannot be recovered. This feature will erase the hard drive normally (removing the directory), and then proceed to write zeros over the data. Every pass of zeros written over that data makes the recovery process that much harder. In reference to the aforementioned article written a few weeks back, Lion now has a "Secure Erase" option when removing user accounts. This performs the same function, but only to the removed user account/home folder.

It's always a good idea to consider the option of securely erasing your data, depending on the situation. Whether you have extremely sensitive personal data, or are selling your computer to a complete stranger, it's nice to have the option of extra security.

Note: *The only way to be completely sure your data is unrecoverable is to physically smash the device into small pieces. Following the suggestions outlined here is fine for 99% of users, however.* ■

Cold Weather Care

By Matt Klein, *Smalldog.com*— (edited)

For all you OMUG travelers—

During the colder months, it's important keep in mind that cold objects entering a warm, moist environment (like your home or workplace) will become damp with condensation. As liquid exposure of any type can void your warranty and result in costly repair, and as Apple now installs liquid exposure indicators inside each of its products, it's vital that you keep your electronic gear safe.

If at all possible, do not keep your notebook, iPod, iPhone or other electronic gear in the car overnight in the cold. Condensation is easy to

avoid. If you find yourself with a moisture-covered device, the first thing to do is turn it off and remove the battery. iPod and iPhone users can only shut down and wait, as the batteries in these devices are not removable.

Legendary data recovery firm (and Small Dog data recovery partner) Drive Savers notes that this exposure to hard drives is particularly serious: "Cold weather can wreak havoc on temperature-sensitive hard drives used in computers, game consoles, MP3 players and video recorders. Condensation buildup on the drive platters and frozen components can lead to drive failure and data loss." ■

Self-help for you photoholics—

Here are some two-page PDFs that feature *Practical Keyboard Shortcuts* and *How-To Tips* to make your tasks easier while working in three of the most popular photo programs.

iPhoto '11 Cheat Sheet by Lesa Snider—

[Get the PDF here.](#)

Photoshop Elements Cheat Sheet by Lesa

Snider— [Get the PDF here.](#)

Photoshop CS5 Cheat Sheet by Lesa Snider—

[Get the PDF here.](#)



Make a photo journal in iPhoto

by Ben Harvell, Macworld.com

With iPhoto's book-creation tools, you can easily combine the best elements of photo albums, written diaries, and scrapbooks to create compelling and personal photo journals. Unlike a regular photo book or album, a photo journal takes your photographs and uses them to tell a story. The images are typically organized chronologically and combined with large amounts of text to create an extensive and coherent narrative.

These journals can be a history of a period of time in your life, or they can get creative. You can document all your meals for a month, take a snapshot every day for a year, or create a record of your child's first months in the world.

Step 1: Gather your best photos

Select an Album, Event, or handpick the images you want and create a book. You can add more images to the book at any time.

If the images you want to use are all part of one event or album, starting a book is as easy as selecting the collection,

clicking Create, and selecting Book. If your photos are scattered, switch to the main Photos view and select the images you want by holding down the Command key and clicking thumbnails. Press Command-N

to create a new album from the selected shots. Alternatively, you can create the book first and then drag photos into the project.

When choosing your images, don't just use the pretty pictures—look for shots that have a story behind them. You can mix in scans of ticket stubs or other ephemera to give your book a scrapbook feel.

If you've edited some photos, apply the same adjustments to similar photos when possible to maintain a coherent style throughout. To do this, enter the Edit screen for your first image, select the Adjust tab, and make your changes. Now hold the Control key and click on your image, then select Copy Adjustments. Move to other shots and select Paste Adjustments to apply edits.

All the photos you add to a book will be available in the book's Photos panel as you are designing. You can move images around, zoom in or out on images, or double-click to open one in the image editor at any point during the process.



If the **Include Text** check-box appears in the Design panel, make sure it is checked.

Step 2: Customize page layouts

Picking the right book theme is key when creating a photo journal.

The available page layouts differ with each theme, and you'll need options that allow for adding a lot of text. We recommend Photo Essay, or one of the Travel themes. (The Journal theme, oddly, doesn't have many text-heavy options.) Do not change themes after starting a photo journal, because you may lose your text.

Once you pick a theme, click **create** to start editing it. iPhoto will make its best guess about how to flow your selected images, but you can reorder them. Go through and change individual page layouts to get the right balance of photos and text. Click the outline of a page, double click to zoom in, and then click the layout button that appears above it. You can also click the Design button in the bottom right corner of iPhoto to bring up the De-

sign panel and select your layouts there.

Choose the number of photos you want on the page from the drop-down menu, and select one of the resulting layout options. If it appears, make sure the Include Text box is checked so that your options include page designs with text elements. Since text is such a key element for a photo journal, you can make a page that's just a giant text box. Select Text Page at the bottom of the drop-down menu to add these periodic text-only pages throughout the book.

When your layouts are set, change the images on a page by dragging new shots in from the Photos panel.



To see more fonts, uncheck the Show Selected Fonts box in the Design panel.

Step 3: Format text

When you're ready to add words, decide on a font, text size, and text color for the book.

Though selecting text brings up a pop-up menu with a few text features, you should click the Design button for the full list of font options. Choose your font attributes from the menus. When you're satisfied with the look of your text, click the Change Everywhere button to apply the same style to every text box in your book. By default, iPhoto will only list the fonts it recommends for your book template. To see the full list of possible fonts, uncheck the Show Suggested Fonts box.

For a more casual and personal feel, look at script fonts such as Bradley Hand and Papyrus. For a professional look, fonts like Georgia and Helvetica will work best for text.

Step 4: Add the narrative

Make your book a real page turner by including the story behind a photo instead of just describing what it shows. If your book is chronological, you can begin each block of text with a dateline. Other options might include a location or descriptive name for each page, spread, or section. If you do decide on a title, keep the format consistent throughout the book. Also, look for layouts that already include a spot for a title, though you can create your own by increasing the font size and making text bold. *more*



Add a map to your photo journal and customize its look.

Step 5: Include a little something extra

Image effects can be added to images to illustrate a story. For example, you could add a sepia effect to one image and then boost the color of the image next to it to suggest before and after.

Another great way to make a photo journal engaging is to add a map page from the layout menu. There are seven map styles to choose from, and you can even plot locations to point out where photos were taken.

If you have text-only pages but want to make them more interesting, you can make the background an image. Go to either the Background drop-down menu or the menu in the Design pane, and instead of selecting a background color, click on the last square, which shows a gray drawing of a bridge. Whatever image you now drag onto the page will become the background image. You can adjust the exposure of the image so that it doesn't overwhelm the text on top of it.

Another fun design option is to add a Spread layout, which displays one image across two pages. By selectingconcluded next column

Include Text, you can even add a small amount of text to the page.

Step 6: Order your book

When it comes to printing your book, you can't go wrong with Apple's printing service, which is geared toward the best results for its own templates. Once you have completed your book, click the Buy Book button to see the details and price for your book. If you are happy, you can then pay and upload your book to Apple's servers for printing with the finished product delivered to your home or to another recipient.

If you prefer to print the book yourself, however, or send it to an alternate service you can export your book layout as a PDF. Go to File -> Print or press Command-P, click the PDF drop down menu and select Save as PDF, and save the file. You are now free to print your book or upload it to any service you like including those we've listed below.

There are many online book printing services available that will accept a PDF, such as [Blurb.com](#). Most sites will provide a checklist for you to follow to make sure your book prints correctly. You can order in bulk and even sell your book online if you wish. Blurb also offers its own BookSmart software that works with your iPhoto library and allows you to copy photos from iPhoto without affecting the original image.

Editor's note: If you are thinking of doing a book, also check sources such as [Shutterfly.com](#) and others. They offer template formatting, both auto and custom that makes building a photo book a breeze. ■

Find Your iTunes Username

By Kali Hilke, [Smalldog.com](#)

iTunes has been slowly taking over the world for the better part of a decade now, so chances are, you're using it to play, buy or rent your digital content.

For those who use iTunes less frequently though, either because you don't often use iTunes for your music or movies or because you have a household full of separate iTunes user accounts, you may have found yourself wondering what your username is.

This can be frustrating if you have content on your machine that you know you've purchased but want to log in again. (If you don't own an iPod or haven't purchased anything from iTunes before, it's possible that you haven't yet created an account.)

To find your account information (given that you've initially created one and downloaded at least one item within the account), MacTrast has a great tip to find what you're looking for.

Once you've opened iTunes, go to a file that you know has been downloaded or purchased through iTunes. Click Command + I or go to File > Get Info to grab the file's information.

A summary window will pop up, and you'll see your Account Name highlighted there. You may request a new password if you've forgotten it (this assumes you still have access to the original email address on the account), or answer the original "secret questions" associated with the account.

Another method is: Go to Applications/Utilities and open Keychain; then type in iTunes in the search field and you will see if there is an iTunes account there (or not, if you don't have one). Click on it and you see the username. You then can click on **Show Password** and type in your Admin/User password and you will see the Password as well. ■

Monolingual

[Monolingual](#) is a program for removing unnecessary language resources from Mac OS X, in order to reclaim several hundred megabytes of disk space. It requires at least Mac OS X 10.5 (Leopard) and also works on Mac OS X 10.6 (Snow Leopard). Version 1.3.9 is the last version for Mac OS X 10.4 (Tiger).

I don't know about you, but I use my computer in only one (human) language — English. And I'm willing to bet that you do too, albeit perhaps not English. So why do you have a bunch of localization files for the Mac OS X operating system filling up your hard drive? Enter Monolingual — a handy utility for reclaiming your space for more useful things... like international mp3 files, email or whatever you like. *Editor's note: Monolingual was included on your OMUG member's flash drive. Click the link above to get the latest version free.* ■



"I'll have my Siri contact your Siri and set up the meeting."

'Twas twelve nights before Christmas.....

Around 5:30 o'clock Santa's little elves they came— bearing tray after tray of goodies— a crockpot of meatballs, veggies of all design, and shrimp so fresh they were simply devine. On to franks-in-a-blanket, gourmet appetizers, cheeses, jalapeno poppers, salads, deli spirals, lobster and crab spreads too.

The tables and trimmings were placed about the room with care— in hopes that all OMUG, would soon be there.

Near seven they came—through the parking lot and into the hall, similing faces— cheerily worn by all. The party had started— the punch did flow.....

And so it went for the next two hours plus. Good food, animated conversations and laughs aplenty. Desserts galore— from cookies and cakes to pies, brownies— and Bob's special fresh strawberries with yogurt and chocolate wonder.

And then "just one more thing" as Steve Jobs would say— JP was on the mike in his best baritone voice. After all, he was dreaming of a "White Christmas"— at least in song.

And to all... a good night!

Editor's note— Thank you to all the "elves" for all of your hard work making the party happen and for your dedicated efforts throughout the year. And my apologies to Clement Clarke Moore.



Bountiful outstanding food, great conversation and a moving "White Christmas" serenade by JP!

Party photos by Tim Rankin

a happy, healthy new year to all.....

OMUG Meeting Information—

The Ocala Mac User Group meets on the 2nd Tuesday of the month at the following location to the SE of Ocala:

St. George Anglican Cathedral— Parish Hall

5646 SE 28th St., Ocala, FL 34471
(352) 624-0112
See www.ocalamug.org for a map

OMUG Board of Directors—

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Director— Al Sypher
aes@imageocala.com • 237-9501

Past President— Tim Rankin
rank.tim@gmail.com • 821-2322

Mac Users Helping Mac Users—

OMUG volunteers will try to help with your computer and software problems. Please add your name to this list if you are willing to share your expertise with other OMUG members.

General Mac Problems— Tim Rankin
rank.tim@gmail.com • 821-2201

Print Shop or Print Explosion—
Judy Rankin
judyrankin@mac.com • 821-2322

General Mac Problems •
Web Design—
Philip Davis (email ONLY)
p.davis@ocalamug.org

OMUG Assignments—

Fifty-Fifty Raffle—
Earl Satterfield

Membership—
Nancy Kirby

MUGSHOT Newsletter—
Al Sypher

Program Coordinator—
Burt Stephens

Refreshments—
Della Marteny and
Ed Jaworowski

Webmaster and
Apple Ambassador—
Philip Davis

Apple's *Newsstand* a huge success for digital publishers

By: Christina Bonnington, a *Wired.com* staff writer

Newsstand appears as a folder on the iOS home screen, funneling all your digital magazine and newspaper app subscriptions into a single location. It provides easy access to these apps, automatically updates them in the background when new issues are released, and — here's the payoff — includes a built-in store for purchasing subscriptions. Purchased titles are displayed individually on *Newsstand's* virtual bookshelf.

"Apple Newsstand is changing the way people buy and read magazines, similar to how people bought and listened to music through iTunes. It's revolutionary," says Collin Willardson, director of digital marketing at PixelMags, a digital publishing platform for a number of high-profile media brands, including *Esquire*, *Dwell*, *Men's Health UK* and *Cosmopolitan*.

Numerous publishers are reporting subscription surges for their newspaper and magazine apps. PixelMags reported a 1,150 percent growth increase in the first week after *Newsstand* and iOS 5 debuted on Oct. 12. It's now sold over four million digital magazines.

"We quickly started to realize just how big of an impact Apple Newsstand was having on our business when on the morning after launch, I received a phone call from our server company wondering if we were under attack," said Ryan Marquis, PixelMags' founder and COO, in a company's press release. *"I told them that we were for sure — from all the new iOS 5 users who wanted to download magazines from us."*

Conde Nast, *Wired's* parent company, saw a 268 percent spike in subscriptions since the *Newsstand* app landed. *"It's clear that the focused attention and greater discoverability that Newsstand provides*

our brands has been embraced by the consumer," said Monica Ray, Executive Vice President of Conde Nast.

Without a doubt, *Newsstand* increases the visibility of subscription-based magazine and newspaper apps, which often get buried under the onslaught of games, social media and photo apps that tend to dominate the App Store's charts. But thanks to *Newsstand*, it seems, the National Geographic iPad app managed to reach the #18 spot in the Free Apps chart last week. The New York Times iPhone app is #27 today. And with a button that takes you directly to the magazine and newspaper section of the App Store, the *Newsstand* app makes it easy to snatch up subscriptions to quickly fill its own empty shelves.

Other success stories: New York Times app subscriptions absolutely soared after *Newsstand* launched. Its iPad app alone saw 189,000 new user downloads, seven times the number from the week before (27,000). The New York Times saw even more remarkable numbers for its iPhone app: 1.8 million downloads, or 85 times more downloads than the 21,000 of the week before. Meanwhile, Future Plc, a UK-based publisher of niche consumer-enthusiast magazines, saw a 750 percent increase in sales after *Newsstand* debuted.

But not everyone is happy with the addition of *Newsstand* to the iOS ecosystem. For some iOS users, the empty, glaring bookshelf of the *Newsstand* icon has been a source of irritation. Indeed, the addition of *Newsstand* is listed as one of very few complaints about iOS 5 across the web. Because *Newsstand* is a folder, rather than an app, you can't easily remove it from your home screen, but some clever folks figured out a workaround that doesn't require jail breaking.

These individuals, however, seem to largely be in the minority. Legions of users are filling up those bare shelves with digital subscriptions, giving a much-needed boost to magazine and newspaper app makers, and publishing in general. ■

In Case you Missed It—

Our OMUG mystery member from the July issue was revealed at the OMUG Christmas Party— none other than Phil Davis. The photo was taken on the coast just north of Boston. Phil lived in the Boston area for about 11 years after getting out of graduate school. He first worked as an astronomer in a small town outside of Boston.



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