EPISODE 506

[INTRODUCTION]

[0:00:00.3] JM: At KubeCon I had a chance to catch up with Adam Stacoviak of The Changelog, a podcast that was an inspiration for starting the Software Engineering Daily. Changelog has long been one of my favorite podcasts about engineering thanks in part to Adam's personality and this was a spontaneous conversation but it was a good one and I really enjoyed catching up with Adam at KubeCon.

[INTERVIEW]

[0:00:34.3] JM: I'm here with Adam Stacoviak, the host of The Changelog.

[0:00:36.9] AS: Hey, hey, hey.

[0:00:38.3] JM: It's great to have you here Adam.

[0:00:38.9] AS: Thank you Jeff. It's good to see you, in your flesh, face to face not on the internet, not some bits and bytes the real thing.

[0:00:45.3] JM: That's right, yeah. So, we are recording a spontaneous podcast about KubeCon and stuff. So, I guess it's 2017, you are an authority on open source software because you host The Changelog, which is a podcast mostly about open source software. What are the most exciting projects in open source right now?

[0:01:05.6] AS: Projects, specifically? I could say verticals rather than projects. I would say anything AI anything NO, anything orchestration anything Cloud those things lit on fire. Obviously the front end has been on fire, React View. Anything JavaScript related is pretty on fire. I would say those things are pretty much super hot.

[0:01:26.3] JM: What I like about The Changelog is you're really good at having both the technical discussion as well as the narrative around the technology. So, for example the — one

of my favorite stories around open source what comes to mind is you mentioned View the fact that Evan [inaudible] started this open source front end Javascript framework when Angular and React were both hot and we thought those were the big dueling competitors. Angular being managed by Google, React being managed by Facebook, and then, Evan [inaudible] comes along and he starts a project and it gets tons of traction and he's supported by Patron.

[0:02:05.2] AS: I think Evan has a past though behind, prior to View that, you know, he was a front end engineer I think at Google if I recall correctly? I could be wrong, but some big company like, you know, the projects that you just mentioned, Angular and React. So, I think he had this, sort of, insider perspective and I think he became an independent engineer on his own or, you know, started View as, sort of, like this problem of not just wanting React, wanting a different solution and not really being happy with what React was and so then that's kind of where it came from.

It's interesting to tell the narrative of like where things come from and why rather than just what they are. Because not that we can all talk about the technical pieces, but that isn't always the most fascinating part, right? It's sometimes where'd the problem come from, what was the circumstances, what were the constraints, what was the people behind it? Because it's, you know this, when we talk about software it's not really about the software it's about the people, right?

So, we feel like telling the narrative, telling the stories is not more important but just as important as the technical bits, you know? If you don't get that part right then, you know, we can want to hit both angles, technical as well as narrative.

[0:03:16.5] JM: Yeah, now another area that you could touch on and you do touch on some episodes is that of business. I'm curious about and I've know the struggles of running a media company in 2017. What is it like to run, from your perspective, what it's like to run a podcasting/ media organization?

[0:03:35.6] AS: The best ride of your life, I'd say. Because it's — we have been fortunate to create really good relationships and to invest in people and not just companies, you know, and I think for us it really is all about the people, it's all about helping people. So, it's helping people

from a listener perspective. We have a listener first mentality. If we work with the sponsor to sustain our business that doesn't jive with a listener, we're not going to work with that sponsor anymore.

[0:04:02.7] JM: Has that happened?

[0:04:03.4] AS: Sure yeah. I'm not going to name any names but yeah, we've said no before. We've said no to $20,000, $40,000 plus dollars opportunities because there wasn't a fit or because a situation didn't align right. Or for whatever reason, and I think it's that, kind of — maybe we're fortunate to be in the position to say no now? Maybe, we weren't before. I wouldn't say desperate, but more inclined to say yes. But I think every time we have a chance to grow, move fast, take on a new partner that maybe not fit well and we slowed down and said, "Is really going to work? Does this really makes sense for us? Does it really make sense for our audience?" and we examine that closely. I think it's that, having that DNA in us that makes us maybe you know this if you listen to the show, that it helps our listeners trust us far more as editors, as curators, as, you know, Jerry likes to say "taste makers".

Although that's not the best word for it. It's generally charge. You're a taste maker of software, taste maker of people and you're helping curate this sometimes disparate world of open source software and software development. We connect dots, you know? And so, if we have the listeners' trust doing that and that comes from making wise decisions for their behalf. If we have that trust it's so much easier to navigate. Fun? Yeah its lot of fun. It's a lot of fun because you get to meet a lot of people.

I'm here meeting you, I'm here at this conference, KubeCon. You know, I get to shake a lot of hands. I just talked to Brendan Burns. We all won't be sitting here for it wasn't for Brendan Burns and couple of other people initially with Kubernetes, right? Brendan Burns is one of the originators, one of the original co-founders of this project. He was inside Google selling funding saying, "Hey, Google, you should support this." We didn't really have a name for it. They didn't really have a name for it then and he sold the inside of Google to fund this project to allow them to work on it, make it open source, eventually create the Cloud Native Computing Foundation, and without somebody like us and you and others telling that narrative telling that story, we're just lost. We don't have that thread connecting us.

[0:06:03.6] JM: Yeah, so podcasting in 2017, is it growing? How fast is it growing?

[0:06:10.2] AS: Oh man. Well, I will actually point back to maybe somebody, you know? Gary Vaynerchuk. I was – we were talking prior to this audio recording about YouTube, now I watch Gary on YouTube because Gary gets me a little fired up. I don't agree with everything. He's got some foul language which I tend to stay away from. Because I like to be future hacker friendly and we all like to. So if the future hackers can't listen to our show because it's got curse words in it, we prefer that the future hacker generation in those with families listen with families to welcome their children to listen to it. But back to your point, is Gary Vaynerchuk said that the audio medium is the fastest growing medium because it does require your eyeball attention, you can wash the dishes and you could for a run and half listen to his show and get as much as you want out of it.

You could be running on a treadmill doing a workout. So, you can take a podcast in or audio content anywhere. So, there is no limit. Whereas video requires far more attention. It requires your specific attention, whereas audio can be sort of like in the background and you decide to get as much or as little as from it as you like. So I think podcasting has grown tremendously in 2016, its lighting up in 2017, I think it will be on fire next year.

[0:07:23.6] JM: Really?

[0:07:23.6] AS: Oh yeah. I mean you get so many companies, companies like Gimlet Media getting their — of course their shows are not like yours and I's where it's more on mainstream. I think our show are mainstream software developer podcasts, right? We're not going to reach the mass millions because we don't have content that reaches the mass millions, right? We're barely trying to scale to a hundred million developers in the year 2027 for Kubernetes. That's – you don't have millions and millions of downloads when you're not mainstream, right? We're very niche.

[0:07:55.8] JM: Do you have any idea what the total addressable market of software engineers who listen to podcasts is?

[0:08:01.3] AS: So, you have to divide – you have to start, same way in the market, you've got to figure out who is an engineer, it doesn't matter where they are at in the world. So engineers in the world, then you've got to slice that into the amount who would actually listen to audio content, or even know podcasts exist or that they can be good, and then you've got to divide that by the ones who have tried it and you listen to shows unlike yours and unlike mine where you really focus on high quality audio, great quality stories, good quality guests. You know, we put our bloods and tears in to it but not every podcast does that or has that.

Not that they are not good, but they tend to have not very listenable shows. So they turn off a good majority of it, I think for a bad thing. But I don't know? It's tough what the addressable market might be. I'd say quite a bit; 150,000, 200,000? I'd say, you know? But then you've got to slice that in to interests. Do they care about everything we talk about? Probably not. So, I think you end up having, you know, 20 to 70 thousand people on a given topic that you can actually hit with and you may actually get 20, 30, 40 thousand to listen to it.

[0:09:08.7] JM: You know, software engineering is one of the few jobs that is rapidly expanding and the demand for software engineers vastly out strips the supply and so that's causing more and more people to go into software engineering and then at the same time you have things that are lowering the barrier to entry for software engineers like FreeCodeCamp or a bajillion other educational tools.

Do you think this market's going to like swell a lot and like pop a lot, or is it going to be more like a linear, just gradual increase the number of software engineers in the world?

[0:09:43.4] AS: Well, I think we've seen, you know, a linear growth, you know, through its history and I think we'll continue to see that because I think there's more demand and quite frankly you're – you have access to technology at such a young age, right? I was actually talking to Jerod recently, Jerod Santo my co-host and partnering [inaudible] Media and we're talking about Cloud Native, right? And, what that means and, you know, we kind of pontificated about what we thought it meant and his definition of it was "anything that is born and in a Cloud world where the application or whatever it is the infrastructure didn't exist prior to Cloud" and so, it's Cloud — it's grown up or born in the Cloud world.

And then, we kind of took that same analogy back to, or parallel back to the internet, Internet Native, right? I don't know what your age is but I grew up when there was no such thing as the internet, right? We called people on rotary phones. I put my finger in this hole and rotated this thing to act — to put a number in there. We used to answer the phone. I was — grew up in an age prior to call waiting, you know what I'm saying? Like kids today they have access to technology so young, so it's so prevalent, right?

And so I think you just continue to see a linear growth. I think it will — I don't know if it will ever hockey stick, but I think it will always go up, you know? I don't think we see that slowing down. We see young girls and young women being adopted into software. You know, we're changing our ways of being inclusive, we are changing our ways of being diverse, you know, we are all being educated and how each really should be. We, kind of grew up in different areas when areas when it wasn't – it was just different, you know, it was just different and we're all being more mindful of it.

So I think, not only do you have diversity as a huge push, women in tech shows here obviously, you know, that's a big piece of it. Like, you've got to educate people. So now you've got so many more people being invited, included, welcomed, loved, supported, you know? I think that's a beautiful thing I think because of those things and just the general growth of tech it will continue to rise.

[0:11:42.7] JM: As a media company, you know, you look at the media consumption habits of kids these days and, you know, if you look at it like college students or recent college graduates they will trust a Vox media much more than a CBS or CNN. So there is a gradual cycling out of the older media companies in terms of how younger people trust them. When you think about building a durable media brand with Changelog what – do you feel like you need to make changes or do you feel like you have a brand that is going to be durable that will be beloved by future generations of technologists?

[0:12:22.9] AS: All I can say is we go — we wake up and we take it one day at a time. You know, I don't really have in to that, but just to say that we get up every day, we show up and we do the work. We love when a community's loved and we do we can to share great stories and to pat people on the back when they need praise and to shine lights on technologies that haven't

gotten covered or stories that need to be told and we just wake up and do that every day and hopefully, I think with software growing, naturally a desire to learn more about it and having outlets like mine yours to go to it's going to be natural to keep being beloved, you know?

If we keep being people to want to be on our shows, that you want to listen to our shows or read the things we do or read our newsletters or whatever, you know, if we keep doing that then we're going to naturally grow and I think we're in a great position because people like Google, companies like Google, companies like Microsoft, you know, all these different companies out there reach out to us and say, "Hey can we work with you somehow, can we be a part of what you are doing?" Not because we're being like them but because we have a earned trust. Because we took our time, we put ourselves in the trenches, we as best as we have made ourselves part of the community and, you know, you're rewarded for that, right? So, I think it's just natural to continue to be beloved and just by happenstance also grow.

[0:13:45.0] JM: I hope so. I mean, the thing that I always think about is if you are a software engineer, why on earth would you become a journalist? But because of that, it creates scarcity of journalist software engineers, which puts us in kind of a scarce position.

[0:14:04.5] AS: Yeah, we're anomalies.

[0:14:05.3] JM: Yeah.

[0:14:05.3] AS: We are not normal. We are weirdos.

[0:14:08.2] JM: Yeah, but with that in mind do you — I start getting this like maybe a year or so ago where I was like, "You know, I haven't written software in a while and like am I qualified to report on this stuff? Am I just — am I just starting to just regurgitate documentation and marketing?"

[0:14:25.6] AS: You are already giving yourself a wall then. You're asking yourself, "Do you belong?" Which is a version of imposter syndrome. Just because you just haven't written code in a while doesn't mean you don't know what it is or why it should be written or who should impact?

[0:14:35.5] JM: Right.

[0:14:36.4] AS: That's where we are technologists. Just because you write code doesn't get you a seat at the table.

[0:14:41.2] JM: Fair enough. But nonetheless, I forced myself to start doing some coding again. Do you write?

[0:14:48.7] AS: I try.

[0:14:49.2] JM: You try to find that?

[0:14:50.7] AS: I'm more of a front end developer so I don't do a lot of back end stuff. But, you know, one thing I do play a big part in and one thing I have done prior to, you know, being a professional media dude or podcaster or whatever, you know, people might think I am, is I was a product manager. I was a UX designer, I was a designer, a front end designer and so I wear all those same hats for my own company. The new stuff we build, the new stuff we design, the things we're coming out with and very soon changelog.com, is designed by me.

[0:15:16.6] JM: What's coming out?

[0:15:17.1] AS: The easiest way to say is we've been producing a newsletter for the last three and half years. Ten thousand plus readers, not a huge leadership but high, high, engagement because we work so hard every single week to distil all the single – you know, all the noise out there in to a good signal.

[0:15:31.2] JM: Yeah.

[0:15:31.2] AS: And, we ship that every week from changelog.com/weekly, that's our newsletter and we've been doing that and it's been hard for us to tell that story that we, you know, create content, so to speak. Not just podcasts. Because it's not front end center. We're rather just, you know, in the design process so back to the whole product manager UX designer role, you know

I put that hat on and I said, "Well, why can't — why doesn't — why don't people know that we produce this great content and they should sign up to this newsletter?" Well, it's because it's not the front.

Well then I started designing, you know, a new interface for our website to put the newsletter front end center, but all it was then was just basically saying, "Here's our newsletter, here's how you search the archive and hopefully you subscribe," and that felt really weird. So, we're going to invert our publishing process to publish to the web first and put more of a news front into the changelog.com website, you know, and then distill that from that in to a newsletter. Still curated by me, Jerod, and the rest of the team and whoever we else add onto the team, but we're inverting our publishing flow. Rather than saying, "Here's a once per week newsletter 10 thousand people, which we love thank you for subscribing." But we want to reach more because there's so many great stories out there that are limited to just this email and we didn't think that made sense.

So, when it comes back to, you know, ways we innovate is I put my design hat on and I say, "Hey, we're going to make this new front end awesome." We have another person that works with us, also a designer, Cody Peterson works with us. Humanshapes.co is his website he's a freelancer, phenomenal. Probably that's – probably doesn't have time to work with you because he's working so much for us. But, you know, we just work really hard to design well and to ship good stuff and so, that's the next thing we're working on.

[0:17:08.3] JM: Ha, so it's like the links that you would be sharing in a newsletter are instead shared on a web platform? Okay.

[0:17:15.5] AS: And, you know, with our newsletter we've always shipped our own commentary. Pulled quotes from it, sort of, Gruber style takes on, you know, you asked earlier about ESPN and I think that's an ESPN'esque version of it because we're putting our two cents into it. Not just, "Here's a link, go check it out, and, you know, here's a pulled quote from it, good luck." It's more like, "Well, we've talked on episode 251 about this. Here it is again now it's one.o, which is I'm just referencing something I just logged earlier was Netlify 1.0 the CMS Netlify, James Stack, which is pretty interesting because they've taking Git-based, you know, workflows to a content management system.

They made that promise on episode 251 and today Netlify 1.0 was released. So they delivered on us. So, you know, a portion of our commentary might be like, "Hey, you know, a year ago we talked to the founder of the project, go listen to this show. Here's what we like about it, and they've delivered on their promise. So we add commentary not just that, but a little bit more and so, rather than just do a newsletter we're taking it to the web, you know, making it linkable, making it sharable, making it reactable making it commentable, you know, that kind of stuff.

It's pretty interesting because, you have people doing that but, you know, we harken it back to, you know, the era of Slashdot, the era of Dig, you know? When those two sites were more cool. They're still cool, but they were more cool, right? Slashdot was the beginning of essentially link blogs or, you know, that kind of thing. I think Hacker News has taken it over but you go on Hacker News, good luck going on the homepage finding technical links most of them are political, some of them are just off topic, not a lot of them really for software engineers.

[0:18:55.7] JM: Yeah, it varies from day to day.

[0:18:56.6] AS: It does, but it varies too much in my opinion. Our newsletter changed all week has always been, you know, you can go back to Jason Freed and DHH in their methodology with Basecamp, right? They built Basecamp and Microsoft Office was they didn't want to be, you know, so they didn't really have an idea what they wanted to be, but then knew what they didn't want to be.

[0:19:18.5] JM: Oh yes.

[0:19:18.5] AS: Right, and not that Hacker News is bad, I'm not saying that one a little bit because everybody's effort is to be, you know, should be praised and I think it has its place but, you know, we think there's a gap there and we're going to fill it and our example of what not to be is Hacker News.

[0:19:32.9] JM: Interesting, okay that make sense. What advice do you have for people who are looking to start a podcast or start a newsletter or start some sort of personal brand effort, particularly developers?

[0:19:44.2] AS: Personal brand effort, well let's start with maybe one of them. Let's start with pick a medium and I'll give some advice on that one.

[0:19:48.9] JM: Podcasting.

[0:19:52.1] AS: Podcasts, is easy. You just grab a mic and you talk into it.

[0:19:54.0] JM: Yeah okay.

[0:19:55.2] AS: You put it on the web.

[0:19:55.4] JM: That's reductive.

[0:19:56.0] AS: Right. You put an RSS feed or XML feed behind it and that's a podcast. But I think to really do it right, I think that you asked early how is podcasts growing? I think the way podcast are growing is demanding our attention to quality and not just the content but production by it. That doesn't mean go out and become an audio engineer, but that means learn enough to get it right. Or at least try, because what's going to happen is that you have not so great audio or you don't pay attention to the mix and levels between your voice and their voice and whoever else's voice is on these, you know, distributed calls it's going to be harder for somebody to actually pay attention and listen and not just fall off. And, podcasting I believe is in higher demand now where you're essentially fighting for attention, right? I fight for attention, you fight for attention, we fight for the same hour.

[0:20:43.9] JM: Yeah.

[0:20:44.2] AS: Or 45 minutes of somebody's time, you know? In lots of cases they probably listen to both of our shows. But in some cases you win, some cases we win. It's not like we're actually going to fight but by the content creation process we're competing for the same hour, 45 minutes, or 50 minutes of somebody's time and you only get there and win if you have the, kind of, content both in content and actual quality that people want to listen to.

[0:21:09.7] JM: What do you think about a niche? Like, developers who want to start something maybe, you know, figure out some super nichy niche and just capture all 150 developers who are in that niche?

[0:21:23.5] AS: You may, in that case you may want to realize that you have some constraints and you have some limitations. So you can't go into it thinking, "I want $50 thousand person per show podcast," when you've only got a thousand people to actually listen and you may only get 10% of that. So that's, you know, hundred people. So, you've got to be okay with just 100 people listening to your show.

[0:21:41.0] JM: True.

[0:21:41.0] AS: Right? And, you've got to then determine what is success for you? Because your success version and my definition of success might be completely different, right?

[0:21:49.4] JM: Yeah.

[0:21:51.0] AS: And that's what – that's where you, kind of, derive your own inherited happiness is like what do you think success is? What are you driving towards? What's your mission? And, how are you getting there, you know, one day at a time?

[0:22:00.5] JM: I see, yeah. For people who are looking to like gets sponsored or get sponsorships, giving tips for –

[0:22:06.3] AS: Just ask.

[0:22:07.3] JM: Just ask people.

[0:22:08.3] AS: Just ask.

[0:22:08.6] JM: Who do you email?

[0:22:08.6] AS: I don't know? You find – do the research. You've got to, you know, Google where the contacts are, you know, you reach out to a company, you know who to contact? Go to their Twitter, go to their app mentions, do some leg work. You only get sponsors and get those relationships by putting in the work. You know, it's putting in the work to find who to contact, showing up at conferences, shaking hands, meeting people, you know? You've got to put in the work. You can't just email one person, get one "no" and walk away.

[0:22:37.0] JM: Yeah.

[0:22:37.0] AS: You give me six "no's" and then I'll walk away. It doesn't mean I'm pushy, it just means that it takes work to find and create lasting long relationships.

[0:22:46.2] JM: Totally.

[0:22:46.2] AS: Which is really what those sponsorships are, in my opinion.

[0:22:48.2] JM: Yeah.

[0:22:48.7] AS: For us they're relationships, it's not sponsorships. I mean, it is in the general term you say sponsorships but for us they are partners and we make them feel like partners.

[0:22:59.0] JM: And, do you — this is getting into some inside baseball, but do you have any frustrating conversations were they're expecting some highly measurable form of lead gen and as podcasters we can't really give them that?

[0:23:13.0] AS: Yeah, and I let him down.

[0:23:14.9] JM: You let him down.

[0:23:15.4] AS: And, if they're not okay with it I say, "We can't work together." It's not because we are arrogant, it's just because on pragmatic, I'm a realist.

[0:23:23.0] JM: There's not really anything we could do.

[0:23:26.0] AS: We ship an mp3 across the internet and people listen to it. That's what podcasting is.

[0:23:29.0] JM: That's right.

[0:23:30.7] AS: You know, well, potentially an mp3. It could be [inaudible] or something else but, you know, likely it's mp3 because that's the winner in the format, right? So, you tend to ship an mp3 and maybe some of the other formats too, you host it on some sort of CDN or some sort of web server and people download it and they listen to it.

[0:23:47.3] JM: And, maybe they go to hire.com/changelog.

[0:23:50.9] AS: Maybe?

[0:23:50.9] JM: Maybe?

[0:23:52.9] AS: What would they go there for?

[0:23:54.1] JM: Well if Hired is a sponsor.

[0:23:55.2] AS: Yeah.

[0:23:56.3] JM: But, I'm just saying this is the conversation –

[0:23:58.0] AS: Oh, like so they listen to the show and maybe go to a sponsors page.

[0:24:00.9] JM: I'm just saying that is the how the sponsors choose to renew, in my experience. So the difficulty of managing a full-time podcast is like you have to have these conversations with the sponsors often times if they have a highly data-driven approach, they're going to measure, "Okay hey we ran this custom URL, changelog.com/hired and sorry we only got like — we didn't get enough people that went to it. So, we're going to have to lower what we pay

you," and you're like, "Okay well, how many people went there?" And they're like, "No we can't tell you that." And you have this adversarial relationship with sponsors sometimes.

[0:24:35.3] AS: Well, that almost never happens with us because I don't think that we step into an adversarial role with the people we work with and I'd say if they're not willing to share information with us I don't want to know people's names, but I want to know is what are your goals? What can we expect from it? I like to set expectations.

[0:24:54.0] JM: You set them up-front.

[0:24:55.1] AS: Right, so if you can't set expectations for me then you're just setting me up for failure, right? If I don't – if you –

[0:24:59.9] JM: So, you say up front like, "What are the KPI's here?" and you –

[0:25:02.6] AS: To some degree yeah. I don't make any promises, but I want to know what their desires are and I help them understand, "Well, you maybe be able to track 60% of that and you have to be okay with it."

[0:25:12.1] JM: Yeah.

[0:25:12.1] AS: Do you want to work with us? They say "yes", cool. If they say "no", then I'll say, "Well we've got other people we can work with too, but you've got to be okay with these parameters and if you're not, then you don't understand the medium. Because it's not about KPI's it's not about just conversion, its brand awareness."

[0:25:26.9] JM: Yeah.

[0:25:26.8] AS: You know, they've got to know, since we're using Hired, maybe Hired was to sponsor this particular episode of anything goes out but, you know, if we're using Hired as an example and they go to hire.com/changelog, which you should do and maybe there's some KPI's around that and — I'm just kidding around. But, you know, if they go there they now know that Hired is somebody that is potentially trustworthy to be a place when they're in the job

market to look for new roles for great companies like Google, like Facebook and Mix Panel, which is you and I both say because they've sponsored your show too and just to pull the Ad read back into is a funny. It's just the funny listeners, you know, its awareness they exists. They are trustworthy, potentially –

[0:26:12.7] JM: Yeah, but the difficulty is the person who you're dealing with who is purchasing podcast ads for whatever company, they've got a manager and they need to show the manager data especially a tech company they're – that campaigns specifically day to driven especially because they are used to this display campaigns where they can get really good analytics around whose clicking on the ads even though playing with those clicks probably going from bots but it's at least measurable clicks coming from bots and –

[0:26:41.1] AS: I would just say if they're in it for only the conversions then that's wrong.

[0:26:45.6] JM: Yeah.

[0:26:46.0] AS: You know, you've got to understand we're in the radio business, for lack of better terms but the radio business wasn't only about conversions it was brand awareness, it was about sharing a story, you know? Some insider baseball stuff, I tend to ask people like, "What is the message you're trying to deliver to the developer community that you're having a hard time doing and how can I help you deliver that message?"

[0:27:05.3] JM: Right.

[0:27:05.2] AS: Right so, you've got to figure how you can give them value, which is what I'm always trying to do and not just do an Ad read, not just say, "Hey, you know, go to hire.com/changelog and hopefully you subscribe." Like you tell their story, right? That's we do for everybody, we help tell people's story, we help deliver stories to the community of developers that need to hear it and we try to do that for sponsors and hopefully our motives and values and ways of doing that align and if they don't, that's cool. And, if they don't get value from working with us then I don't expect them to keep renewing, it's not charity.

[0:27:36.0] JM: Yeah.

[0:27:36.0] AS: We want to give value. So my goal is always to figure out, what's your expectation? What are your goals? How can I give you values?

[0:27:42.9] JM: Yeah, yeah, that's great advice. So we're at KubeCon, have you heard any interesting stories here?

[0:27:49.1] AS: Interesting stories here? None come to mind. Great keynotes. I think it's really interesting that Kubernetes has made exciting what is typically boring DevOps, right? I mean operations in general is fairly boring and now everybody is excited about it. We went from one thousand people to 4,200 people at this conference.

[0:28:08.4] JM: Yeah.

[0:28:07.6] AS: We've got a 103 people here on scholarships alone, that's phenomenal. $250,000 is donated to bring 103 people here that are from, you know, minorities or underserved communities. People who don't typically have the ability or means to come here, that's phenomenal. I've never seen that. There's a huge check somewhere over there.

[0:28:28.4] JM: Yeah.

[0:28:28.7] AS: That says $250,000 on it, and that's a gigantic donation, so that's a big story. This community has grown significantly I think it's not just because of Kubernetes, it's also because of a thriving community. CNCF, collecting these disparate projects together and saying, "This is Cloud Native," has been huge. That's the story that I think is generally told here.

[0:28:49.1] JM: I think it's interesting that all of the Cloud providers — this is like the first technology, other than maybe Linux, this is the first technology that all of the Cloud providers are gathering around saying, "Okay we're supporting this we're providing a large — we're putting a large bet in our Cloud services business around Kubernetes," and that's like rocket fuel to a technology. I don't think that there's any present for that. Maybe, the Hadoop space? I guess the Hadoop space would be something like that.

[0:29:20.1] AS: Yeah, it's been said that Kubernetes is links for the Cloud, so it would make sense that you would use Linux as an example of emulation or similarness. I think that, yeah it's like every Cloud is here, Google, Microsoft, what other Clouds are out there? Alibaba Cloud, Weave Cloud, all the Clouds are not only are they - I would say, you say betting, I think Kubernetes has proven itself as the orchestration technology of the Cloud. It, you know, the community needed a unified API and eventually one of them, you know, one of the many out there would have won.

You've got Kubernetes, you've got Swarm from Docker, Mesos, and very, you know, all the different players in this orchestration space and many of the vendors here that build their businesses on top of open source and have the support many orchestrators, that's where the bet I think is really being placed because they are smaller. These Clouds I think they, you know, they were all trying to do what Kubernetes has done, but it won. So, they not going to keep their own thing, right?

[0:30:23.2] JM: Right.

[0:30:23.2] AS: What would you do that for? You don't have this community behind it. You want to accept what has been accepted, right? And so, I think for those reasons you've got all these Clouds on this thing and then now they are all members of CNCF, which is great because that means now they have financial backing to support a community, to support a foundation and then obviously to bring in and vet what the TLC does to vet new projects coming into or leaving if they, you know, flatter out they're not actually good projects for the foundation or they just, you know, eventually die off, they call them retired. But, yeah, I think all the cost being involved all that money being involved is great because that's what it's all about assisting open source –

[0:31:01.8] JM: Yeah.

[0:31:03.1] AS: And you have to have an economy to sustain whether it's wealthy economy which is, you know, another term for like social currency or true money, you know, some sort of currency some sort of value you have to be present in exchange for something to sustain themselves.

[0:31:21.4] JM: Yeah, actually okay random a question; You are all about open source have you – are you covering Bitcoin stuff?

[0:31:26.4] AS: Absolutely.

[0:31:28.2] JM: How are you wrapping your mind around that space? Are you — do you like doing intense preparation and research and stuff for those kinds of shows? Because that thing yet pretty technical on my experience.

[0:31:39.3] AS: We do research, yeah, of course. We don't show up five minutes ahead of time with barely knowing their names. Sometimes we are out of time or whatever we as busy but we do prepare we, you know, we will do our show notes, we'll do some, you know, rough outlining, we don't have a script, you know, we kind of understand general topics we want to cover, some sort of general flows, some sort of general story. But part of the magic, I think, of podcasting in general is kind of coming in to conversation a little –

[0:32:05.5] JM: A little unsure.

[0:32:06.7] AS: Yeah, a little unsure, you know?

[0:32:08.7] JM: You don't want to hear the two experts talking to each other about a super niche topic.

[0:32:13.1] AS: No, I think that what's — what I think I like the most about our show is that is that we're not thought leaders in most of the spaces we talk about and a lot of cases we're imposters and so, we have this phrase we use that we do the show is this, we face our imposters so they don't have to. You know, so we ended up being imposters in front of thousands, you know, in front of these people and just face to face temporarily, you know, in that hour or so of the conversation. But the listeners, we're the imposters. We tend not to be the thought leaders.

Bitcoin specifically, preparation around that? I think you know, you've got to understand BlockChain, you know, you've got to understand I think some constraints from the BlockChain.

You know, you've got to understand some constraints around cryptocurrencies, some constraints around fiat currencies, understanding the landscape to some degree. But I think just knowing the general touch points is great because you can asks some pointed questions and from those questions get more information on where to take the conversation to.

Being a conversationalist is in a podcast in my opinion for the shows we do, tends to be, you know, part of our secret sauce or DNA is that we tell people front like, "This is not an interview. This is just conversation between three people who tend to care about technology and you tend to be the expert, we tend to be the imposters but we're going to come at you with some knowns and unknowns and our audience is developers.

So, go as deep as you want. Sometimes we'll follow you, sometimes we won't and we'll see you on the other side. Yeah, you know, or like sometimes people are talking about like creating an OS and my eyes glaze over I'm like, "I have no idea of what I'm going to say." Yeah, Microkernels this and that. Like, what? I don't know. But, I get the general idea what they're trying to do because they're trying to serve people and if you understand people –

[0:33:55.7] JM: And, somebody out there listening is like, "Yes, I followed exactly what he is saying or she."

[0:34:00.7] AS: Yeah, exactly and we, hopefully we're taking that conversation in the direction. I'm sure a lot of times somebody out there is thinking you should have ask this, you should have ask that, right? But, we can only take it so far.

[0:34:13.6] JM: Yeah.

[0:34:13.6] AS: If you've only got 45 minutes to an hour to talk to somebody.

[0:34:15.9] JM: Totally.

[0:34:15.8] AS: We can't — I don't know if people would listen to three hour shows. We've never tried a 3-hour show. I don't think I would ever even — I have to like take a bathroom break and a snack break for a three hour show.

[0:34:25.2] JM: Do you listen to Joe Rogan?

[0:34:26.3] AS: I listen to Joe Rogan on YouTube and play 5 to 15 minute increments.

[0:34:31.0] JM: Okay, not the full 3 hours.

[0:34:33.1] AA: I listen to clips, well titled clips. So I'm a huge fan of that and I coulded listen to three hours with Joe Rogan? Not that he is not, but it's just like it's long form content. It's very – I have three or four hours.

[0:34:45.1] JM: It is, yeah.

[0:34:45.8] AS: I might have three or four hours of media in a week so I've got to slice that up, you know? I've got different interests.

[0:34:54.2] JM: Yeah okay, what's in 2018 for Changelog?

[0:34:57.4] AS: Well, news I think that's probably going to be big for us.

[0:34:59.2] JM: Curated, so it's curated news.

[0:35:02.2] AS: Yeah, it's curated news it's, you know, if you subscribe the Changelog weekly right now are you go back to the archive which is listed at changelog.com/weekly, if you go back to the archive you see what we've covered, expect more of that. [inaudible] thing. I think our focus is on that, our focus is on keeping the main thing the main thing. Slow and steady wins the race. Float on and check yourself, packed to the heart, episodes move fast, keep up. That's our focus.

[0:35:26.9] JM: Adam Stacoviak, thanks for coming on Software Engineering Daily.

[0:35:28.8] AS: Thank you Jeff.

[END]