

# Podcasting for your Association: The what is and how to?

Presented by Gulo Solutions

# What is a podcast?

- A method of publishing audio broadcasts via the Internet
- It is a technology for automatically distributing audio programs, typically in MP3 format, to portable digital audio players (**iPod**) or computers.
- Publishes an XML-based news feed that lists their most recent shows. Listeners can use podcast client (**iTunes**) software to subscribe to the podcast
- Composed of
  - Mp3 (audio file)
  - RSS or Atom (feed)

# What does it do?

- Allows mass distribution of content in audio (mp3) form
- Podcasting is like broadcasting a personal radio show to iPods (or computers or any handheld device)
- Enables producers to create self-published syndicated content

# How can we podcast?

- Hi-fi Hardware requirements
    - Marantz PMD Digital Recorder (Association Forum) or Edirol (Association Unorthodox)
    - Compact Flash Recordable Media
    - Marantz RC600 Mic Remote (Association Forum)
    - Conference Grabber XLR Made for Marantz Digital Recorders \$59.00 Conference Microphone
    - Shure SM58-LC Microphone with windscreen. \$100.00 Recording Instrument
  - Lo-fi Hardware Podcast requirements
    - Computer Microphone
    - Computer
  - Required Software:
    - Audacity – Voice capture software and editing software (open source - free)
- Windows Podcasting Software**
- [FeedForAll](#) - an application that streamlines creating and publishing RSS feeds.
  - [Podifier](#) - a simple to use application that automates the creation of an RSS feed, the enclosing of one or more MP3 files, and the ftp application to upload them to a server.
  - [PodProducer](#) - a free Windows podcasting application.
  - [WebPod Studio](#) - software for creating audio and video podcasts. Comes in three editions: Standard, Professional and Enterprise.
  - [Winpodcast](#) - free application for creating podcasts.
- Macintosh Podcast Software**
- [Feeder](#) - an application for creating, editing and publishing RSS feeds.
  - [FeedForAll](#) - an application that streamlines creating and publishing RSS feeds.
- Online Services**
- **TypePad** – Hosted blogging and podcasting service
  - [AudioBlog](#) - a podcast and videoblog recording service that enables people to post to blogs, post to RSS, upload audio and video, record MP3 files over the web, and phone in a post (to blog or RSS).

# How can we listen to podcasts?

- Get iTunes
- Either browse 'Podcast Directory' – Category Business->Management (started by Association Forum and Association Unorthodox)

Or

- Manually add syndicated RSS feed

## iTunes

File Edit Controls Visualizer Advanced Help



Accessing Music Store...



Search Music Store



Browse

## Source

- Library
- Podcasts
- Party Shuffle
- Radio
- Music Store
- zPod
  - Podcasts
  - Arcade Fire
  - boomkat
  - Clap You Hands
  - Coldplay
  - Fischerspooner
  - Four Tet
  - Gorillaz
  - Heikki
  - itrip
  - On-The-Go 1
  - Podcasts
  - RadioXY
  - ride
  - Rock Your World
  - top 100
  - 90's Music
  - My Top Rated
  - Recently Played
  - Top 25 Most Played
  - Adam Curry iPodder Test Channel
  - Associations Unorthodox
  - iPodderUsers
  - ride
  - XY

## Exclusive Catalog

## Inside the Music Store

Choose Genre

Browse  
Power Search  
Podcasts  
Audiobooks  
iMix  
Billboard Charts  
Radio Charts  
Music Videos  
Movie Trailers

## Account

Allowance  
Gift Certificates  
iTunes Music Cards  
Redeem  
Support

## iTunes Originals

Ben Folds  
Moby  
Sarah McLachlan  
R.E.M.  
Nas

See All

## New Releases

Home Rock Alternative Pop Hip-Hop/Rap R&amp;B/Soul

Hurricane Relief  
Donate Here

## Exclusives

See All



Account: Sign In

## Today's Top Songs

1. Gold Digger (F... Kanye West
2. Sugar, We're G... Fall Out Boy
3. My Humps Black Eyed Peas
4. Wake Me Up W... Green Day
5. Don't Lie Black Eyed Peas
6. Feel Good Inc. Gorillaz
7. Beverly Hills Weezer
8. Helena My Chemical Ro
9. Don't Cha (feat The Pussycat D
10. Lose Control ( Missy Elliott & F

## Top 100 Songs

## Today's Top Albums

1. Late Registrat Kanye West
2. Plans (Bonus 1 Death Cab for C
3. A Bigger Bang The Rolling Ston
4. Bloom (Remix



FileEditControlsVisualizerAdvancedHelp

Source

LibraryPodcastsParty ShuffleRadioMusic StorezPod90's MusicMy Top RatedRecently PlayedTop 25 Most PlayedAdam Curry iPodder Test ChannelAssociations UnorthodoxiPodderUsersrideXY

Genre

LatinNew AgeOperaPodcastsPopR&B/SoulReggaeRockSoundtrackSpoken WordVocalWorld

Category

Arts & EntertainmentAudio BlogsBusinessComedyEducationFamilyFoodHealthInternationalMovies & TelevisionMusicNews

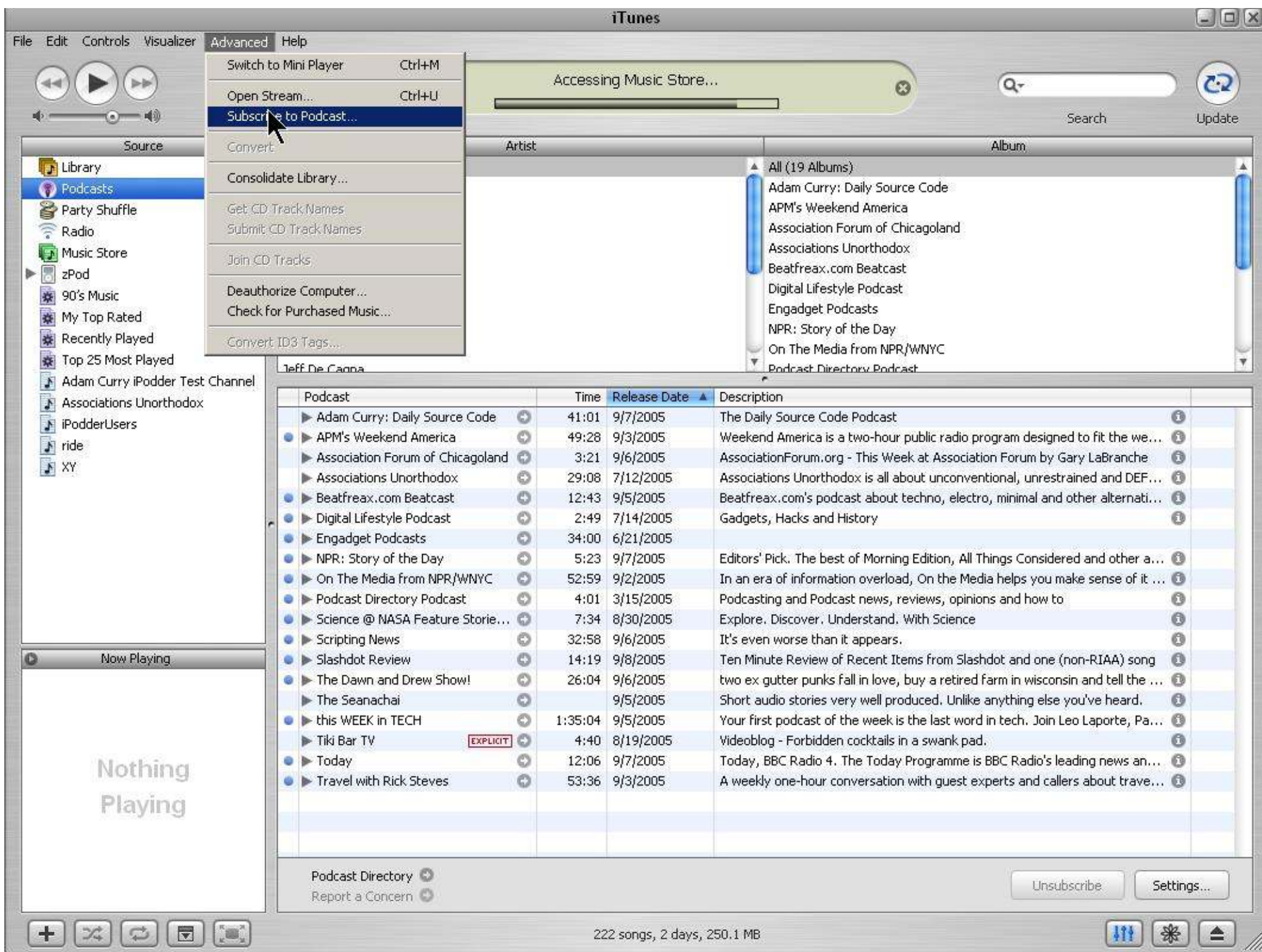
Subcategory

AllCareersFinanceInvestingManagementMarketing

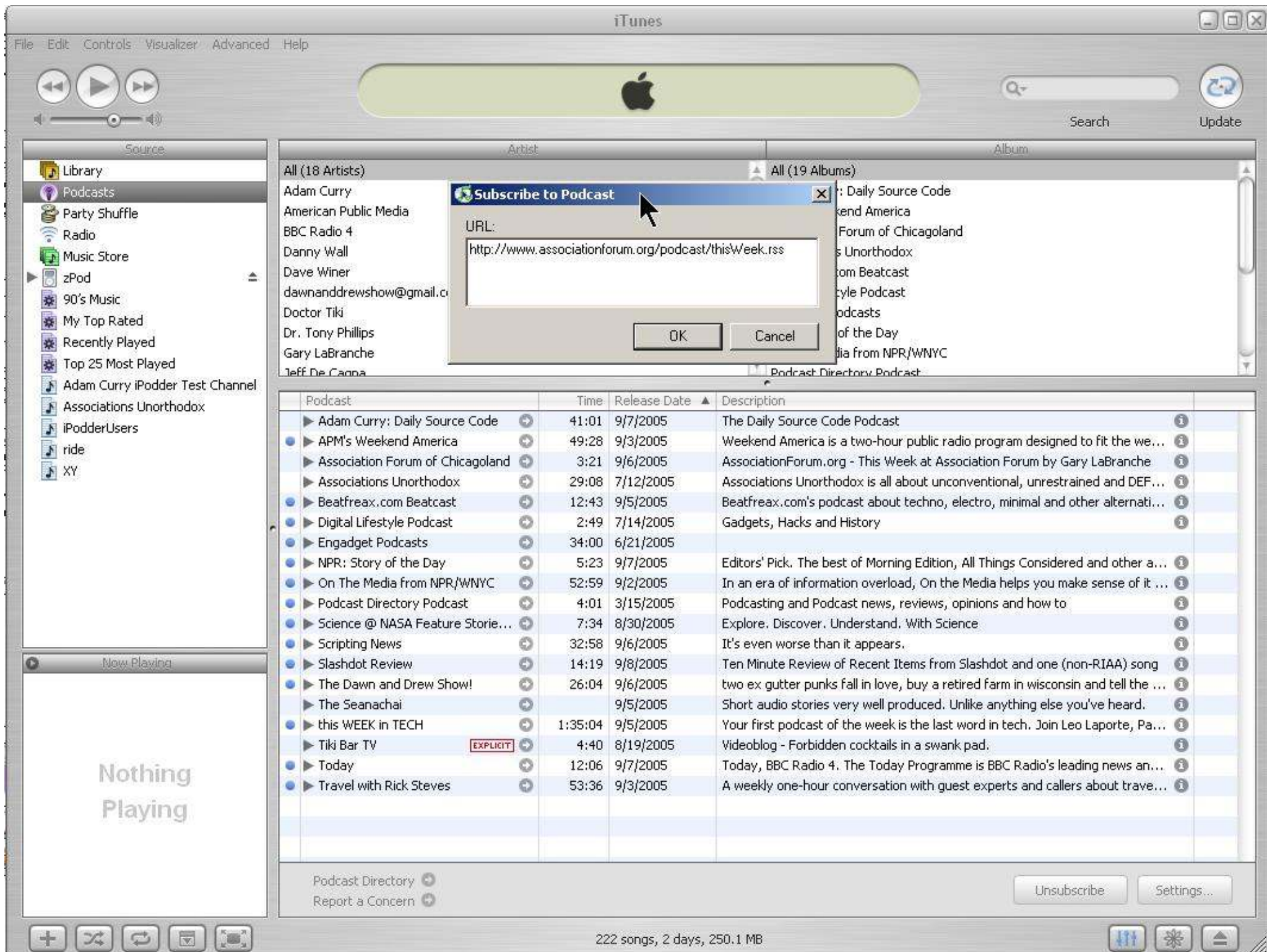
Account: Sign In

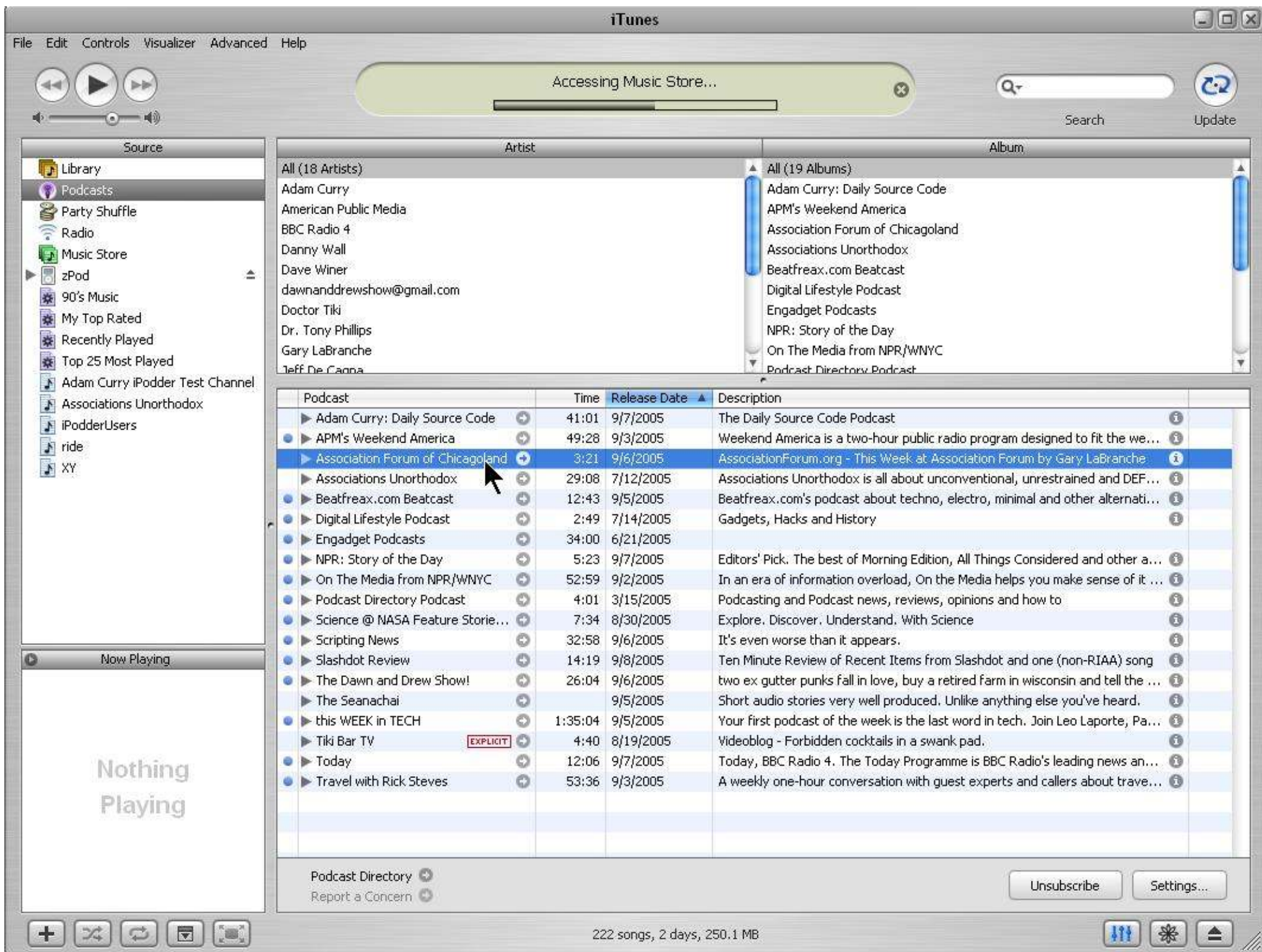
Name	Time	Artist	Album	Genre	Price	
- Glücksritter -	Not av...	Jo Simon	- Glücksritter -	Management	Free	SUBSCRIBE
-On Target On Track-Module 1	Not av...	Blair Henry	-On Target On Track-Module 1	Management	Free	SUBSCRIBE
Asia Business Intelligence	0:00	Asia Business Intellig...	Asia Business Intelligence	Management	Free	SUBSCRIBE
Associations Unorthodox	Not av...	Jeff De Cagna	Associations Unorthodox	Management	Free	SUBSCRIBE
AthenaOnline: The New Leader	0:01	AthenaOnline	AthenaOnline: The New Leader	Management	Subs...	SUBSCRIBE
B2B Lead Generation Blog: Podcasts	Not av...	Brian Carroll	B2B Lead Generation Blog: Po...	Management	Free	SUBSCRIBE
BarServ's Raising the Bar on Service	Not av...	George W. Daye, III	BarServ's Raising the Bar on ...	Management	Free	SUBSCRIBE
Best Accounting Practices	Not av...	Jack Boyer	Best Accounting Practices	Management	Free	SUBSCRIBE
BizzyCast	Not av...	Bare Feet Studios	BizzyCast	Management	Free	SUBSCRIBE
Buying A Business Podcast	0:01	Greg Balanko-Dickson	Buying A Business Podcast	Management	Free	SUBSCRIBE
China Business Podcast	Not av...	Kent Kedl	China Business Podcast	Management	Free	SUBSCRIBE
Contrary Public Speaker	Not av...	LeeAundra Temescu	Contrary Public Speaker	Management	Free	SUBSCRIBE
Forum Podcasts	0:00	Tamsin Aspinall	Forum Podcasts	Management	Free	SUBSCRIBE
iPodcast for educators	0:00	dave@ipodcast	iPodcast for educators	Management	Free	SUBSCRIBE
Joseph Riggio's Exquisite Performanc...	Not av...	Joseph Riggio - jsrigg...	Joseph Riggio's Exquisite Perf...	Management	Free	SUBSCRIBE
Killer Innovations	0:01	Phil McKinney	Killer Innovations	Management	Free	SUBSCRIBE
Manager Tools	Not av...	Michael Auzenne and...	Manager Tools	Management	Free	SUBSCRIBE
Media Artist Secrets - Franklin McMa...	0:00	Franklin McMahon	Media Artist Secrets - Franklin...	Management	Free	SUBSCRIBE
□Negotiating Tip of the Week	0:00	The Otter Group	□Negotiating Tip of the Week	Management	Free	SUBSCRIBE
Professional Development for Wome...	0:03	Career Communicatio...	Professional Development for...	Management	Free	SUBSCRIBE
Propellor Podcast	Not av...	pascal@propellor.be	Propellor Podcast	Management	Free	SUBSCRIBE
□Public Speaking - Terrific Presentat...	0:00	Tom Terrific	□Public Speaking - Terrific Pr...	Management	Free	SUBSCRIBE

40 songs









# How to make it effective?

- Implement organically – get your feet wet
- Acquire tools selectively based on personality of the show (lo-fi -> hi-fi)
- Podcaster should be a well versed speaker-someone worth listening to
- Produce interesting content
- Biggest hurdle is having a show worth listening to

# Entertainment

- Content should be creative and have some personality
- Personality
- Music vs. Podcast – why would one replace their music with your podcast

# Blogs

- <http://blogs.centeronline.org/XtremeASAEblog/>
- <http://caeexam.blogspot.com/>
- <http://mhanewsnow.typepad.com/thebigpicture/>
- <http://associationblog.com/blog/>
- <http://www.highcontext.com/weblog>
- <http://www.associationpuzzle.typepad.com>
- <http://www.associationrenewalblog.com>
- <http://www.getmejamienotter.com>
- <http://www.associationsunorthodox.com>
- <http://g-whiz.blogspot.com/>
- [http://www.sccba.com/framemaker.cfm?masthead\\_dir=cle&content\\_dir=cle&content=podcast.cfm](http://www.sccba.com/framemaker.cfm?masthead_dir=cle&content_dir=cle&content=podcast.cfm)