

Inaugural Issue, April 2006

Podcaster Central Magazine

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the energy, spirit and intensity
of Podcasting!

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PODCASTING WITH PASSION!

Podcaster Central Magazine

Welcome to the inaugural issue of **Podcaster Central Magazine**, where we Podcast with a Passion, and invite everyone else to do so!

Podcaster Central is a lifestyle Podcasting Magazine.

Our contributors discuss podcasting from within their own specialty niches, subcultures and industries. Our goal is to share podcasting as it is birthed and nurtured in every area of our lives.

Podcaster Central covers podcasts about animals, etiquette, religion, politics, music, humor, entertainment, work-at-home-moms, business, and among other things, podcasting.

In honor of our hallowed passion, we are also planning to include

2 standard items in future issues, just in case a podcasting newbie joins us at any point in the publishing cycle:

- A Podcasting Basics page – a type of FAQ for beginners about this podcasting phenomenon.
- A Podcasting Lexicon – we will attempt to build a podcasting term glossary, and when we introduce a new term, we will add it to the lexicon. And, if we work really, really hard, will try and link back to the definition whenever that word shows up in an article. (Don't hold us to it if we miss it sometimes, though... it's our goal, not our promise...)

The first two issues will be mini-issues. They are being published by our very talented (and generous) graphic artist and ebook maestro, Diane Carter, of SAM101.com. We didn't want to start huge and scare you all away – we'll be gentle with you (that IS a promise...) So consider these as the first fruits of our offerings.

About the contributors:

We are a rag-tag, fugitive group of podcasters united not only by our passion for podcasting, but also by our network – the Podcaster Central Network at Ryze. We invite you to join us there, exchange ideas and resources, collaborate with us (listen to our first humble attempt in the religious podcasting section), and basically fuel this magnificent obsession – to Podcast with a Passion!

Penny Haynes is an Audio/Video Producer, Editor and Podcaster.

1st Podcast Publishing is a resource center where people can learn to podcast, receive training in recording, editing and podcasting, or have their podcasts ed-

ited and/or posted for them. Penny hosts the [Family Friendly Podcast Directory](#), as well as 5 podcasts, including the [Brain Storm! Business Podcast](#), and is the Ryze Podcaster Central Network Leader.



Meet Podcaster Central Magazine's Editor

Robert A. (Bob) Prentice is an entrepreneur, a motivational speaker, a corporate trainer, a business and marketing consultant, an author, and publisher, who began his professional career 26 years ago.

On December 26, 1989, Professional Development Systems was established in Rapid City, South Dakota. In 1998, Bob moved the business to Wessington, South Dakota, so his family could experience the benefits of living in a rural community. Since the birth of PDS, Bob has worked with literally hundreds of companies and organizations within a 15 state region, delivering highly motivational

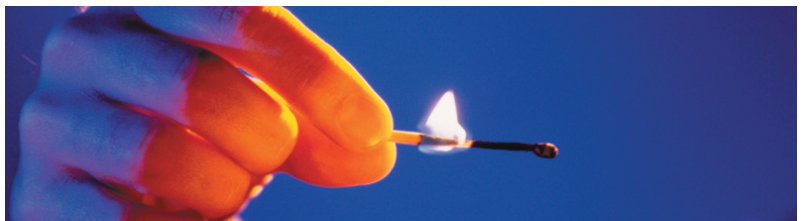
training sessions in Customer Service, Leadership, Sales, Total Quality Management, Team Building and more. Literally, thousands of people participate in Bob's training seminars each year.

A family man, Bob and Vicki, his wife of 27 years, have enjoyed the privilege of raising three children—two sons and a daughter—to adulthood. They also have an 11 year old daughter.

Bob says he plays much more than he works, and when he works he goes to fun! Bob's friends call him Mr. Attitude.

Bob's Podcast is Prairie Beacon Radio!

<http://www.prairiebeaconradio.com>



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Work at Home Mom Podcasters

By Tammy Munson

As a fellow work at home mom (WAHM) I have found the most challenging obstacle to overcome is to present my business in a professional manner to my current and professional customers. We have to present this positive work image as well as promote our business in addition to taking care of our families.

While there are several ways to accomplish this task, what is a unique way to do this? We all look for something that will set our business apart from our competitors. Podcasting is the solution to that question. Most people know the best form of advertising by referrals and word of mouth. The easiest and most effective way I have found is thru podcasting. Podcasting gives you an opportunity to show your expertise in your industry.

For example, if you have a business selling cruises, you could do a podcast reviewing different locations or interviewing representatives of different cruise lines. Podcasting gives you the opportunity to present yourself as an expert in addition to promoting your business to many more clients and its all rather inexpensive

An important element to keep in mind is that your podcast should not be an entire commercial for your business. If you do this, people will be turned off and they will turn off your podcast. You should strive to share helpful information with your audience. As a result, they will appreciate your sincerity and integrity. It is perfectly acceptable to share all of your business and contact information with your audience at the end of your podcast but don't be afraid to have fun with your podcast. The most important reason to do a podcast for your busi-

ness is the at you will build positive name recognition within your particular genre.

Just remember that when you do record your podcast make sure that you don't have any unnecessary backgrounds noises such as kids, TV, etc. Your goal is to present the best possible image that you can to potential clients/listeners. As a WAHM, professionalism is critical to your success in your business and your podcast.

You also don't need to podcast solely for business either. You can podcast about something you are passionate about or maybe perhaps your hobby. For example, my podcast was a passion of mine which has ultimately turned into a business. I am the host for Republican Women Talk Radio which is a weekly talk radio show/podcast for Republican Women. When I first started do-

ing the show, it was more about my passion for politics and speaking out about Republican topics/issues. As the popularity of the show increased and the word got out about it, it has turned into a profitable business that includes affiliate marketing income as well as income from the show sponsors/advertisers.

Only you can decide what is right for you to choose, yet whatever you choose to do, make sure to be committed to the podcast and show your professionalism. It is critical to your success in business as well as podcasting.

Tammy Munson is a work at home mom to 2 girls and proud Army wife. She is the host of Republican Women Talk Radio (republicanwomentalkradio.com), the first internet talk radio show/podcast specifically for Republican Women.. You can also find out more information about her at <http://www.tammymunson.com>

The Godcasting Phenomena

By Demetria Zinga

Godcasting is an incredible phenomena that of course springs from its parent, podcasting. Many churches and ministers are using podcasting as a form of communication to the world and to their congregations. They are spreading the message of their faith across the world with very low start up costs and very high anticipation of end results.

Take, for example, the RevTim podcast, which is part of the Godcast Network. This podcast started with 100 hits a day and now has nearly 2,000 hits a day since its first launch.

Podcasting has only become very popular in 2005, and with one year of podcasting growth behind us, we can already see the exponential boom in this new “indus-

try”, as people are really beginning to catch on to the pros of broadcasting their messages via this medium.

One church in Concord, North Carolina podcasts their sermons every week. Kevin Seger of Pitts Baptist Church says “If we can utilize tools and technology to get the gospel out, the better we are.” Many churches are taking their sermons, classes, workshops, and music, saving them as mp3 files, and distributing them via podcast.

According to the Pew Internet American Life Project's study last year, 128 million users have been using the internet for faith-related matters. Additionally, in April 2005, searches for the word “godcasts” grew 355%. How incredible is that!

The growth in these numbers are showing us that godcasting, or podcasting for religious purposes,

The Godcasting Phenomena cont...

is becoming quite the trend among many religious communities.

Sources Cited:

Shaluta, C. (2005). Podcasting and the Church. The Potential of Podcasting to Spread the Word of God. Retrieved February 28, 2006, from www.ipassages.com.

Demetria Zinga is a Navy wife, mother of one preschool age daughter, and a Digital Media Consultant. She developed the "Create Your Own Internet Radio Podcast" video tutorial series, found at www.publishapodcast.com. Both her faith and her newly developed niche for podcasting led her to start the The Christian Women Podcasters Network, found at <http://www.christianwomen-podcasters.com>.

Build Subscribers with Attention Grabbing Headlines

By David Jackson

You pick up a newspaper, you turn to the section that interests you (sports, business, entertainment) and you scan the page trying to figure out what to read. What determines what you read first? You typically read the story where the headline has grabbed your interest. This theory applies to podcasting as well. Unfortunately, many times creating a headline is the LAST thing the podcaster does (when they are tired, or up against a deadline).

Typically a podcast has gone through a process of planning the show, writing an outline to follow, recording the show, editing the show, and uploading it to their server. Now the podcaster is writing the public "Show notes" and they are so close to being finished that I think they just "throw together" a headline.

Internet marketing guru Jim Edwards recently stated that 80% of internet successes are triggered (not by the sales pitch) but by the headlines of the sales letter. Unfortunately as this is done at the end of the podcast publishing process, a tired podcaster may not take the time to come up with a compelling headline.

ID3 Tags are "headlines" inside the mp3 file that are displayed in many audio players, and podcast aggregators. Many podcasters will simply put the number and the name of their show (i.e. "35 My Podcast Name"). While we have been successful in getting the potential listener to download the mp3 file, you need to take the extra time to create a compelling headline in your MP3 ID3 tags. There are plenty of tools available for editing MP3 Tags (including the windows media player).

Let's follow the path of a listener. The listener has

moved from scanning potential podcasts at a directory to find your podcast. They then scanned your headlines to download the show they think will interest them (and they decide to download it). With the file saved on their computer, your show is back in a “line up” side by side with others shows they have downloaded. If they’ve subscribed to your podcast, a listener is scrolling through their ipod, or their iTunes, trying to decide which one to listen to first. Again, it’s the headline that influences the potential listener.

You want your headline to create excitement, and anticipation. You want it to ignite interest and desire. You want to write it in a fashion with your target listener in mind. I recently did a HORRIBLE headline. I interviewed Gary Leland from the Podcast Pickle. I was rushed to put out the show, and in the end I just “put together” a headline. It was “Podcast Pickle Update.” How boring

is that? Does that create excitement? Does it ignite interest? However if I used, “New features and new look coming to Podcast Pickle” as a headline I might get some interest. Other examples might be, “Are you getting the most out of Podcast Pickle?” or “How to hold a contest using Podcast Pickle.” Now I am making these up with almost no thought, but you can see where they are more intriguing than “Podcast Pickle Update.”

Now once the listener actually LISTENS to your podcast you can build that relationship with your listener. That relationship will help persuade them to listen in the future. Looking back through the process (of getting a listener to listen) we can see that the trigger to getting people to listen to your show (especially the first time) was the headline.

Dave Jackson
School of Podcasting
www.schoolofpodcasting.com

The Top 5 Myths about Corporate Podcasting

By Donna Papacosta

Perhaps you’ve downloaded podcasts from IBM, General Motors or Whirlpool, and you’ve wondered if your organization should join the podcast parade. Before you even contemplate picking up a microphone, it’s important to look at your overall communications strategy and determine whether there’s a place for downloadable audio in the mix. Are some of your communications needs not being met through traditional channels? You may also want to examine some myths about podcasting in the corporate environment:

Myth No. 1: We all need iPods, right?

Wrong. Despite the name, you don’t need an iPod to make a podcast or even to listen to one. You can

The Top 5 Myths about Corporate Podcasting cont...

listen to a podcast on your desktop computer (as long as you have speakers) or any MP3 player. To create a podcast, you need (at a minimum) a microphone and editing software.

Myth No. 2: I'm not Ted Baxter; I don't have a good voice.

Believe me, no one wants to listen to you if you sound like Ted Baxter! (In case you're too young to know, Ted Baxter was the pompous news anchor on The Mary Tyler Moore Show who loved the sound of his own baritone voice.) Podcast listeners want to hear real voices from real people, not slick Ted Baxter wannabes. So, don't worry if you don't sound like a newscaster. Be yourself. If you truly think your voice is a problem (perhaps you talk too fast

or have a heavy accent), hire someone to coach you on your delivery.

Myth No. 3: We don't need a podcast because we have a newsletter.

I'm the first person to stick up for newsletters; I write them all the time. However, there's no substitute for the power of the human voice. A podcast will not – and should not – replace all your printed or online communications, but it can be a great addition. Customers and employees are inundated with paper, online newsletters and Web copy to read; your company can cut through the clutter with a podcast. Remember, too, that some people are auditory learners, who prefer listening to reading. I'll bet if your workforce is made up of people under 30, many of them would prefer spending 10 minutes listening to something, rather than 10 minutes reading. Ask them.

Myth No. 4: It will take too much time.

It's true that a 20-minute podcast with background music, sound effects, fade-ins and fade-outs and multiple audio files blended together will take time to produce. But what if you want to create a simple podcast, say, a five-minute pep talk to the sales force? I guarantee it will be easier and speedier to record than to write it, edit it, have it formatted, perhaps printed, distributed and so on.

Myth No. 5: A podcast is just one-way communication.

It's true that you can't enjoy an immediate two-way conversation with your podcast audience, but they will talk back. You just have to wait for the email.

Donna Papacosta of Trafalgar Communications is a writer, editor and podcaster in the Toronto area. She helps individuals and organizations with their podcasting efforts.

The Lighter Side of Podcasting

Is It The Funny You Make Or The Funny You Take?

By Spacemonkey

Humor, can be very, very, VEERRRY serious business, really. It can also be a draw for your business podcast. Case in point, our editor in chief, Penny Haynes produces a podcast of comedy clips where she promotes family friendly comedy. She uses clean comedy, with permission, of course, from wherever she finds it. She told me in no uncertain terms that it was not a big deal. But big deal or no, comedy is something you just may want to incorporate into your podcast.

Why? You ask? A sense of humor takes the edge off of artificial social situations. In other words, yes your business communications, which is, big picture here people, what your podcast is, right? Of course, I'm guessing

here. Your podcast might be about recipes for making peanut butter and jelly sandwiches out of household cleaners. But if you are listening to this it's really probably something a lot more, er. businessy. Am I right? What's that you say? Ok you're gonna need to speak up. Heh, like I could really hear you. I had you going there though, didn't I? Can I hear you? Noooo, YOU are the listener/reader, not the speaker/writer, I'm doing all the speaky/writ-ey. YOU only...well, no, I guess, you might actually be talking. But, seriously though, I can't believe you fell for that. You can be soooo gullible.

What was I talking about? I had a point, somewhere. Oh yeah, using comedy in your podcast. Now, add too many yucky yuks and you can, potentially end up coming across as some sort of unprofessional bozo. Which is to say, probably not nearly the lofty level of profes-

sional bozo you are trying to reach. So, exactly how many flatulence jokes are too many for your business podcast? Probably... one, is too many in most cases. Hey, it depends on your product, Are you selling fake dog poop and whoopee cushions or other simulated bodily functions? Hmmm? Well, with decorum levels like that, maybe you can get away with more than one, like say one and a half.

So where do you draw the line? What makes the difference between too much funny and stiff, wooden, stale. To tell you the truth, I have absolutely no idea. Don't ask me, I never know when to stop. See? I probably should have stopped about 2 paragraphs ago. Yeah, NOW I tell me.

To sum things up, I recommend using at least some humor in your podcast, if you aren't afraid of taking yourself too lightly

The Lighter Side of Podcasting cont...

and/or being laughed at. Like my mom always used to say, "You can catch more flies with a rubber chicken than you can with vinegar." Mom never really made all that much sense.

Spacemonkey is the pseudonym of a humorist/blogger/podcaster whose work is published worldwide on sites such as the Flying Space Monkey Chronicles weblog, the IMAO. US weblog and he podcasts on the IMAO podcast. You may see him from time to time near the water cooler at work. He'll be the one drinking gravy from a Darth Vader mug. Just don't make any sudden movements and everything will be just fine.

PC Chik and Reverend Mac

A PC-Centric Podcast Workflow

By Paige Eissinger

So, you want to start podcasting on your PC, do you? I know the feeling! Being a radio broad-

casting alumni, I decided I could reach a much broader audience if I did my 'cast over the Internet. When I decided to start creating my own podcasts, I really didn't have a clue what I was actually going to have to do. All I had to do on the radio was show up and open my mouth! After all, I was the host, NOT the engineer. I left all those technical things up to the folks that knew what they were doing. Now, I have to be the one who knows what I'm doing!

I create several different types of audio podcasts. I edit an audio file from a local radio show. I facilitate, record, and edit an online interactive discussion from within a virtual conference room that uses VoIP. I also record and edit conversations I have with a co-host via Skype. The steps I take to edit each podcast are very similar but the tools I use to create and record them are different.

I start with a pre-recorded .wav or .mp3 file for the radio show. Since I have to actually go and pick it up at the radio station, I copy the file from one of the the radio station's computers and store it on a 512MB USB thumb drive. The nice thing about a thumb drive is that I can use it to snag a copy of the file from either PC or MAC. Now I'm ready to copy it to my laptop (yep, I'm one of those folks who uses a laptop as opposed to a desktop.) Once I copy the .mp3 to my laptop, I open it in my audio editing software, Adobe Audition 2.0. Once I edit the audio file to my satisfaction, I add ID3 information like the title, artist, year and a short comment about the content of the recording. I can do that from within Audition. Once I save the finished file in .mp3 format, I'm ready to post it to a server and make it available over the Internet as a podcast.

For the interactive, online discussion, I use the recording feature available with the iVocalize web conference room software to save it in .mp3 format. This software is cross-platform so MAC users can get in on the fun, too! Once I record the discussion, I open the file in Audition and follow the same steps I used to edit and save the pre-recorded audio file I picked up at the radio station.

My co-host, Kristi, and I sometimes like to yak all by ourselves about some tekkie topic that's of particular interest to the two of us. Since she lives in Arkansas and I live in Missouri, we take advantage of the free Skype VoIP software to talk to each other over the Internet. To record our conversation, I use HotRecorder, a program especially created to record VoIP conversations over Skype, GoogleTalk, AIM, Yahoo Messenger and other popular VoIP applications.

Once I record our conversation with HotRecorder, I have to convert it to a usable audio file with the companion software to HotRecorder: HotConverter. HotConverter converts HotRecorder audio files from the native .elp to either .wav or ogg vorbis. Once again, I use Audition to edit the audio file and save it in .mp3 format.

Now that I have my audio files created, I'm ready to post them to my blog. Although I used Blogger to create my blog and to post to it, I host it on my website server as part of my site. In addition, I used Feedburner to burn my site feed and activated the SmartCast feature to enable it for podcasting. Once I've posted the link to my audio file in the Link field of my blog post, you can subscribe to my blog, or webfeed, with a feed reader (also called a news reader or aggregator). At the same time you subscribe to my

webfeed, you can add the webfeed URL to your favorite podcatching software and automatically download my podcast to your media of choice.

OK, so I used a lot of technical gibberish that I didn't explain, didn't I? That's because I want you to check out future articles and podcasts that my MAC partner in podcasting crime, Shane Matsumoto, and I will be preparing for you in future issues of Podcaster Central. We promise not to leave you hanging. We promise to address each step of our podcasting journey and provide you with non-technical explanations and introduce you to the podcasting resources we use for both PC and MAC. We promise to help you get hooked on podcasting, too! All you have to do is take advantage of all the information and resources available to you from podcasting experts in their fields by subscrib-

ing to the best podcasting magazine around... Podcaster Central!

Reverend Mac and the PC Chik

A Mac-Centric Podcast Workflow

By Shane Matsumoto

Hello... my name is Shane Matsumoto of Paradigm Lost Productions... and I'm a Mac-aholic addicted to podcasting. My symptoms range from being called "snobbish" by my PC friends for not registering in protest at websites that have PC-only benefits and functionality, to surrounding myself with computers bearing model numbers beginning exclusively with the letter "G" or ending with "e". I teach 2 commercial production classes at a Mac-centric recording conservatory and I have dozens of Macs at my normal worksite (with only one PC for compatibility testing) where I am a multimedia specialist. To top

it off I have four Macs at home with no PC's anywhere to be found.

I am slowly weaning myself away from CD's and the radio too! I download music podcasts on my computer and listen with iTunes (available free for Macs or PC's) while I am working, and I beam my podcasts to my car radio using my iPod and an iTrip FM transmitter.

I produce a couple Podcasts as well. My first one was motivated out of fun and to learn the ins and outs of podcasting. I used my Religion degree (combined with my experiences as a pastor for nearly 2 years before changing career paths to become a recording engineer) and a really treacherous streak of cynicism. The result was a dangerous religious satire comedy variety show called "Anthony – The Progressive Rev." (now found at www.progressiverev.com) where my crazy philoso-

phy friends and I make real prank phone calls to Jim Bakker's new hotline; perform silly songs and skits; and make light of current events pertaining to any and all kinds of religion. Suddenly my hobby started receiving a lot of e-mails and media attention.

When my boss at my teaching job heard of my show (and the e-mail responses and media interest that resulted) he called me in. I thought I might have offended him with my podcast show but to my surprise he wanted to talk to me so he can hire me to create a show for him called "FaderSwap" geared to audio engineering enthusiasts. He wanted to draw more attention to the Conservatory and generate leads on prospective students. On FaderSwap (www.cras.org/podcast.htm) we interview famous audio engineers (like Rupert Neve, Eddie Mapp, and Clarke Rigsby) and suc-

successful graduates from our school. We will even take fun recordings and have our students discuss their tips and techniques about how they were recorded and mixed. So I guess that job officially made me a podcasting professional.

Since then I have been a paid consultant for podcasts such as the Chicago Cubs pre-season podcast, “Boys of Spring”, hosted by the Cub’s Spring Training P.A. announcer Tim Sheridan. I even did some pre-production podcast consulting for a podcast to be hosted and sponsored by Fender Guitars.

Since I am an audio professional, my workflow begins with recording and editing in ProTools software using an RE-20 mic for personal interviews. For telephone interviews I use the same gentner telephone interface I used to record the last few seasons of

phone calls for Comedy Central’s show, “Crank Yankers”. Often, however, when I am home or in a hurry, I have been known to make quick and efficient productions using GarageBand and WireTap Pro. I then convert those audio files to .mp3 and create my .mp3 ID3 tags with iTunes. When I made my very first podcast I didn’t know anything about RSS feeds and was never a blogger so I used RSS Podcast Buddy to generate the code for my feed and uploaded it to my website server along with that first mp3. Now, I revise my own code so I have more control and can utilize all the features possible with .xml RSS feeds. I keep stats on my subscriptions with Feedburner and track downloads with BlastPodcast.

My workflow is so hopelessly Mac-Centric and so different from the process of my podcasting-PC-partner-Paige Eissinger that we thought it would

be fun to show such polarized processes side-by-side and explain each step in a much more non-technical fashion in our columns to come. We hope to reach across OS platform lines and work together under the podcasting banner to bring you a column that is relevant to a much broader range of computer users of all experience levels. Why do we do this? Because resistance is futile! I know you will love podcasting whether you are a Mac-aholic, like me or... uh... one of those... um... normal “PC chix” like Paige... and together we’ll show you how podcasters get it done!

Shane Matsumoto is a multimedia specialist and consultant with Paradigm Lost Productions (www.paradigmlost.com) and offers services such as CD/DVD duplication/replication, audio and video post-production, DVD authoring, and CD-ROM programming for product catalogs and business presentations.

Leverage Your Podcast with Learning: Tips from the Podcast for Teachers©

“Learning on Demand: Personal, Portable, Powerful”

By Kathleen P. King, Ed.D., Professor

As I became aware of the convenience of MP3 players for my personal use in 2004 and 2005, I also began exploring podcasts. I was greatly excited at the ways these could be used to provide Learning on Demand for people of all ages around the globe. The MP3 player, and the iPod, were making technology personal, portable and powerful for the mainstream and this was a pivotal point in its potential for educational uses.

Specifically, as one who works with pre-k-12, adult education, and college and university professors to help them learn technology,

“I could see how podcasts could be used to provide discussions, instruction, and support for them so that they could access it on their own scheduling needs and without being strapped to a computer monitor.”

It is with this vision that the world of podcasting creation, hosting, and further innovation unfolded for us at Fordham RETC. Through this column we

will offer suggestions and insights for podcasters, trainers, educators and those who work with any adults regarding what educational practice and research offers podcasting.

Don't be alarmed at the focus on education and the title of professor, please! Fundamental to my educational slant is a focus on Theory, Research, and Practice. Rather than theory being isolated to the ivory tower, I always get neck deep in the experience, roll up my sleeves, and find out the best ways to capture the technologies that people are using in order to help people of all ages. I hope you will join us here in the online and podcast version of Podcasting Central Magazine often, and gain from the discussion and resources regarding what we and others have learned. You may also contact me at

Podcastforteachers@gmail.com with any questions about education or training and how it applies to podcasting, and I will do my best to ferret out answers and suggestions for you and provide them in upcoming columns. We have a vast staff and network of professionals connected through our and other research and professional learning centers, who are also committed to innovation and the power of learning. Let's get to Learning on Demand.

WHY? What Can Podcasting as “Learning on Demand” Offer?

As we have worked with preK-12 and post-secondary educators over the years, as staff developers, mentors, educators, school leaders, and professors in New York City and around the world, we have seen that despite their desire and need, teachers never have all the time they want for quality professional learning. Nor can their organizations plan for all the training or professional learning that they need. As mentioned, podcasting provides a much simpler recording and distribution format and greater mobility for content. This combination can be very advantageous if used in the right way to create relevant, quality, compelling, and accurate content for not only teachers, but yes, all professionals. That is because it can be used for Learning on Demand.

HOW?

Why recreate the wheel? Instead let's create a transformed instrument! There is already available valuable knowledge and practice in the areas of educational technology (the study of how we use technology in education), distance education (how we engage in teaching and learning across distances through technology), adult learning (how we teach adults), and the growing field of mobile learning (learning through mobile technologies). What we have done with our

work is to build on this knowledge and extend it further – research and development (R&D) in technology applications for learning, as it were. Above all, we advocate integrating technology in fundamental ways that render it capable of radically transforming teaching and learning.

What Can the Content and Format Be?

The most basic form many educational organizations (aka schools) are doing is “coursecasting,” they are recording teachers’ and professors’ lectures and posting them as podcasts so students can listen to them again, or unfortunately, sleep through class and still hear the lecture later... Based on the description we provided above this isn't exactly transformative, it doesn't really make teaching and learning anything new, does it?

Another option is to design custom programming specifically for the capabilities of podcasting! Below you will find a resource list of four podcasts that illustrate this format: Adventures in Transformative Learning®, ESL podcast, Podcast for Teachers®, and TOEFL® podcast. Rather than taking the traditional model of lectures and pouring them into MP3 players or iPods, these podcasters have designed custom formats to take advantage of the medium.

These formats include, but are not limited to:

- news items and commentary,
- interviews with experts,
- debates,
- tutorials,
- discussion and reviews of resources for teachers and learners,
- reports from activities in the “field” under study (such as robotics in the classroom, or adult learning classrooms)
- roundtable discussions,
- listener participation through questions, phone call-ins, discussion boards and blogs, and
- editing, customizing and archiving events as follow-up reports.

All of these podcasts are examples of being able to bring educational experts far beyond the boundaries of their institutions. They all have listeners from around the globe. In addition, they are being used as classroom materials and “guest lectures” in college classrooms. This pattern means they are used for adults’ personal professional learning, on their time, because they want to learn. Why? In good part because innovative, educationally sound podcasting can result in learning which is Personal, Portable, and Powerful.

Podcasters, who want to have quality podcasts from an educational perspec-

tive, need to pay careful attention, however, to content. This critical element is what seems to be missing in many informal podcasts and perhaps this is why many universities experimenting with podcasting resort to “coursecasting,” missing the real “power” of this technology wave.

Developing content requires forethought, planning, and scheduling. It also requires insight into how this new technology subtly changes the dynamics of information exchange between speaker and listener and how this must be accounted for in the format. We feel, however, that the opportunity to reach people and support them in their desire to learn with quality professional learning and development at their convenience is well worth the cost of this time investment. Take advantage of the powerful potential of your podcasts – aim at content, look at your format. How can you use different formats, interviews, field reports, etc?

How to Start:

If you are thinking about starting your own podcast, take a listen to some of our early Podcast for Teachers® episodes(<http://www.podcastforteachers.org>). Please know it is a substantial time commitment to plan, record, edit and post quality materials. As you browse iTunes (www.itunes.com), Pod-

castpickle (<http://www.podcastpickle.com>) and other podcast directories you will see a lot of “one hit wonders” where people only post one or two podcasts. They don’t realize how much work they are getting into. Podcast for Teachers® also has an archive listing at <http://www.podcastforteachers.org/TechpodArchives.html> where you can select from a list of past episodes. You might want to hear about how podcasting is being used well, and not so well, in education. Check it out, take a listen, and participate by letting us know what you think: Podcastforteachers@gmail.com

IMPACT OF PODCASTING

The Podcast for Teachers © (PFT) series has had more than 32,000 listeners since August 2005 (3/06). In future columns, we will discuss why it is important from an educational perspective to track the number of participants and how to use the information to improve the educational quality and impact of your podcasts.

NEXT TIME IN Podcaster Central

As we look to the next time we meet here in the column, take the time to listen to a few episodes of any of the podcasts listed here. See what delivery formats are being used: interviews, debates, field reports, etc. What has the greatest impact on you as a learner?

Why do you think it does? Ask those in the circle of whom you hope to serve with your podcast, with which formats they feel most comfortable? Which formats do they enjoy the most?

If you think about or explore these questions, you will be ready to consider the topics for next time as we look at what teaching and learning for podcasting. We will be helping you “Leverage Your Podcast with Learning”!

RESOURCES FOR LEARNING ON DEMAND:
PERSONAL, POWERFUL, PORTABLE

ADULT LEARNING

Adventures in Transformative Learning®
Dr. Kathleen King and Dr. Barbara Heuer,
Fordham University, RETC, Bronx and Manhattan, NY

Website and Feed: Adventures in Transformative Learning® <http://www.podcastforteachers.org/atl>

Adventures in Transformative Learning® Podcast “Feed”: <http://www.podcastforteachers.org/atlfeed.xml>

Elibrary Transformative Learning Elibrary
<http://www.podcastforteachers.org/tlelibrary>

Email: Questions, Requests for Topics, Interviews and Permissions:
ATLPODCAST@gmail.com

ESLPod English for Everyone

ESL: Learning English as a Second Lan-

guage Podcast

Dr. Jeff McQuillan, Center for Educational Development, Los Angeles, CA

Website and Feed:

English as a Second Language Podcast

Website: <http://www.eslpod.com>

English as a Second Language Podcast

Feed: <http://feeds.feedburner.com/EnglishAsASecondLanguagePodcast>

Prior ESL Podcast Episodes Feed: <http://www.eslpod.com/past.xml>

Email: Questions: eslpod@eslpod.com

EDUCATIONAL TECHNOLOGY

Professional Development for Teachers

Podcast For Teachers®

Dr. Kathleen King and Mark Gura, Fordham University, RETC, Bronx, NY

Website and Feed: Podcast For Teachers®

Website: <http://www.podcastforteachers.org>

Podcast For Teachers® "Feed": <http://www.podcastforteachers.org/feed.xml>

Elibrary Resources: PFT Educational Technology Elibrary <http://www.podcastforteachers.org/elibrary>

Email: Questions, Requests for Topics, Interviews and Permissions: Podcastforteachers@gmail.com

TOEFL Podcast English for Everyone

Teaching English as a Foreign Language (TOEFL®) Podcast

Dr. Lucy Tse and Dr. Jeff McQuillan, Center for Educational Development, Los Angeles, CA.

Website and Feed:

TOEFL® Podcast Website: [http://www.toefl-](http://www.toefl-pod.com/)

[pod.com/](http://www.toefl-pod.com/)

TOEFL® Podcast Feed: <http://feeds.feedburner.com/toeflpodcast>

Email: Questions: toeflpod@toeflpod.com

Kathleen P. King, Ed.D., Professor and Director

Fordham University, Regional Educational Technology Center

Podcast For Teachers® <http://www.podcastforteachers.org> and Adventures in Transformative Learning® <http://www.podcastforteachers.org/atl>

Dr. Kathleen P. King is a Professor and Director of the Regional Educational Technology Center (RETC) at Fordham University, Bronx, New York. Recent innovations in her educational work include the popular series of podcasts and educational resources under the titles of Podcasts for Teachers®, which have won international awards and notice. Dr. King has authored seven books including, *Bringing Transformative Learning to Life* (2005) and a two-volume series about professional development of educators: *Keeping Pace with Technology: Educational Technology that Transforms* (2002, 2003). For more information visit <http://www.retc.fordham.edu>

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Become a Main Expo Sponsor: Main Sponsorship of the expo is available at \$10,000. [More information on page 4]

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