

Podcasting

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My Small Business Consultants

Class Schedule

- Introductions
- Presentation
 - What is a Podcast
 - Finding Podcasts
 - Creating a Podcast
- Question and Answers

Dean Jensen

- Owner – My Small Business Consultants
- Podcaster – SOHO Technology Podcast
- Blogger – MySmBC Blog
- Director – Computers for Kids Program
- Stay at Home Dad
- Former Technology Instructor – CompUSA

What is a Podcast?

As defined by Wikipedia:

A **podcast** is a series of audio or video digital media files which are distributed over the Internet by syndicated download, through Web feeds, to portable media players and personal computers.

Podcasts made simple

- Audio or Video Content. Similar to radio and TV
- Available from the internet (high speed preferred)
- You subscribe to it (like a magazine subscription)
- Its automated via Podcatcher
- You can listen/watch when and where you want

What kinds of topics?

- Just about anything
- Very narrow market
- Wont find on main stream Radio or TV
- If someone is interested in creating it, someone will listen to it

Where do I find Podcasts?

- iTunes
- Blubrry.com
- Podcast Pickle (podcastpickle.com)
- Far Point Media (farpointmedia.net)
- Revision 3 (revision3.com)
- Goggle Search
- From listening to other podcasts

Look for content

- Content lookup Demo

How do I create a Podcast

- What you need
 - Microphone
 - Computer
 - Website
 - Software
- What if I get serious
 - Studio Audio Gear (mixer, mic, compressor)
 - Video Gear (cameras, lighting)
 - Production level Software

Process for Podcast Production

- Plan Show
- Record Audio/Video
- Edit Audio/Video
- Upload Audio/Video
- Publish Blog Post/RSS feed
- Monitor your site

Where to find more information

- Wikipedia
- Podcastfaq.com
- Podcast411.com
- Google Search

For More Information

- Check out the MySmBC Blog at:
<http://Blog.MySmBC.com>
- Visit my website at:
<http://www.MySmBC.com>
- Listen to the podcast at:
<http://www.SOHOTechPodcast.com>

Thank You for Attending

- If you have any suggestions, comments or follow up questions, please email them to: deanjensen@mysmbc.com