

The Wonderful World of Podcasts

Page 1 of 5

INTRODUCTION: Michael Baumohl Introduces Jim Moslow

QUESTION: Jim, tells us a little bit about your work background and your involvement with SCORE Naples.

ANSWER: My professional work background includes over 35 years of senior management experience in manufacturing, product management, international service operations, telecommunications and information technology. I've been with SCORE Naples four years. There I serve as a business counselor and the Director of Technology. I am also an active member of SCORE's National Technical Task Force which strives to improve e-learning through the application of technology.

QUESTION: You're here to talk to us today about podcasting. What is a podcast?

ANSWER: Podcasts are digital media files (audio or video), which are produced in a series. You can subscribe to a series of files, or podcast, by using a piece of software called a podcatcher. Podcatchers are popular because they're designed for use with smartphones—and podcast listeners often tune in while driving, walking, or working out.

Once you subscribe to a podcast, your podcatcher periodically checks to see if any new files have been published, and if so, automatically downloads them onto your computer or portable music player.

QUESTION: Why are podcasts so popular?

ANSWER: In 2001, Steve Jobs announced the original iPod, a music player that would make it possible for people to carry their entire music collections in their pockets. Over the next few years, the label "podcasting" based on the iPod, became a thriving mini-industry.

Today, podcasting is growing at exponential rate. Today's podcasts are simply better. Most podcasts used to be pretty amateurish — two people talking about sports for an hour, say, or a businessman ad libbing lessons learned from their MBA program. But today's top podcasts are full-scale productions that involve a real staff, a budget, and industry expertise behind them.

Another reason that podcasts may be growing is that the economics are compelling. Producing an average podcast costs far less than producing a TV show or a radio show. All you really need is a microphone or two, some editing software, and an inexpensive web hosting service to upload media files to.

Advertising rates on a successful podcast are large enough to pay for all of the development and operational costs of podcasts many times over.

In July 2016, Apple announced that total number of podcast subscriptions had crossed one billion across 250,000 podcasts in 100 languages. Statistics from Pew Research Center

The Wonderful World of Podcasts

Page 2 of 5

recently reported that out of 2.6 billion podcast downloads in 2014, 63 percent were requested from mobile devices, up from 43 percent in 2012.

Almost 20% of U.S. adults ages 18 to 49 listen to podcasts at least once a month. This data tracks with an earlier report from Edison Research, which discovered that 21% of U.S. adults listened to a podcast in the last month, up from 17% in 2015.

So, the bottom line is - If publishers want to grow audience and revenue numbers through sponsorships, podcasting is the future way to achieve this goal.

QUESTION: What are the benefits of podcasting?

ANSWER: There are many benefits to podcasting

Provides a personal form of communication - In a podcast, the content is communicated directly to you, the listener, either verbally or through video. That's a much more intimate way of getting information than reading it from an e-mail or a document.

Convenience and Portability - you can listen to podcasts at your convenience and you can take the podcast with you and listen whenever or wherever you want.

Reduce Costs – podcast eliminate many costs associated with other forms of communication including postage, printing, and paper.

Social Networking - your podcast subscribers over time will be your best prospects for deepening relationship through cross-selling and loyalty tactics.

Communicate Industry Expertise - a podcast provides a format for sharing your expertise in your industry.

Brand Awareness – help to develop a company's brand to make it a household name. For example, if you are a financial planner producing a podcast series about retirement planning, the podcasts serve as a type of advertisement for your business.

Podcasts can be educational – podcast courses are available in a variety of subjects including business topics, how-to education and language learning.

Self-Development - listening to successful people share their tips on how they became successful and how they are continuing their success can positively influence your own personal development.

The Wonderful World of Podcasts

Page 3 of 5

QUESTION: Where can I find podcasts?

ANSWER:

Availability – podcast are found in a variety of locations on the Internet.

- One way to find a podcast is to search by a podcast topic. **Audiosear.ch** is a full--text search and intelligence engine for podcasts and radio shows. You can filter podcast content by show, network, category, people, or topic.
- Another way to search for podcast is via a podcast directory. **Podfeed.net** is a podcast directory that helps you find and listen to podcasts, read and write podcast reviews, and share your podcast with others.

Podcast type - Your first task is choosing if you want to watch or listen to a podcast episode. If you are a visual learner or a YouTube junkie, then begin your search with video podcasts. If you are often on the move (i.e. commuting, jogging), then opt for audio podcasts.

Key providers of podcast:

- iTunes store - biggest, best, and most important. This podcast directory has the largest audience and most universal reach.
- Google Play
- blubrry.com/
- Stitcher - New, growing quickly, and smarter than most other options. If you list nowhere else, consider Stitcher and iTunes as top priorities.

QUESTION: What equipment and software is required to play podcasts?

ANSWER: Equipment can include a computer or portable music player. Most modern computers and smart phones come with audio player software. Podcasting apps are readily available and free for most smart phones.

QUESTION: How would I go about producing my own podcast

ANSWER: I recommend that you listen to my next podcast that covers designing and launching your own podcast. In the meantime, you should explore podcast links listed in the transcript of this podcast.

WRAP-UP: This podcast concludes with closing comments by Michael Baumohl.

The Wonderful World of Podcasts

Page 4 of 5

USEFUL PODCASTING LINKS:

Podcast Search Engine

<https://www.audiosear.ch/> - Audiosear.ch is a full-text search and intelligence engine for podcasts and radio. Audiosear.ch makes it possible to filter content by show, network, category, people, or topic, and quickly share audio segments across social networks like Twitter. We aggregate cultural intelligence from thousands of tastemakers on the web to provide the best audio recommendations and search relevancy.

Podcast Directories

- [Digital Podcast](#) - Easy to use directory. Podcaster friendly, and listener-loved. Powers the AllPodcast.com and others.
- <http://www.podfeed.net/> Podfeed.net is a podcast directory that helps you find podcasts, read and write podcast reviews, listen to podcasts and share your podcast with others.
- [Podcastpedia.org](#) - This new podcast directory is quickly rising to the top, and is easier to use than most. Their listings are structured to help you get found, adding another reason to list with them.

Popular Podcast Sites:

- [iTunes](#) - The biggest, best, and most important. This podcast directory has the largest audience and most universal reach.
- [Stitcher](#) - New, growing quickly, and smarter than most other options. If you list nowhere else, consider Stitcher and iTunes as top priorities.
- [Double Twist](#) - Cross-platform music and audio player that hosts its own directory for podcasts.
- [Fluctu8](#) - Great directory and it is free to list.
- [FMG Podcasting](#) - This directory began as Women in Podcasting, but now includes men, and touches on a numerous subjects, not limited to gender issues. They focus on "Life in Balance."
- [iPodder](#) - iPodder carefully curates their podcast directory by hand-picked the podcasts they will list. Getting listed in iPodder is a mark of high-quality podcast.
- [Learn Out Loud](#) - The majority of podcasts on this site are educational or informative. List your podcast here by submitting the information to podcast@learnoutloud.com and asking for your podcast to be added to their directory.
- [Miro](#) - Podcast list run by the Miro listening app.
- [Plazoo](#) - News, blogs, and audio - easily searchable, and adding your feed to their directory is a breeze.
- [iHeartRadio](#) - This is one of the largest streaming radio and podcast directories on the web. If you want to be included in their directory, you need to inquire by sending an email to help@iheartradio.com.
- [TuneIn Radio](#) - According to <http://www.richardfarrar.com>, "To submit your podcast to this directory you need to e-mail podcasters@tunein.com with your show's title, geographical location, cover art (1200 x 1200px, JPG or PNG, less than 2MB), RSS

The Wonderful World of Podcasts

Page 5 of 5

feed URL, website address, genre, twitter handle (optional) and your e-mail address."