

What to Podcast

Jim Milles & Connie Crosby

Check This Out!

<http://cto.libsyn.com>

Podcamp Toronto

February 24, 2007

What is your subject?

- promoting organization, products
- hobby / personal - what you are passionate about
- family communication
- education / classroom use
- sharing scenarios

What is your content?

- draw from what you know
- your own commentary, reviews
- interviews
- clips of music - Podsafe Music Network, MySpace (get permission)
- fiction, poetry
- encouraging community, interactivity, discussion

What is a Podcast?

- portability - mp3, iPod
- syndication - RSS feed
- in a series, not just one-off

How much effort?

- depends on how often you are releasing episodes
- creating content can take time
- adding in music
- editing

Length of Episode

- three minutes, five minutes, 1 hour?
- depends on audience
- depends on content and how much you want to say

Getting started

- microphone, recording capability
- host - storage of files on the web, creates an RSS feed
- advertise on podcast lists, give feed link to iTunes and others
- interviews - Skype with recording device
Hot Recorder, Pamela (get pro version)
- reallygoodfriend.com for more tips

Jim Milles -

jim.milles@gmail.com

Connie Crosby

connieblogger@sympatico.ca