

Podcasting

Interactive News - JR 220

Emerson College

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Podcasting

- A podcast is a pre-recorded audio program that's posted to a website and is made available for download so people can listen to them on personal computers or mobile devices.
- Podcasting to traditional audio = blogging to print.

Podcasting

- By definition, a podcast is not streaming audio.
 - That said, some outlets will take audio that was live and archive/post it online in a podcast format.
- Generally (but not always) have less editing.

Podcasting

- Standard format is MP3.
- Usually distributed via RSS.

Podcasting Stats

- The percentage of Americans who have ever watched or listened to a podcast is 45%, up from 43% one year ago. This equates to approximately 70 million Americans over age 12.
- Podcast consumers index very highly for social networking behaviors.

- *Edison*

Podcasting Stats

- The podcast audience has migrated from being predominantly “early adopters” to more closely resembling mainstream media consumers.
- Two-thirds of podcast consumers have listened to digital audio files in their vehicles by connecting an iPod or other MP3 player to their car audio system.

- *Edison*

What makes a good podcast?

1. Have pace and energy.
2. Capture the intimacy of Internet radio.
3. Choose a niche.
4. First-class radio production techniques.
5. Have an intelligent and witty tone.

- *Steve Hill*

Scripted vs. Unscripted

- Debate among podcasters.
- Key is to be natural.
- Be prepared.

Scripted vs. Unscripted

- Outline is highly recommended.
- Focused podcast is key.

Podcast Formats

- News hits
 - Similar to traditional audio news
- Interviews
- Discussion
 - Either with multiple hosts and/guests
- Single host