



The Basics of Podcasting: Find, Listen, Subscribe, Comment

February 8, 2008

‘Professor’ Sallie Goetsch



Why Podcasting?



Finding Podcasts 1: Google



marketing podcast

Google Search


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Finding Podcasts 2: Blubrry



There's no 'e' in Blubrry!

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Browsing all categories...

Find:

Ace Radio LIVE

category » general
Last episode produced on February 7




Shaun Daily

Description
Wednesday Night Mayhem: we play the best unsigned and indie bands from around the world and all kinds of random havoc from your DJs Wind Junkie and Benny Boy. Wednesdays at 9pm EST

[more...](#)

Ask Dangerous Lee Live

category » entertainment
Last episode produced on February 7




Dangerous Lee
Michigan

Description
Humor Advice Columnist, Dangerous Lee, answers questions about anything and states her opinions on everything else! Oh yea, and she interviews guests too.

[more...](#)

Navy Wife Radio

category » general
Last episode produced on February 7



Shaun Daily





Description
Navy Wife Radio - Learn, laugh and relate while we share our unique perspectives, experiences, and adventures.

[more...](#)

browse by category

Arts	Business
Comedy	Culture
Education	Entertainment
Environment	Gaming
General	GLBT
Health	International
Lifestyle	Music
News	Nostalgia
Politics	Religion
Science	Sports
Technology	Travel
Weather	Show All

Finding Podcasts 3: Podcast Alley




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Pick a Podcast Genre:

Search for a Podcast:

- ▶ [Top Podcasts](#)
- ▶ [Add Your Podcast](#)
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Podcasts by Genre

Arts (1053)	Business (1906)
Comedy (2896)	Education (1629)
Environment (164)	Food and Drink (264)
Games & Hobbies (126)	General (8711)
Government & Organizations (11)	Health (1018)
Kids & Family (50)	Music (7075)
News & Politics (996)	Religion & Spirituality (2445)
Science & Medicine (30)	Society & Culture (1754)
Sports & Recreation (1283)	Technology (3940)
Travel (516)	TV & Film (1014)
Video Podcasts (1151)	

Current Section: Business

Podcast that cover business, finance, small business and other issues relating to the work world.

1. [Manager Tools](#)
2. [StrategyDriven](#)
3. [The Cranky Middle Mana...](#)
4. [For Immediate Release ...](#)
5. [TPN :: The Cranky Midd...](#)
6. [the WORKING PODCAST](#)
7. [The SalesRoundup Podca...](#)

Top 10 Podcasts

- ▶ [Free Talk Live](#)
- ▶ [Blast the Right](#)
- ▶ [Keith and The Girl](#)
- ▶ [RED BAR RADIO .com](#)
- ▶ [MuggleCast](#)
- ▶ [Keith and The Girl TV](#)
- ▶ [Dan Carlin's Hardcore ...](#)
- ▶ [PodCacher](#)
- ▶ [The Super Secret Backs...](#)
- ▶ [Kill Brain Cells](#)

5 Featured Podcasts

- ▶ [Daily Source Code](#)
- ▶ [this WEEK in TECH](#)
- ▶ [PodCacher](#)

Site Statistics
Podcasts: 38,036
Comments: 186,069
Episodes: 2,326,165

Finding Podcasts 4: iTunes

The screenshot displays the iTunes application interface with several key sections:

- iTunes STORE:** A vertical sidebar on the left containing categories like Music, Movies, TV Shows, Music Videos, Audiobooks, Podcasts (highlighted), iPod Games, iTunes Latino, and iTunes U.
- CATEGORIES:** A list of genres including Arts, Business, Comedy, Education, Games & Hobbies, Government & Organiz..., Health, Kids & Family, Music, News & Politics, Religion & Spirituality, Science & Medicine, Society & Culture, Sports & Recreation, Technology, and TV & Film.
- FEATURED PROVIDERS:** A section at the bottom left of the sidebar.
- NEW RELEASES:** A central area with tabs for Audio and Video. It features a grid of new releases such as Thrillercast, This Week in Ph..., Second Opinion..., Weekend Explorer, Classic FM Love..., Tom Sullivan Radio, The Times pres..., and TIME's GreenCast.
- QUICK LINKS:** A sidebar on the right with links for Browse, Power Search, Account, Buy iTunes Gifts, Redeem, Support, My Alerts, Complete My Album, and iTunes Plus.
- TODAY'S TOP PODCASTS:** A list on the right side showing the top 9 podcasts, including Best of YouTube (Ip...), The Soup Video Po..., This American Life, Comedy Central: S..., NPR: Wait Wait... D..., NPR: Fresh Air, In Treatment, Dane Cook : DANecast, and VH1 Best Week E...
- FEATURED VIDEO PODCASTS:** A section at the bottom with tabs for Picks, Comedy, Music, News, Sports, Tech, and Arts, featuring video thumbnails.

Finding Podcasts 5: Recommendations

Prescribed Podcasts

[Professor's Picks](#)

[Podcasters' Picks](#)

[Podcast Samplers](#)

[Women Podcasters](#)

[Reports from the Asylum](#)

PODCAST PICKS

Escape Pod

Managing the Gray

Marketing Martini

Six Pixels of Separation

The Engaging Brand

Wiggly Wiggles

Trafcom News

NewComm Road

Interpretive Exhibits ::

Listening Lounge

Better Desirable Roasted

Communications Cafe

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Inside PR

crayonCast & 93 Colors

New Comm Road

Managing the Gray - Marketing for the Ne...

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SEARCH:

All Channels



ZING IT!

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Business Food & Cooking Baseball Youtube Videos Entertainment Finance More...

Listen on the Show's Website

How to Break Into New Media as a Career

January 22nd 2008

Download the file here (MP3, 26.5MB), or sign up for the RSS feed to get it and future shows automatically. (For automatic synchronization with your iPod, subscribe with iTunes; good podcatchers include Juice and DopplerRadio, and RSS aggregators that supports podcasts such as FeedDemon.)

Listen to this podcast now:



Podcast player interface showing controls (play, pause, volume) and the title: **SPOS #89 - SIX PIXELS OF SEPARATION - THE TWIST IMAGE PODCAST - +1 (206) 666-6056 - DO YOU REALLY THINK BLOGGERS OWN THE BRAND?**

Listen on Your Computer



The advertisement features a central blue background with the Windows logo and the text "Windows Media Player 11". To the right, a window displays a smiling woman's face, with the "realPlayer PLUS" logo below it. A "Download Now" button is positioned between the Windows Media Player and realPlayer sections. In the bottom left, a VLC media player window shows a close-up of a yellow flower, with its control interface visible below. In the bottom right, a screenshot of an iTunes library is shown, displaying various music tracks and album covers.

Windows Media Player 11

Turn it up

[Download Now](#)

realPlayer PLUS

VLC media player

iTunes

Listen on a Portable Player



Listen on Your Phone



Foneshow

Just enter your
cellphone number
to try Foneshow!

Register

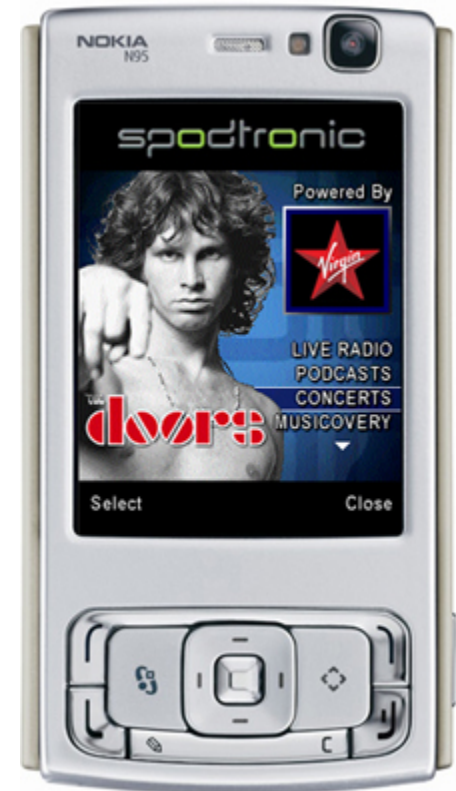
or, log in

Login

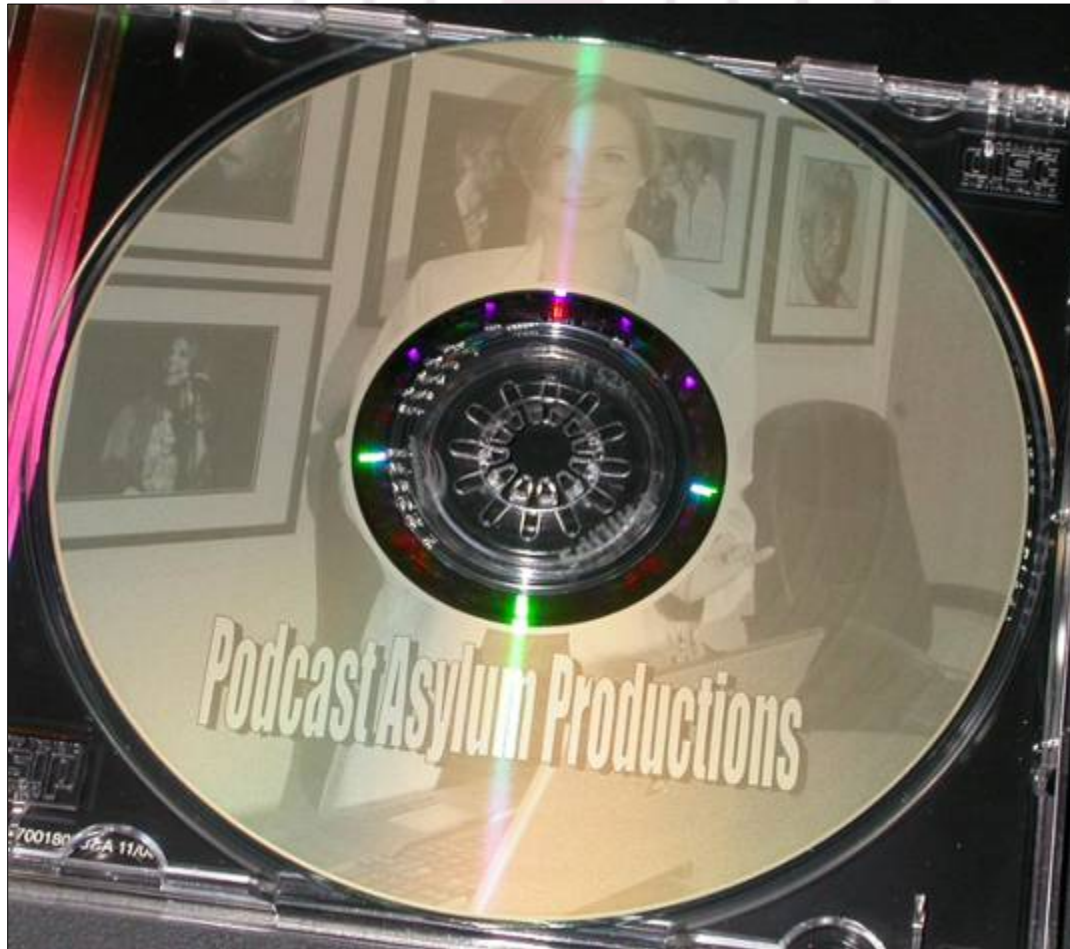
[Forgot your password?](#)

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- | | |
|-------------------|----------------------------------|
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| +1 (415) 376-7253 | CNN News Update |
| +1 (707) 375-4924 | Focus on the Family Podcast o... |
| +1 (559) 395-0730 | The Bob Rivers Show |
| +1 (419) 579-3618 | Andrew Wee Blogging Affil... |
| +1 (559) 345-2943 | Authors On Tour - Live! |
| +1 (360) 526-6235 | Mayo Clinic - Medical Edge -... |
| +1 (415) 376-7210 | Steve Pavlina's Personal Deve... |
| +1 (509) 895-2533 | The Dan Millman Podcast |
| +1 (415) 376-7247 | NBC Nightly News (audio) |





Listen on CD




Do They Want Subscribers?

 **RSS/XML Feed**

 **Add to iTunes**

 **Add to MySpace**

 **Add to Morpheus**

Have new posts sent to your email:

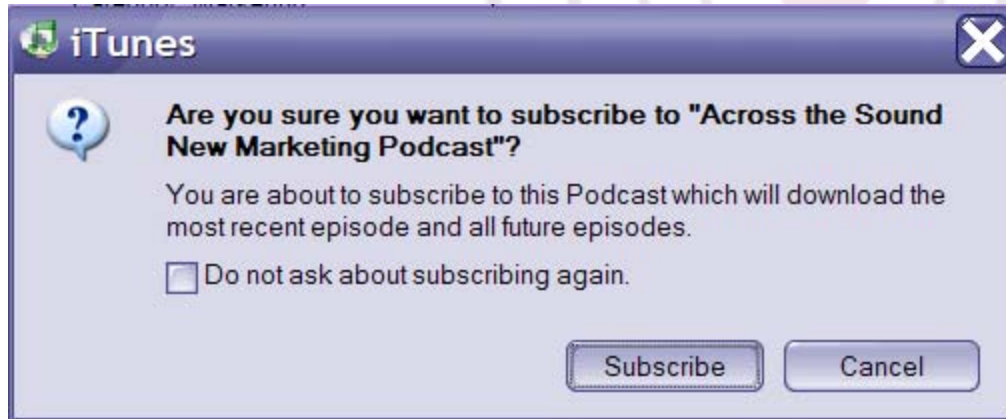
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Subscribing in iTunes



**Across the
Sound New
Marketing
Podcast**
Joseph Jaffe
Category: Marketing
Language: English
Total: 8 episodes

Free [SUBSCRIBE](#)

Do They Want Comments?

If you have comments or questions about this show, or suggestions for our future shows, email us at fircomments@gmail.com; or call the Comment Line at  +1 206 222 2803  (North America) or  +44 20 8133 9844  (Europe); or Skype: fircomments; or comment at Twitter: twitter.com/FIR; or at Jaiku: fir.jaiku.com. You can email your comments, questions and suggestions as MP3 file attachments, if you wish (max. 3 minutes / 5Mb attachment, please!). We'll be happy to see how we can include your audio contribution in a show.

Join the [FIR Discussion Forum](#) and extend your conversations with the FIR community. You can also join the [FIR Facebook Community](#) and become an FIR friend.

So, until Monday February 11...

Posted by [neville](#) on 02/07 at 11:58 AM
[Hobson and Holtz](#) • [Show Notes](#) • (0) Comments •

We want your feedback

Email comments with or without audio attachments (5 MB/3 minute limit) to [fircomments at gmail dot com](mailto:fircomments@gmail.com).

North America Comment Line:

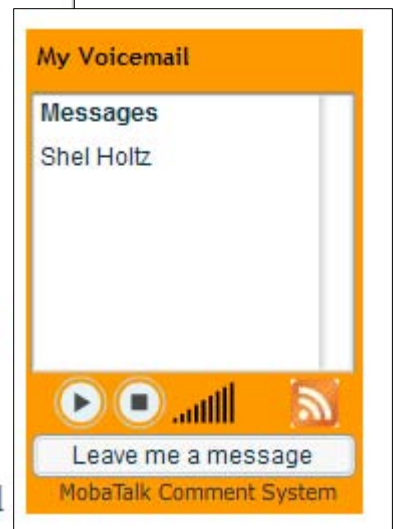
 +1.206.222.2803 

Europe Comment Line:

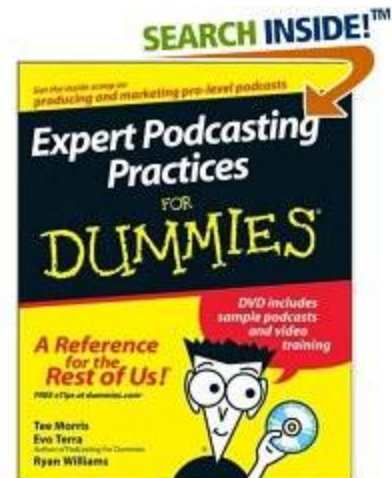
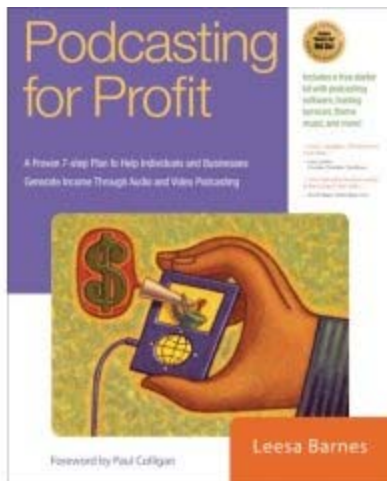
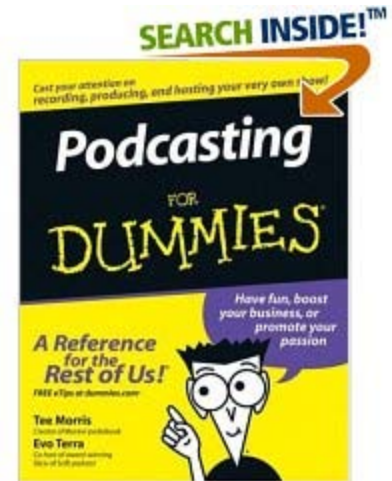
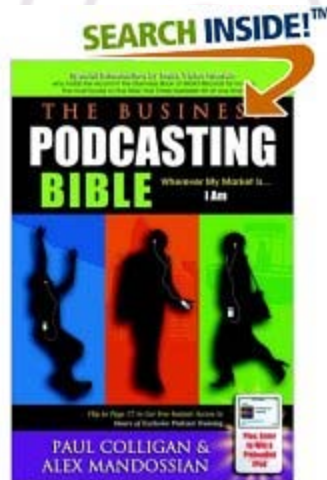
 +44.20.8133.9844 

Skype: [fircomments](#)

Or try this new Java-based application to leave a comment no longer than two minutes directly from your computer right now:



Do Your Homework



Brainstorming Your Show

	A	B	C	D	E	F	G
1	Title	Keywords	Style	Music	Episode Ideas	Contributor	Audience
2			NPR	Jazz			Existing Customers
3			Morning Zoo	Rock			Prospects
4				Hip-Hop			Analysts
5							Employees
6							Investment Partners
7							
8							

	A	B	C	D	E
1	Show #	Subject	Expert/Guest	Prep Work	Location
2				Research	Studio
3				Scheduling	On-Site
4				Pre-Interview Document	Phone
5					
6					
7					
8					

Episode Map

Report Date	Topic 1	Topic 2	Topic 3	Topic 4	Syndromes
3/26/2007	A Name for Print	Nobody Listens to Podcasts	Ghost Blogging		<i>Podcastus Ignoramus</i>
4/2/2007	Sallie's Qualifications	Gender Imbalances in Podcasting	Podcast Dispenser	Ur-Guru	Podcast Unavailability
4/9/2007	Benefits to Listeners	UFI/Kineo Study	Online Misogyny & Female Podcasters	Twitter Follower Accumulation Syndrome	Compulsive Podcast Stat Disorder
4/18/2007	Lee Hopkins Can't Stay Away				<i>Podcastus Compulsivus</i>
6/25/2007	Hottest Female Podcasters	BookExpoCast	Social Media Systems		Podcrastination
8/13/2007	Sending Mom CDs	Kids Need Their Own Toys	E-mail Still Popular	Print Is Not Dead	<i>Podcastus Incognitus</i>
8/20/2007	Gaming vs. Social Networking	Reputica	The Connected Generation	Indestructible Headphones	<i>Podcastus Inhospitus</i>
8/27/2007	Transcraping	Alienating the Press	Press Release Tips	Zing, Yahoo, Podcasting	Egocastitis
9/3/2007	Where in the World is Lee Hopkins	SnapKast	Transcraping Follow-Up	RWC Player	Podcast Stereosis
10/29/2007	Good PR: Seagate	PME			Podcast Anxiety
11/12/2007	fEmpowerment: Blog to Book	BACN Web 2.0 Initiative			Podcast Dissonance
12/10/2007	300 Episodes/3 Years	Women in Podcasting Retrospective	Call for Favorite Women Podcasters	Conversational Marketing Food for Thought	Meetup Envy

Get Some Help

www.podcastasylum.com

www.podcastingpackage.com