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Podcast/Vodcast Producer

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What is a podcast?
An audio or video file that is made available on the Internet for download and playback using a computer or mobile device such as an iPod.

*UNT Health Sciences Library
The extra step: RSS
So who's podcasting?
What types of content are libraries choosing to podcast?
MISSION:
PODCAST SEARCH!
112 library websites
Podcasting Libraries

Non-podcasting Libraries
Podcasting Libraries

Non-podcasting Libraries
37 Podcasting Libraries

75 Libraries not podcasting
37 Podcasting Libraries

75 Libraries not podcasting
Podcasting Frequency

Podcast Topics
Podcasting Frequency

Podcast Topics

Here are the podcasts located
Podcasting Frequency

Podcast Topics

Where are the podcasts located?
Where are the Podcasts?

- Must Search
- More than 3 clicks from Main Page
- 3 Clicks from Main Page
- 2 Clicks from Main Page
- Link on Main Page

ARL Libraries
How are Podcasts Promoted?

- Prominent Links on Main Page
- Twitter
- Facebook
- RSS Feed
Libraries are podcasting!

How are Podcasts Promoted?
of communication,
e.g.  

Challenges: Promotion and Marketing
What will tomorrow bring?

1. Investment

2. Audience

3. Competing channels of communication.
What will tomorrow bring?

1. Investment

2. Audience

3. Competing channels of communication, e.g. YouTube
Before Podcasting

Equipment
Software
Space
Time
Dedicated Computer?
Microphone(2) $10-1,600
Mixer $200 - 2,000
Before Podcasting

Equipment

Software

Space

Time
GarageBand and IMovie Free on Mac
Audacity Free for Windows
Adobe or Corel Video Editing < $100
Before Podcasting
Equipment
Software
Space
Time
Dedicated Space?
Before Podcasting

Equipment
Software
Space
Time
Video

Learning Software - 40+ Man-Hours
Programming - 25 Man-Hours
Each Semester

Check Campus Museum Schedule

Check Library Display Schedule

Brainstorm Ideas

Create Podcast Schedule
Each Podcast
Write Script
Record/Edit/Activate
Each Vodcast
Prepare Photos in Photoshop
Import Photos in IPhoto
Create Video
Sync Audio and Video
Advantages
Unique Collaboration
Highlight Collection
Provide Information
21st Century Bulletin Board

Each Vodcast
- Prepare Photos in Photoshop
- Import Photos in iPhoto
- Create Video
- Sync Audio and Video

Advantages
- Unique Collaboration
- Highlight Collection
- Provide Information

Before Podcasting
- Equipment
- Software
- Space
- Time

Programming - 25 Man-Hours

Audacity Free for Windows

Learning Software - 40+ Man-Hours

GarageBand and iMovie Free on Mac

Adobe or Corel Video Editing < $100

Microphone(s) $100 - 1,000

Each Podcast
- Write Script
- Record/Edit/Activate

Each Semester
- Check Campus Museum Schedule
- Check Library Display Schedule
- Brainstorm Ideas
- Create Podcast Schedule

Dedicated Space?