



Podcasting: What, Why, and How?

APP 3

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Maryland A



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**International Society for
Performance Improvement**

WHERE KNOWLEDGE BECOMES KNOW-HOW



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Agenda

- What is a Podcast
- Why Podcast
- Basic Rules
- Deciding on Content
- Technical Talk
- Resources



What is a Podcast?

- Definition
- Podcast popularity
 - In 2008 - 6.5 million Americans – one or more podcasts per week
 - By 2012 – estimate is 25 million
 - Law firm clients are heavy consumers of digital media
- Your own radio program



Why Podcast?

- Influence your industry and clients
 - Showcase expertise
 - Build loyal following
 - Be a trusted advisor
- Increase website traffic
- Generate leads



Basic rules for good podcasts

- Keep your audience in mind
- Be clear on your objectives
- Decide on a format

Monologue

Interview (most popular)

Magazine show (think Oprah Fridays Live)

Tutorial

Marketing/Promotional



- Determine Length and Frequency

 - About 10 minutes is good

 - Short and simple

 - Repeat key points several times

 - Start and end strong

- Prepare for the interview

 - Write questions in advance

 - Research your subject

 - Keep listener in mind



- Prepare to record
 - Decide on environment
 - Be careful about noise levels
 - Use good lighting in vodcasts
- Time to record
 - Start with an easy opening
 - Stop and redirect when needed
 - Don't be afraid to do another take



What to Podcast – Content is King!

- Articles
- Seminars
- Speeches
- Client memoranda
- Alerts



Tech Talk & Resources

- Record a conference call
 - No speaker or wireless phones
- Use recording software with a (good) USB microphone
 - Plantronics DSP (\$50)
- Use a (good) handheld recorder
 - Edirol R-09 Recorder (\$399)
 - Zoom H2 Recorder (\$199)
 - Sony/Panasonic (mid-high end ones)



Tech Talk & Resources

- File type – mp3 preferred
 - Higher quality recording (can be compressed afterward)
 - Sample rates (kbps and kHz)
 - Kbps (as close to 64 as possible)
 - kHz (as close to 44.1 as possible)
 - Not the default setting on most devices
 - Mono (file size)
- SWF, FLV, or MP4 video
 - 800 x 600 max



Tech Talk & Resources

- PodProducer.net – freeware for recording and tagging casts
 - Skype.com + PowerGrama.com
- Podholes.com – blog with casts on ... podcasting
- how-to-podcast-tutorial.com
- PodcastAlley.com



Tech Talk & Resources

- PodcastingNews.com
- DennisKennedy.com – legal blog that often addresses podcasting
- Maiseweb.com
- eLearningGuild.com



Tech Talk & Resources

- Talk to your resident geek about the tech stuff
- You focus on content
- Content should be your focus
- Focus – You - Content



You be the judge

- The Good
- The Bad
- The Ugly



Additional Links

- <http://how-to-podcast-tutorial.com/00-podcast-tutorial-four-ps.htm>
- <http://www.podcastingforlawyers.com/index.html>
- <http://www.lawyersvideostudio.com>
- <http://www.legaline.com/2008/11/10-essential-podcasts-for-lawyers.html>



- <http://www.lawycasting.com/2007/12/lawyer-podcasts.html>
- <http://freemusicarchive.org>
- <http://www.pepperpodcasts.com>
- http://www.elawmarketing.com/elawmarketing/law_firm_podcast_service.html#podcasts



Podcasting: What, Why, and How? Questions & Answers

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