



SMALL
BUSINESS **BROWN BAG**
Presentations

PODcasting For Business

October 2, 2008

BRASSmedia
web 2.0 media production
Alberta Canada

bringing web 2.0 to the enterprise

home of the

BRASSCast



Who is?

Dean Owen

BRASSmedia



PODcasting For Business
October 2, 2008



Quick Definitions

Web 2.0

Blog

RSS

PODcast



PODcasting For Business
October 2, 2008



Anatomy of a PODcast

Plan



Record



Publish



CONSUME

Show Formats

- Hosted
 - Interviews
 - Mixed
- Phone In
 - Studio
 - On Location

What Do You Put Into a PODcast?

Samples

PR Events

Company Profiles

New Products

Expert Advice

**HOW TO USE
YOUR PRODUCT**

Why PODcast?

Investor Relations

Marketing

Branding

HR Information

Employee Training

Staff Recruitment

Customer Relationship Building



PODcasting For Business
October 2, 2008



Who Listens to PODcasts?

Gen Y

Boomers

Gen X

Gender

Who Listens to PODcasts?

The Audience for Podcast Downloads			
Demographic groups (as groups of internet users)	Percentage who have ever downloaded a podcast		
	February-April 2006	August 2006	May 2008
Total internet users	7%	12%	19%
Men	9%	15%	22%
Women	5%	8%	16%
Age 18-29	10%	14%	27%
Age 30-49	8%	12%	20%
Age 50-64	5%	12%	15%
Age 65+	4%	4%	8%
High school graduate	6%	9%	15%
Some college	6%	13%	19%
College graduate or more	9%	13%	23%
Live in households earning less than \$30,000	8%	12%	19%
\$30,000-\$49,999	8%	14%	17%
\$50,000-\$74,999	7%	12%	19%
\$75,000 or more	7%	13%	23%
3 years or less of online experience	5%	6%	11%
4-5 years of online experience	7%	7%	13%
6+ years of online experience	8%	13%	22%
Dial-up connection at home	6%	10%	8%
Broadband connection at home	9%	14%	22%

Sources: *Pew Internet & American Life Project surveys. May 2008 survey of 2,251 adults (1,553 were internet users). Margin of error is ±2% for the total sample and ±3% for internet users.*

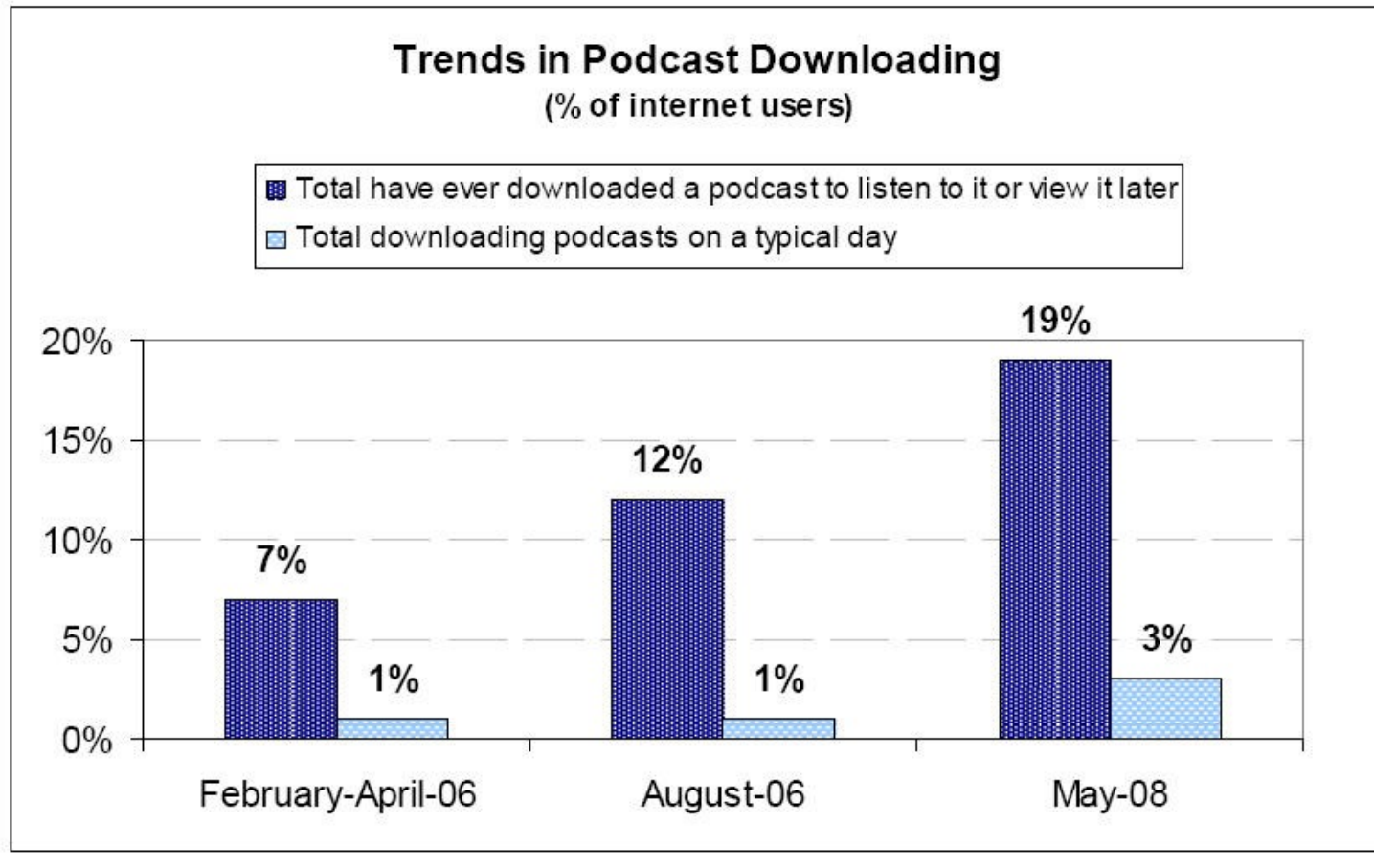
August 2006 survey of 2,928 adults (1,990 were internet users and 972 were asked the podcast downloading question). Margin of error is ±2% for the total sample and ±3.5% for the 972 internet users



PODcasting For Business
October 2, 2008



Who Listens to PODcasts?



What Do They Listen To?

Music

News

Retirement Planning

*Product
Information*

Lifestyle

Health

COMMUNITY

Niche Topics

Entertainment

Financial

Promoting Your PODcast

PODcast Directories

Word of Mouth

Advertising

Business Cards

Marketing Promo Material



PODcasting For Business
October 2, 2008



How To PODcast

DIY

CONTRACT OUT



PODcasting For Business
October 2, 2008



How To PODcast Setups



PODcasting For Business
October 2, 2008



How To PODcast Software



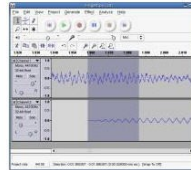
Home About Download Help Contact Us Get Involved

The Free, Cross-Platform Sound Editor

Audacity is free, open source software for recording and editing sounds. It is available for Mac OS X, Microsoft Windows, GNU/Linux, and other operating systems. [Learn more about Audacity](#). Also check our [Wiki](#) and [Forum](#) for more information.

The latest release of Audacity is [1.3.5 \(beta\)](#). Because it is a work in progress and does not yet come with complete documentation or translations into foreign languages, it is recommended for more advanced users. See [New Features in 1.3](#) for more information about the 1.3.x beta series.

For all users, [Audacity 1.2.6](#) is a stable release, complete and fully documented. You can have Audacity 1.2.6 and 1.3.5 installed on the same machine.



<http://audacity.sourceforge.net/>


<http://www.apple.com/ilife/garageband/>



PODcasting For Business
October 2, 2008



How To PODcast Music




the best in new music and music podcasts from the creators of PodShow.com

Results for Acoustic

< Show all music

Band Name	Song Name	Date Submitted	Genre
.22	poisoned	Aug. 29 2005	Acoustic
.22	Goat Boy	Sep. 21 2005	Acoustic
ALL OF US(taxable gypsies)	i have found	Jan. 4 2007	Acoustic
ALL OF US(taxable gypsies)	THE GRAVE	Jan. 4 2007	Acoustic
ALL OF US(taxable gypsies)	emotions are the wind	Jan. 4 2007	Acoustic
ALL OF US(taxable gypsies)	my song is my soul	Jan. 6 2007	Acoustic
ALL OF US(taxable gypsies)	first ray of the new day	May. 6 2007	Acoustic
ALL OF US(taxable gypsies)	everything	Jun. 11 2007	Acoustic
Justin Gordon	Holocaust Girl	Feb. 27 2006	Acoustic
Justin Gordon	Winter In Ohio	Feb. 27 2006	Acoustic

<http://music.podshow.com>




MEMBERS, PLEASE LOG IN


Email:

FORGOT PASSWORD?


Find legal, pre-cleared MP3s for your blog or podcast




Discover new music
from labels all over the globe



Enhance your blog
with our music, bios and more



Spread the word
about your favorite artists & labels

SIGN UP for PROMONET 

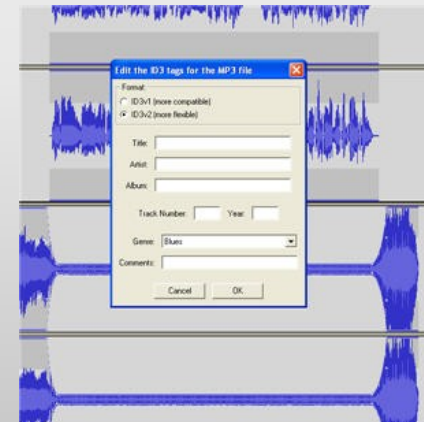
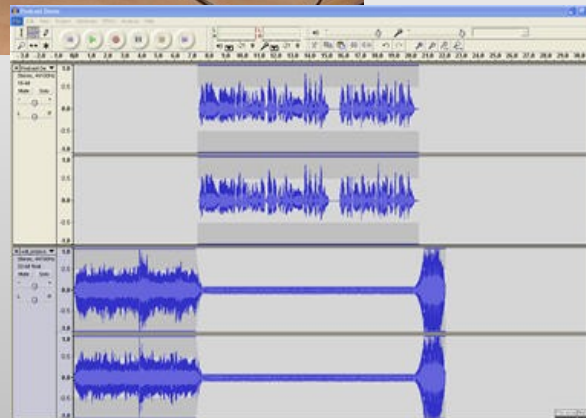
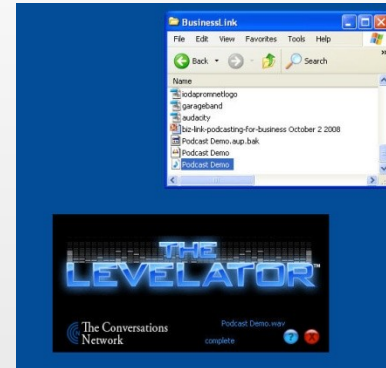
www.iodapromonet.com



PODcasting For Business
October 2, 2008



How To PODcast



How To PODcast Publsiing

BRASSmedia
bringing web 2.0 to the enterprise

BRASSCast Episode 23 - Part 3 of 3 Advanced Systems Web 2.0 Seminar "Growing your business online - with Peter DeWit"

June 11, 2008

Episode 23 - Part 3
BRASSCast
BRASSmedia
www.brassmedia.ca

BRASSCast Episode 23 - Part 3 of 3 - Advanced Systems Web 2.0 Seminar "Growing your business online - with Peter DeWit"

click here to listen online

click here to download MP3 file *** (download original file)

This episode features Peter DeWit from Nova Media Inc speaking your business online.

Show Notes :

Properties

File Content Playlist Media Usage Rights

View details about the selected item.

Title: ms Web 2.0 Seminar - Grow Your Business Online
Artist: www.brassmedia.ca
Album: BRASSCast
Composer: www.brassmedia.ca
Genre: Podcast
Copyright: -
Rating: -
Description: www.brassmedia.ca copyright under creative commons ... music by George Wood
http://primedia.nova.com/profile/

BRASSmedia
Dean Owen
Category: Management & Marketing
Language: English

PODCAST DESCRIPTION
BRASSmedia the source for podcast production in Central Alberta Canada offers advice and tips for business and non-profit podcasting and web 2.0.

CUSTOMER REVIEWS
Be the first to write a review

#	Name	Time	Artist	Release Date	Description
1	BRASSCast Episode 24 - Video - Our trade show presentation	0:00	Dean Owen	11/06/2008	BRASSCast Episode 24 - Video - Our trade show presentation
2	BRASSCast Episode 23 - Part 3 of 3 Advanced Systems Web 2.0 Seminar "Growing your business online - with Peter..."	0:00	Dean Owen	11/06/2008	BRASSCast Episode 23 - Part 3 of 3 - Adv...



Conversation Time....

Questions & Answers & More Questions

Let's continue the conversation . .

- *My blog*- www.brassmedia.ca
- *IM / Chat* – deanoAJC@live.com
- *eMail* – dean.owen@brassmedia.ca
- *SKYPE* – dean.k.owen



PODcasting For Business
October 2, 2008



Thanks....

Talk to you later!



PODcasting For Business
October 2, 2008

