

# Podcasting Theory

[RyanPriceMedia.com](http://RyanPriceMedia.com)

[Liberatr.net](http://Liberatr.net)

# You don't need to be like Main Stream Media

This is the long tail. Check out the people at this  
*un*conference

Decentralized organization

# Program your own radio station

Put your favorite NPR show, your favorite music and  
a show you created in your living room on your mom's  
MP3 player

# Why the iTunes directory is king

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# A few directories

- [wiki.floridacreatives.com/](http://wiki.floridacreatives.com/)  
[Podcasting\\_theory](#)
- [podcasts.yahoo.com](http://podcasts.yahoo.com)
- [podcastalley.com](http://podcastalley.com)
- [podcastpickle.com](http://podcastpickle.com)
- [pluggd.com](http://pluggd.com)
- [EVERVZING.COM](http://EVERVZING.COM)

What's with the "Pod"  
anyway? Is there a  
better word for it?

Historic reasons. In short, no.

# Not all podcasts are publicly downloadable

Some podcasts are for your eyes only.  
e.g. Paid subscriptions, Intranet Podcasts

Think like the little guy  
and keep it real

Fancy music, buzzwords, commercials, transitions are all not necessary in podcasting. There is no producer.



# What's in a name?

## SEO/Branding

You don't need a format, but a name helps.  
Try using your own name.

# Promotional Tools & Community

Maps, MySpace, Facebook Groups, Live Events  
POSTING TO MULTIPLE SITES

# Episodes, shownotes, flash players, widgets

Make your 'cast searchable. Make it easy to use. Make it available in syndicated locations.

# Stereo vs. Mono, bitrates, filesizes, hosting

music = stereo

talk = mono

128kbps VBR stereo (64k mono)

Any hosting, check MIMEtypes

Audio vs. video,  
text, photo,  
Internet TV vs. vlogs

Think about your message

# How do I publish a feed? How do they subscribe?

Feedburner

PodPress

Hand-editing?

iTunes issues

Yahoo Media

# Networks vs. all-in-one shows

Personal branding, like blogs  
You may fragment the audience, and like it

# Skype is your best friend

Distributed media needs tools to create shows in a  
distributed manner



# Playing music during shows

30-second clips

What's streamable?

Indie labels

“PodSafe” and Public Domain

# Air Conditioner: friend or foe?

Set up your recording environment  
Mind atmospheric sounds  
Microphones can solve this

Enjoy it while it lasts  
“Podfading”

# ENGAGE YOUR AUDIENCE

Make them want to come back

Think about what they want

And why you want to give it to them

Be creative

Other Stuff

# Call it a Duck

[rprice@ryanpricemedia.com](mailto:rprice@ryanpricemedia.com)

[RyanPriceMedia.com](http://RyanPriceMedia.com)

[Liberatr.net](http://Liberatr.net)

# Florida Creatives Happy Hour

3rd Mondays

Crooked Bayou

6-9 PM in Orlando

??? in other parts of Florida