

Podcasting and Internet Evangelism

Nick Ciske | <http://nickciske.com/blog/> | nciske@gmail.com

Learn about podcasting, the audio phenomenon sweeping the internet and blogosphere. Discover why and how it started, how to do it (including a live demo) and how you can use it to further the Kingdom. Learn what to do and, more importantly, what not to do in this vast and unregulated spectrum. Details on equipment, software, and publicizing your podcast will also be covered. If you've ever wanted to be a radio DJ, show host, or just like to talk, don't miss podcasting.

What people say it is

- » Radio Killer
- » Future of Radio
- » Revolution
- » Just a fad
- » Pointless

Although it's new, I'm convinced podcasting will transform the way many people consume media, just as blogging and TiVo have. When you can program your own radio station, carry it with you anywhere and pause and restart it at will, who needs mainstream, advertising-supported broadcast radio?

Michael Bazeley
Knight Ridder Newspapers

PODcasting will shift much of our time away from an old medium where we wait for what we might want to hear to a new medium where we choose what we want to hear, when we want to hear it, and how we want to give everybody else the option to listen to it as well.

Doc Searls

What it really is

- » Syndicated Audio
- » MP3 + RSS (XML)
- » MP3 is standard audio format
- » AAC option is used by IT Conversations

Types of Podcasts

- » 4359 podcasts actively tracked at ipodder.org as of March 23rd, 2005
- » Every category, niche, and subject you can think of... if there's not one today there probably will be one tomorrow
- » Possibilities are limitless

Brief History of Podcasting

- » Blogs made RSS viable
- » iPods and portable MP3 players become hip and ubiquitous
- » Dave Winer creates RSS
- » Adam Curry hacks together an AppleScript, says "make it better" – open source
- » Ipodder is born
- » Podcatchers spring up everywhere
- » News coverage begins appearing everywhere

What to do

- » Content, content, content
- » Honest, authentic, be yourself
- » Tell stories
- » Talk about your transformed life
- » Interview others, get more voices in the mix
- » Talk to listeners, not at them

It's a conversation, really

- » Unprecedented access to audience
- » Audio Feedback (phone)
- » Audio Feedback (mp3)
- » Skype
- » Blog Comments/Trackbacks

How to do it

- » Tools
 - Mics
 - » <http://tinyurl.com/4lnk4>
 - » I use:
 - MXL 990 (Vocal Condenser) \$50
 - AKG 2300S (Dynamic) \$80
 - Nady SP5 (Dynamic) \$20
 - Boards
 - » Behringer Eurorack UB802 - \$60
 - » “Podcasters best friend” – Michael Geoghegan of Reel Reviews
 - Interviewing/Recording Tips
 - » <http://www.radiodiaries.org/makeyourown.html>
 - Gear
 - » <http://Sweetwater.com>
 - » <http://MusiciansFriend.com>
- » Software
 - Audacity
 - Mixcast Live
 - SoundForge/Vegas
 - GarageBand

Demo 1- AudioBlogger.com/Feedburner

- » Post from anywhere you have a phone
- » 5 minute limit

Demo 2- Live to disk

Demo 3- Fix it in post

Publishing your Podcast

- » Manual
- » Blogging software: WordPress/Movable Type/etc.
- » LibSyn.com
- » FeedBurner.com

Getting heard

- » Submit to [ipodder.org/podcast directories](http://ipodder.org/podcast-directories)
- » Blog, blog, blog
- » Comment on podcasts/blogs/etc.
- » Send a promo to Adam Curry – mp3feedback@gmail.com
- » Openpodcast.org
- » Pingomatic.com
- » Do a sound seeing tour

Making money?

- » Tip Jar (PayPal)
- » Sponsorships
 - E.g. Coverville is sponsored by iPodderX

Some things I'd love to see happen

- » Every church podcasting sermons
- » Church mobcasts
- » Mobcasting from large events (OneThing, Sunshine, Cornerstone)

Fears

- » We'll make all the same mistakes again
- » More of the same, no innovation or new ideas
- » We'll shun more than we save

Q & A

Closing thought

"Preach the Gospel at all times and when necessary use words."

St. Francis of Assisi
(Founder of the Franciscan order, 1181-1226)