

Nonprofit Radio

How to Make Podcasts That Promote
Your Brand and Engage Supporters

ON AIR

Hosted by Chad Norman and Corey Pudhorodsky



Welcome



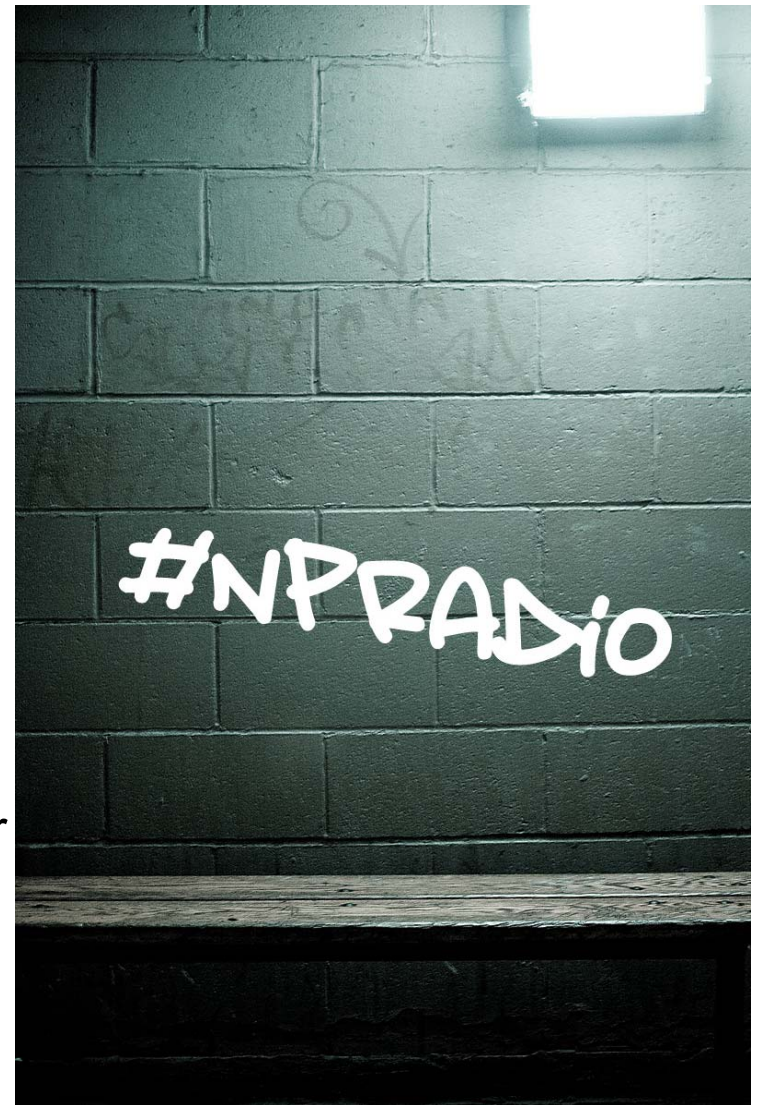
Chad Norman

Host of "The Baudcast" /
Blackbaud Internet
Marketing Director



Corey Pudhorodsky

Host of "501c3Cast" /
Convio Services Engineer



Agenda

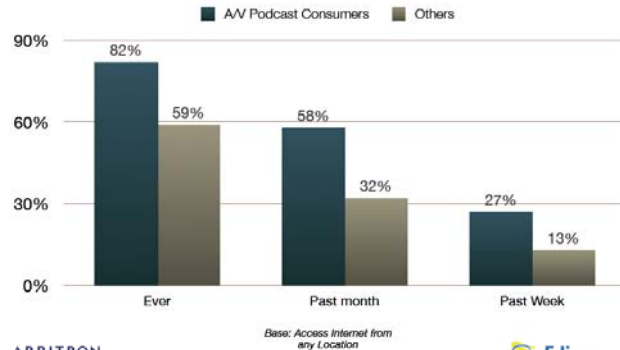
- Podcasting Background & Demographics
- Planning your Podcast
- Tools & Resources
- Promotion, Sharing, and Metrics
- Review the “Podcasters Toolkit”
- Open Q&A



Just a few statistics...

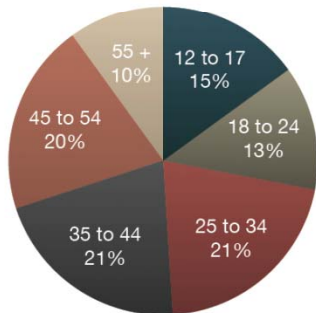
Podcast Consumers Are Very Active Online Purchasers

% Having Made a Purchase Online...

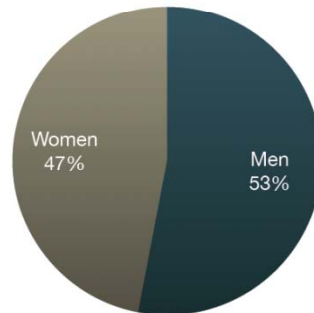


Demographics of the Podcast Consumer

Age



Sex



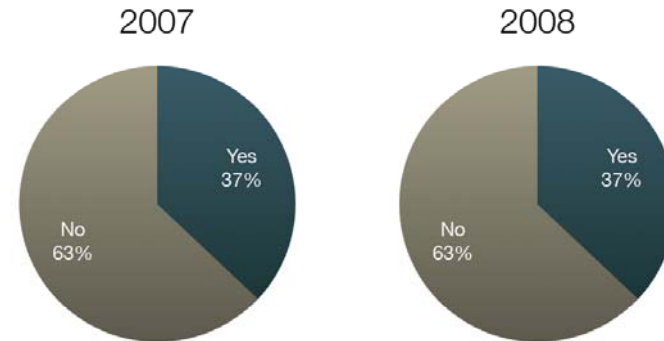
Base: Have Ever Listened to/Watched an Audio/Video Podcast



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Awareness of "Podcasting" Has Stabilized

% Who Have Ever Heard of Podcasting

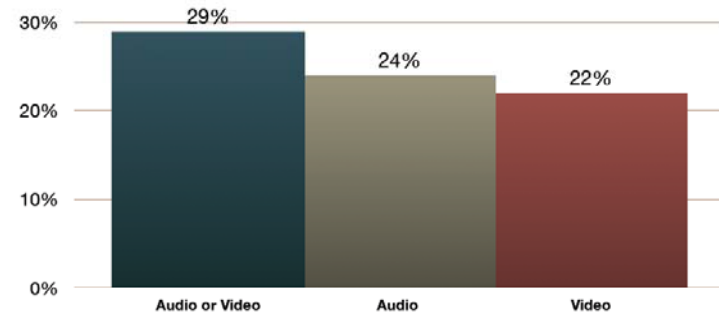


Base: Total Population 12+



Three in Ten Regular Internet Users Have Downloaded a Podcast

% Who Have Watched/Listened to a Podcast as Defined



Base: Currently Access Internet, Have Used Internet in Past Week (67%)

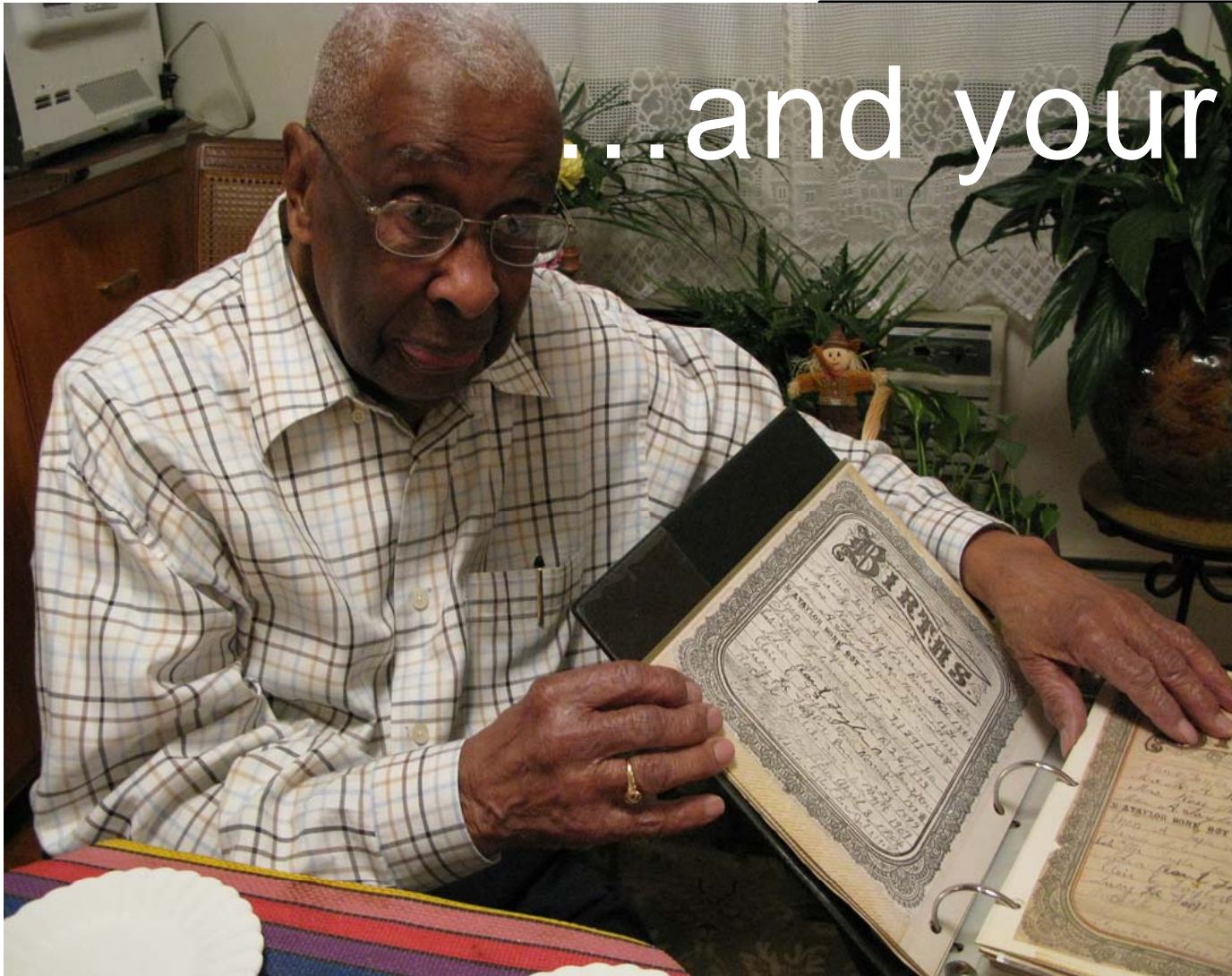


...but focus on YOUR Audience..



<http://www.flickr.com/photos/archangeli/242091173/>

...and your story.



<http://www.flickr.com/photos/citizenhelder/3280892618/>



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Hardware Options



USB Headset



Dynamic or Condenser Mics



Soundboard



Mobile Devices



Video Recording

Software

- Audacity
- Garage Band (Mac)
- Sony Sound Forge
- Adobe Audition
- Levelator
- Skype
 - Pamela
 - Hot Recorder
 - Audio Hijack Pro

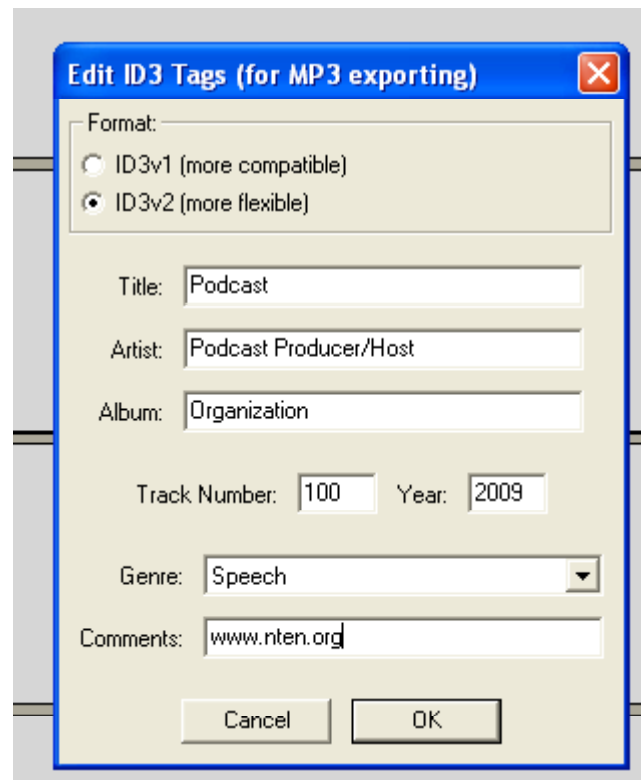


Green bullets are free!



Production

- Editing / Clean up
- Bit Rate
- Stereo vs. Mono
- ID3 Tags
- Images
- iTunes Tags
- Show Notes



Hosting Services



liberated syndication



ourmedia
channels of creativity



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Podcast Directories

- iTunes
- Podcast Pickle
- Podcast Alley
- Odeo



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Social Networks



Cross-Channel Promotions



- Website
- Email
- Newsletters
- Press Releases
- Advertisements
- Partners



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Case: Volunteer San Diego

Volunteer San Diego Podcast

Community volunteer projects and special events in San Diego County.

Categories

general podcasts

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Fri, 23 January 2009

VSD Podcast 075: Your Volunteer Connection

We're celebrating the **75th episode** of the **Volunteer San Diego Podcast!** In this episode, Casey DeLorme and a panel of experts from the **Volunteer San Diego** team join me to examine different types of volunteer projects as a fun dating activity.

Consider a volunteer activity this Valentine's Day. For more information about **Volunteer San Diego** and the variety of ways you can get involved, check out our website at www.volunteersandiego.org, or give us a call at 858-636-4131.

Hosts: Brent Shintani and Casey DeLorme
Special Guest Panelists: Denise Luna, Kelli Ochoa, Amy Thoe, Jaci Feinstein, Alison Murphy

Running Time: 9:15
Direct download: **VSD-075.mp3**
Category: **podcasts** -- posted at: 3:05 AM



Comments [0]

Wed, 14 January 2009

VSD Podcast 074: Volunteer Engagement in an Economic Downturn

In this episode of the Volunteer San Diego Podcast, Sue



Case: The Nature Conservancy

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Date	Podcast title	Subject areas	Podcast summary
April 23, 2009	Poetry of the Woods  © Jerry and Marcy Monkman	Ontario, nature hike, conservation, nature, Public Radio Exchange	Teacher Julie Berry uses nature as her classroom. Producer: Steve Wadhams with Julie Berry for the CBC's Outfront •)) Listen now (audio download) or Subscribe to our podcast — it's free!
April 16, 2009	Fishing for Trout  © Harold E. Malde	Idaho, fishing, Salmon River, conservation, nature, Public Radio Exchange	Go fishing with a couple of experts on Idaho's Salmon River. Producer: Scott Carrier •)) Listen now (audio download) or Subscribe to our podcast — it's free!

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Questions?



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Thank You!



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