



Podcasting: Case Studies in College

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Thank You

- Hope Johnson, ADCS
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- Students enrolled in my Global History Course
- Curriculum & Instruction and Postsecondary Teaching & Learning Departments
- Digital Media Center, UMN
- University Library System, UMN
- Nat. College & Learning Center Association
- *And a cast of thousands.....*

Podcast Resources

<http://arendale.org/podcasting-resources/>

- Podcast presentation slides
- Podcast presentation note taking pages
- Resources related to podcasting
 - Computer software, tools, and music sources
 - Articles, books, PP presentations, and websites
 - Recommended audio and video podcasts

Podcasts (*Definition*)

- Internet radio series
- Provided to the listener so that they can listen when and where they want
- Program arrives on a regular basis after the listener subscribes to it
- Can be listened to through desktop computer or downloaded to a MP3 player (e.g. iPod)
- A personal conversation between the podcaster and a listener, more than just a new distribution system for existing media,
- Listener conversation/feedback a key feature

Variations of Podcast Name

- **Podcast** – most common name used
- **Sightseeingcast** – narrated comments about site visited (e.g., historic site, museum)
- **Soundcast** – recorded sounds collected from a site visited (e.g., animals, city, sea shore)
- **Carcast** – recorded comments while driving car (e.g., recorded driving to/from work)
- **Infocast** – alternative name to Podcast to avoid using word that indirectly promotes sales of Apple's iPod

Why Podcasts Popular

- Choose when and where to listen to the content
- Control what is heard (*content*) and not heard (*commercials, announcer banter*)
- Honesty by the podcasters
- Quality and meaning of the content (*more important than audio quality & production*)
- Meaningful feedback and involvement by the listeners

Why Podcasts (Con't)

- Content Choice (300,000+ podcasts)
- Uncensored voice by authorities
- Simple technology to produce
- Taps into “reality TV” culture
- Learning and teaching opportunities

Podcaster Control

- No external oversight of content
- Produce content of own choice
- Distribute the content as desired
 - When and where
 - Open or controlled access
- Market and sell the content

Listener Conversation and Feedback Venues

- Text email message to podcaster
- Audio file attached to email message
- Audio message left through voice mail service and played on following podcast
- Audio message left through web site
- Text message through computer discussion board
- Podcaster revises content in response

iTunes Software:

<http://www.apple.com/itunes/download/>



- 75% of people use iTunes to listen/download
- [Link to iTunes software download site](#)

Small Sample of Different Podcast Categories

- #1 Social media applications
- #2 Business/organization applications
- #3 Education applications

Category #1 Social Media Podcasts

Social Media Applications

- Personal journal (*e.g., relationships, events*)
- Personal interests (*e.g., sightseeing, hobbies, sports*)
- Personal opinions (*e.g., political, social issues*)
- Most numerous among the 50,000+

Monetizing Business Models

- Podcast host reads short advertisement
- Sponsor receives short announcement (*similar to PBS endorsements*)
- Advertiser web links on podcast web page
- Advertiser creates own podcast to indirectly promote themselves through podcast content of general interest
- Traditional radio advertisements shunned by many podcasting listeners

Category #2 Business/Organization

Business/Organization Applications

1. Replace telephone conference calls
2. Replace reliance on print newsletter
3. Replace print sales training materials
4. Increase communication during crisis
5. Increase effectiveness of training

Lessons from Business World

1. Find a champion to support the project
2. Create a sample podcast on a shoestring
3. Record to a CD and handout to internal people to gain feedback and interest
4. Build an “*internal*” audience before attempting to attract larger audience
5. Build a budget after interest is generated
6. Keep producing the podcast. It will get better. Don't wait for perfection.

Category #3 Education Media

Education Setting Applications

1. Supplement to Traditional Course
2. Support for New Professional Book
3. Build Community of Scholars
4. Professional Association Service
5. Enhancement to Personal Webpage
6. Audio book based on previously published material

Then and Now: Global History of Last 100 Years



- Listen to individual episodes, <http://thenandnow.org>
- Subscribe to the podcast, <http://subscribethenandnow.info>

Suggested Next Steps

1. Listen to podcasts
2. Learn about how to podcast
3. Experiment with podcasting
4. Keep going, it gets better

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