

LBN Podcast re Podcasts

I. Introduction

A. Thank you, Mark. My name is Patrick Hindert. I am Managing Director of S2KM Limited, a consulting company that specializes in teaching and applying online social network technologies to specific vertical markets including structured settlements and personal injury settlement planning.

B. Mark has asked me to address four questions about podcasting

1. What is podcasting?
2. Why should you podcast?
3. How do you learn to podcast?
4. What business opportunities are created by podcasting?.

II. What is podcasting

1. Podcasting is a relatively new type of audio and video broadcasting that originated in its current form in October 2004.
2. Podcasting is a set of technologies that allow individuals to record, publish, find, subscribe and listen to audio and video over the internet on whatever audio player you have available.
 - i. *Podcastingt does not require an iPod).*
 - ii. You can use your computer and/or a variety of hand held devices referred to as MP3 players
3. The ability to download audio files from the internet for playback on portable audio players is not new. However, the combination of various technologies which essentially automate the process is what gives Podcasting its power.
4. Individuals are now able to publish their own audio programming on the internet, without the need for expensive audio studios, broadcast spectrum licensing, or distribution deals with the companies that manage the traditional broadcast marketplace.
5. Individuals are also able to find podcasters, and subscribe directly to the source of the audio, with no intermediation. If they lose interest in the subscription, they can simply unsubscribe without affecting anyone else.

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III. Why should you podcast?

1. Broad societal change that builds upon and impacts other Internet developments – medium is the message (Marshall McCluen). Whatever your message and your clients – you need to learn to use podcasts and related RSS technologies including weblogs.
2. Your competitors are podcasting on a large scale and successfully
3. Podcasting applications are growing and podcasting costs will continue to drop
4. Improves productivity – time, cost, results
5. Same technologies are used for personal as well as business purposes

IV. How do you learn to podcast?

1. Follow and evaluate podcasting market developments – WSJ; LBN
2. Learn the vocabulary - wikipedia
3. Study applications and developments within your industry
 - i. Leaders;
 - ii. Resources
 - iii. Standards
 - iv. Audience
4. Learn to use podcasts - listening and recording
 - i. First, you'll need podcasting client -- a program known as an "RSS aggregator" - podcasting clients are nothing more than RSS aggregators capable of downloading enclosures (like attachments in email).
 - ii. Once you have your aggregator, you can go to a podcast directory like [iPodder.org](http://www.ipodder.org) (<http://www.ipodder.org>), and start subscribing to various audio programs (or "feeds").
 - iii. As audio is published into these feeds, your aggregator will automatically download it to your computer, and tell your audio management application (like iTunes or Music Match) to store it.
 - iv. Then, if you have a portable audio device, you can automatically copy these audio files onto it for listening wherever you need it.

V. What business opportunities are created by podcasting.

1. Internet identity – RSS provides new technology and standards

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2. Communications (eg. Newsletters) – in addition to text
 3. Education and training
 4. Marketing and sales
 - i. Marketing reports
 - ii. Market developments – increased coverage
 - iii. Sales presentations
 - iv. Conversations with customers and employees
 5. Collaboration – work processes
- VI. Mark, thank you again for including me in this presentation. Congratulations and good luck with you Legal Broadcast Network venture.**