





# Making a pod start



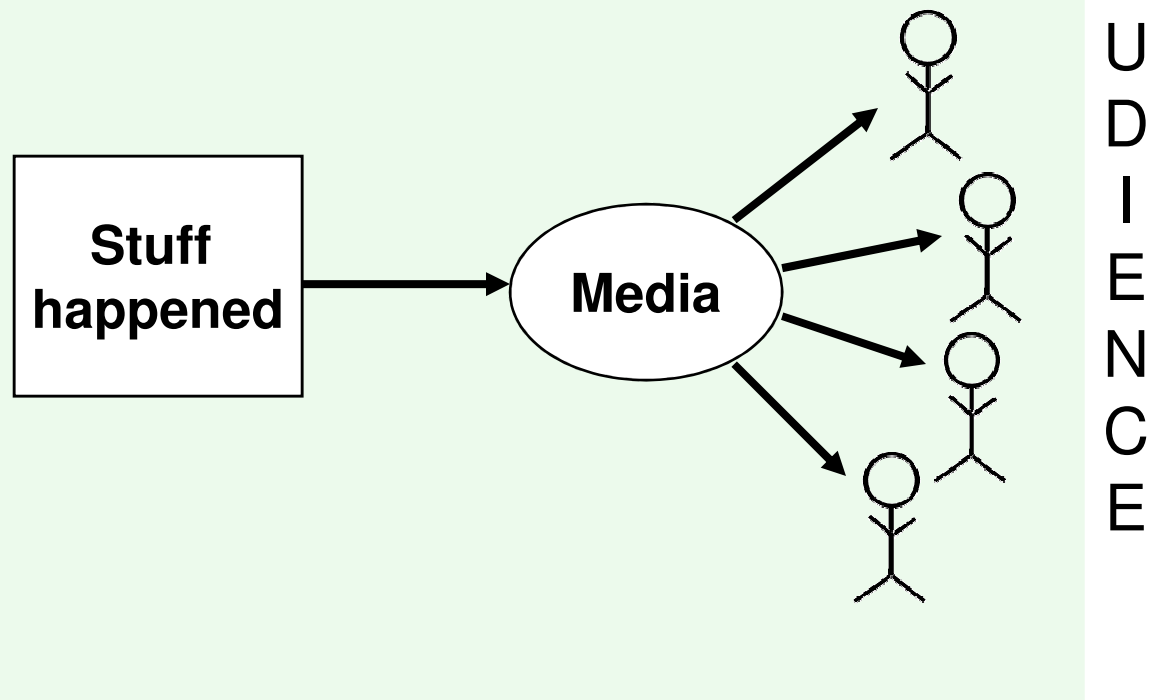
“A powerful global  
conversation has begun.”

*The Cluetrain manifesto*

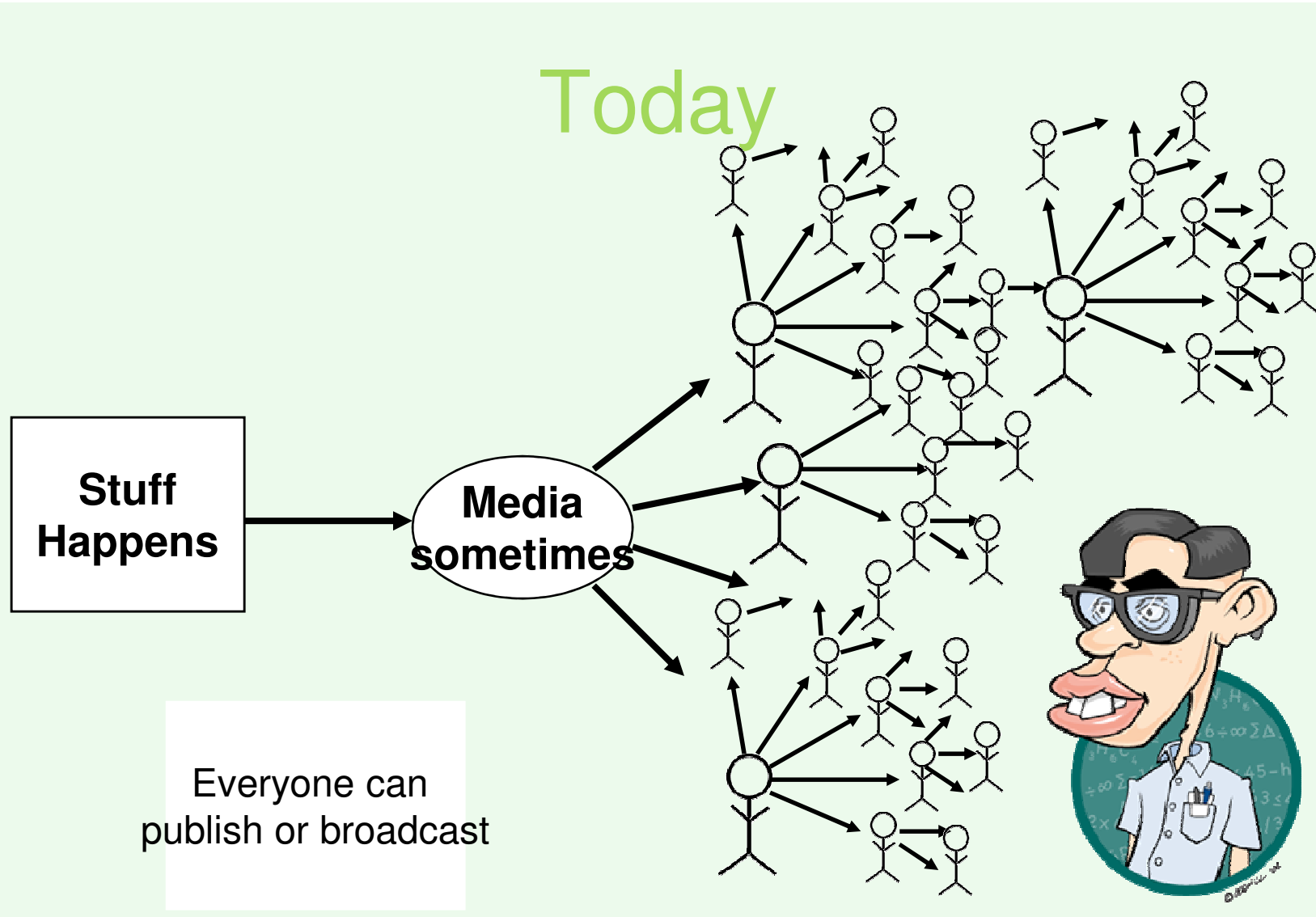
# What we're going to talk about

-  a change in media
-  what is a podcast?
-  Why is it useful to you?
-  Creating podcasts for your media

# In the past....



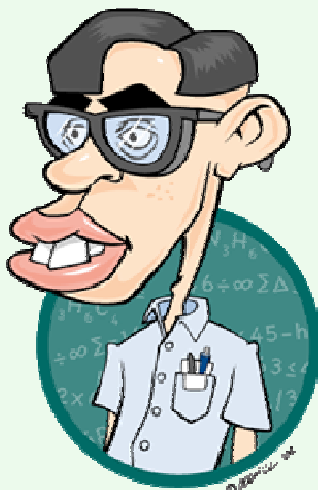
Today







Stuff Happens

Media sometimes







Everyone can publish or broadcast



# What exactly is a podcast?

- POD  Downloadable audio (MP3) or video file
- POD  Subscribable via RSS feed (iTunes)
- POD  No iPod needed to listen
- POD  It's usually free

# Why people like podcasts

-  Time shifting – listen when they want to
-  Flexible – can skip around, stop and start
-  Engaging, tailored content
-  Content specific to their interests and not available elsewhere
-  Being part of a community
-  Two-way communication

# Who is podcasting?

- ❏ Independents and specialists (The ZA Show, ZA Tech show)
- ❏ Radio stations repackaging content (East Coast Radio, 94.7)
- ❏ Other traditional media branching out (The Mail & Guardian, The Times)
- ❏ Corporates (Old Mutual, Woolworths)

## Podcart podcasts

- 📡 Mail & Guardian weekly “Between the Pages”
- 📡 Cape Town Routes Unlimited monthly
- 📡 Old Mutual “Success Stories”
- 📡 Woolworths “Making Friends with Money”
- 📡 Madison Property
- 📡 Stellekaya wines

# Podcasts and traditional media

- 📡 Another chance to hear (702)
- 📡 Added value for listeners and readers
- 📡 Multi media reporting (The Times, M&G)
- 📡 Extra opportunities for revenue (94.7)

# Podcasting can ...


- 📡 Give people a new way of getting your content
- 📡 Provide added value for listeners/readers
- 📡 Provide a new vehicle for advertisers and sponsors
- 📡 Add value to your website
- 📡 Be an opportunity for listener/reader generated material
- 📡 Get a conversation going with your audience
- 📡 Give you new information about your


Go and look at

 [www.highveld.co.za](http://www.highveld.co.za)

 [www.kayafm.co.za](http://www.kayafm.co.za)

 [www.thetimes.co.za](http://www.thetimes.co.za)

 [www.mg.co.za](http://www.mg.co.za)

 [www.702.co.za](http://www.702.co.za)

 [www.classicfm.co.uk](http://www.classicfm.co.uk)

# Selecting material for podcast

- 📡 Regular slots (green tip, 94.7)
- 📡 'Best of' compilations
- 📡 Information and announcements
- 📡 Advice and education
- 📡 Shouldn't be time referenced (don't know when people will listen)
- 📡 Shorter is better

## You also need . . .

- 📡 A home for your audio
- 📡 Clear instructions for new users
- 📡 A way to communicate with your audience
- 📡 To be committed and realistic
- 📡 To tell people about your podcast

# Making your podcast

- 📡 Get the material together
- 📡 Edit and add intros if necessary
- 📡 Create MP3 file and upload to server
- 📡 Include programme summary, ID3 tags
- 📡 Create the XML file and upload  
(poderator.com)
- 📡 Include programme summary, ID3 tags

# Making things sound good

- 📡 Quality of content is important
- 📡 Use what you have
- 📡 Podsafe music
- 📡 Free FX
- 📡 Be adventurous and creative with sound
- 📡 Here's an example 📢

# Useful places to go


## How to sites


 Schoolofpodcasting.com (daily mail)

 Podcastplatform.com

 itunes


## Editing

 Audacity

 Garageband (Mac)

## Hosting

 Mypodcast.com

 Jellycast.com

# Getting the word out...

- ❏ The big thing is lots of little things
- ❏ Podcast directories –
  - ❏ iTunes, Yahoo, Podcast Alley, iPodder.org, and Podcastpickle
  - ❏ Zoopy, Afrigator, Amatomu
- ❏ Podcast reviewers (US)
- ❏ Focused topic, specific key words, consistent tags (ID3)
- ❏ Comment around your community with URL
- ❏ Put your URL on your email signature
- ❏ Create an email database
- ❏ FB group
- ❏ Traditional media/publicity

# Making friends with money

The screenshot shows the Woolworths Financial Services website. At the top, there is a navigation menu with links for home, login, register, gift lists, store locator, MySchool, events, win, contact us, and help. Below this is the Woolworths logo and the tagline 'the difference'. The main navigation bar includes 'our company', 'what we offer', 'online shop', 'financial services' (highlighted), and 'world of difference'. A secondary navigation bar lists 'woolworths difference card', 'store card', 'visa credit card', 'personal loans', 'insurance', 'about you', and 'about us'.

**Financial Services Login**

Your Username

Password

[Forgotten your Password?](#)

PIN

[Forgotten your PIN?](#)

**making friends with money**  
*helping you achieve better financial health*


**Related links**  
[What is podcasting?](#)  
[What do I need?](#)  
[What do I do?](#)

**Managing your money successfully can be a challenge even in the best of times.**  
At the moment things are particularly tough. Interest rates are going up and petrol and food prices are soaring. How do we make the most of the money we have, save when we're so stretched, avoid spiralling into debt?

**go!** **Making friends with money** is a series of eight **FREE** internet audio programmes (or podcasts). It has been produced by **Woolworths financial services** to help you deal with exactly these kinds of questions. Each episode is just ten minutes long and packed with practical tips on how to achieve better financial health. They are presented by **Dr Harry Dugmore**, an expert in financial behaviour change.

**Episode eight**

**Insurance and overview** - In this final edition, Harry looks at insurance – why you need it and how to make sure you're properly covered. He also takes a look back at the whole series and goes over the key things you must remember for great financial health.


 **Download?** [click here](#)

(this might take a few minutes)

- > Don't hear anything? [Click here](#)
- > Tell us what you think, email [here](#)

**Episode archive**

Click to listen to previous episodes:  
To view the episode transcript you will need to have the Adobe® Acrobat® Reader™ plug-in installed in your browser. If you do not have the Acrobat® Reader™ plug-in, you can [download it here](#) for free.



## Woolworths Appreciation Society

South Africa

### Basic Info

Type: Just for Fun - Totally Random  
Description: for those who love QUALITY!

### Contact Info

Website: <http://www.woolworths.co.za>  
Office: 0861 50 20 20  
Location: 93 longmarket street Cape Town 8001

### Recent News

Let's twist again.....

### Photos

Displaying 5 of 8 photos

[See All](#)



### Video

No one has uploaded any videos.

### Posted Items

Displaying 3 posted items

[See All](#)

#### Woolworths :

Source: [www.woolworths.co.za](http://www.woolworths.co.za)

Managing your money successfully can be a challenge even in the best of times. At the moment things are particularly tough. Interest rates are going up and petrol and food prices are soaring. How do we make the most of the money we have, save when we're so stretched, avoid spiralling into debt?



Woolworths  
Financial Services  
**PODCAST**



making friends  
with money

[View Discussion Board](#)

[Join this Group](#)

Share [+](#)

### Related Groups

[Feed a Child with just a Click!](#)  
Common Interest - Beliefs & Causes

[I Dont care How Comfortable Crocs Are, You Look Like A Dumbass.](#)  
Common Interest - Philosophy

[One Million People against Crime in South Africa](#)  
Common Interest - Beliefs & Causes

[THEY ARE TRYING TO SHUT DOWN FACEBOOK - PETITION TO KEEP IT! INVITE ALL!](#)  
Common Interest - Friends




### Group Type

This is an open group on the South Africa network. Anyone from South Africa can join and invite others from South Africa to join.

### Admins





■ [Samantha Clayton](#)

## It is vital to ...

-  Make the communication two-way (blog, email)
-  Respond to feedback
-  Let feedback influence content

“Markets are conversations” *The Cluetrain Manifesto*

# Now we'll listen to bits of...

-  Mail & Guardian
-  Cape Town Routes Unlimited
-  Making Friends with Money
-  Stellekaya

Go and have a look at ...

 iTunes


 Zatechshow.co.za

 Afrigator.co.za

 Zoopy.co.za

# The Pod Practical


 Get together with four other people


 Devise a podcast

 Name

 What it's about

 Format

 Content ideas for the first programme

 Script your intro (include a menu)

 Record


# Podcasting in South Africa





“A powerful global conversation has begun.”  
.....are you part of it?



 Jayne Morgan

 [www.podcart.co.za](http://www.podcart.co.za)

 [jayne@podcart.co.za](mailto:jayne@podcart.co.za)

 083 450 7060