

Making a pod start







“A powerful global
conversation has begun.”

The Cluetrain manifesto

What we're going to talk about

- 📡 what is a podcast?
- 📡 Coming up with a podcast idea
- 📡 Making a podcast
- 📡 Promoting a podcast

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

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

Why people like podcasts

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


Why would YOU podcast?


- 📡 You've got something to say
- 📡 You've got knowledge to share
- 📡 You want to talk to a community
- 📡 You're in to audio
- 📡 You like the idea of an audience

Coming up with a pod

 Focus on ...

 your subject

 your audience

 quality


 creativity


 consistency


You need to decide ...


 Name?

 Who is hosting?


 How are they talking?

 How to keep your listener listening?

-  sigs, stings and other furniture (podsafe music, free FX)

-  regular items

-  variety/texture

-  Competitions, throw forwards

 How long

 How often

You also need . . .

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



Tag Cloud

Acer Amazon AMD **Apple** Aspire One Asus
Broadband Cell C DSTV Eassy **Eee PC** Facebook Fibre Firefox
Fring gaming Gmail **Google** HDTV HP ICASA Intel **iPhone** iTunes
Linux **Microsoft** MTN Multichoice **Neotel** Nokia
OOXML Open Source Safari Sony **Telkom** Twitter **Ubuntu**
Vista **Vodacom** Vodafone Windows World of Warcraft Xbox 360
Xbox Live XP

ZA Tech Show: Episode 27

September 01st, 2008 | Category: Podcast episodes



This week we are joined by Jason Norwood-Young from the Mail & Guardian and Altech CEO Craig Venter. We discuss:

- The high court's industry-changing decision regarding Altech Autopage Cellular and the VANS industry.
- Comcast in the USA enforcing bandwidth caps at 250 gigabytes and the state of limited access in South Africa.
- Mobile data routing.
- Jason provides dodgy tips for hackers.

SUBSCRIBE



- Podcast RSS
- Site RSS
- iTunes

- 📡 About 1000 downloads per week
- 📡 Shared amongst enthusiasts
- 📡 On Multichoice intranet

Making your podcast

- 📡 Plan the show/write a script/get the guests together
- 📡 Record, edit and mix the audio
- 📡 Create MP3 file and upload to server
- 📡 Create the XML file and upload (poderator.com)
- 📡 Include programme summary, ID3 tags

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.


POD 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

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](#)

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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

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