



Beyond the Book[®]



This Publication Has A Volume Control: What To Expect When Print Moves To Podcast

WHY PODCAST?

Once upon a time, publishing was the business of printing ink on paper. Then, a decade ago, the Internet introduced the world to the power of pixels. Today, when forging community and sharing information are highly valued principles, the publishing professional must turn to new media capabilities that amplify their message; invite audience participation; and enrich the business strategy. A word coined from merging “broadcasting” with “iPods” (the now ubiquitous portable devices for downloading audio files, including music as well as the spoken word), podcasting allows publishers and authors to speak new volumes to their readers. A professional and well-produced podcast can significantly supplement existing content, and increase both understanding and distribution of a published work.

WHO SHOULD PODCAST?

Publishers, book authors, columnists, instructors, researchers and freelancers can all use podcasting to publicize their work, further their reach, and increase their audience. From making presentations and lectures available, to providing expanded explanations and examples, podcasting is poised to move publishing toward a comprehensive strategy that captures print, online and the human voice – all in a unified, reinforcing message that will enrich and enliven publishing strategies at a low cost.

HOW EASY IS IT TO LISTEN AND SUBSCRIBE?

You do not need an iPod or MP3 player to listen to podcasts. Programs may be played directly at your desktop PC or MAC, or downloaded and burned to a standard audio compact disc.

While downloading online content is not a new concept, historically if someone wanted to access video or audio content online they would have to visit the Web site and manually download the material. Now, freely available podcast-aggregator programs allow new podcast content to be downloaded automatically to anyone who subscribes, as it becomes available. And unlike steaming media, podcast listeners always get to start at the beginning, rewind, fast-forward, and listen to as much as they want.

HOW EASY IS IT TO CREATE A PODCAST?

Part of the appeal of podcasting is easy accessibility to the technology to create one. A variety of programs are available to record audio, upload it to the Internet, and provide a Web page where visitors can subscribe. For those who want to bring their podcast to the next level of professionalism in sound quality, delivery, and promotion it may be better to contract a provider with expertise in audio or video production, podcast feed and Web site management, and distribution through podcast portals and other channels.

ADDITIONAL RESOURCES

Listen and subscribe to the Beyond the Book podcast series at *beyondthebook.com*. Episode #3, *Podcasting and the Content Creation Revolution*, features author and podcast creator Rob Simon, who is the founder and president of BurstMarketing (*www.burstmarketing.com*), a company specializing in producing podcast solutions for businesses with a special expertise in the publishing industry; and special guest Curtis Franklin (*www.cf2group.com/technotes*), co-author of *The Absolute Beginner's Guide to Podcasting* and previously “podcast evangelist” and community editor for CMP's TechWeb, a leading business technology news network.

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