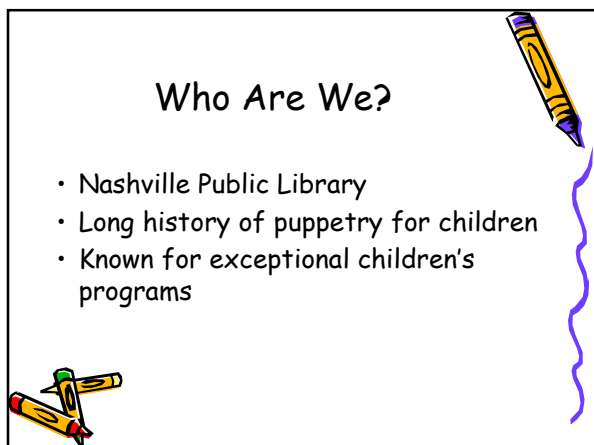




Podcasting for Librarians, 101

Or, If a Children's Librarian Can Do This, So Can You!



Who Are We?

- Nashville Public Library
- Long history of puppetry for children
- Known for exceptional children's programs



Service Objectives

- Educate our users
- Entertain our users
- Create lifelong library fans

Current NPL Services

- 6 public storytimes per week
- 4-6 public performances per week
- 2 performances for groups per week
- Craft and/or game programs monthly
- Summer Reading Program with weekly game, craft, or performance programs



Who provides programming?

- Storytimes and puppet shows are provided by a staff of three fulltime performing artists
- Public Service staff provide craft and gaming programs, some after school, some in coordination with puppet shows, and some on weekends



Programming Budget

- Most is spent on outside entertainers (magicians, musicians, animal programs, etc) or service providers (for a program in ceramics or other special area)
- Money is also spent on craft materials and keeping our assortment of games and puzzles fresh



Why Are We Podcasting?

- To offer programming created by public service staff
- To expose children to traditional versions of folktales and fairytales
- To offer a service outside of library hours
- To eliminate the library walls
- It's inexpensive!



What is a Podcast?

A podcast is "a Web-based audio broadcast via an RSS feed, accessed by subscription over the Internet."

("podcast." *Webster's New Millennium™ Dictionary of English, Preview Edition (v 0.9.7)*, Lexico Publishing Group, LLC. 30 Jul. 2008. <Dictionary.com <http://dictionary.reference.com/browse/podcast>>.)



What is a Podcast?

In simpler terms, it's like a personal radio broadcast - you decide what information you want to share with the world, and anyone can listen!



Why Podcast?

- To inform

A box containing the title 'Why Podcast?', a bulleted list with one item 'To inform', and illustrations of three crayons in the bottom left and a purple wavy line extending from a yellow crayon in the top right.

Why Podcast?

- To inform
 - New services

A box containing the title 'Why Podcast?', a bulleted list with one item 'To inform' which has a sub-item 'New services', and illustrations of three crayons in the bottom left and a purple wavy line extending from a yellow crayon in the top right.

Why Podcast?

- To inform
 - New services
 - New books

A box containing the title 'Why Podcast?', a bulleted list with one item 'To inform' which has two sub-items 'New services' and 'New books', and illustrations of three crayons in the bottom left and a purple wavy line extending from a yellow crayon in the top right.

Why Podcast?

- To inform
 - New services
 - New books
 - New exhibits



Why Podcast?

- To inform
 - New services
 - New books
 - New exhibits
 - Special events



Why Podcast?

- To entertain



Why Podcast?

- To entertain
 - Share new music



Why Podcast?

- To entertain
 - Share new music
 - Storytelling



Why Podcast?

- To entertain
 - Share new music
 - Storytelling
 - Interviews with interesting staff, guests, and users



Why Podcast?

- To entertain
 - Share new music
 - Storytelling
 - Interviews with interesting staff, guests, and users
 - Develop a program helping tweens or teens create a podcast



Why Podcast?

- To reach potential users



Why Podcast?

- To reach potential users
 - Create a "library without walls"



Why Podcast?

- To reach potential users
 - Create a "library without walls"
 - Provide training regarding the website



Why Podcast?

- To reach potential users
 - Create a "library without walls"
 - Provide training regarding the website
 - Offer programming when the user wants it



What Can Be Podcast?



What Can Be Podcast?

- Library tour

A yellow crayon with a purple eraser is positioned in the top right corner, with a purple wavy line extending downwards from its tip. In the bottom left corner, there are three other crayons: one yellow, one green, and one red.

What Can Be Podcast?

- Library tour
- Presentations by or interviews with guest speakers

A yellow crayon with a purple eraser is positioned in the top right corner, with a purple wavy line extending downwards from its tip. In the bottom left corner, there are three other crayons: one yellow, one green, and one red.

What Can Be Podcast?

- Library tour
- Presentations by or interviews with guest speakers
- Schedule of events

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What Can Be Podcast?

- Library tour
- Presentations by or interviews with guest speakers
- Schedule of events
- Recent acquisitions



What Can Be Podcast?

- Library tour
- Presentations by or interviews with guest speakers
- Schedule of events
- Recent acquisitions
- Stories



What Can Be Podcast?

- Library tour
- Presentations by or interviews with guest speakers
- Schedule of events
- Recent acquisitions
- Stories
- Anything you are passionate about!



What do You Need to Podcast?



What do You Need to Podcast?

- Microphone



What do You Need to Podcast?

- Microphone
- Digital recording device



What do You Need to Podcast?

- Microphone
- Digital recording device
- Editing software



What do You Need to Podcast?

- Microphone
- Digital recording device
- Editing software
- Hosting site



What do You Need to Podcast?

- Microphone
- Digital recording device
- Editing software
- Hosting site
- Something to say (and a way to say it!)

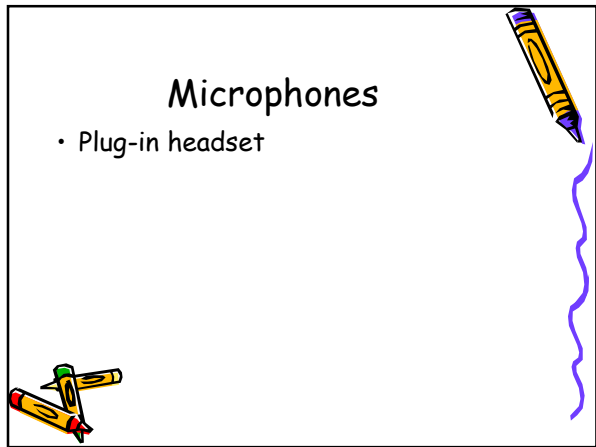


Microphones

A box containing the word "Microphones" in the center. In the top right corner, there is a drawing of a yellow crayon with a purple tip, with a wavy purple line extending downwards from its tip. In the bottom left corner, there are three drawings of crayons in yellow, green, and red.

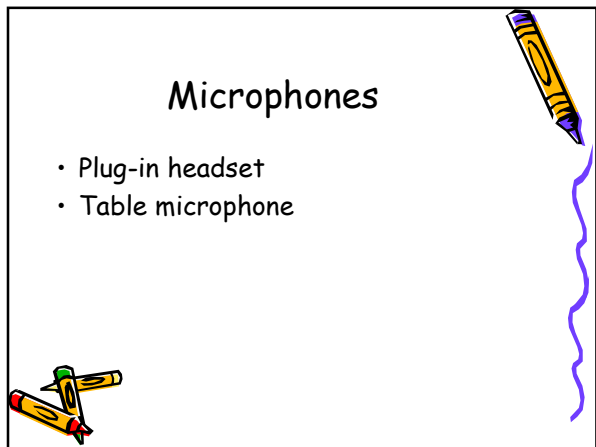
Microphones

- Plug-in headset

A box containing the word "Microphones" in the center. Below it is a bulleted list with one item: "Plug-in headset". In the top right corner, there is a drawing of a yellow crayon with a purple tip, with a wavy purple line extending downwards from its tip. In the bottom left corner, there are three drawings of crayons in yellow, green, and red.

Microphones

- Plug-in headset
- Table microphone

A box containing the word "Microphones" in the center. Below it is a bulleted list with two items: "Plug-in headset" and "Table microphone". In the top right corner, there is a drawing of a yellow crayon with a purple tip, with a wavy purple line extending downwards from its tip. In the bottom left corner, there are three drawings of crayons in yellow, green, and red.

Digital Recording Device

A box containing the text 'Digital Recording Device'. In the bottom-left corner, there are three crayons (red, green, and yellow) lying together. In the top-right corner, there is a single yellow crayon with a purple squiggly line extending downwards from its tip.

Digital Recording Device

- Laptop or desktop PC

A box containing the text 'Digital Recording Device' and a bulleted list with one item: 'Laptop or desktop PC'. In the bottom-left corner, there are three crayons (red, green, and yellow) lying together. In the top-right corner, there is a single yellow crayon with a purple squiggly line extending downwards from its tip.

Digital Recording Device

- Laptop or desktop PC
- Portable digital recorder

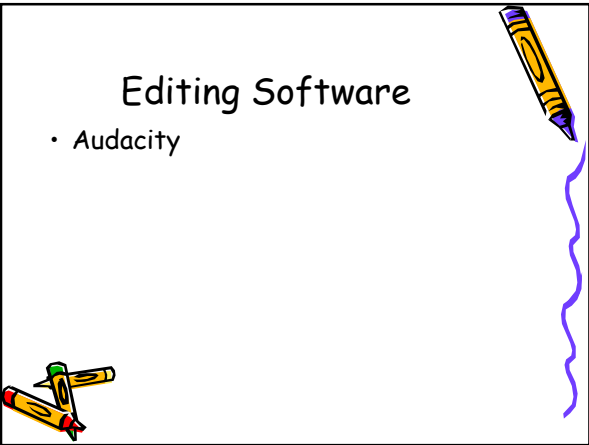
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Editing Software

A box containing the text "Editing Software". In the top right corner, a yellow crayon is shown drawing a wavy purple line down the right side of the box. In the bottom left corner, three crayons (yellow, green, and red) are scattered.

Editing Software

- Audacity

A box containing the text "Editing Software" and a bullet point "• Audacity". In the top right corner, a yellow crayon is shown drawing a wavy purple line down the right side of the box. In the bottom left corner, three crayons (yellow, green, and red) are scattered.

Editing Software

- Audacity
- ePodcast Creator

A box containing the text "Editing Software" and two bullet points: "• Audacity" and "• ePodcast Creator". In the top right corner, a yellow crayon is shown drawing a wavy purple line down the right side of the box. In the bottom left corner, three crayons (yellow, green, and red) are scattered.

Editing Software

- Audacity
- ePodcast Creator
- Others that I haven't used



Hosting Site

- FeedBurner



Something to Say (And a Way to Say It!)

Your podcast can be

- Heavily scripted
- Completely freeform
- Somewhere in between



Website or Blog



Website or Blog

- NPL uses one page to list all RSS feeds and podcasts available for subscription

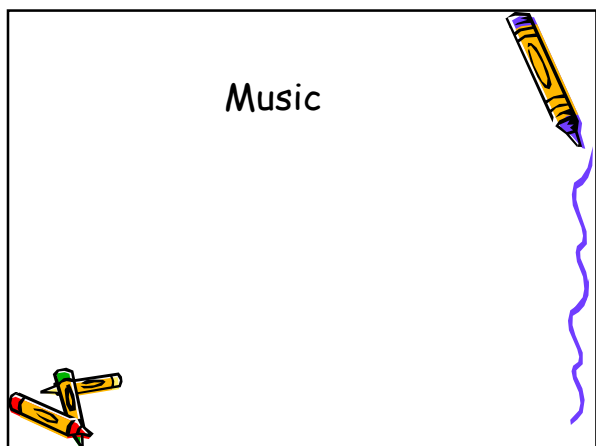


Website or Blog

- NPL uses one page to list all RSS feeds and podcasts available for subscription
- Each podcast has a description page listing episodes available for download and info on subscribing




Music

A box containing the word "Music" in the center. In the bottom-left corner, there are three crayons (yellow, green, and red) lying together. In the top-right corner, there is a single yellow crayon with a purple squiggly line extending downwards from its tip.

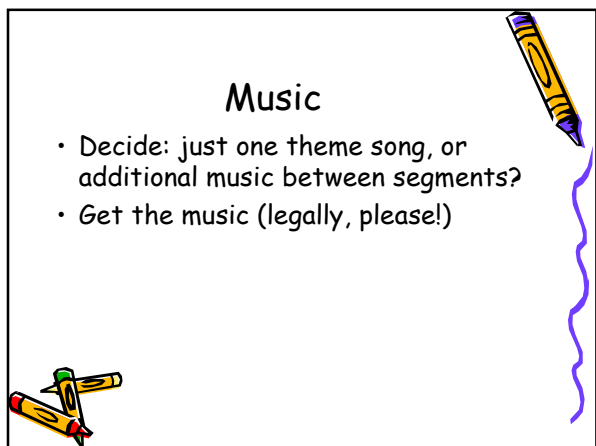
Music

- Decide: just one theme song, or additional music between segments?

A box containing the word "Music" in the center. Below it is a bullet point: "• Decide: just one theme song, or additional music between segments?". In the bottom-left corner, there are three crayons (yellow, green, and red) lying together. In the top-right corner, there is a single yellow crayon with a purple squiggly line extending downwards from its tip.


Music

- Decide: just one theme song, or additional music between segments?
- Get the music (legally, please!)

A box containing the word "Music" in the center. Below it are two bullet points: "• Decide: just one theme song, or additional music between segments?" and "• Get the music (legally, please!)". In the bottom-left corner, there are three crayons (yellow, green, and red) lying together. In the top-right corner, there is a single yellow crayon with a purple squiggly line extending downwards from its tip.

Music

- Decide: just one theme song, or additional music between segments?
- Get the music (legally, please!)
 - Create your own



Music

- Decide: just one theme song, or additional music between segments?
- Get the music (legally, please!)
 - Create your own
 - Get permission from a talented friend

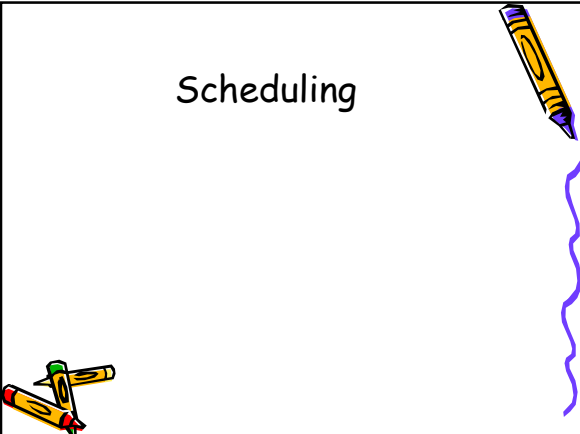


Music

- Decide: just one theme song, or additional music between segments?
- Get the music (legally, please!)
 - Create your own
 - Get permission from a talented friend
 - Try the Podsafe Music Network (<http://music.podshow.com>)




Scheduling

A box containing the word "Scheduling" in the center. In the bottom-left corner, there are three crayons (yellow, green, and red) lying on their sides. In the top-right corner, there is a single yellow crayon pointing downwards, with a purple wavy line extending from its tip towards the bottom of the box.

Scheduling

- Regular Updates

A box containing the word "Scheduling" in the center. Below it is a bullet point: "• Regular Updates". In the bottom-left corner, there are three crayons (yellow, green, and red) lying on their sides. In the top-right corner, there is a single yellow crayon pointing downwards, with a purple wavy line extending from its tip towards the bottom of the box.

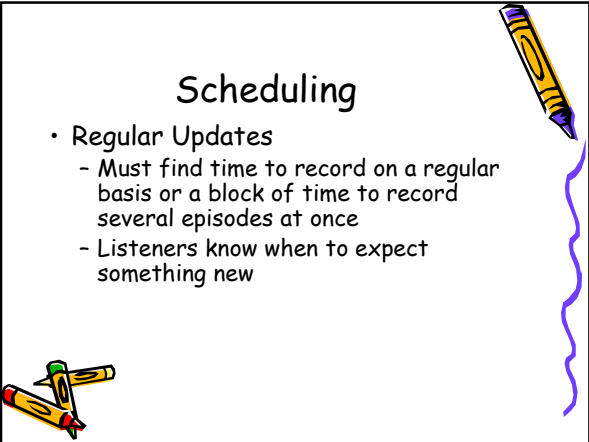
Scheduling

- Regular Updates
 - Must find time to record on a regular basis or a block of time to record several episodes at once

A box containing the word "Scheduling" in the center. Below it is a bullet point: "• Regular Updates". Underneath that is a sub-bullet point: "- Must find time to record on a regular basis or a block of time to record several episodes at once". In the bottom-left corner, there are three crayons (yellow, green, and red) lying on their sides. In the top-right corner, there is a single yellow crayon pointing downwards, with a purple wavy line extending from its tip towards the bottom of the box.

Scheduling

- Regular Updates
 - Must find time to record on a regular basis or a block of time to record several episodes at once
 - Listeners know when to expect something new

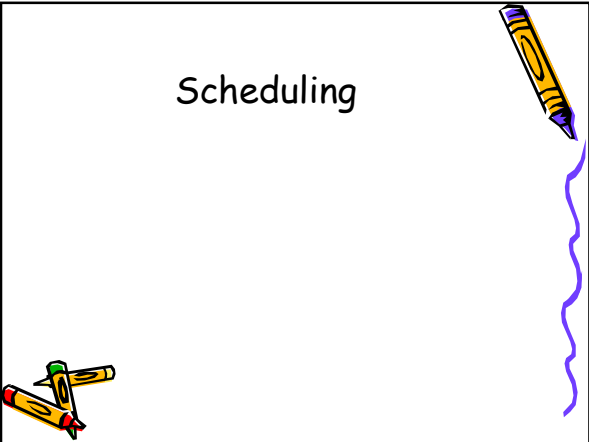


Scheduling

- Regular Updates
 - Must find time to record on a regular basis or a block of time to record several episodes at once
 - Listeners know when to expect something new
 - May want to apologize to listeners if you get off schedule

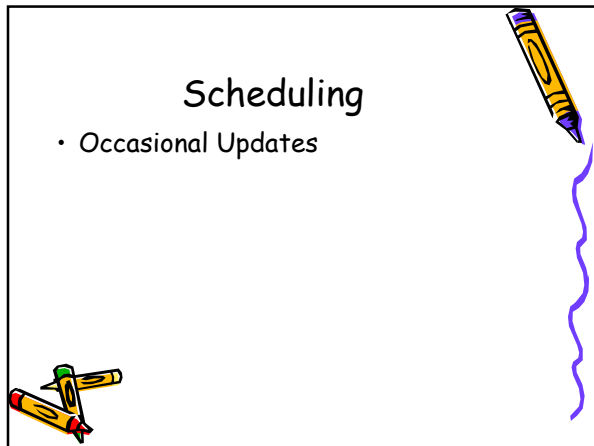


Scheduling



Scheduling

- Occasional Updates



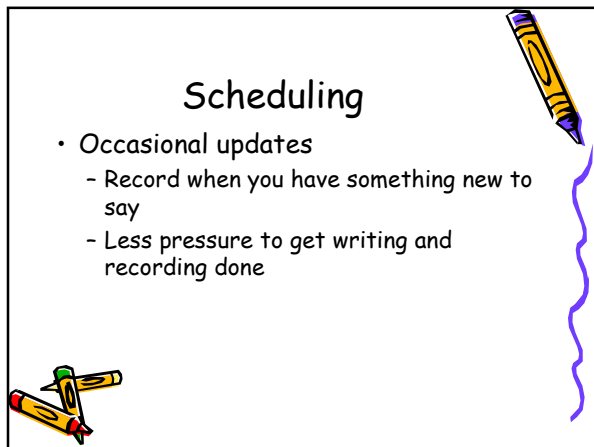
Scheduling

- Occasional updates
 - Record when you have something new to say



Scheduling

- Occasional updates
 - Record when you have something new to say
 - Less pressure to get writing and recording done



Scheduling

- Occasional updates
 - Record when you have something new to say
 - Less pressure to get writing and recording done
 - May lose listeners if you don't keep their interest by creating new content



Want More Information?

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