

The Power of Podcasting



Creating Compelling Content that Brings Alumni back to Your Website Again and Again

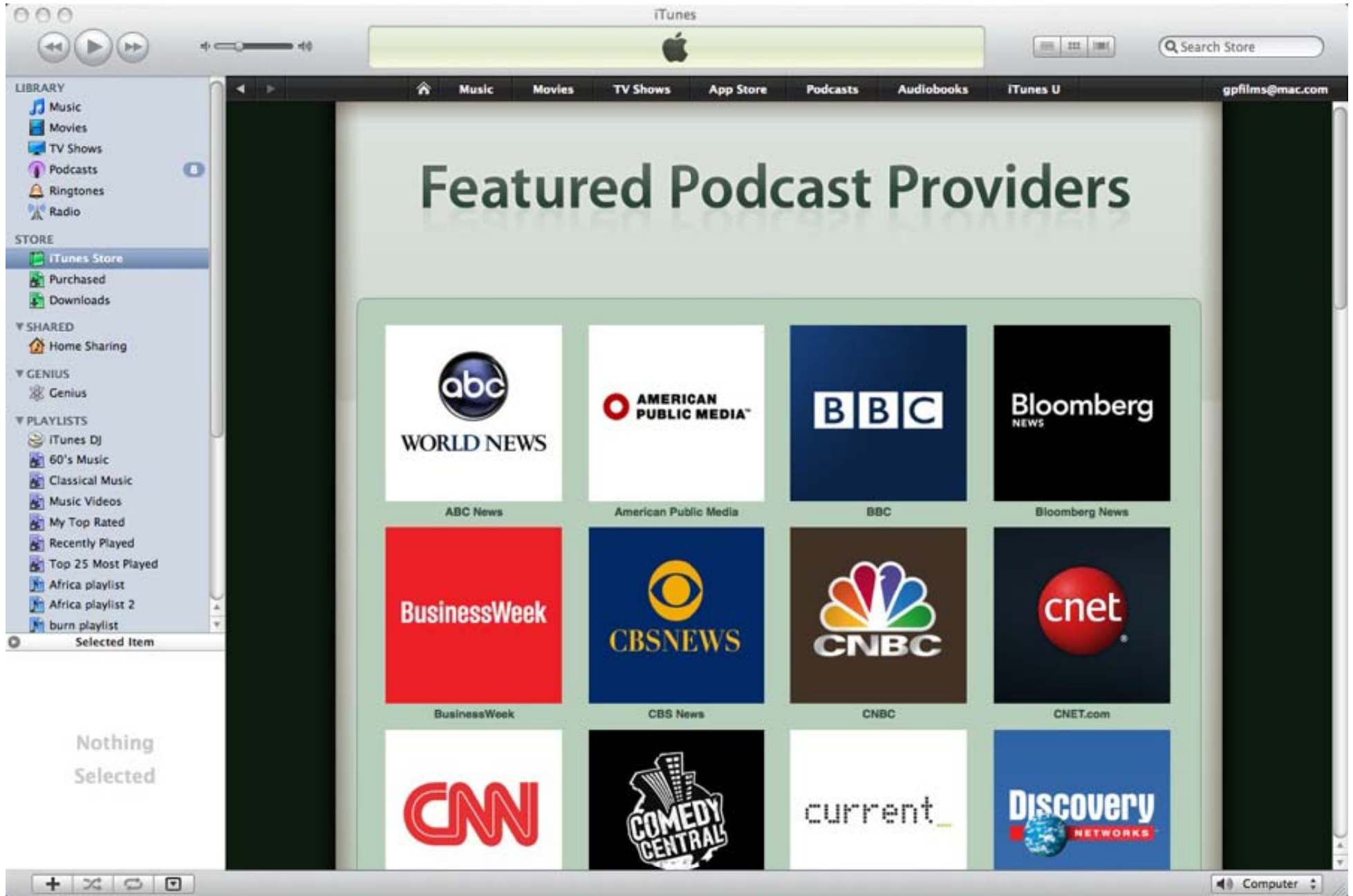
What is a Podcast?

A web based audio or video series someone can subscribe to.

iTunes



Who Podcasts?



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Podcasts > Education > Higher Education > The University of Chicago Law School

The University of Chicago Law School Faculty Podcast

Podcast Description

Listen to lectures by—and discussions with—the University of Chicago Law School's eminent faculty, as well as some very special guests.

Name	Time	Released	Description	Popularity	Price
1 Thomas J. Miles, "Economics and Judicial Be..."	1:18:29	1/28/11	The 2011 Coase Lecture in Law and Eco...	██████████	FREE

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Podcasts > Science & Medicine > Medicine > Hans R. House, MD

The University of Iowa Department of Emergency Medicine

Podcast Description

This podcast is the didactic lecture audio and procedure video from the University of Iowa Department of Emergency Medicine.

Subscribe Free

Category: Medicine
 Language: English
 © 2006 University of Iowa

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Podcasts > Education > Higher Education > Yale University

Yale University

Podcast Description

Yale University netcasts are now available through Yale University's new site on iTunes U. Users will be able to subscribe to specific Yale University series based on subjects of interest, such as Arts and Architecture, Business and Management, Environment, and Music. Please listen to the netcast entitled, "Yale University on iTunes U" for more information.

Name	Time	Released	Description	Popularity	Price
1 Gloria Steinem Visits Yale	53:41	10/5/07	Gloria Steinem currently studies the share...	██████████	FREE
2 Arthur Horwich: Protein Folding	27:58	10/5/07	Arthur Horwich talks about his research on ...	██████████	FREE
3 Yale University on iTunes U	1:36	9/5/07	Please visit iTunes.yale.edu for more infor...	██████████	FREE
4 The environmental crisis as spiritual and mor...	48:49	8/24/07	In this lecture, Mary Evelyn Tucker highlig...	██████████	FREE
5 Civic restlessness, sustainable communitie...	31:49	8/24/07	In this sermon delivered at Rhinebeck Ref...	██████████	FREE
6 String Quartet No. 14 in D Minor, D. 810 "Dea...	38:05	8/24/07	he Allianz String Quartet (Sarit Kwok an...	██████████	FREE
7 2007 Yale Football Preview with Head Coach...	11:19	8/22/07	This podcast was recorded at the 2007 Ya...	██████████	FREE
8 Italkim: The Jews of Italy	38:03	8/10/07	A netcast from the Center for Language St...	██████████	FREE
9 Mozart: Quartet for Oboe, Violin, Viola, and C...	15:13	7/6/07	This performance was part of Aaron Hill's ...	██████████	FREE
10 Brass Music from the Fifteenth Century	13:47	7/6/07	The Yale Brass Trio features three membe...	██████████	FREE
11 Ezra Laderman: Concerto for Clarinet and Stri...	29:04	7/6/07	This performance of the Concerto for Clari...	██████████	FREE
12 Undergraduate Admissions	43:10	7/6/07	Yale Dean of Admissions Jeffrey Brenzel ...	██████████	FREE
13 Language Study in High School and College	37:07	7/6/07	A netcast from the Center for Language St...	██████████	FREE
14 Herbert Yu: Researching Epidemiology of Pa...	6:55	7/6/07	Dr. Yu will speak (in Mandarin) about his r...	██████████	FREE
15 Aaron Copland, from historic interviews	16:34	7/5/07	Aaron Copland, (1900-1990) major figure ...	██████████	FREE

Total: 24 Episodes

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Total: 24 Episodes

The Podcasting Process

1. Preproduction - Planning your content
2. Production - Producing your content
3. Postproduction - Getting your content seen

1. Preproduction - Planning your content

Why Podcast?

MOVIE MONDAYS *for* FUNDRAISING PROFESSIONALS

Your Ticket to Increased Donations and Less Stress

Episode #131: For Your Own FREE Subscription to Movie Mondays, [Click Here](#)

The New Look of Board Meetings (for creating high performing boards)

Are your board members enthusiastic to come to board meetings?

In this week's movie, Brenda B. Asare from [The Alford Group](#) talks about how board meetings are being run differently to better engage their members and to be more effective. She has several ideas you may want to incorporate if you're not already doing so.

By the way, if you'd like to learn some strategies on how to turn your board into a fundraising board, I suggest you head over to [AlfordVideos.com](#). Last week I filmed Brenda for 8 hours (over 2 days). She laid out some great strategies for turning your board members into fundraisers. I'll be releasing some of the footage and sharing some of the tools with you at [AlfordVideos.com](#).

If you have any stories or advice about what's working for your board meetings, please share your knowledge with everyone in the comment box below the video. Thanks.

Feel free to forward this video along to your friends and staff.

If you're not a current subscriber to Movie Mondays, make sure you don't miss any of the upcoming movies by [clicking here for Your FREE subscription](#).



Share your thoughts and comments

Like Be the first of your friends to like this.

Logged in as Christopher Davenport

Add a comment...

Post comment to my Facebook profile

- Debbie Griffin Marchione Feb 2
For those of you who sit on boards - my colleague Brenda Asare, offers 3 1/2 minutes of great ideas to revitalize your board meetings.
Message - Delete - Block
- Paul F. Morris Feb 1

Fundraising Help on DVD

Use them for:
Board Trainings
Staff Discussions
Finding Donors
and more

Your favorite Movie Monday episodes on DVD

[click here](#)

Past Movies

[Movie Mondays Pro Login](#)
[Movies on DVD](#)

Sponsors

The Alford Group Videos
[click here for FREE fundraising tips](#)

TUNE-UP TUESDAYS

Nonprofit Marketing Help
[click here](#)
FREE Videos

501 Videos

Watch sample fundraising & gala videos
[Click Here](#)

NONPROFIT storyteller.com

Storytelling for Maximum Donations

1. Preproduction - Planning your content

**Why do you want to
Podcast?**

1. Preproduction - Planning your content

What do you want
your Podcast to do for you?

1. Preproduction - Planning your content

Who is your ideal audience?



1. Preproduction - Planning your content

Creating engaging content

1. Preproduction - Planning your content

3 Rules for creating engaging content

1. Provide a learning experience
2. Stimulate the imagination
3. Tell a story

1. Preproduction - Planning your content

Podcast Structure

Frequency | Audio or Visual | Style

iTunes

The screenshot displays the iTunes Store interface. At the top, the iTunes logo is visible in the title bar, followed by a search bar labeled "Search Store". Below the title bar is a navigation menu with tabs for Music, Movies, TV Shows, App Store, Podcasts, Audiobooks, and iTunes U. The user's email address, gpfilms@mac.com, is shown in the top right corner.

The main content area features a large banner for "NEWS TODAY" with a stylized illustration of a man's face. To the right of the banner are three smaller promotional images: "VAINGLORIOUS", "THE ADAM CAROLLA PODCAST", and "SOCCER".

Below the banner is a section titled "Podcasts" with a "PODCAST QUICK LINKS" sub-header. The links include: Audio Podcasts, Video Podcasts, New Releases, iTunes Picks: Podcasts, Staff Favorites, Language Learning, Featured Podcast Providers, Submit a Podcast, Podcast Resources, and Episode of the Day on Twitter.

Below the quick links is a "TOP CHARTS" section with a sub-header "Episodes" and a "See All" link. The top chart lists the following episodes:

1. #203: Recordings for Someone Chicago Public Radio
2. NPR: 06-12-2010 Wait Wait... Don'... National Public Radio
3. Apple WWDC 2010 Keynote Addr... Apple Inc.
4. Andy Kindler Adam Carolla

At the bottom of the screen, there is a grid of various content items, including "Fresh Air is Over...", "Geek into Shape", "Follow the Mone...", "Mordor or Bust", "Pop Confider", "Urban Media", "Time to Be Awes...", "Blue Collar Busi...", "TwentyTV - The ...", and "Insider Outs".

1. Preproduction - Planning your content

Naming Your Podcast

Production

Producing your content



2. Production - Producing your content

Basic Tools Needed

1. Microphone
2. Camera & Lights
3. Editing Software
4. Music

2. Production - Producing your content

Your Podcast Team

Postproduction

Getting your content seen



2. Postproduction - Getting your content seen

Putting your podcast on the web

1. On your website
2. Upload to a podcast site
3. Upload to your blog
4. Upload to:
Facebook, YouTube, Vimeo.com, Blip.tv
5. RSS feed to iTunes

iTunes

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On the right side, the "Podcasts" section is highlighted with a red circle. It includes a "PODCAST QUICK LINKS" menu with the following items:

- Audio Podcasts
- Video Podcasts
- New Releases
- iTunes Picks: Podcasts
- Staff Favorites
- Featured Podcast Providers
- Submit a Podcast
- Podcast Resources

Below the "Podcasts" section is the "TOP CHARTS" section, which lists episodes. The top episode is "#203: Recordings for Someone Chicago Public Radio".

The bottom of the screen shows a grid of various content items, including "Fresh Air is Over...", "Geek Into Shape", "Follow the Money", "Mordor or Bust", "Pop Confident", "Urban Media", "Time to Be Awesome", "Blue Collar Business", "TwentyTV - The ...", and "Insider Outside".

2. Postproduction - Getting your content seen

Submit Podcasts to the iTunes Directory

Share thoughts, expertise, rants, and raves with iTunes Store users all over the globe. Submitting a podcast is as easy as submitting a link. Then iTunes will automatically deliver periodic episodes to people who have subscribed to the podcast. Publish now.

Learn more about podcasting on iTunes:

[Frequently Asked Questions](#) ➔

[Technical Specifications](#) ➔



1

Please provide the link to the podcast RSS feed that you would like to consider adding to the iTunes Store.

Podcast Feed URL:

Cancel

Continue

2. Postproduction - Getting your content seen

Driving traffic to your podcast

2. Postproduction - Getting your content seen





MOVIE MONDAYS *for* FUNDRAISING PROFESSIONALS

Your Ticket to Increased Donations and Less Stress



Your Job as a Nonprofit Professional is About to Get a Whole Lot Easier... and **More FUN**

How would you like to start your week off with something that's:

- **FUN,**
- will help you **FUNDRAISE,**
- and is totally **FREE?**

Movie Mondays for Fundraising Professionals may be just the thing for you. It's a fun weekly video series that's totally free. It features other fundraising professionals talking about how they overcome the many challenges of fundraising and working at a nonprofit.

Here's a sample:

"Turning Board Members into Fundraisers".



Free Weekly Videos for Fundraising Professionals
Sign up Here

Name

Email

Submit

What DDs, EDs, & Board Members are Saying About Movie Mondays ↓

"Your short videos are absolutely priceless... Excellent work, I just love seeing them every Monday."

Susan Dally, CPRE
Boys & Girls Clubs of DE

"Great movie this week. I'm stealing all those lines to use with my board next time around."

Mike Simonsen
Development Director
American Association of
Variable Star Observers



Gets Your Board to Raise More Money - Makes Your Life Easier
[Click Here for Information](#)

Sign up here for Movie Mondays

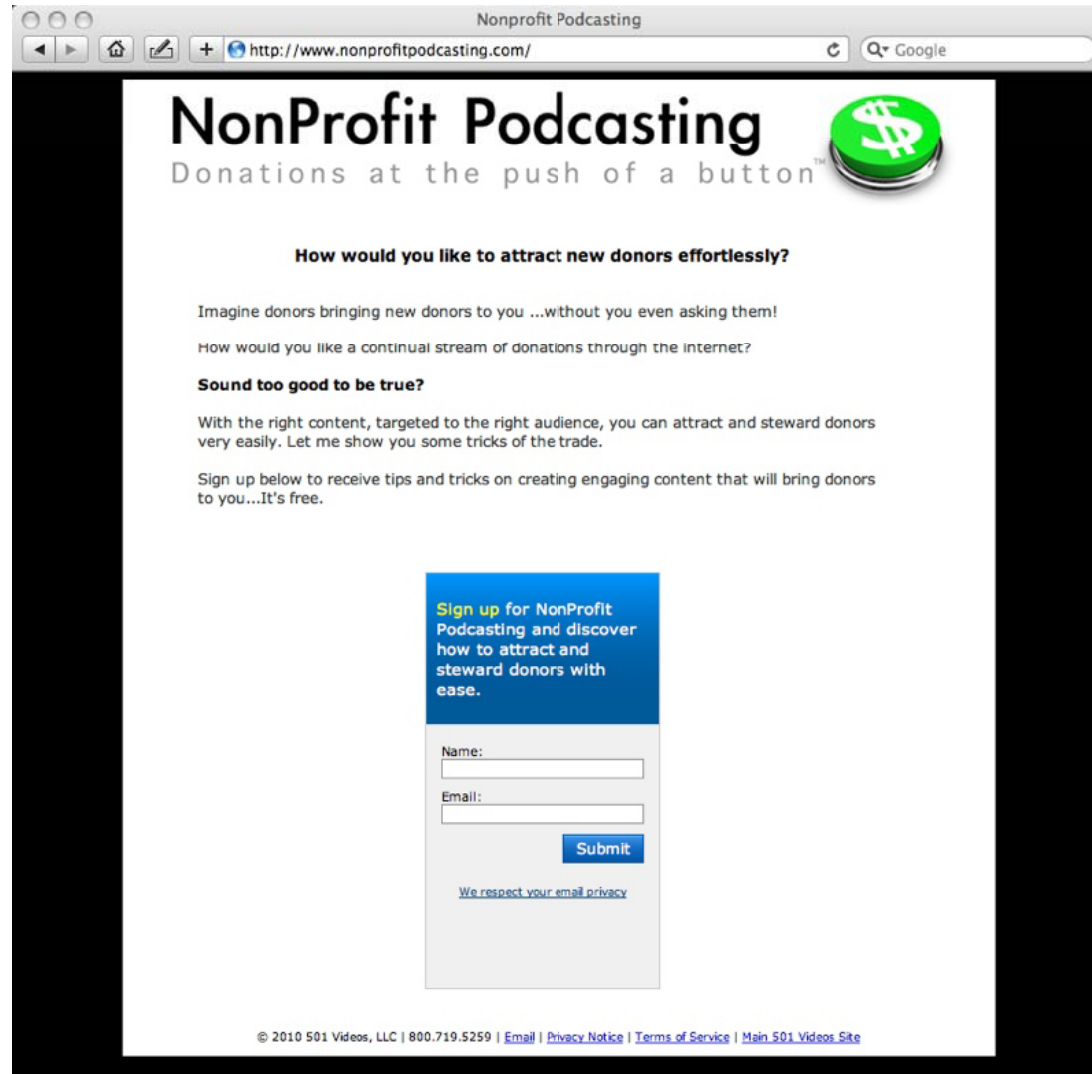
Get free videos every Monday with different Fundraising Professionals talking about how they raise money

Name:

Email:

Organization (optional):

Free Podcast Resource



The image shows a screenshot of a web browser displaying the website <http://www.nonprofitpodcasting.com/>. The page features the following content:

- Header:** "Nonprofit Podcasting" with the tagline "Donations at the push of a button™" and a green circular logo containing a white dollar sign.
- Main Text:**
 - How would you like to attract new donors effortlessly?**
 - Imagine donors bringing new donors to you ...without you even asking them!
 - How would you like a continual stream of donations through the internet?
 - Sound too good to be true?**
 - With the right content, targeted to the right audience, you can attract and steward donors very easily. Let me show you some tricks of the trade.
 - Sign up below to receive tips and tricks on creating engaging content that will bring donors to you...It's free.
- Sign-up Form:** A blue box contains the text: "Sign up for NonProfit Podcasting and discover how to attract and steward donors with ease." Below this are input fields for "Name:" and "Email:", a blue "Submit" button, and a link: "We respect your email privacy".
- Footer:** "© 2010 501 Videos, LLC | 800.719.5259 | [Email](#) | [Privacy Notice](#) | [Terms of Service](#) | [Main 501 Videos Site](#)"

NonprofitPodcasting.com