

Capture. 'Cast. Engage.

by Tyler Uteg, Associate Producer

Podcasting...it's a funny word, but what is it, who's using it and how are they being created?

The term is derived from Apple's widely accepted music device, as defined in an excellent [article](#) on the subject. "Podcasting is a compound word that combines the words "broadcasting" and "iPod." But the term can be misleading since neither podcasting nor viewing/listening to podcasts requires an iPod or any portable music player." There are a variety of ways to distribute and download podcasts including iTunes feed, from an organizations website or through a company's intranet.

Podcasts are used in broadcasting as an extension of information presented on the air. Podcasts are used in business to inform employees internally, on subjects ranging from company activities to industry updates, and customers externally as part of their commitment to thought leadership in an area of expertise. Podcasts are used in education as an expansion of the information presented in the classroom and by philanthropic organizations to bring their cause to life.

The proliferation of inexpensive recording devices and computer-based editing programs encourage the creation of podcasts but building an audience requires that the information be relevant, timely and worth the time it takes to download and listen or view.

Quicksilver has worked with several clients to create podcast series. In one case, the content is distributed through a private, by-invitation-only network. What makes the series successful is content. The content is pulled from industry presentations by company experts and programming purchased from credible third-party sources.

A second client is on the eve of celebrating their centennial and we are working with them to create a monthly program that will look at the evolution of their industry and the role their organization has played. Again, content will be what keeps the audience returning month after month to download and participate in the programming.

Podcasting is, indeed, a funny word. But so was television (from the Greek "tele" meaning "from a distance" and "vision" from the Latin meaning "to see") when it was introduced nearly 80 years ago. It gives us broad access to a great quantity of information in which many people are interested. Today's technology enables more targeted stories to be created and distributed. It helps to personalize our world.



Tyler Uteg is an associate producer with Quicksilver Associates. He would be delighted to aid in creative execution of your next Podcast.