

What are podcasts and what role can librarians play:
What are podcasts? Why should I care? What can I do?

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- I. What are podcasts?
 - a. Free audio or radio shows distributed through RSS
 - b. Listening to them is like listening to old-time radio or NPR
 - c. Listen whenever, wherever - wifi is not necessary once shows are downloaded
 - i. Shows include
 1. NPR
 2. Audio versions of TV shows
 3. Unique content including educational and entertaining shows
 - d. Shows are pushed to subscribers as they are published – see handout for directions
 - e. Listen while doing errands, exercise, etc.
 - f. Podcasts are user-friendly (?)
 - i. Confusing to set up
 - ii. Confusing to choose shows. Best methods are searching *[topic] podcasts* on Google and word of mouth
- II. Why should you care about podcasts?
 - a. Librarians agree that librarianship includes social media, including podcasts
 - b. Exciting because you can help to build something
 - c. Podcasts are scholarly and entertaining
 - d. Some of your community uses them and this number is rising
 - e. Some of your community does NOT use them
 - f. Knock down barriers to podcasts by using the same methods as other mediums
 - i. Listen to podcasts and your users to see what they like
 - ii. Teach users how to subscribe and choose shows
 - iii. Promote with posters, word of mouth, discussion groups, etc.
 - g. Organize podcasts
 - i. LC classification system
 - ii. Subject guides
- III. Future Research: Best methods for promoting, organizing, teaching

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