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

Sheryl Ramer Gesoff, MLS\(^1\)  
Christine Beardsley, MLS\(^2\)

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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1. Elmhurst Hospital Center, New York / (718) 334-2041 / rammers@nychhc.org
2. Memorial Sloan Kettering Cancer Center, New York / (212) 639-7441/ beardslc@mskcc.org /