

LibraryCrunch

Bringing You A "Library 2.0" Perspective, by Michael Casey

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Reaching Your Customers Through Audio or Video Podcasts

Podcasting requires little in the way of equipment or new technology. Most of the equipment is simply taken from radio-station supply houses – a small digital voice recorder, one or two decent microphones with stands, an entry-level mixing board, and a computer that can take audio input and further mix it and convert it to the proper file type and size.

How could it be used?

- Children's story-times
- Bilingual children's story-times
- Teen event announcements
- Library event marketing
- Author visit and event excerpts (and replays)
- Book discussion replays
- Library policy statements
- Bilingual policy statements

Obviously, I think the greatest area for this would be in children's programming – being able to push podcasts out through the library's website may prove very popular with both individual families and daycares.

Video?

With the addition of a simple video cam you could expand to a video service that would allow podcasting recorded puppet shows and other children's and library events.

Links

[Michael Stephens talks about library podcasting here](#)

[Admissions podcast](#)

Posted by Michael on October 7, 2005 09:55 AM | [Permalink](#)

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<http://www.librarycrunch.com/mt/mt-tb.cgi/28>

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Your list of equipment required for a podcast is too large, for at least some podcasts. One person reading notices or commenting on a topic only requires a microphone to plug into the computer and the computer. Software is freely available. Audacity is good. The microphones with stands, mixing boards, etc. are only required with telephone interviews, group discussions, more complex events. A quiet space to record is also necessary, and often the hardest requirement.

Posted by: [David Bigwood](#) | [October 10, 2005 02:20 PM](#)

Yes, I agree that you can do podcasts on a far more limited budget. A cheap microphone and Audacity is an excellent starting point, though once you hear a cast done through a decent microphone and recorder you'll never want to go back! My goal, however, is to simply get libraries

to begin tossing content online, no matter the sound quality, and for that you are absolutely correct in going the cheap route first.

Posted by: [Michael](#) | [October 10, 2005 09:06 PM](#)

You have to be careful with children's story-times. More often than not, they consist of readings of copyrighted material, which are unfit for durable redistribution.

Posted by: [Greg](#) | [October 11, 2005 08:34 PM](#)

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