Who’s Afraid of Podcasting?

Ellen Druda and Charlene Muhr (Half Hollow Hills Community Library) & Chris Kretz (Stony Brook University)
May 4, 2017
Long Island Library Conference
What is Podcasting?

- Audio + RSS
- Like radio on the Internet
- *Serial*
- So 2009

Is Podcasting Mainstream?

- 40% of Americans (12+) have ever listened to one
- 24% have listened in the last month = 67 million people
- Podcast listeners subscribe on average to 6 podcasts
- Typical listener: 18-54 years old, affluent, educated

The Podcast Consumer 2017. Edison Research
Libraries and Librarians that Podcast
In the Stacks: The Director’s Cut

Inthestackspodcast.wordpress.com
Building on the Premise

- What’s the format?
- How long is too long?
- Striking the right tone
Lessons Learned

- Picking books
Recording

- Microphones
- Recording Device
Editing
Music

Download Music for Any Use

Legally find and download royalty free background music for both business and personal needs; including the creation of videos for YouTube and websites, development of game apps, devising top notch product presentations and more!

Start Music Journey  How it works

https://www.melodyloops.com
Hosting

BLUBRY

5600 Arlington Centre Blvd.
Columbus, OH 43220

RECEIPT

Billed to: Helen Cross
Show: In the Stacks

Date renewed: 04/05/2017
Order #: 657620
Subscription date: 08/05/2016
Subscription #: 577625

<table>
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<td>Podcast Media Hosting (100 MB)</td>
<td>12.00</td>
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TOTAL $12.00

Payment method: Automatic renewal via credit card

To update your billing information, log in to the BLUBRY Podcasters Dashboard and refer to the Billing Section.
Questions? Email support@blubrry.com using the subject line “Billing Inquiry”.

Services

Directory Listing
- View Directory Listing
- Get Featured
- More Directory Options
- Add Another Podcast to Directory

Make Money
- BLUBRY Affiliate Program
- Advertising Campaign
- Advertising Application
- Audience Services

Podcast Statistics
- BLUBRY Statistics
- Getting Started
- Statistics Settings

Podcast Hosting
- Upload New Media Files
- Manage Published Files
- Migrate Media from Another Service
- Hosting Settings

Episodes
- Create New Episode
- Manage Episodes
- Tools and Settings

Podcast Feed
- View Feed in New Window
- Podcast Settings
- RSS Feed
- Feed Tools & Settings
## Other Hosting Options

### Plan Comparison Chart

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<th>Feature</th>
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### Price

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<tr>
<th>Plan</th>
<th>Partner</th>
<th>Pro 7/month or $83/year - save $3</th>
<th>Pro 15/month or $135/year - save $45</th>
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<tr>
<td>Price</td>
<td>Free</td>
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<tr>
<td>Upload quota</td>
<td>3 hours</td>
<td>6 hours</td>
<td>Unlimited</td>
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<tr>
<td>Basic stats</td>
<td>Count plays, likes, reposts, comments and downloads</td>
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The War That Saved My Life

March 22, 2017
Leave a comment

A Young Adult novel that will stay with you – Jenny and Charlene talk teen literature.
Promoting

In The Stacks

In The Stacks
podcast, library, half hollow hills, librarians
INTHESTACKSPODCAST.WORDPRESS.COM
Lessons Learned

- Arranging schedules
- Navigating the interview

Lessons Learned

- Where and where not to record
- How to record


The Downloads

March: 409 podcast downloads

All time: 2,015 (1,441 unique)
What Does Success Look Like?

Stats for November 2016

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Thanks for Listening!

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