

# PODCASTING IN THE NEW PR



Edinburgh  
September 13, 2006

Neville Hobson, ABC

[www.nevillehobson.com](http://www.nevillehobson.com)  
[www.forimmediaterelease.biz](http://www.forimmediaterelease.biz)

Apple iPod



Welcome to the digital music revolution. 7,500 songs\* in your pocket. Works with Mac or PC. Over a million sold. The new iPod.

TM & © 2001 Apple Computer, Inc. All rights reserved. \*8000 model only. For more information, call 1-800-MY-APPLE or visit [www.apple.com/ipod](http://www.apple.com/ipod).

# What is a Podcast?

3

- Digital audio file, typically MP3
  - “Radio show” format
    - Time-shifted – listen when you want
  - Delivered via RSS
- Optional:
- Auto-sync with portable digital player
    - Detach and go – listen where you want
  - Complemented by show notes

(You don't need an iPod, or any other portable player, to listen to a podcast)

# Delivered by RSS



4

- Delivery channel
- A way to get website content when you want
  - No spam
  - No need to visit sites – content comes to you
- Discoverability
  - By podcast directories and other sites
  - By people who want to listen

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- <rss version="2.0" xmlns:itunes="http://www.itunes.com/dtds/podcast-1.0.dtd">
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  <itunes:author>Neville Hobson and Shel Holtz</itunes:author>
  <link>http://www.forimmediaterelease.biz/</link>
  <description>The Hobson and Holtz Report is a twice-weekly podcast covering the intersection of
    organizational communications and the online world.</description>
  <itunes:subtitle>At the intersection of PR/communications and the online world.</itunes:subtitle>
  <itunes:summary>For Immediate Release is co-hosted by Neville Hobson, based in Amsterdam, The
    Netherlands, and Shel Holtz, based in Concord, California, USA. Hobson and Holtz are two seasoned
    communications professionals who believe they have something to say.</itunes:summary>
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    http://creativecommons.org/licenses/by-nc-nd/2.0/</copyright>
- <itunes:owner>
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  <link>http://www.forimmediaterelease.biz/</link>
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    world.</description>
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- <item>
  <title>For Immediate Release: 05/11/06</title>
  <itunes:author>Neville Hobson and Shel Holtz</itunes:author>
  <link>http://www.forimmediaterelease.biz/</link>
```

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  - Geek News Central
  - GM FastLane Blog - Podcast (1)
  - Go Digital (14)
  - Governor Schwarzenegger
  - IBM Investor Relations | Financial Announceme
  - Inside PR (12)
  - iPressroom - Podcast (15)
  - IT Conversations (109)
  - JupiterResearch Conversations (1)
  - McDonald's Corporation Podcasts and Videos
  - Momentshowing (ANT) (29)
  - MultiVu Audio News Releases (44)
  - Observer Blog Podcast Feed (4)
  - On the Record... Online - Podcast
  - Podcast Nation
  - Podcast NYC - Blog (18)
  - Podcast NYC - The World's Best Podc (1)
  - PodcastCon UK - BritCaster (34)
  - Podcasting Begins At Home
  - Podium-Podcastno (61)

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Title	Date	Author	Category
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For Immediate Release: 05/04/06	04/05/2006 22:35:00		podcasts
<b>Monday</b>			
For Immediate Release: 05/01/06	01/05/2006 22:05:00		podcasts
<b>Last Week</b>			
For Immediate Release: 04/27/06	27/04/2006 22:30:00		podcasts
For Immediate Release: 04/24/06	24/04/2006 19:15:00		podcasts
<b>Older</b>			
For Immediate Release: 04/22/06	22/04/2006 23:00:00		podcasts
For Immediate Release: 04/20/06	20/04/2006 23:25:00		podcasts
For Immediate Release: 04/17/06	17/04/2006 22:15:00		podcasts
For Immediate Release: 04/13/06	13/04/2006 19:30:00		podcasts
For Immediate Release: Interview with David Bradfield	12/04/2006 20:15:00		podcasts
For Immediate Release: 04/10/06	10/04/2006 22:45:00		podcasts
For Immediate Release: Interview with Andy Abramson	06/04/2006 23:15:00		podcasts
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For Immediate Release: 04/03/06	03/04/2006 22:30:00		podcasts
For Immediate Release: 03/30/06	31/03/2006 00:15:00		podcasts

Address

### For Immediate Release Podcast

Search Feed

**THURSDAY**

For Immediate Release: 05/04/06

Thursday 22:35

An FIR dinearound at the IABC conference; Kami Huyse's first podcast; BL Ochman's new ethics blog; anonymity and pseudonyms in cyberspace, and whether newspapers can ever blog well; Creative Commons legal guide to podcasting; a report from David Phillips; listener comments; the music; and more.

**MONDAY**

For Immediate Release: 05/01/06

Monday 22:05

Please vote for us; a new pay for placement scandal; Technorati releases foreign-language blog stats; results of the FIR listener survey; Lee Hopkins' report; PR in academia; Shel's interview with his daughter; listener comments; Frappr update; FIR Schwag; the music; and more.

**CONTENT**

- Full
- Excerpts
- Headlines

**GROUP BY**

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**For Immediate Release Podcast**  
Neville Hobson and Shel Holtz

Category: Management & ...  
Language: English  
Total: 12 episodes

Free

**Podcast Description**

For Immediate Release is co-hosted by Neville Hobson, based in Amsterdam, The Netherlands, and Shel Holtz, based in Concord, California, USA. Hobson and Holtz are two seasoned communications professionals who believe they have something to say.

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Mitch Joel
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C.C. Chapman
- Inside PR,**  
Terry Fallis and David Jones
- David Maister's Busin...**  
David Maister

**Customer Reviews**

Average Rating: ★★★★★

**Communication experts ★★★★★**  
by **brittp**

As a communications manager for an engineering firm, I depend on FIR to keep me in tune with the latest issues and developments in communication practices and technology. I enjoy Neville and Shel's conversational approach to podcasting and revel in ... [More](#)

[See All Reviews](#) ➤  
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▲	Name	Time	Artist	Release Date	Description	Price
1	For Immediate Release: 09/11/06	1:19:05	Neville Hobson and S...	11/09/2006	The Hobson and Holtz Report	Fr
2	For Immediate Release: 09/07/06	1:12:48	Neville Hobson and S...	07/09/2006	The Hobson and Holtz Report	Fr
3	For Immediate Release: Interview wi...	13:39	Neville Hobson and S...	07/09/2006	The Hobson and Holtz Report	Fr
4	For Immediate Release: 09/04/06	1:16:19	Neville Hobson and S...	05/09/2006	The Hobson and Holtz Report	Fr
5	For Immediate Release: 08/31/06	1:14:25	Neville Hobson and S...	31/08/2006	The Hobson and Holtz Report	Fr
6	For Immediate Release: 08/28/06	1:18:19	Neville Hobson and S...	28/08/2006	The Hobson and Holtz Report	Fr
7	For Immediate Release: 08/24/06	1:07:15	Neville Hobson and S...	24/08/2006	The Hobson and Holtz Report	Fr
8	For Immediate Release: Interview wi...	22:58	Neville Hobson and S...	22/08/2006	The Hobson and Holtz Report	Fr
9	For Immediate Release: 08/21/06	1:11:35	Neville Hobson and S...	21/08/2006	The Hobson and Holtz Report	Fr
10	For Immediate Release: 08/17/06	1:17:01	Neville Hobson and S...	17/08/2006	The Hobson and Holtz Report	Fr
11	For Immediate Release: 08/14/06	1:19:55	Neville Hobson and S...	14/08/2006	The Hobson and Holtz Report	Fr
12	For Immediate Release: 08/10/06	1:17:19	Neville Hobson and S...	10/08/2006	The Hobson and Holtz Report	Fr

Selected Song

Nothing Selected

# Brief Background

8

- Podcasting began in August 2004
- Enabled by two elements:
  1. RSS enclosures (Dave Winer)
  2. Podcatching software (Adam Curry)
- It started with one podcast – “Daily Source Code” with Adam Curry
- Today: At least 50,000 podcasts, 20+ million regular listeners
- Businesses are podcasting
- Mainstream media is podcasting
  - Newspapers, magazines, radio, television
- Wide appeal kicked off in June 2005 – Apple added podcast support to iTunes



For Immediate Release: 05/04/06  
Neville Hobson and Shel Holtz  
42:24 -37:45



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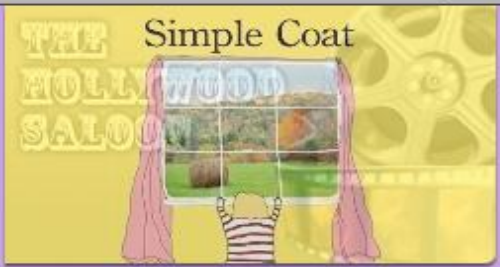


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  - BLØF UMOJA Pod... BLØF
  - The Ricky Gervais... Ricky Gervais and ...
  - Carl Cox Global Carl Cox
  - Joe Cartoon Joe Cartoon
  - Radio 538: Het be... Radio 538



**FIR For Immediate Release**

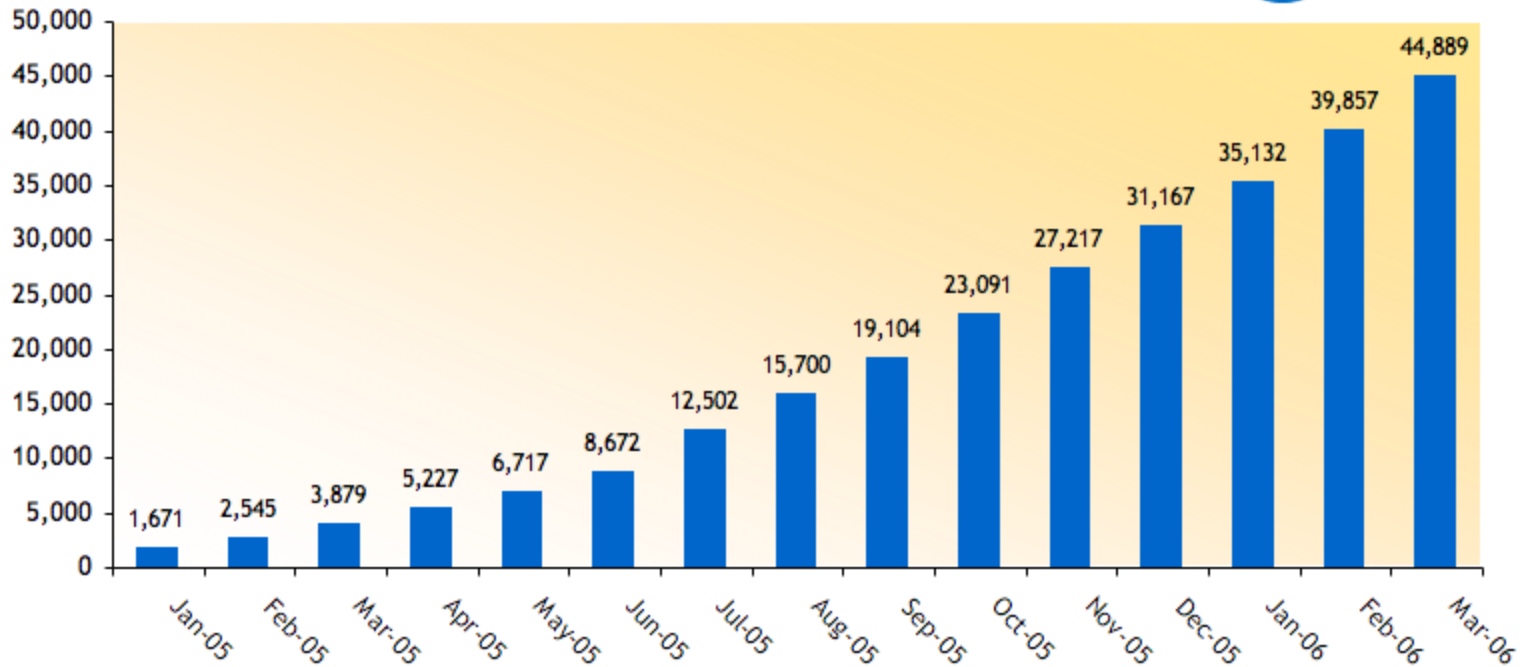
**The Hobson & Holtz REPORT**

Twice weekly commentary on public relations and technology by Shel Holtz & Neville Hobson

ForImmediateRelease.biz

# Relentless Growth

FeedBurner-Managed Podcast and Videocast Feeds



# Who's Podcasting?

11



THE CONFERENCE BOARD



# Why Podcast?

12

- Easy and complementary extension of existing communication, PR and marketing activities
- An appropriate channel to market
- Reach niche audiences otherwise (financially) unreachable
- Attract new, younger customers
- Create buzz, build viral marketing effect
- Be perceived to be at the leading edge
- Be seen as a leader with a cool new medium
- ...

# Why Podcast

13

## Marketing Communication

- A new product announcement that accompanies traditional communication
- Includes informal conversations between, say, a customer and one of the employees from the factory who made the product



## Financial PR

- Investor relations produces a weekly review of activities and events of interest to investors and financial analysts
  - Within the limits of regulatory requirements



# Why Podcast

14

## Employee Engagement

- A weekly 15-minute business update for employees
  - Perhaps by the CEO or other senior executive
- Employees worldwide subscribe to the podcast via the company intranet
  - Or from the CEO's blog



## Customer Engagement

- Occasional podcasts discussing topics of interest to specific customer groups
- Provide customers with exclusive information, but which complements other communication
  - Reinforce brand loyalty



# The Hobson & Holtz Report

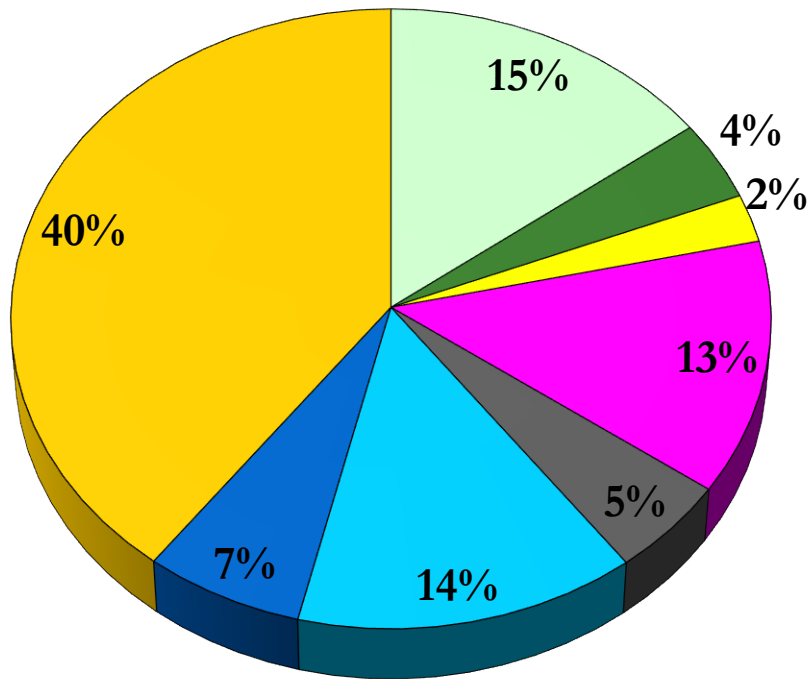
15

- Started 3 January 2005
- First podcast in the communication profession
- Co-hosts: Neville Hobson (Amsterdam) and Shel Holtz (California)
- 60-80 mins, twice weekly, Monday and Thursday, recorded via Skype
- Average per-show downloads: 900
- Global audience
  - Primary: USA, Canada, UK, Netherlands, Australia
- Building community
  - 4 on-the-ground correspondents

The screenshot displays the website for 'For Immediate Release: The Hobson & Holtz Report'. The page features a navigation menu, a 'Document Downloads' section, and a 'Community' section. The main content area includes a date stamp for Monday, September 11, 2006, and a detailed content summary of the podcast episode. The summary discusses a conversation with Bryan Person about the role of a podcast or new-media consultant, a report from Podcamp Boston, and a follow-up on the Adam Curry/Joseph Jaffe kerfuffle. The page also includes a 'Listen to this podcast now' section with a play button and a 'Vote for FIR!' section with a form for email verification and a 'Vote' button.

# Influential and Global

16



FIR Listener Profile



FIR Listener Survey – 126 responses to open questionnaire between 3 April and 30 April 2006

# Building Community

17



Global distribution: FIR listeners 31/8/06  
<http://www.frappr.com/fir>



- Involve listeners
- Encourage listeners
- Address their needs
- Engage

# Growth Drivers

18

1. It's easy
2. It's inexpensive
3. It's portable
4. It's available



# The Social Media Ecosystem

19

- Blogs
- Wikis
- RSS
- **Podcasts**
- Videocasts
- Moblogs
- MMS
- Internet telephony

## **Tools that facilitate:**

- Communication
- Engagement
- Transparency
- Trust

## **Tool that are:**

- Complementary to traditional communication activities
- Used by organizations who recognize the social characteristics of effective communication

# 10 Rules for Business Podcasting

20

1. Be relevant
2. Stick to the point
3. Avoid fluff
4. Practice infotainment
5. Build and engage community
6. Be mindful of your audience's time
7. There are no competitors
8. Don't advertise or sell
9. Be authentic
10. Integrate into the blogosphere



# Producing Your Podcast

21

About  
£30

## □ **Basic gear:**

- USB microphone
- Free recording/editing software
  - Audacity for Windows/Mac/Linux

£300 -  
£1,000

## □ **Intermediate gear:**

- Cardioid or condenser microphone
- Mixer
- Portable audio recorder
- Higher-end software, eg, Adobe Audition (Windows), GarageBand (Macintosh)

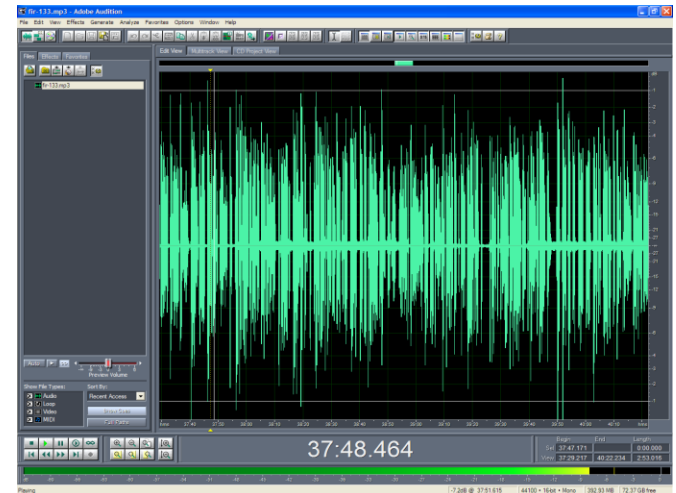
## □ **High-end gear:**

- + digital mixers, compressors, pre-amps...

£1,000  
and up

# Lunchtime podcast...

22



# Conversation...

23

- Neville Hobson, ABC  
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Photo taken in Palo Alto, California, by Philip Young on March 3, 2006.