

INFORMATION AND RESOURCES TAKEN FROM THE AIDS.GOV BLOG

PODCASTS

What are podcasts?

Podcasts (a blend of the terms “iPod” and “broadcast”) are audio or video files that you can listen to or watch on your computer or on a variety of portable media devices (like an iPod, Zune, and certain cell phones). They are usually short, often free, and you can subscribe to receive new podcasts automatically via your computer or other media device.

Why would I watch, listen to, or create a podcast?

Podcasts are an easy, inexpensive way to gather and provide information to your target audience. They also offer an audio alternative to text.

Who is listening to or watching podcasts?

- In 2007, 33% of regular U.S. Internet users downloaded a podcast,
- 47% of women and 53% of men have listened to or watched a podcast, and
- The number of podcast consumers grew nearly 50% from 2007 to 2008¹

How are people using podcasts to respond to HIV?

- To educate their target audiences about HIV prevention, testing, and treatment.
- To interview scientists, healthcare professionals, policymakers, and people living with HIV/AIDS.
- To provide information on national HIV/AIDS awareness days.

What technology do I need to access or create a podcast?

You need Internet access and speakers or headphones to listen to or watch a podcast. If you are interested in creating your own podcast, you will need to buy an audio recorder (there are many inexpensive options) and then edit the audio files. Examples of free audio editing software include, Garageband for Mac, and Audacity for Windows, Mac, and Linux. Video editors include iMovie for Mac and Movie Maker 2 for Windows.

Where can I learn more about podcasts?

Examples of podcast resources include:

- Streaming Media’s “How to Build a Video Podcast in 3 Steps”: www.streamingmedia.com/article.asp?id=9314&c=33
- TechSoup’s “Podcasting for Nonprofits”: www.tinyurl.com/5h2ny6
- PodCamp: www.podcamp.pbwiki.com

Examples of podcasts addressing HIV/AIDS include:

- AIDS.gov’s Podcasts: www.aids.gov/podcast/aids_podcast.html
- This Month in HIV: www.thebody.com/content/art46344.html
- San Francisco AIDS Foundation’s Podcasts: www.sfaf.typepad.com

¹ Edison Media Research, “The Podcast Consumer Revealed 2008,” Available at http://www.edisonresearch.com/home/archives/2008/04?the_podcast_con_1.php. Accessed on 8/29/08.