



Podcasting: Because Markets Really Are Conversations

MP3 Players

- Apple iPod: www.apple.com/ipod/
- iriver: www.iriver.com
- Creative Zen: www.creative.com/products/mp3/
- PC Magazine Reviews MP3 Players: www.pcmag.com/category2/0,1874,2359,00.asp

Podcatchers

- iTunes: www.apple.com/itunes/
- Juice: <http://juicereceiver.sourceforge.net>
- Odeo: www.odeo.com/inbox/
- Yahoo! Music Engine: <http://podcasts.yahoo.com/install/>

Where to Find Podcasts

- Digital Podcasts: www.digitalpodcast.com
- iTunes: www.apple.com/itunes/podcasts/
- Odeo: www.odeo.com/listen/featured/
- Podcast Alley: www.podcastalley.com
- Podcast Directory: www.podcastdirectory.com
- Podcast.net: www.podcast.net
- Yahoo! Podcasts: <http://podcasts.yahoo.com>

Academic Podcasts

- Academic Lecture Podcasts From the Productive Strategies Blog: http://productivity.strategy-blogs.com/2005/10/list_of_academi.html
- Stingy Scholar Academic Podcast Round-Up: <http://stingyscholar.blogspot.com/2005/11/university-podcast-round-up.html>
- Thomson Peterson's Edufeeds: <http://directory.edufeds.com/index.php?c=2>

Corporate Podcasts

- Ameriprise Financial www.ameriprise.com/amp/corporate/podcast.asp
- IBM Investor Relations: www.ibm.com/investor/viewpoint/podcast.phtml
- Purina Animal Advice: www.purina.com/Downloads/Podcast.aspx?&DCMP=RAC-PUR-Podcasts&HQS=Home
- Whirlpool American Family: www.whirlpool.com/custserv/promo.jsp?sectionId=563

Media Podcasts

- BusinessWeek Podcasts: www.businessweek.com/search/podcasting.htm
- Public Radio Podcasts: www.publicradiofan.com/podcasts.html
- SF Chronicle Podcasts <http://sfgate.com/cgi-bin/blogs/sfgate/indexn?blogid=5>
- Slate Magazine: www.slate.com/id/2119317/

Consultants' Podcasts

- Better Communication Results: www.leehopkins.net/podcasts/
- Diary of a Shameless Self-Promoter: <http://heidimiller.libsyn.com>
- For Immediate Release: www.forimmediaterelease.biz
- The Marketers Podcast: www.themarketerspodcast.com



Pay-for-play Podcasts

- Affiliate Guy Podcast: www.affiliateguypodcast.com
- Air America Radio: <http://premium.airamericaradio.com>
- David Lawrence Unplugged: <http://thedavidlawrenceshow.com/unplugged.html>

Podcast Hosting

- ClickCaster: www.clickcaster.com
- Gabcast: www.gabcast.com
- HearThis: www.hearthis.com
- Libsyn: www.libsyn.com
- Ourmedia: www.ourmedia.org
- Pod-o-Matic: <http://podomatic.com>
- Shockpod: www.shockpod.com

Podcast How-Tos

- Beginner's Guide to Podcast Creation: www.ilounge.com/index.php/articles/comments/beginners-guide-to-podcast-creation/
- How to Podcast Tutorial: www.how-to-podcast-tutorial.com
- Kirk's Eight Rules of Effective Podcasting: www.mcelhearn.com/article.php?story=20050630164539429

Podcasting News: www.podcastingnews.com

Podcasting Books

- *Podcast Solutions: The Complete Guide to Podcasting* by Michael Geoghegan & Dan Klass
- *Podcasting for Dummies* by Tee Morris, Evo Terra, Dawn Miceli, & Drew Domkus
- *Podcasting Pocket Guide* by Kirk McElhearn, Richard Giles, & Jack Herrington
- *Podcasting: Do It Yourself Guide* by Todd Cochrane

Recording Your Podcast

- Live Oak Studio: www.liveoakstudio.com
- M-Audio: www.m-audio.com
- Podcast Microphones: http://talkitup.typepad.com/weblog/2006/01/dssp_36_show_no.html
- Podcast Rigs: www.podcastrigs.com
- PodcastTools.com: www.podcasttools.com

Funding Your Podcast

- Advertising
 - Blast Podcast: www.blastpodcast.com
 - CastFire: www.castfire.com
 - Fruitcast: www.fruitcast.com
 - Podtrac: www.podtrac.com
- Donations
 - Amazon Honor System: <http://s1.amazon.com/exec/varzea/subst/fx/help/payor-faq.html/104-2373608-1859109>
 - Click & Pledge: www.clickandpledge.com
 - PayPal Donations: www.paypal.com/cgi-bin/webscr?cmd=p/xcl/rec/donate-intro-outside
- Paid Subscriptions
 - Audible Wordcast: <http://wordcast.audible.com/wordcast/>
 - Premium Podcasting.com: www.premiumpodcasting.com