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Emerging Technology: Pod Casting By Sheena Colbath Harden

Following the advent of personal digital music devices like the iPod and Rio, there's now a new way to get audio content, Pod Casting. Working a bit like TiVo for radio, a Pod Cast is an audio file you can download to an MP3 player. You choose what programs you want to listen to, download them to your player and listen to them on your schedule.

Most of the content available for download is free and ranges from talk radio type broadcasts to music shows, interviews, speeches, news, comedy and anything else you might find on the radio, but with a wider range of topics and broader spectrum of independent music.

To get started you need a computer connection to the Internet. Sites like podcast.net provide a listing of material available for download to your computer. You can listen to the file on your computer, burn it to disc or download it to your MP3 player, just like you would a song. To sync a Pod Cast file to your MP3 player does require a special pod cast client. Luckily, open source pod cast client software is available free of charge for Mac, Windows and Linux operating systems. iPodder is one such client. It will automatically update when new content is available, which you can preview and download or skip.

The one big difference between Pod Casting and regular format radio is that anyone who can record content and make an MP3 can make their show available on-line. This makes for a broader array of content than is available even on satellite radio. If you want to create a show about, say, cultivating garlic - go for it! If you have ten friends with unsigned bands who are willing to let you use their music you can create "10 Unsigned Bands in Austin" show. Like the revolution that is happening with blogging and ebay, we may be surprised just how many people share your interests and would enjoy listening to audio about them.

For more information visit:

<http://www.pod101.com/>
<http://www.podcastingnews.com>
<http://www.podcast.net/>
<http://www.ipodder.org>
<http://www.podshow.com/>