

Podcasts



Apple Podcasts



Spotify®

Google Podcasts



Learn something and be entertained along the way!

Dale Johnson

dale.johnson99@gmail.com

What is a Podcast?



An audio broadcast for playback on a computer or mobile device. A podcast is like a radio program that can be downloaded and played “on demand”.

What Are Podcasts About?



- ∞ There are over 2 million podcasts
- ∞ They can go after niche audiences
- ∞ As we will see, the number of topics is staggering



**If you have lots of interests or
are just a curious
person.....Podcasts are for you!**



**Logic will get you from A to B.
Imagination will take you
everywhere. – Albert Einstein**

What About the Podcast Format?



Who Produces Podcasts?

n p r

BBC
NEWS



How Much Do Podcasts Cost?

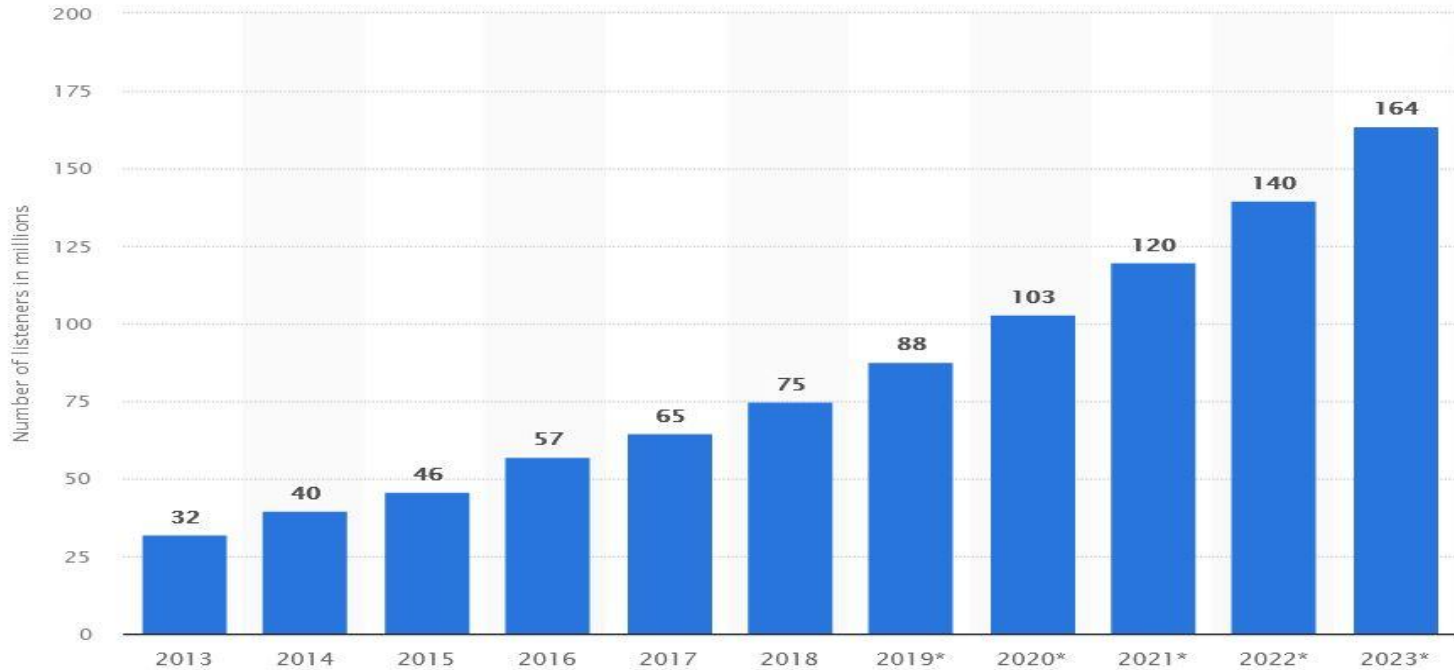


History Highlights of Podcasts

- ⌚ Really started around 2005, when Apple added podcasts to iTunes.
- ⌚ The name is based on the Apple Ipod.
- ⌚ I first started listening around 2007.
- ⌚ The top podcast today is the interview and comedy podcast by Joe Rogan. Spotify has him on a \$100 million contract.

History of Podcasting

Number of monthly podcast listeners in the United States
(in millions)

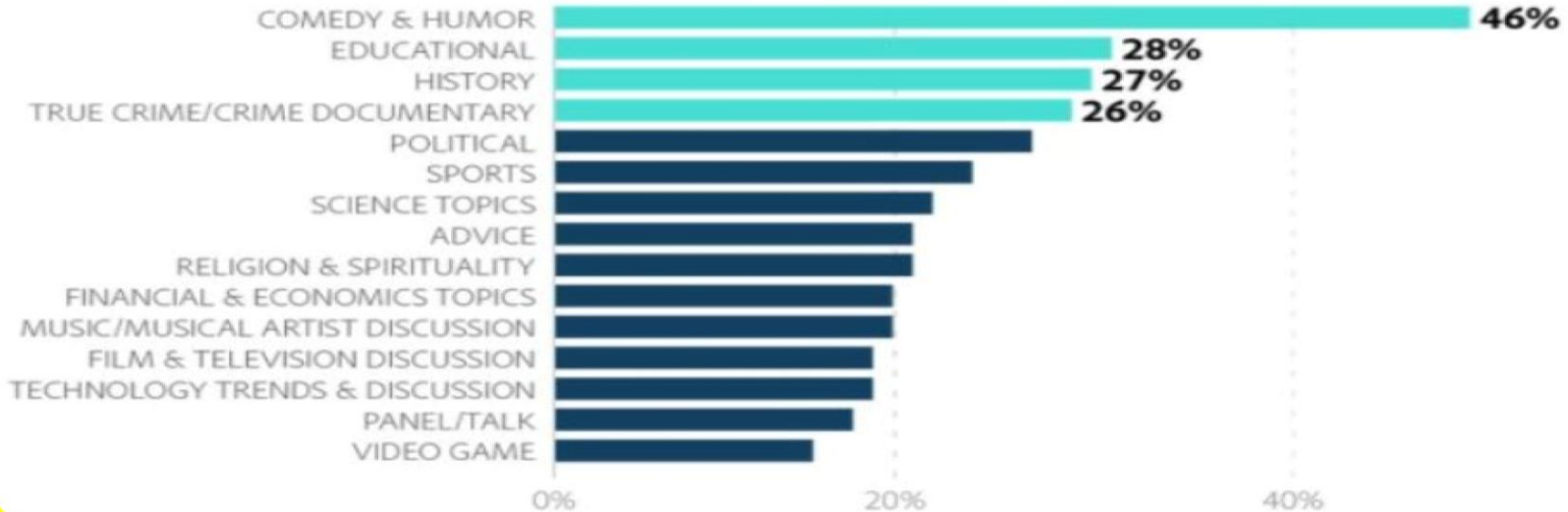


Where are People listening?

- ⌚ **Car/Commuting**
- ⌚ **Exercising/walking**
- ⌚ **Working**
- ⌚ **Around the house/chores**
- ⌚ **At night**

State of Podcasting

Preferences in Podcasts



PODCAST GENRE PREFERENCES (US, 2019)
SOURCE: 2019 PODCAST & AUDIOBOOK SURVEY

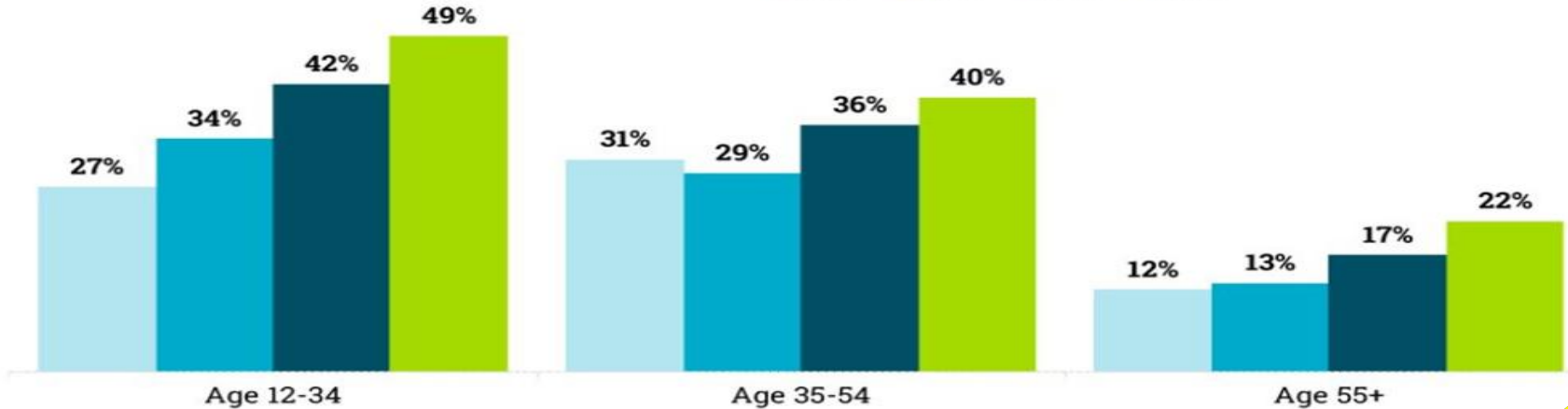
State of Podcasting

Monthly Podcast Listening, by Age Group

(% who listened to a podcast in the past month)



2017 2018 2019 2020



State of Podcasting

- ⌚ **Podcasting was a freewheeling corner of the Internet**
- ⌚ **The little guy could compete**
- ⌚ **Potential for profit is changing that**

Spotify Issues



Podcast Software Demo



Spotify®

How Do You Listen to Podcasts?



Podcast Software and Apps



Apple Podcasts



Spotify®

Google Podcasts



How Does the App Play the Podcast?



Apple Podcasts



Spotify®

Google Podcasts



How Do I Find a Great Podcast?

- 🌀 **Search by topic in your app.**
- 🌀 **Look for list of most popular podcast within your app or recommendations.**
- 🌀 **Search Google for top podcast by genre.**
- 🌀 **Share podcasts with other podcast lovers.**



Good

vs

Bad

Podcasts

Audio Technology



Audio Technology



Bluetooth is a wireless technology that uses a radio frequency to share data over a short distance (50 feet), eliminating the need for wires. You can use Bluetooth on your mobile device to connect with other Bluetooth-enabled devices.

Bluetooth Technology



Ear Buds



Hearing Aids



Wireless Speaker



Wireless Headphones



Car Radio



Old School Technology





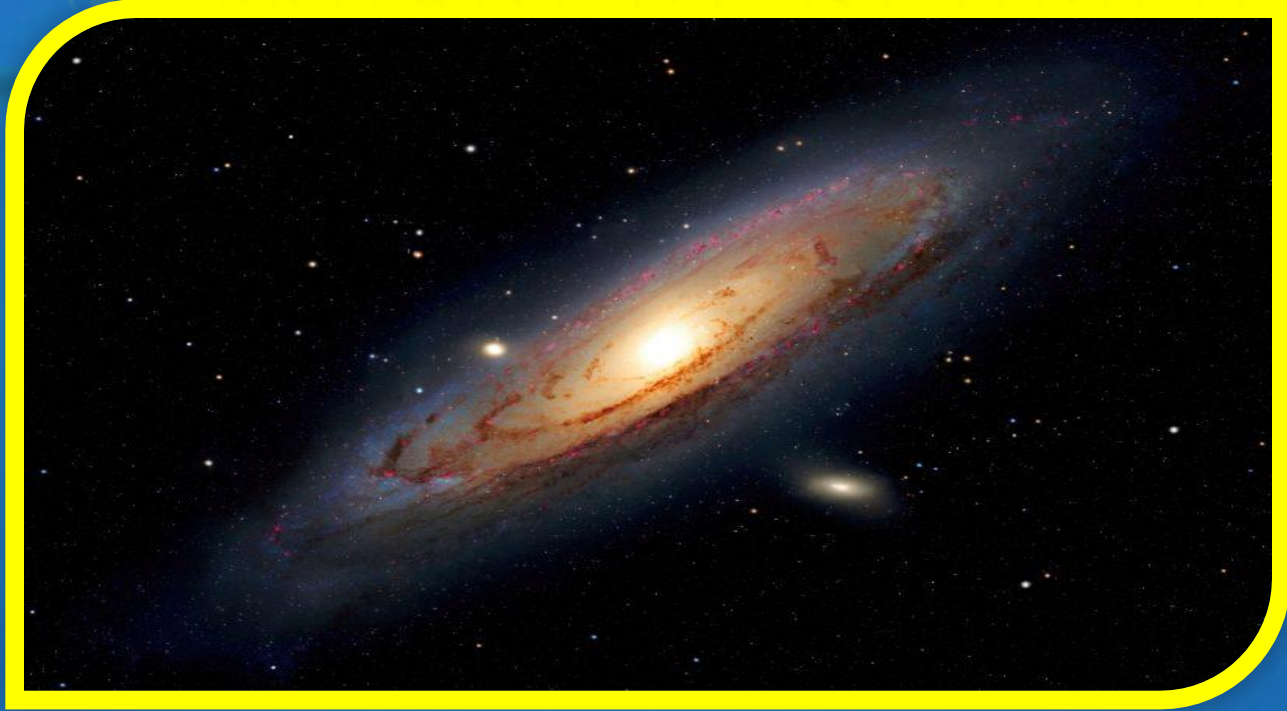
How Often Are Podcasts Published and How Long Are They?



For My List of Podcasts:

dale.johnson99@gmail.com

A World of Podcasts



AstronomyCast

A World of Podcasts



A World of Podcasts



A World of Podcasts



A World of Podcasts



This
American
Life

A World of Podcasts



SERIAL

A World of Podcasts



A World of Podcasts

AXIOS

Today



A World of Podcasts

Best Old Time Radio

the Podcast with Bob Bro



A World of Podcasts



A World of Podcasts



C R I M I N A L



A World of Podcasts



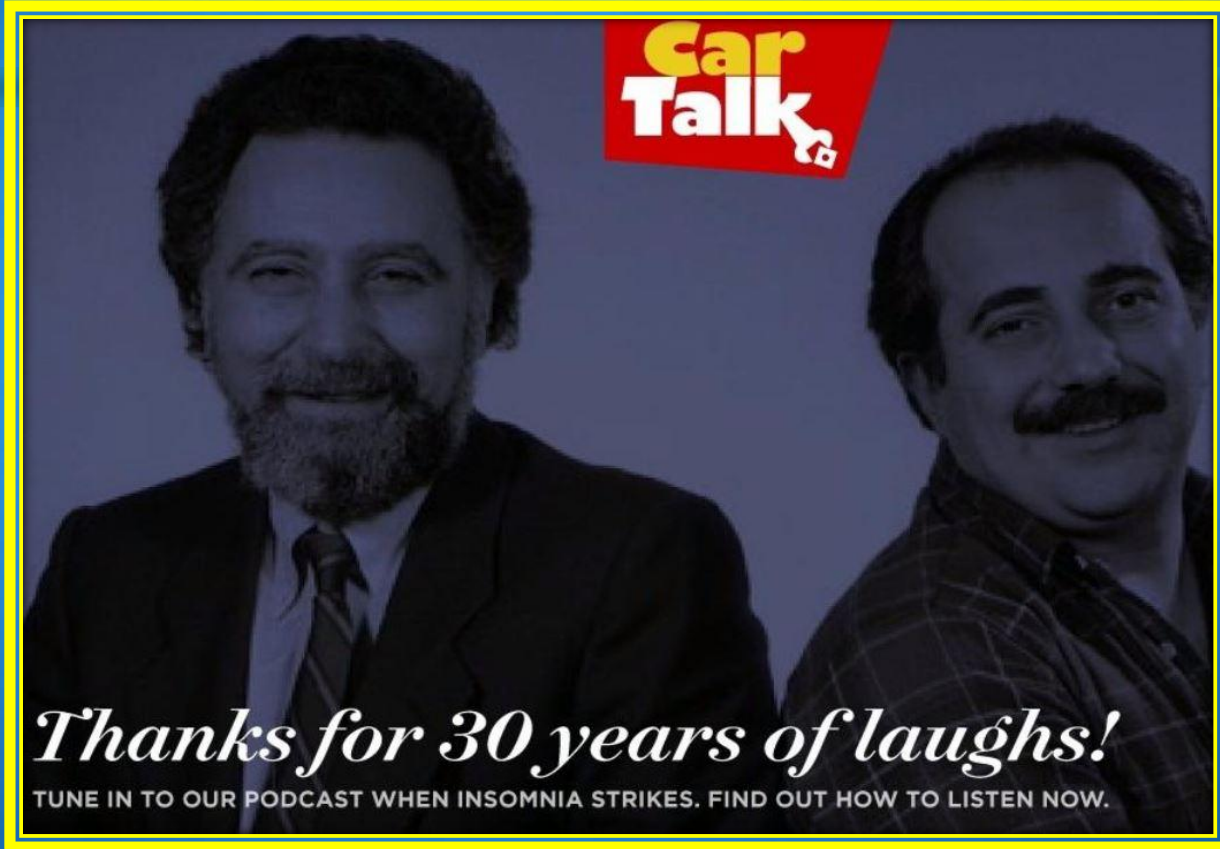
A World of Podcasts

sean carroll's

MINDSCAPE



A World of Podcasts



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BBC
RADIO

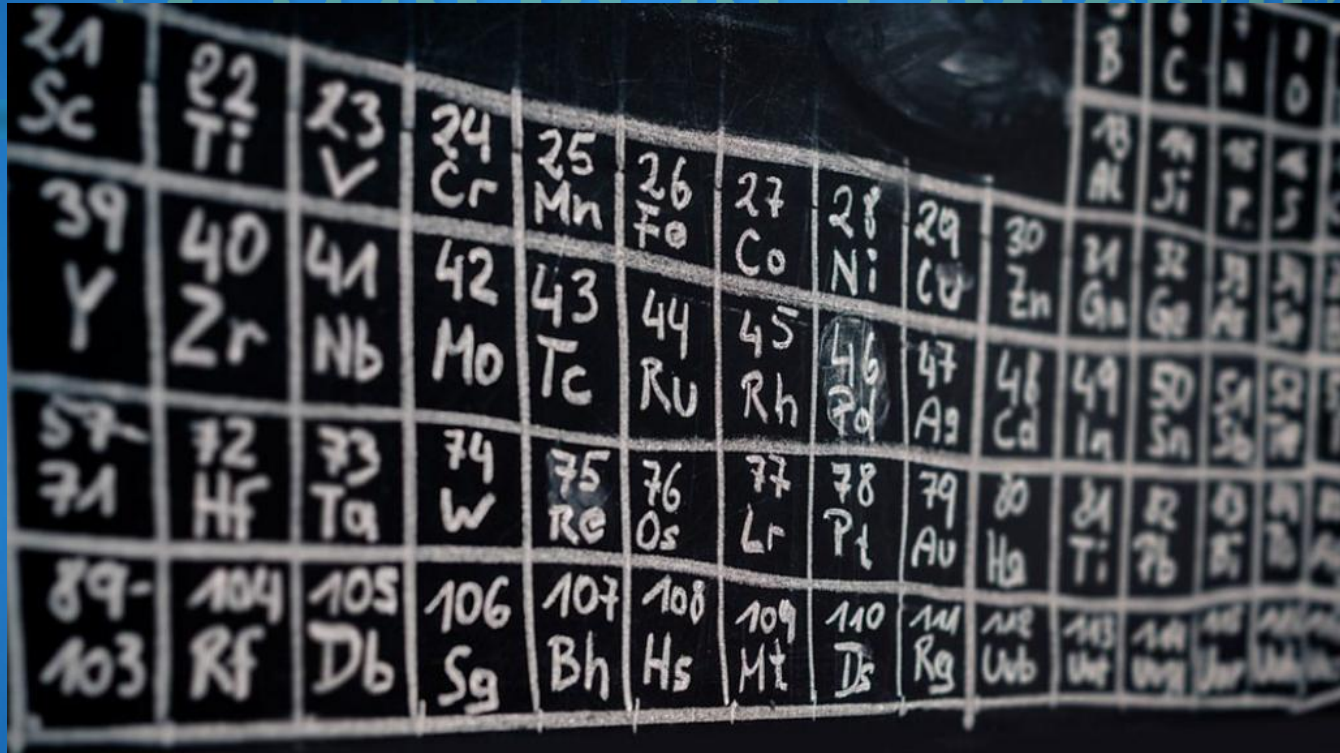
DESERT ISLAND DISCS



A World of Podcasts



A World of Podcasts



A hand-drawn periodic table of elements on a chalkboard. The table is organized into rows and columns, with atomic numbers and chemical symbols for various elements. The elements shown include Scandium (Sc), Titanium (Ti), Vanadium (V), Chromium (Cr), Manganese (Mn), Iron (Fe), Cobalt (Co), Nickel (Ni), Copper (Cu), Zinc (Zn), Gallium (Ga), Germanium (Ge), Arsenic (As), Selenium (Se), Bromine (Br), Krypton (Kr), Rubidium (Rb), Strontium (Sr), Yttrium (Y), Zirconium (Zr), Niobium (Nb), Molybdenum (Mo), Technetium (Tc), Ruthenium (Ru), Rhodium (Rh), Palladium (Pd), Silver (Ag), Cadmium (Cd), Indium (In), Tin (Sn), Antimony (Sb), Tellurium (Te), Xenon (Xe), Francium (Fr), Radium (Ra), Actinium (Ac), Thorium (Th), Protactinium (Pa), Uranium (U), Neptunium (Np), Plutonium (Pu), Americium (Am), Curium (Cm), Berkelium (Bk), Californium (Cf), Einsteinium (Es), Fermium (Fm), Mendelevium (Md), Nobelium (No), Lawrencium (Lr), Rutherfordium (Rf), Dubnium (Db), Seaborgium (Sg), Bohrium (Bh), Hassium (Hs), Meitnerium (Mt), Darmstadtium (Ds), Roentgenium (Rg), Copernicium (Cn), Nihonium (Nh), Flerovium (Fl), Tennessine (Ts), and Oganesson (Og).

21 Sc	22 Ti	23 V	24 Cr	25 Mn	26 Fe	27 Co	28 Ni	29 Cu	30 Zn	31 Ga	32 Ge	33 As	34 Se	35 Br	36 Kr
39 Y	40 Zr	41 Nb	42 Mo	43 Tc	44 Ru	45 Rh	46 Pd	47 Ag	48 Cd	49 In	50 Sn	51 Sb	52 Te	53 I	54 Xe
57 71	72 Hf	73 Ta	74 W	75 Re	76 Os	77 Ir	78 Pt	79 Au	80 Hg	81 Tl	82 Pb	83 Bi	84 Po	85 At	86 Rn
89- 103	104 Rf	105 Db	106 Sg	107 Bh	108 Hs	109 Mt	110 Ds	111 Rg	112 Uub	113 Uut	114 Uuq	115 Uup	116 Uuq	117 Uuh	118 Uuo

Elements

Niche Podcasts

∩ **“Quilting Podcast”**

∩ **“Drone U”**

∩ **“Snake Talk”**

∩ **“Mom of None”**

∩ **“History of the Spanish Civil War”**

∩ **“Fountain Pens”**

∩ **“Apple WatchCast”**

∩ **“Mike and Tom Eat Snacks”**

∩ **“Lawn Care Talk”**

∩ **“Mary-er Times”**

∩ **“Unicycle Life”**

∩ **“Get Rich Nick”**

A World of Podcasts



**CHANGING
THE RULES**



Willow Valley's Ray Loewe

Willow Valley & Podcasting



WILLOW
VALLEY
COMMUNITIES

Willow Valley & Podcasting



Podcasting Ideas

- 🌀 **Interviews with Residents and Staff**
- 🌀 **Interviews with Club Representatives**
- 🌀 **Legacy podcasts**
- 🌀 **Possible marketing tool for Willow Valley**
- 🌀 **The possibilities are endless.....**

Podcasts

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Q & A