



Beyond the Book[®]



This Publication Has A Volume Control: What To Expect When Print Moves To Podcast

WHY PODCAST?

Once upon a time, publishing was the business of printing ink on paper. Then, a decade ago, the Internet introduced the world to the power of pixels. Today, when forging community and sharing information are highly valued principles, the publishing professional must turn to new media capabilities that amplify their message; invite audience participation; and enrich the business strategy. A word coined from merging “broadcasting” with “iPods” (the now ubiquitous portable devices for downloading audio files, including music as well as the spoken word), podcasting allows publishers and authors to speak new volumes to their readers. A professional and well-produced podcast can significantly supplement existing content, and increase both understanding and distribution of a published work.

WHO SHOULD PODCAST?

Publishers, book authors, columnists, instructors, researchers and freelancers can all use podcasting to publicize their work, further their reach, and increase their audience. From making presentations and lectures available, to providing expanded explanations and examples, podcasting is poised to move publishing toward a comprehensive strategy that captures print, online and the human voice – all in a unified, reinforcing message that will enrich and enliven publishing strategies at a low cost.

HOW EASY IS IT TO LISTEN AND SUBSCRIBE?

You do not need an iPod or MP3 player to listen or subscribe to podcasts. Programs may be played directly at your desktop PC or MAC, or downloaded and burned to a standard audio compact disc.

While downloading online content is not a new concept, historically if someone wanted to access video or audio content online they would have to visit the Web site and manually download the material. Now, freely available podcast-aggregator programs allow new podcast content to be downloaded automatically to anyone who subscribes, as it becomes available. And unlike steaming media, podcast listeners always get to start at the beginning, rewind, fast-forward, and listen to as much as they want.

HOW EASY IS IT TO CREATE A PODCAST?

Part of the appeal of podcasting is easy accessibility to the technology to create one. A variety of programs are available to record audio, upload it to the Internet, and provide a Web page where visitors can subscribe. For those who want to bring their podcast to the next level of professionalism in sound quality, delivery, and promotion it may be better to contract a provider with expertise in audio or video production, podcast feed and Web site management, and distribution through podcast portals and other channels.

ADDITIONAL RESOURCES

Listen and subscribe to the Beyond the Book podcast series at *beyondthebook.com* (instructions on reverse side). Episode #3, *Podcasting and the Content Creation Revolution*, features author and podcast creator Rob Simon, who is the founder and president of BurstMarketing (*www.burstmarketing.com*), a company specializing in producing podcast solutions for businesses with a special expertise in the publishing industry; and special guest Curtis Franklin (*www.cf2group.com/technotes*), co-author of *The Absolute Beginner's Guide to Podcasting* and previously “podcast evangelist” and community editor for CMP’s TechWeb, a leading business technology news network.

Subscribe To The Beyond the Book Podcast Series!

Most people think of podcasts as contingent upon iTunes, RSS (Real Simple Syndication), or another feed reader/aggregator software.

However, **you do *not* need an iPod, MP3 player, or other complicated software to listen or subscribe.**

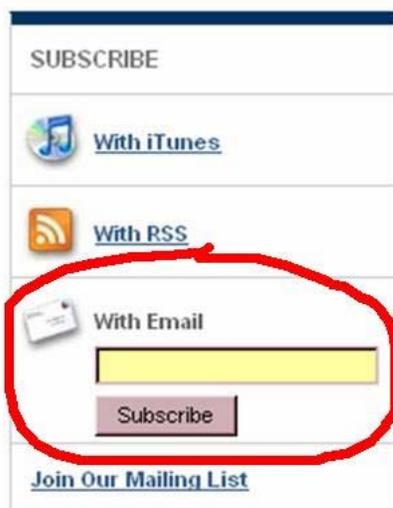
Beyond the Book utilizes FeedBlitz (feedblitz.com), a service that monitors beyondthebook.com and converts site updates into email digests delivered to a subscriber's in-box.

There are no applications to install, no complex procedures, no annoying ads — just a simple way to receive clear and concise updates from Beyond the Book.



The screenshot shows an email notification from FeedBlitz. At the top, it says "Here are the latest updates for beyondthebook@copyright.com". Below that, it says "'BeyondTheBookcast' - 1 new article". A list of links follows: "1. [Upcoming Event: Copyright Do's and Don'ts](#)", "2. [More Recent Articles](#)", and "3. [Search BeyondTheBookcast](#)". There is a small image of a book cover titled "Beyond the Book" by the Copyright Clearance Center. Below the links, it says "Upcoming Event: Copyright Do's and Don'ts". A paragraph follows: "Please join us for Copyright Do's and Don'ts at the American Medical Writers Association Annual Conference on October 11 (2:00PM - 3:00PM)". A small photo of Christopher Kenneally and Dru Zuretti is shown. Below that, it says "Christopher Kenneally and Dru Zuretti of Copyright Clearance Center will host a lively discussion of where we stand in the world of copyright, what has already changed in recent years, and what changes may still lay ahead." At the bottom, it says "The AMWA's 67th Annual Conference will be held at the Marriott Atlanta Marquis in Atlanta, GA. The conference will run from October 11-13, 2007." There is a logo for the American Medical Writers Association.

As always, programs may be played directly at your PC, or downloaded and burned to a standard audio compact disc.



The screenshot shows a subscription form with four options: "With iTunes", "With RSS", "With Email", and "With Email". The "With Email" option is circled in red. Below the "With Email" option, there is a yellow input field for an email address and a "Subscribe" button. At the bottom of the form, there is a link that says "Join Our Mailing List".

Subscribe to the Beyond the Book series at beyondthebook.com to be notified via email each time a new program is available!

Copyright Clearance Center, as the world's largest not-for-profit provider of copyright compliance solutions, supports the principles of copyright and promotes respect for intellectual property through a wide range of innovative permissions services and educational programs for authors, publishers, and their audiences in academia, business and research institutions. **Beyond the Book** explores issues facing the information content industry and helps creative professionals realize the full potential of their works — from initial research to final publication and beyond.