

Various Methods for Directing Users to Your Podcast

By Rick Jerz
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Let people know a little about getting your podcast

If you have a video iPod or other multimedia player, you might want to see if you have success with any of these portable formats. In general, I prefer the Flash format (above) from behind my computer. But if I am traveling, I might want to get one of these "portable" formats.

1) Take users right into the iTunes software and to the iTunes store. Most direct.

If your computer is iPod enabled, click on this link: 

Note: the link under the button is as follows:

<http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewPodcast?id=212798475>

Apple provides this information once they accept your podcast.

2) Tell users to go to the iTunes store and subscribe.

Or, go to the iTunes store, search the podcasts for "jerz," and subscribe to "Operations Management - Graduate".

I find this to be the simplest method. Plug in your iPod and let iTunes synchronize iTunes with your iPod. Any new episodes get added automatically.

3) Tell users to copy and paste URL into podcast software

Or, copy and paste this URL into a podcasting tool (such as iTunes):

: http://www.rjerz.com/sau/MBA670/Support/Podcasts/podcast_OMGrad.xml

Open iTunes, Menu item is "Advanced|Subscribe to Podcast".

Most browsers will show you the contents of this xml file. You can then download any episode.

4) What about those Zune users, and others?

Or, download this video file (click on the button) to your computer, then move it to your Zune or other preferred multimedia player. (25MB)



Note: the link under the button is as follows:

http://www.rjerz.com/sau/MBA670/Support/Videos/MBA670_Introduction.m4v