

PODCASTS

What are podcasts?

Podcasts are audio or video files that you can listen to or watch on your computer or on a variety of portable media devices. They are often free and usually short and part of a series. You can subscribe to receive new podcasts and download them from a website or a variety of podcast directories such as [iTunes](#) or [Zune](#).

Podcasts can be an easy and inexpensive way to provide information to your target audience(s). They also offer an alternative to text.

Who is listening to podcasts?

- 12.2 billion videos are viewed on YouTube per month in the US; and
- 182 online videos are viewed by the average Internet user a month.¹
- 19% of internet users have downloaded a podcast.²

Podcasts in response to HIV

- Educate target audiences about HIV prevention, testing, treatment, and research.
- Interview scientists, healthcare professionals, policymakers, and people living with HIV.
- Provide information about national HIV/AIDS awareness days.

Examples from the field


- AIDS.gov's Podcasts: www.aids.gov/podcast/aids_podcast.html
- The Body's "This Month in HIV" Podcasts: www.thebody.com/content/art46344.html
- San Francisco AIDS Foundation's Podcasts: www.sfaf.typepad.com

Where can I learn more about podcasts?

- Streaming Media's "How to Build a Video Podcast in 3 Steps": www.streamingmedia.com/Articles/ReadArticle.aspx?ArticleID=64813
- TechSoup's "Podcasting for Nonprofits": www.techsoup.org/learningcenter/internet/page5510.cfm
- PodCamp: podcamp.pbworks.com
- CDC's Podcast Data Brief: www.cdc.gov/healthmarketing/ehm/databriefs/podcastresearch.pdf

¹ Pingdom, "Internet 2009 in numbers," <http://royal.pingdom.com/2010/01/22/internet-2009-in-numbers/> Accessed on 04/26/10.

² Pew Internet and American Life Project "Podcast Downloading 2008," <http://www.pewinternet.org/Reports/2008/Podcast-Downloading-2008.aspx> Accessed on 04/28/10.

 Exit Disclaimer: Links marked with this image are non-government websites