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PODCASTING

By Leanne Kemmler

Every major news source from the BBC to the New York Times and CNN is reporting on podcasting. Journalists are falling all over themselves trying to get interviews with the big players in this new media industry. Nobody wants to be the last one in on the hot new trend.

So, what's so hot about podcasting? Well, it's the future of entertainment as we know it.

Named after a play on the words broadcast and iPod (the popular mp3 player), a podcast is radio program in the form of an mp3. Made available for download on a computer, many people download podcasts to mp3 players and, in effect, create a totally customized radio station they can then listen to on the go.

Some radio stations have begun posting select programmes for download—of which the U.S.'s National Public Radio is leading the charge. Some podcasters are former professional media personalities—Adam Curry, former MTV VJ and popular commercial radio DJ in New York and the Netherlands, is one of the more popular with The Daily Source Code.

Most of the voices heard in podcasts are amateurs. They are husbands and wives who banter about life and more (The Dawn and Drew Show, The Croncast and Illinois), young people playing independent music (Vu d'ici, Insomnia Radio and In Over Your Head Radio), geeks talking tech (The Wizards of Technology, Infonomicon Radio and ESC From The World), people talking about movies (Reel Reviews), beer (The Good Beer Show, Beercasting.com), wine (Grape Radio, Winecast), snowmobiles (SledHead-Radio), sports (The Skinny on Sports) and, of course, God (Lifespring, Rachel's Choice, The Godcast Network), to name just a few.

It's estimated that there are over 3,000 podcasts available. Dozens more are popping into existence every week.

Commercial radio has been bled dry. A handful of companies control thousands of stations, producing



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