

Buzzword: Podcasting

Your spellchecker might not recognize the term podcasting, but if you pay attention to the media world at all, you probably do. And contrary to what you might think, you don't need an iPod to take advantage of this technology. All a podcast really consists of is a series of audio files (usually MP3s), from which a streaming feed is generated that can be subscribed to. Thereby, any time a new file is uploaded to a site, that file will be automatically downloaded to your computer using a program called an aggregator (or "podcatcher," such as iTunes, iPodder, and many others.

The Salvation Army has been quick to catch on to the advantages of this technology, and you can find several Army podcasts just by searching for "Salvation Army" in any typical podcast aggregator.

For example, both Pasadena Tabernacle and Tustin Ranch Corps are currently podcasting their Sunday morning services, and the Vancouver, Washington corps has plans to do the same. The Northwest Division's IT Department has started a weekly podcast that covers technology issues in the division, and there are several corps outside the territory that are podcasting as well.

For more information about podcasting—what it is, how to start your own, and a range of other multimedia issues—be sure to check out the THQ Multimedia Team's own podcast, The Media Moment, at <https://mediamoment.blogspot.com>.

