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**PR-e-FACE: From the desk of Chief Editor**  
**“More awareness needed about podcast amongst Corporates”**

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Podcasting, an exciting and revolutionary alternate medium is sweeping across the globe. Many of the Corporates in USA, UK have started using Podcasts for promoting

their brand image and positioning their products and services.

In the developing countries, there is a lack of awareness about this new media amongst the Corporates. The events like PodWorks at Chennai need to be organised at different places. IPRS, Singapore has also taken the initiative in creating awareness about this new media.

Corporates need to understand that the usage of audio and video podcasts regularly would enhance the image

both internally and externally.

Already some of the multinational companies have started using audio and video podcasts for marketing their products. Some companies in India also use Podcasting for internal communication, effectively.

Podcasting is never a replacement for other traditional communication channels. This will function as a ‘formidable ally’ to the other channels.

PR Agencies and Advertisement Agencies need to understand this powerful medium and effectively use this medium for their clients.

*K. Srinivasan*

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**PR-e-CISE – Inside this ezine**

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- An exclusive interview with Mr Sunil Nair, CEO, Nautanki TV
  - Expert views by Mr Syed Nazir Razik and Ms Chinmayee
  - Unknown facts about Podcasts
  - Forthcoming PR events
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## PR-eXCLUSIVE

### “PR and Advertising Agencies should innovate with podcast”



Listen to the full interview through *podcast* at  
<http://www.primepointfoundation.org/presense0607.htm>



“PR Agencies and Ad Agencies have a greater role to play for using Podcast and they should be more creative”, said Mr Sunil Nair, CEO,

Nautanki TV, and Mumbai. In an exclusive interview to *PR-e-Sense*, he explains as to how Podcast can be used for branding and marketing purposes. His interview may be heard in full from the link given above. Excerpts from his interview:

- In India, podcasts are being used mainly for dissemination of internal information. But in US, UK and other European countries, the big brands use podcasts and video podcasts to get the message across, which cannot be done through TV.
- A 30 second TV commercial or traditional broadcasting media cannot bring out the full feature of the products, which may need atleast 10 minutes.
- Corporates can create podcast of their product information and place it in their websites, or blogs, or YouTube or any other public domains. This will be more powerful.
- For example, [www.woot.com](http://www.woot.com), a site which sells electronic goods at discount, brings out interesting podcasts on the products, before they are made available on the site. They use music, wrap in the podcast. People enjoy this. Brand recall is excellent.

(a Sample audio of one such podcast can be listened along with this interview)

- In India, a trend is emerging to make videos available in the internet. But no efforts are being made or awareness is lacking amongst the Corporates to make use of podcasts and video podcasts for taking their brand across the people.
- It is mainly because of lack of innovations amongst the Advertising Agencies to use this medium for creating brands. Shortly, within two years, more innovations will take place for using Podcast as an alternate medium for regular broadcasting advertisements. It is cost effective and is more economical to go with podcasts.
- PR Agencies should help to propagate the awareness of podcasts. This is one of the easiest tools to spread the corporate messages... not only brand messages, but also messages like chairman's speech, annual reports, etc.
- Advertising Agencies should be more creative. Today, there is a revival of radio advertising. Audio Podcasting is another form of radio. Video Podcasting is also having greater potentiality amongst the online users. Due to emergence of broadband, people are always online and a ten minutes podcast for taking the brand message is better than Television.

Mr Sunil Nair may be reached at  
[sunilnair@nautanki.tv](mailto:sunilnair@nautanki.tv)

## PR –e- STIGE – Expert views

Mr Syed Nazir Razik, Technocrat and Entrepreneur [srazik@acm.org](mailto:srazik@acm.org)

**“Social media builds good corporate image”**



- Corporates are looking for new medium for promoting their brands. They have started using new tools like blogs and podcasts to talk about the happenings.

- In the earlier days, whenever products were introduced, they used press releases. Presently, even if a small initiative like change of design for the newsletter takes place, this new medium provides flexibility and you can reach out to the target audience. This helps to reinforce the brand.

- New Media like podcasts, video blogging are positive tools for Corporates.

- Infosys and Wipro are using blogs in a great way for their employees.

- Cognizant is using Podcast as an e-learning medium. They have distributed IPods and encourage employees to use all the e-learning podcasts which are available in their intranet, as a tool for learning.

- Such types of initiatives by Corporates build lot of brand image amongst the employees and their relatives and friends, to get a 'good feel' about the company.

- Social media has broken down lot of barriers in building the image of Corporates.

Ms Chinmayi, Radio/TV Jockey and Play back singer [chinmayi@gmail.com](mailto:chinmayi@gmail.com)

**“Few tips to conduct interviews”**

- Don't interrupt when the subject (interviewee) is speaking

- Listen with genuine interest. Non verbal communication, communicates faster.

- When you pose a question to the subject, allow him to answer. Any further question arising out of the answer, may be quickly noted down and ask him after he finishes the answer.

- As far as possible reduce 'umms' , 'aahs' and other audible affirmations when the subject is speaking.

- When you are speaking to the subject, pause between the lines. Make sure that intonations and pronunciations are correct.

- If your conversation is in English, polish your language. Ensure

that 'Mother tongue influence' (MTI) is not present in your language.

- Do some research on the person who is being interviewed. Ask questions which are of interest to him (like sports, family).



This will make the subject more comfortable create interest in him to speak to you.

- Maintain eye contact. But do not 'stare'

- Show genuine interest in the subject who is going to be interviewed. Even if you hate the subject, think of his contribution for what he is today. Every body has a role to play and we need to respect each other.

Podcast: You can listen to the audio of Mr Syed Nazir Razik and Ms Chinmayee in the podcast at <http://www.primepointfoundation.org/presense0607.htm>

## PR –e- Views – From the experts and websites



### Wikipedia definition of podcast

A podcast is a digital media file, or a series of such files, that is distributed over the Internet using syndication feeds for playback on portable media players and personal computers.

### Why Podcast?

- Widely accepted Marketing Communication tool
- Flexibility and convenience.
- Can be produced in any language
- Cost effective
- Users can listen at their convenience at any time (even while traveling)
- Supported by RSS, Atom feed for efficient distribution

### What Corporates can communicate through podcast?

- News updates – Corporate performance, financial information, etc
- Information about Products/Services
- Media Releases
- Training materials for employees

### Seven steps in production of podcasts

1. Prepare the Plan
2. Prepare the script for contents
3. Recording of audio, video, images
4. Editing of audio and mixing
5. Upload to the Podcast server
6. Distribute using syndicated feed
7. Promote your Podcast

### Some statistics about Podcast

Source: <http://www.podworx.com/>  
and March 2006 PodTrac Audience Insight survey

11 million listeners of podcast at the end of 2006 are expected to be at 22 m at the end of 2007. It is expected to cross 60 m by 2010.

Podtrac's December 2005 survey indicated 22,616,766 people have ever listened to a podcast

#### How Do People Listen?

Portable players 56% and computers 41%

#### Percentage of Episode Listenership

88% listen to 'entire' show 11% listen to 'three fourth' of the show

#### Top Five Important Podcast Attributes (out of scale of 10)

(1) Content - 9.32, (2) Overall Quality - 8.81, (3) Host - 8.73 (4) Audio quality - 8.28 (5) Reliability (providing new episodes when promised) - 7.88

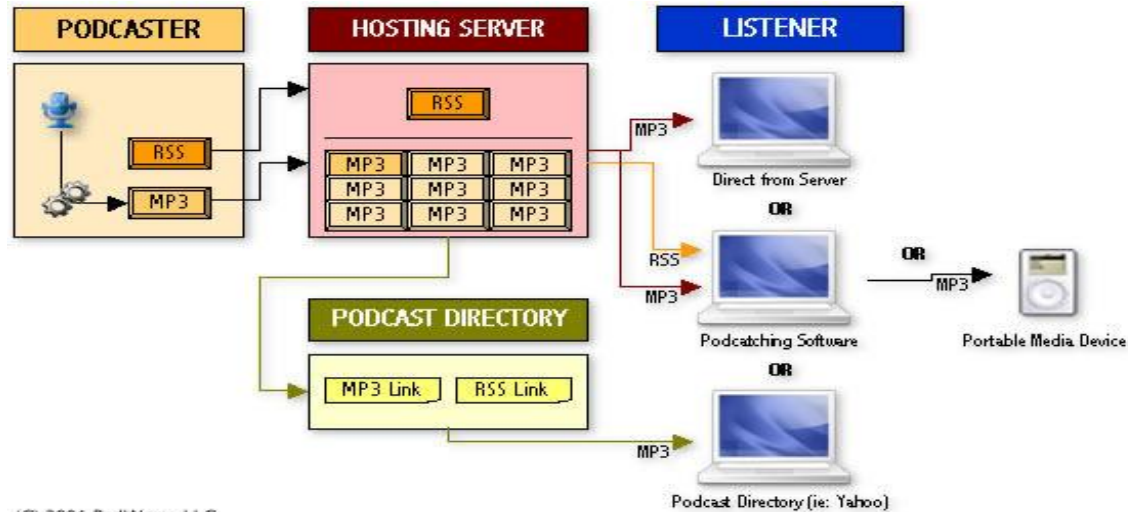
## PR –e- Views – From the experts and websites

### How Podcast works?

<http://www.podworx.com/FactsAboutPodcasting/index.cfm>

A podcast is normally an MP3 file that is placed on a web server and announced to the world via an RSS (Really Simple Syndication) feed. Listeners can subscribe to the RSS feed (via "Podcatching" software like

iTunes) and, when a new podcast is available, be automatically updated with the new content (in the case of iTunes, the new podcast is automatically downloaded on to the user's iPod).



(C) 2006 PodWorx, LLC

A consumer using Podcatching software to access your podcast is indicating their desire to listen to your show on a regular basis. This allows for an unblockable/direct line of communication between you and that listener that has been previously unavailable online. This is a VERY important component to podcasting that makes for a potent sales and marketing tool.

In addition to using podcatching software, a listener can simply visit a

podcast's website and listen to any show by (normally) downloading the MP3 file to their computer. Best-of-breed podcasts allow multiple methods of listening via their website, including:

1. Embedded players (listener clicks a FLASH-based "Play" button to instantly hear the show),
2. Direct MP3 downloads
3. Streaming MP3 (which does not require the listener to first download the file before listening),
4. RSS feed based download

### Important podcast websites and Directories

<http://podcasting.about.com>

[www.podcastingnews.com](http://www.podcastingnews.com)

<http://www.digitalpodcast.com/>

<http://www.podcastdirectory.com/>

<http://www.odeo.com/>

<http://www.podbazaar.com>

<http://www.apple.com/itunes/store/podcasts.html>

<http://www.blip.tv>

<http://www.podcastalley.com/>

<http://podcasts.yahoo.com/>

<http://www.podcasting.net/>

<http://www.podcastpickle.com/>

<http://ipodderx.com/>

<http://www.indiepodder.org/>

<http://podcast.com/>

<http://www.youtube.com>

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## PR –eVents – Events of importance

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### Podworks –workshop style Unconference on Podcasting



India's largest Podcast workshop cum Unconference was held on 9<sup>th</sup> and 10<sup>th</sup> June 2007. Around 300 aspiring podcasters, including many of the professional podcasters participated in the event and shared their experiences. This ezine is based

on the information collected from this event.



It may be noted that this Unconference was organised through Wiki site [www.podworks.in](http://www.podworks.in). This event was organised by 'The Knowledge Foundation'

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### IPRS organises a Conference on PR 2.0 – 1<sup>st</sup> and 2<sup>nd</sup> August 2007



" *Public Relations 2.0: Engaging Stakeholders in the New Media Landscape*" is a one day conference by the Institute of Public Relations of Singapore to provide new insight into user-generated content, the social media, and their impact on Public

Relations. The conference will start off with insights into trends and issues of new media landscape presented by the Media Development Authority of Singapore and Infocomm Development Authority. Featuring renowned speakers and powerful brands, this unique conference will focus on practical PR strategies and tactics pivotal in navigating the new media landscape to manage dialogue and build stakeholder relationships.

For more details and registration <http://www.iprs.org.sg/> or email to [shan@iprs.org.sg](mailto:shan@iprs.org.sg)

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## PR – e- Groups – Have you joined discussion groups?

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**Image Management Group** – Second largest yahoo group on PR with nearly 1500 global members. Click here

[http://finance.groups.yahoo.com/group/Image\\_Management/](http://finance.groups.yahoo.com/group/Image_Management/)

**PRpoint Group** - The largest Indian group for PR/CorpComm /academic professionals with 700 plus members. Click here

<http://finance.groups.yahoo.com/group/prpoint/>

**New Media Forum Group** – A group for Indian journalists with around 350 members. Click here

[http://groups.yahoo.com/group/New\\_Media\\_Forum/](http://groups.yahoo.com/group/New_Media_Forum/)

**India Vision Group** – A group for Indian youth on India Vision 2020 with around 1200 members. Click here

[http://groups.yahoo.com/group/India\\_Vision\\_2020/](http://groups.yahoo.com/group/India_Vision_2020/)

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One day, a poor boy who was selling goods from door to door to pay his way through school, found he had only one thin dime left, and he was hungry.

He decided he would ask for a meal at the next

house. However, he lost his nerve when a lovely young woman opened the door.

Instead of a meal he asked for a glass of water to drink! . She thought he looked hungry so brought him a large glass of milk. He drank it so slowly, and then asked, How much do I owe you?"

You don't owe me anything," she replied. "Mother has taught us never to accept pay for a kindness."

He said ... "Then I thank you from my heart."

As Howard Kelly left that house, he not only felt stronger physically, but his faith in God and man was strong also. He had been ready to give up and quit.

Many years later that same young woman became critically ill. The local doctors were baffled. They finally sent her to the big city, where they called in specialists to study her rare disease.

Dr. Howard Kelly was called in for the consultation. When he heard the name of the town she came from, a strange light filled his eyes.

Immediately he rose and went down the hall of the hospital to her room.

Dressed in his doctor's gown he went in to see her. He recognized her at once. He went back to the consultation room determined to do his best to save her life. From that day he gave special attention to her case.

After a long struggle, the battle was won.

Dr. Kelly requested the business office to pass the final bill to him for approval. He looked at it, then wrote something on the edge, and the bill was sent to her room. She feared to open it, for she was sure it would take the rest of her life to pay for it all. Finally she looked, and something caught her attention on the side of the bill. She read these words ...

*"Paid in full with one glass of milk"*  
(Signed) Dr. Howard Kelly.

Tears of joy flooded her eyes as her happy heart prayed: "Thank You, God, that your love has spread broad through human hearts and hands."

There's a saying which goes something like this: Bread cast on the water comes back to you. The good deed you do today may benefit you or someone you love at the least expected time. If you never see the deed again at least you will have made the world a better place - And, after all, isn't that what life is all about?

(Source : unknown)

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