

November Program:

Podcasting 101
presented by Tim Piazza

When:

Wednesday, November 8, 2006,
11:45 a.m.

Where:

Mitchell's Fish Market
28601 Chagrin Blvd. at Eton Place

Get Map & Directions

RSVP:

by November 1, 2006 to
lynnemeyer@cox.net

Upcoming Meetings

*We have more top-notch
speakers and topics coming up.
We'll continue our schedule
of meeting on Wednesdays.*

December 13

Our Holiday gathering = good
food, good fellowship, and
good clean fun.

January 10

Rob Felber, Felber & Felber
Marketing, of Felber & Felber
Marketing, will provide tips
for success at trade shows and
dealing with the media at those
shows. He will talk about traf-
fic-building promotions.

*Non-members are welcome to
attend our meetings, paying
\$10 in addition to the cost of
their own lunch.*

The “Pod People” walk among us!

(Caution – Don't look directly into their eyes!)

In the classic camp movie “*Invasion of the Body Snatchers*,” the aliens are “pod people” – perfect physical duplicates of normal people, but with no emotions. The “pod people” killed and disposed of humans, then grew replicas of their victims in special pods. Their ultimate goal was to turn the entire human race into “pod people.”

That was back in 1956. But beware. They may look innocent, but “pod people” still walk among us.

Podcasting revealed

Tim Piazza, ceo of North Coast Podcasting, is one of the “pod people,” but he's the 21st century version – spawned by Internet technology – and means no harm.

Internet technology brought us blogs. Now, just when we have a handle on those, here's another new technology to grasp!

Not to worry. Tim has the experience to de-mystify podcasting, and he'll guide us through this new technology at our November 8 meeting.

Addicted to the Internet and all things tech, he built web sites in college. He later worked at both WCLV and WRMR. While there, Tim saw many changes happening in the broadcasting industry. He realized there was a need for a new medium for businesses and individuals to be heard globally without owning a radio or tv station or having to buy time on them.

“With the advent of podcasting, you can get your message out on your own,” Tim explains. “All you need is an audience with access to the Internet and a computer with speakers.”

Is podcasting right for you or your clients?

Tim is self-taught on this new communications technology, so he knows every aspect of podcasting. In addition to learning the basics of and uses for podcasting, Tim will help you determine if podcasting can be a helpful communications tool for you and your clients. ■

The communications professionals of the **Cleveland Independent Practitioners Group (IPG)** meet monthly.