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Section and Legal Community Cultivate Podcast Programming

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Podcasting seen as tool to market and educate

Podcasts allow even amateur computer users to create their own audio and video content that can be distributed to a worldwide audience via the Internet. This new form of media is taking hold in the legal field as law firms and bar associations begin to use this technology to market their services and gain new access to CLE materials.

Podcasts are digital audio files, usually in MP3 format, that are hosted or indexed on Internet websites or in online music stores, like Apple Inc.'s iTunes Store. Many podcasts, created by a wide variety of broadcasters from amateur to professional, contain content that is similar to a traditional radio talk show or audiobook. Video podcasts are becoming increasingly available.

Consumers can download these files, usually at no charge, and listen to them at their convenience on their computers, iPods, or compatible media players.

As blogging has already become commonplace, some attorneys have begun creating podcasts to promote their own work or focus on areas of particular interest.

These podcasts are usually made available for download from the attorney's website or from podcast directories like podcast.net, podcasts.yahoo.com, or the podcast directory within the iTunes Store.

Podcasting could become the next marketing tool embraced by lawyers who want to advertise their knowledge on particular topics to potential clients, says Todd H. Flaming, Chicago, Co-Chair of the Section of Litigation's Technology for the Litigator Committee. Video-sharing websites like YouTube.com are already offering lawyer advertisements, notes Julie K. Hannaford, Toronto, Co-Chair of the Section Technology Committee.

Although there are always privacy and copyright issues, attorneys should begin to "harness all these types of capabilities to make the public aware of who we are and what we do," Hannaford says, adding that podcasting is simply "more compatible to the way younger lawyers are learning and communicating using multimedia. It moves us away from the linear text that we are used to thinking about."

**Podcasting
allows the
litigator to
replace wasted
time with
educational
content.**