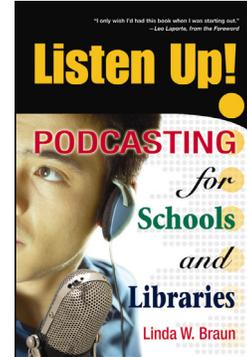


NEWS RELEASE



IMMEDIATE RELEASE

For Information Contact:
Rob Colding
Information Today, Inc.
(609) 654-6500 ext. 330



Listen Up!

New Book is an Easy-to-Use Guide to Podcasting for Educators and Librarians

August 27, 2007, Medford, New Jersey—Information Today, Inc. (ITI) announced the publication of *Listen Up! Podcasting for Schools and Libraries*, the latest book by educational technology specialist and podcaster Linda W. Braun.

Listen Up! is a timely guide for teachers, librarians, and school media specialists who need to get quickly up-to-speed on podcasting. Braun, author of numerous books and articles on educational technology, begins with clear explanations of what podcasting is and why it is a particularly useful tool for schools and libraries. She offers how-to advice for creating great podcasts (covering both content and technical issues), tips for finding and using podcasts and vodcasts, examples of innovative school and library projects, and guidance on getting the word out to students, staff, patrons, and other users.

“When people first started talking about podcasting, there was a lot of discussion about whether [it] was just a fad,” Braun said. “The fact that the audience continues to grow, the technology has become more mainstream, and more and more podcasts debut on a regular basis are signs that this is not a fad. Given the growing importance of the medium, librarians and educators need to pay attention, learn what podcasting is, and find ways to integrate it into the work that they do.”

—more—

Listen Up! was designed to provide support to both novices and experienced podcasters in search of new ideas and inspiration. “Braun’s writing is clear and concise, taking the reader through the entire podcasting process from conception through marketing,” according to Olivia Gatti, Library Teacher at Westwood (MA) Public Schools. “The tech-savvy and the not-so-savvy will be able to walk away from this book and build a better podcast.” Stephen Francoeur, Information Services Librarian at Baruch College, described the book as “a one-stop shop for anyone who wants practical and experienced advice about how to start podcasting.”

The book’s chapters are:

- | | |
|----------------------------------|---|
| 1. This Thing We Call Podcasting | 4. What Makes a Great Podcast? Developing the Content |
| 2. Before You Get Started | 5. What Makes a Great Podcast? The Technology |
| 3. Real Life Examples | 6. Get the Word Out |

In addition, the book features a foreword by nationally syndicated radio talk show host and tech guru Leo Laporte; an introduction by the author; three appendices including a podcast planning sheet, a roundup of podcasting tools featuring recommended hardware and software products, and a sample podcast feed; a glossary; a list of Internet resources mentioned in the book; and an index. As a reader bonus, a companion Web site provides free and easy access to podcasts and podcasting resources mentioned in the book.

An educational technology consultant with LEO: Librarians and Educators Online, **Linda W. Braun** helps schools and libraries integrate technology into their programs and services. She is an adjunct faculty member at Simmons College Graduate School of Library and Information Services, where she teaches young adult and technology classes. Her previous books include *Introducing the Internet to Young Learners*, *The Browsable Classroom: An Introduction to E-Learning for Librarians*, *Hooking Teens with the Net*, and *Teens, Technology & Literary*. She has written numerous articles for professional journals including *netConnect*, *Library Journal*, and *School Library Journal*, and is a columnist for *VOYA*.

Listen Up! Podcasting for Schools and Libraries (2007/120 pp/softbound/\$29.50/ISBN 978-1-57387-304-8) is published by Information Today, Inc. It is available in bookstores and direct from the publisher by calling (800) 300-9868 [outside the U.S., call (609) 654-6266]; faxing (609) 654-4309; e-mailing custserv@infotoday.com; or visiting the ITI Web site at www.infotoday.com.

###