

Podcasting University

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Key Words

College students, technology

This poster highlights the planning and implementation process used by Mississippi State University Extension Service Family Resource Management agents to reach college students through podcasting. The Diffusion Group has reported the demand for podcasts is growing at a rapid rate and it is expected that by 2010, approximately 60 million Americans will be listening to podcasts. It is also well documented that younger age groups are also downloading podcasts.

Many Americans, including college students, have inadequate knowledge about personal finance leading to poor financial decisions. Therefore, basic financial information geared toward college students was emphasized, using podcasts as one channel of communication. Short video and audio podcasts were produced so that students could learn how to balance income and expenses, open savings accounts, and understand how to establish and manage credit. In addition to college students, many adults also use podcasts for educational and entertainment purposes. Educators also use the videos for training adults who may not have access to computers. For example, low-income adults who use free volunteer tax preparation services may view our Financial Fitness or Credit videos while waiting to have taxes prepared.

Other podcasts are being developed to reach these adult audiences. This program allows us to meet the needs of the public by taking advantage of this emerging media. These podcasts are not only available to those who have iPods, but can also be downloaded to MP3 players or watched directly from their computer. Our “home and family” podcasts are easily accessible in a number of outlets including a number of locations on the Extension Service’s webpage, www.msucare.com, and on iTunes.

By providing additional channels for clients to receive this information, we expect to expand our audience to those who won’t attend a workshop, won’t pick up a brochure or newsletter, but who will download the information and view it at their convenience without the limitations of time or location.