



GETTING STARTED WITH PODCASTS

Information from Beef + Lamb New Zealand is now available in podcast format.

We're building a collection of audio content from workshops, presentations, meetings, conference calls and other sources. This means you don't have to miss out if you weren't there—and podcasts are great to listen to when you're driving or just want to sit back and relax.

WHAT IS A PODCAST?

A podcast is a digital audio file that's published on the internet.

There are hundreds of thousands of podcasts—covering topics from politics to technology to farming—and most are free.

Some people think podcasts are better than radio—because you can choose what you want to listen to, and many podcasts are ad-free.

Podcasts can be downloaded and listened to later, which makes them a good choice if you're going to be out of internet range or your connection is erratic.

HOW DO YOU GET PODCASTS?



ON A SMARTPHONE WITH INTERNET CONNECTION

Use the default podcast app on your phone—or go to the app store and download a free podcast app, like Podbean (iPhone and Android); or Downcast (iPhone).

Most podcast apps are simple to use. Start by using the Search to look for organisations or topics you're interested in.

If you're new to podcasts, try Radio NZ, Beef + Lamb New Zealand or TEDTalks.

In the search results, select the name of the organisation you want to follow, then select "Subscribe".

You'll have the option for podcasts from the organisation to automatically download when they're available—or you can choose which podcasts to download.

Once podcasts are downloaded, you can listen to them any time—even when you're out of internet range.

And it's easy to unsubscribe if you find the content boring—just click the "Unsubscribe" button.



ON A PORTABLE MEDIA PLAYER WITH NO INTERNET CONNECTION

You can listen to a podcast on any portable media player that plays standard mp3 files—like a cellphone or iPod.

Download the podcast from the provider's website onto your PC, then add it to your media player in the same way you'd add new music (e.g., by syncing with iTunes or via the device's USB cable).



ON YOUR COMPUTER

You can listen to podcasts on your computer via an organisation's website.

By default a podcast will play directly ("live stream").

There should also be an option to download the podcast to your computer and play it from there (if this isn't obvious, try right-clicking on the podcast link or title and choosing "Save as"). This can be useful if your internet is poor. To play the podcast, navigate to the file then double-click on it.



IN YOUR CAR

If you do a lot of driving, it can be a good opportunity to listen to interesting podcasts.

If you have a modern vehicle, use the car USB or AUX port—or Bluetooth—to play podcasts from your phone or media player over your car stereo.

If you have an older vehicle, you might be able to purchase adaptors to let you do some of these things—for example, USB adaptors can be purchased for under \$10 at many service stations; and cassette deck and FM radio adaptors are also available.

Some people download podcasts then save them to a USB stick or burn them to CD, and play those in the car.



FIND B+LNZ PODCASTS

On your phone: Open your podcast app and search for Beef + Lamb New Zealand

On your computer: Visit our Knowledge Hub at www.knowledgehub.co.nz—then click the drop down box to select a relevant topic.

Our podcasts will appear near the top and are labelled with the keyword "PODCAST".

