

## THE HOW, WHAT, AND WHYS OF LISTENING TO A PODCAST.

Currently there are over 2 million podcasts available. There's something for everyone.

Podcasts give listeners *flexibility*. Listeners control where and how they access a podcast and how long they want to listen.

Podcasts come in a variety of lengths. Many are about an hour long. The value of the long form is that a topic can be explored in depth, but *listeners control the experience*.

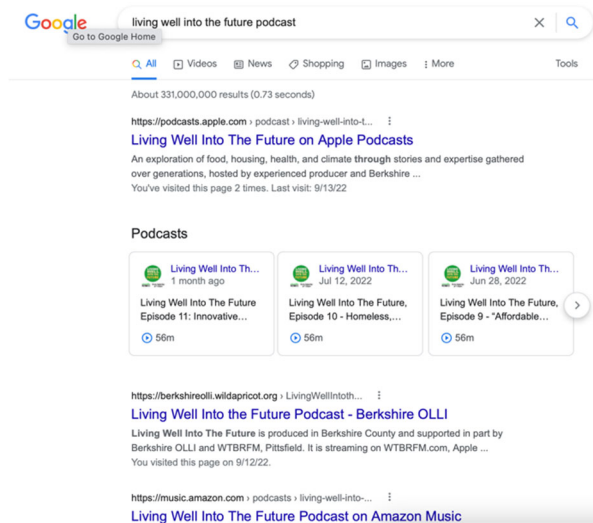
Listeners can *tune in from anywhere* using a home computer, phone, car radio connected to a phone, a smart speaker, and any other device that streams audio.

Listeners can *listen to all of an episode at one time or in segments*. They can start, stop, and go back to any portion of the podcast at any time. They can return to something they missed, repeat something they'd like to hear again, or carry on from where they left off.

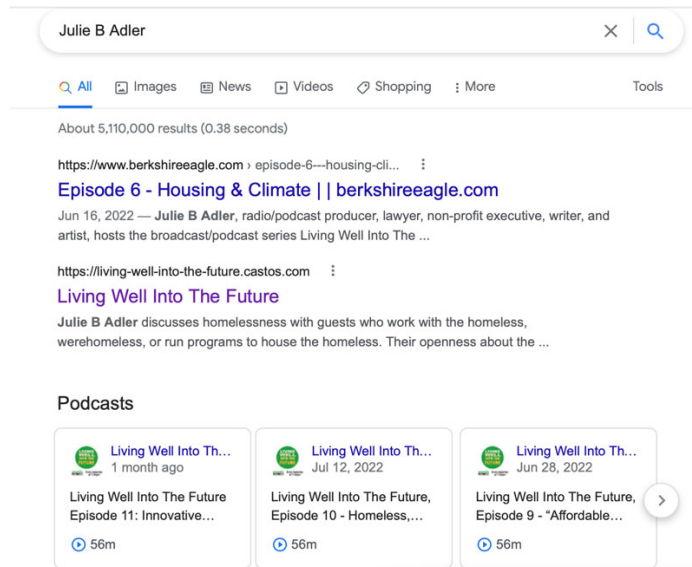
Podcasts are *accessible*. Listeners can listen at home, while driving, running, walking, and working, practically anywhere and at any time.

### HERE ARE THE WAYS TO ACCESS PODCASTS

**If you have a computer and know the name of the podcast, put the name of the podcast in your search engine and the search will provide you with numerous ways to access it. Click on the entry of your choice. For example,**



**If you know the name of the host or a guest on the program, put that in the search engine and find the podcast that way. For example,**



**If you have a smart speaker you can ask for the name of the podcast by voice command. Be sure to add the word “podcast” after the name. For example, ask for “Living Well Into The Future Podcast.”**

**If you don’t have a computer, or even if you do, and want to access it on your phone or other mobile device with internet access, you can put the name of the podcast in the search feature in the podcast app. iPhones come with the Apple Podcast app installed. Google devices use Google Play.**



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