



TALKSHOE REVIEWED

Podcast User Magazine Issue #12 - By Lance Anderson

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Podcasting Goes Live and Interactive with TalkShoe



by Lance
Anderson

I had just stepped outside of our booth at the Podcast Expo in September when I was approached by a guy who asked, "Who do I talk to about the LA Podcasters?"

"You're talking to him" I replied. TalkShoe's Senior Vice President Brian Schuliger then introduced himself and his 'live interactive podcasting' service. Brian went on to tell me that with [TalkShoe](#) anyone could now create their own internet radio talk show. Plus, listeners (TalkShoe calls them 'participants') can call in with their phone or voice-over-internet-protocol (VoIP) service such as [Skype](#), [SJ Phone](#), or [Jajah](#). Participants can also add comments in the real-time chat room, listen to the live stream or download the show later as a podcast - TalkShoe uploads, hosts and creates the dreaded feed! Brian then put the cherry on top when he told me that TalkShoe pays the hosts monthly by inserting ads. And most important, at least to me, is that the host has 100 percent ownership of the show.



Dave Nelsen

All of this sounded great, but since at the time I was busier than the proverbial one-armed paper hanger, I could barely give him my full attention for more than a couple of minutes. In the blur of the Expo, I almost forgot about Brian, TalkShoe and the services they provided.

A few weeks later I was having a conversation with my good friend and fellow LA Podcaster, Dan Klass ([The Bitterest Pill](#)). We were talking about making money with podcasting and wondering out loud about how we would go about creating our own radio-style talk shows without investing in tens of thousands of dollars of equipment.



Mark Juliano

The very next day Brian sent me a follow-up email reintroducing me to TalkShoe. Later that day, I spoke with Brian on the phone and he pitched TalkShoe to me and, by extension, the rest of the LA Podcasters. If truth be told, it felt like magic: yesterday Dan and I were looking for a solution to create our own talk shows, and the next day we had our answer... well, almost.

The first thing that struck me about TalkShoe, beyond being the possible solution to my dream, was the extremely helpful and personable customer service. The whole staff works from a small office in Pittsburgh, Pennsylvania and it is 'all hands on deck'. Even the company's president, Dave Nelsen, jumps in to help new hosts learn the how to use TalkShoe. As Dave always says, "the hosts and the quality content they create are the foundation of TalkShoe."

Even more refreshing was the fact that they actually pay the hosts. Instead of taking the typical podcasting company attitude of "we'll pay you once we get our advertisers in place", Talk Shoe pays their hosts now (automated ad insertion will begin early 2007). In fact, last month they paid Cliff Ravenscraft (of [Generally Speaking](#)) 1000 USD for his cumulative audience of callers, streamers and downloads over time.

For all of these reasons, I decided to give TalkShoe a try back in late October by doing a few 'Radio Experiments'. Again I was pleased to learn that after I downloaded the free software from their site, which allows you to use the interactive TalkShoe control panel (or, as they like to say, 'the client'), TalkShoe was easy to use, especially since several of the TalkShoe staff walked me through the features of the interactive client.

Essentially, the control panel is a combination of a chat room and a very simple radio-style caller queue. If a participant has also downloaded the client and is logged into the show, both the host and the participants can see and interact with each other.

The window lets both the host and participants know who is calling in and waiting to talk. The host has total control, he or she can mute and unmute callers, mute chatters and start and stop the show at any time. It is almost as simple as hitting 'record' and 'stop'.

One of the best features of TalkShoe is the accessibility. Just as in traditional talk radio, a telephone is all anyone needs to participate in the show. The caller dials TalkShoe (a US-based phone number) and then enters the show code and their PIN. Anyone can easily set up an account on the TalkShoe site without downloading the client.

A person can also dial in through Skype or another VoIP service. This is where it gets a little tricky. Sometimes it can be very difficult to 'dial in' because the technology in the VoIP world is still in development on both the TalkShoe end and the VoIP industry itself. Not being able to dial in can be very frustrating, especially if you are a host!

"If a company says they are in beta, believe them." - Lance Anderson



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All that being said, TalkShoe is an excellent and revolutionary tool for both the new and experienced podcaster. In fact, I used TalkShoe to conduct the interviews for this story. (You can listen to the whole interview at Podcast User Magazine: Interview.)

I also think most of the future users of TalkShoe will be those who have no podcasting experience. This is because TalkShoe makes it so easy to start podcasting. After you have downloaded the client, you simply schedule a show, then log in and call in before the show begins. The host hits 'record' when they are ready to start and the 'stop' button when they are done. TalkShoe takes care of the rest by automatically hosting your show on their server and creating the RSS feed for you, which, of course, is still 'the barrier to entry' for most people who are still sitting on the sidelines, waiting to start podcasting.

Back in 2005, when I started my podcast, Verge of the Fringe, Skype was the main accessory that every podcaster had to use. In 2006, it was MySpace (despite my kicking and screaming). Now as we enter the New Year, I believe that Talk Shoe will be the podcasters tool of choice for 2007.

Hear the Lance Anderson TalkShoe Interviews - [click here](#).

Lance and PUM wish to thank all who participated in the TalkShoe interview. In addition to those mentioned above, the following podcasters contributed to the development of this story:

Art Blanchet (Your Home, your Money):

<http://www.talkshoe.com/talkshoe/web/talkCastjsp?masterId=1009>

John Buehler (Rebuilding Eden):

<http://www.talkshoe.com/talkshoe/web/talkCast.jsp?masterId=777>

Philip Gatlin (BBN: Growing Business and Making Money):

<http://www.talkshoe.com/talkshoe/web/talkCast.jsp?masterId=2362>

Kain (Tech Bytes):

<http://www.talkshoe.com/talkshoe/web/talkCast.jsp?masterId=7375>

Scott Kurtz (PVP Live Podcast):

<http://www.talkshoe.com/talkshoe/web/talkCast.jsp?masterId=5809>

Paul Stanton (Home Business Radio Internet Talk Show):

<http://www.talkshoe.com/talkshoe/web/talkCast.jsp?masterId=2317>

Lance Anderson is a founder of LA Podcasters.

He can be found at Verge of the Fringe

(<http://vergeofthefringe.blogspot.com/>)

and, in January, at The Wild Card Line

(<http://www.talkshoe.com/talkshoe/web/talkCastjsp?masterId=4381>)

TALKSHOE™

12300 Perry Hwy. Suite 306
Wexford, PA 15090
724.935.TALK (8255)
www.talkshoe.com
info@talkshoe.com

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