

## Podcasts – 2007

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### **Project Purpose**

As part of its ongoing eGovernment initiative, Oakland County created a new series of informational podcasts featuring topics of interest to people who live, work, play, and do business in Oakland County. Audio news stories continue to be the most popular content for podcasts, and Oakland County is capitalizing on that demand by focusing its podcasts on local government news and information, including topics such as new services and programs, seasonal activities, special events, and more. By enabling the County to present information with a human voice, podcasts continue to break down barriers between government and citizens, businesses, and those considering relocating to Oakland County. Podcasts give the county a way to reach out and connect directly with individual citizens and business people, both in the southeastern Michigan region and around the world.

### **Key Deliverables**

The key deliverables of the Podcast project were:

1. Creation of easily accessible, timely, relevant, informative and entertaining podcasts that raise public awareness of Oakland County government programs and services, and the high quality of life within Oakland County.
2. Creation of a podcast index for the County's Web site, including functionality enabling citizens to:
  - a. Play or download podcasts on demand
  - b. Browse a list of all podcasts
  - c. Subscribe to automatically receive new podcasts using RSS or iTunes
  - d. Add a podcast subscription to popular RSS aggregators such as Windows Live, iGoogle, MyAOL, and MyYahoo
3. Creation of an automated Web-based application to generate supporting web pages and podcast subscription coding.

### **Status**

The Podcast project was fully implemented in February 2007, and continues to grow through the scheduled release of new podcasts and an increasing number of listeners and subscribers.