

“BlochCasts” Connect Students with News They Can Use

Students use podcast technology to share information.



David Derendinger, left, and Daniel Allegri get ready to record the next BlochCast episode.

Thanks to undergraduate business students David Derendinger and Daniel Allegri, the Bloch School is taking advantage of podcast technology in what has been christened “BlochCast,” podcasting “by Bloch students, for Bloch students.”

BlochCast, mp3-format audio files anyone with mp3 playing ability can listen to, are published weekly. Listeners can subscribe to the program so they receive all published episodes automatically, or they can just visit the Web site and listen to select episodes.

“We started the BlochCast as part of a class project in Dr. Sidne Ward’s Introduction to Management Information Systems class,” Allegri explains. “It’s a great way to make information accessible to people at their convenience. It’s like having a radio or news station at your command.” Currently, BlochCast recordings include things like news, information and internship opportunities, but Derendinger and Allegri say they hope to broaden the scope to include interviews with business and civic professionals in Kansas City as well as student testimonials.

“I teach students in my classes that in order to reach the most people, you need integrated communications and multiple media,” Ward says. “Many students are already comfortable using new technology such as podcasting to receive information. BlochCast is another way to reach these students - and we’re empowering the students themselves to develop and deliver the message.”

Other business schools using podcast technology include Harvard, Columbia, Wharton, The University of Chicago, Kelley (Indiana), Pepperdine, Smith (Maryland), Florida State, Tuck (Dartmouth), Darden (Virginia), Webster, and Freeman (Tulane).

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