

What: PodCamp Pittsburgh 2
Where: Art Institute of Pittsburgh, 420 Boulevard of the Allies
When: August 18th and 19th, kick-off meet-and-greet August 17th
Cost: FREE, register at www.PodCampPittsburgh.com

PodCamp Pittsburgh 2 Announces Schedule

Pittsburgh, PA, August 3rd, 2006 — The preliminary schedule for PodCamp Pittsburgh 2, the local incarnation of the worldwide phenomenon, has been posted at www.PodCampPittsburgh.com. The FREE two-day meet-up will feature a wide range of sessions focused mainly on the many aspects of podcasting and blogging and will feature a number of prominent internet names. The event will be held on August 18th and 19th at the Art Institute of Pittsburgh downtown, 420 Boulevard of the Allies with an informal meet-and-greet on the evening of the 17th at a location TBD. For more information and to register for FREE, go to www.PodCampPittsburgh.com.

In addition to 65 sessions, including panel discussions, lectures, and hands-on demonstrations, participants will have access to a Mentor Lounge for one-on-one questions and a General Lounge for down time and networking. As co-organizer Justin Kownacki, creator of local web series "[Something To Be Desired](#)", says, "PodCamp is essentially one gigantic 2-day conversation. This means it's a great opportunity to exchange information, meet interesting people and generate new ideas — but, ultimately, it's about having fun and being social."

The sessions for the two days are divided into four categories:

Basic/Advanced Learning – focusing on the technical nuts and bolts, the how-to's of podcasting, blogging tips, podsafes music, web hosting issues, etc.

Content and Creativity – focusing on creating compelling content, sustaining interest in your blog or podcast, connecting with your audience, etc.

Business, Branding and Marketing – focusing on business concerns, putting the right face on your site or show, PR tips, expanding your audience, integrating new media into your existing business, etc.

What's Next? Theory and Action for the Future – focusing on the future of the medium, what is and isn't working, actionable items to allow the conversation to continue after PodCamp is over, etc.

Roughly one-third of the 65 available sessions have been scheduled with more appearing every day. Outlines of all the sessions will also be posted in the coming weeks in order to help podcampers more easily make choices as to which to attend. One element of the scheduling that sets a podcamp, or "unconference", apart from a regular conference is that anyone who has something to contribute is invited to post a session through a communal calendar called a wiki. This allows sessions to be created during the event in order to cover ground that was overlooked or to expand on material that needed more time.

A number of widely-respected experts will be in attendance, including Brian Conley, independent journalist and founder of "[Alive In Baghdad](#)" and "[Alive In Mexico](#)"; Chris Brogan of online TV guide [Network2](#) and co-founder of the original PodCamp; local internet celebrity Justine Ezarik, AKA iJustine, of podcast [Geek Riot](#) and "lifecaster" at [iJustine.tv](#); Grace Piper, host of internet cooking show "[Fearless Cooking](#)"; and Joe Peacock, creator of popular blog [Mentally Incontinent](#) and main web designer for [Fark.com](#), CNN, Sports Illustrated and FOX News. Many more prominent names are expected to be confirmed in the coming weeks. Visit www.PodCampPittsburgh.com for updates.

Registration is absolutely FREE at www.PodCampPittsburgh.com, and attendees are welcome to take in as much or as little as they'd like during the two-day event.

PodCamp Pittsburgh 2 is seeking additional sponsorship. Interested businesses should contact Justin Kownacki at info@podcamppittsburgh.com.

For additional information, Contact:

Justin Kownacki
412-628-4231
info@podcamppittsburgh.com
www.podcamppittsburgh.com



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