

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

Worldwide Phenomenon PodCamp Returns To Pittsburgh

I consider [PodCamp] Pittsburgh to be the best conference I have ever attended...I've paid thousands to go to events that weren't half as good.

John Wall
Host of [The M Show](#)

Pittsburgh, PA, June 13th, 2006 — PodCamp, the new media “un-conference” that’s become a worldwide phenomenon, returns to Pittsburgh August 18th and 19th. PodCamp Pittsburgh 2, a FREE meet-up for podcasters and their fans, bloggers and their readers, and anyone else interested in creating or consuming online media, will be held at the Art Institute of Pittsburgh downtown, 420 Boulevard of the Allies. For more information and to register for FREE, go to www.PodCampPittsburgh.com.

The first PodCamp was a modest event held in Boston last September which gathered podcasters and bloggers together to discuss the future of “new media” and help each other grow through sharing ideas, techniques, and technology. Since then dozens have occurred or are planned across the globe in cities like New York, Toronto, Copenhagen, Berlin, Osaka, and even in the virtual world of Second Life. Pittsburgh was the first city to host a PodCamp after Boston, and it’s now the very first to see a second engagement. The original PodCamp Pittsburgh “painted a picture of Pittsburgh as a tech-savvy creative community, where podcasters, web video producers and bloggers are busy making the city a hub of activity in cyberspace” (Adrian McCoy, [Pittsburgh Post-Gazette](#)). It garnered widespread [media attention](#) in outlets such as [The Houston Chronicle](#), [The Boston Globe](#) and [BusinessWeek](#) as well as almost all of the local media, including the [Tribune-Review](#), the [Post-Gazette](#), [Pop City](#), [WTAE](#), WDUQ, KDKA, and Bob FM (WRRK). Pittsburgh has even improved on this innovative trend by creating a spin-off event, BootCamp PGH, that was held in April to help newcomers get up to speed in order to take full advantage of the resources that PodCamp Pittsburgh 2 will offer.

But just what is a PodCamp? Simply, PodCamp is a FREE meet-up for people who create, enjoy, or are interested in learning more about blogs, videoblogs, audio podcasts, web video, social networking and new media monetization (making money). [Last year's sessions](#) ran the gamut from the basics of creating a blog or podcast to advanced concepts of audience tracking, video production, and even greenscreen technology. As an “un-conference”, the content isn’t entirely pre-set but is instead customized by the participants, with sessions being expanded or added whenever desired. Anyone with information to share or a topic to discuss is invited to create a session, and attendees are free to use the “law of two feet”, i.e. if you’re not learning what you want, get up and head to another session. The focus is on sharing information and creating a tailor-made experience.

Last year’s PodCamp Pittsburgh attracted some of the biggest names in online media including Andrew Baron of [Rocketboom](#), the cast of [Tiki Bar TV](#), Brian Conley of [Alive in Baghdad](#), *Star Wars: Episode I* digital effects artist Alex Lindsay of [Pixel Corps](#), and [Network2](#)’s Chris Brogan, the co-founder of the original PodCamp. They were joined by Pittsburgh bloggers and podcasters like Justin Kownacki and the cast of [Something To Be Desired](#), Justine Ezarik of [Geek Riot](#) and [iJustine.tv](#), Cynthia Closkey and Mike Woycheck of [Pittsburgh Bloggers](#), the crew from “beercast” [Should I Drink That?](#), and over 150 others. Prominent names are again expected at PodCamp Pittsburgh 2 and will be announced as they’re confirmed. Check www.PodCampPittsburgh.com for updates.

PodCamp Pittsburgh 2 is a tremendous opportunity for local businesses looking to expand their online presence as well as for local college students wanting to learn from some of the top names in internet news and entertainment. The price tag is another attraction. 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@podcampittsburgh.com.

For additional information, Contact:

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