

## Why do I need to Subscribe to a Podcast?

When you subscribe to a Podcast Series, the content is communicated directly to you as a listener either verbally or through video. The use of podcasts to present health information is a much more intimate way of presenting that information rather than reading the information from a document.

A podcast is a convenient and easy to consume. Once you subscribe to the podcast series, new podcasts are automatically downloaded to your player as they become available allowing you to listen at your convenience. In addition, you can transfer the podcasts to a personal media such as an iPod.

Podcasting is an on-demand technology. Listeners decide what they want to hear and when they want to hear it. You are competing for their eyes and ears. If your users subscribe to your podcast series, there is an excellent chance that they are actually receiving the current health information you are providing.

## How do I Subscribe to a Podcast?

To subscribe to a Podcast, complete the following steps.

1. Create a Content Syndication User Account. You will receive a unique Registration ID, and a welcome message with helpful information.
2. From the CDC Public Health Media Library home page, select Podcast from the left navigation panel under Browse by Type.
3. Either browse the site to select your podcast series or enter a specific topic in the Search box.
4. If you "Browse the Site," you can subscribe to any series by clicking the "Subscribe to this Series" link.
5. You can subscribe to a podcast series from the Podcast Landing page in one of the following ways.
  - Once you selected a podcast series, click the "Subscribe to this Series" link. You can either subscribe by using this subscribe link.
  - Or, you can copy and paste the URL (Web address) into your RSS reader manually.

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### What is a Podcast?

A podcast is a digital medium consisting of an episodic series of audio, video, PDF, or ePub files subscribed to and downloaded through Web syndication or streamed online to a computer or mobile device.

The word, podcast, is a coined phrase derived from "broadcast" and "pod" from the success of the iPod, as audio podcasts are often listened to on portable media players.

You can subscribe to a podcast from the Public Health Media Library.

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Examples of Podcasts display below.

## Prevent Lyme Disease Among You and Your Children/Spring and Summer PSA (:30)



This 30-second PSA explains how to prevent and recognize early symptoms Lyme disease.

Published: 8/22/2016 Last Updated: 8/19/2016 Series Name: [CDC Radio](#)

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## Antimicrobial Drugs in the Home



Survey participants in the United Kingdom admitted keeping leftover antimicrobial drugs for future use and taking them without medical advice. Dr. J. Todd Weber, director of CDC's Office of Antimicrobial Resistance, advises against the practice, which can be dangerous and can promote antimicrobial drug resistance.

Published: 8/22/2016 Last Updated: 8/19/2016 Series Name: [Emerging Infectious Diseases](#)

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