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New Book from CEO of Techthree Explores Podcasting in Education

LOS GATOS, California—August 20, 2007—The International Society for Technology in Education (ISTE) has just published the *Educator's Podcast Guide* by Bard Williams (ISBN 978-1-56848-2), CEO of Techthree Marketing & Consulting Services. The book is part user manual, part curriculum planning tool, and part implementation survival guide and an essential resource for any educator who would like to integrate podcasting into the classroom.

“Podcasting is perfect for the attention span and learning style of today’s students,” says Williams. “It blends topical research and knowledge collection with a radio- or TV-style presentation. Students can then download these audio or video podcasts directly from the Web.”

In the book, Williams begins with a complete introduction to podcasting, including hardware and software needs, integrating podcasts into the curriculum, and managing podcasts in the classroom. He then introduces a smorgasbord of education-related podcasts sorted by curriculum area..

As a veteran educator, technology visionary, and nationally known writer, speaker, and consultant, Williams is a frequent keynote speaker and presenter at major technology conferences. He is available for speaking engagements as well as interviews and consulting.

Williams founded Techthree in 2001 after teaching middle school, directing education technology for one of the fastest growing school districts in the U.S., and working as a senior marketing manager at Apple. Techthree employees and consultants have helped more than 70 companies and individuals develop and implement marketing plans and programs, build websites, and create dynamic marketing materials. The company has demonstrated expertise in the education, creative, enterprise, and consumer marketplaces.

The book is available through Amazon.com or directly through the publisher (www.iste.org).

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