



EquineU.com Podcast: Information and Media Kit

EquineU.com Podcast is a show about horse health, safety and news for the equestrian. EquineU listeners can "tune in" whenever they want, giving them the freedom to enjoy the show on horseback, in the barn, in the gym, in the car, at home or work.



A SHOW FOR ALL EQUESTRIANS

EquineU.com is produced once a month, and each show is roughly 15 minutes long. The show consists of the two hosts, Dr. Eric De Vos, an equine veterinarian and Nan Bowman, an EMT sharing horse related news, safety tips, product reviews and more. Our educational video podcasts will premier in May of 2007.



WHO LISTENS TO EquineU.com ?

The EquineU show is presented for those who share a passion for horses. Whether you're new to horse ownership, or an experience rider, our show is for you. Our shows have a wide appeal, and are available for download in website archives. This allows subscribers to revisit shows that feature a certain topic they'd like to review, and new listeners to discover old shows.

OUR LISTENERSHIP IS GROWING!

Because podcasts can be listened to on the web or downloaded and enjoyed long after they are produced, listenership will continue to grow. Listeners can download directly from the equineU.com website or by using podcast subscription software such as iTunes, Yahoo or others.



WHAT SETS US APART FROM OTHER HORSE PODCASTS?

Our mission is to bring awareness of safety issues to the equestrian facility by providing quality educational materials through our website and podcasts. EquineU.com, a division Action Safety Education, is dedicated to bringing horse owners and equine professionals up-to-date and useful information regarding the health and safety of their animals.



CONTACT US

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WHAT IS A PODCAST? WHAT IS A VIDEOCAST?

A **podcast** is a digital media file, or a series of such files, that is distributed over the Internet using for playback on portable media players and personal computers. A podcast is a specific type of webcast which, like 'radio', can mean either the content itself or the method by which it is syndicated; the latter is also termed **podcasting**. (definition provided by Wikipedia)

Video podcast (sometimes shortened to **vidcast** or **vodcast**) is a term used for the online delivery of video on demand video clip content. Consumers can subscribe using a PC, TV, set-top box, media center or mobile multimedia device.



ABOUT ACTION SAFETY EDUCATION

EquineU.com is a division of Action Safety Education, Inc (ASEI). Since 2003, ASEI has been an innovator in online and blended learning. We develop e-learning solutions distributed through our websites, partners and multimedia sites. In 2007, we launched the first of its kind, online Horse & Rider First Aid and Emergency Planning course.