

For Immediate Release



Business podcast series

Neville Hobson and Shel Holtz are two independent communication practitioners who started the *For Immediate Release: The Hobson & Holtz Report* podcast in January 2005, a mere four months after podcasting first hit the scene in August 2004.

Today, *For Immediate Release* is a series of business podcasts:

- **The Hobson and Holtz Report:** a twice-weekly show at the intersection of online communication, business and technology.
- **FIR Interviews** with newsmakers and influencers from the online technology and organizational communication worlds.
- **FIR Book Reviews** aligned with the FIR theme of PR/communications and the online world.
- **FIR Speakers & Speeches:** podcasts of speeches, keynote addresses, breakout sessions, and other recordings from meetings and conferences of interest to PR and communication professionals.

Since starting *The Hobson and Holtz Report* in 2005, the two presenters have built this anchor show into one of the leading business-focused podcasts with total per-show downloads (direct and via subscription) averaging 1,500 worldwide, with listenership predominantly in the USA, Canada, UK, continental Europe, China and Australia.

In addition to the podcast's availability from the FIR website, the presenters' websites, iTunes and other online distribution channels, the show is also made available to members of TalentZoo.com, a recruitment company and job board specializing in the advertising, marketing, public relations, broadcasting and publishing sectors. This distribution accounts for additional downloads of approximately 100 per show.

The Hobson and Holtz Report and its presenters are widely respected among communication practitioners and others as a credible and influential information and professional development resource at the leading edge of social media, emerging technologies and organizational communication.

FIR is sponsored by Lawrence Ragan Communications, Inc (www.ragan.com), and CustomScoop (www.customscoop.com).

FIR is on the web at www.forimmediaterelease.biz.

- Direct RSS subscription: <http://feeds.feedburner.com/ForImmediateReleasePodcast>
- iTunes subscription: itpc://www.forimmediaterelease.biz/rss.xml

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