



EDITOR'S NOTE

Try New Things

There's a lot of talk about social media and multimedia these days. Why? Especially with all the new rules and regulations, lenders need more education. They have to be ready. So, we in the education business have to respond. The good news is that we are responding.

I'm fortunate to be involved in a weekly radio program called Lykken on Lending. I discuss technology, but the show as a whole discusses literally everything mortgage related. Created by mortgage professionals for mortgage professionals, Lykken on Lending is a weekly 60-minute radio program hosted by mortgage veteran, David Lykken. Joining the program each week is Alice Alvey providing a legislative update, Joe Farr with a market update, Andy Schell (a/k/a "The Profit Doctor") providing valuable information on financial management and me, like I said earlier, talking technology. Also, each week there's a special industry guest. It's a great thing for our industry and I encourage everyone to listen in.

Also, Interthinx is a big player in the multimedia education world. Interthinx will continue its audio podcast "Direct from DC" featuring Ann Fulmer. The company began the monthly four-minute program a year ago to shed light on legislative and regulatory developments in Washington that would impact the mortgage lending industry. Ann Fulmer is vice president of industry relations at Interthinx.

"We enjoy the 'Direct from DC' podcast and appreciate getting Ann's take on the news from Washington and what it might mean to our business," said Christine C. Rhea, president of Mortgage Investors Group, Knoxville, Tenn. "The podcast format is convenient, and we look forward to receiving the program.

"The podcast has been a great tool for sharing information with the industry," Fulmer said. "I enjoyed creating the show, and I'm pleased the company will continue to produce the program."

According to a 2011 study conducted by Edison Research and Arbitron entitled "The Infinite Dial 2011, Navigating Digital Platforms," 25 percent of all Americans have listened to at least one audio podcast, and 31 million Americans have listened to a podcast within the past month. Similar to Internet radio, audio podcasting has grown over the past few years, especially among busy executives who can listen to a podcast while working. ❖

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