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## **Cooks and Consultants, Wrestlers and Writers, Educators and Entertainers Gather to Learn From Each Other**

*Local and national social media stars convene  
for unconventional conference*

Pittsburgh, PA: Cole slaw on sandwiches... French fries on salads... As Pittsburghers know, when you bring good things together, you can create something unexpected but wonderful. Such will be the case at PodCamp Pittsburgh 3 (PCPGH3), held at The Art Institute of Pittsburgh on October 18 and 19, 2008.

Now in its third year, PodCamp Pittsburgh is a FREE conference for people who create, enjoy or want to learn more about blogs, podcasts, web media and social networking. Nationally renowned presenters at PCPGH3 will cover a wide range of topics and areas of interest, including:

Nikol Hassler of the satirical Midwest Teen Sex Show (<http://midwestteensexshow.com>)

Grace Piper of Fearless Cooking (<http://fearlesscooking.tv>)

Podcast producer and media artist Franklin McMahon (<http://franklinmcmahon.com>)

Pittsburgh diaspora chronicler Jim Russell (<http://burghdiaspora.blogspot.com/>)

Nathan King of web TV channel blip.tv (<http://blip.tv>)

Philadelphia-based podcaster Johnny Goldstein (<http://johnnygoldstein.com>)

Social media evangelist Chris Brogan (<http://chrisbrogan.com>).

Local participants include the podcasts Should I Drink That (ShouldIDrinkThat.com) and The Wrestling Mayhem Show (wrestlingmayhemshow.com), as well as 2008 Bloggies nominee (for "Best-Kept Secret Weblog") Rachel Butera (thatnight.net) and creators of the web's longest-running sitcom, Something to Be Desired (somethingtobedesired.com).

PodCamp Pittsburgh will include sessions on blogging, vlogging (video blogging), audio production, web design and implementation, search engine optimization, branding and strategy, and business and nonprofit use of new media. There will be sessions aimed at every level of social media experience, from novice to expert. Over 300 attendees are anticipated, from Pennsylvania, Ohio, West Virginia, New York, Canada and beyond.

**About PodCamp Pittsburgh:** PodCamp Pittsburgh is a grassroots organization that provides education and information about social media to businesses, educators, artists and non-profits in the western PA area. More info: <http://www.podcamp pittsburgh.com/>

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