

### Professor's Beatles Podcast Reaches Seceond On iTunesU

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Thursday, December 02 2010



SPRINGFIELD - Students at the University of Illinois Springfield are learning about The Beatles timeless tunes and impact on society in a unique way.

Professor Michael Cheney has created podcasts, which are now the second most downloaded on iTunes U.

According to Entrepreneur.com a podcast is, " A pre-recorded audio program that's posted to a website and is made available for download so people can listen to them on personal computers or mobile devices."



Cheney is a communications professor at the Univerisity of Illinois Springfield and teaches online the online Liberal Studies class classes "The Beatles: Popular Music and Society."

The UIS professor has taught the class since 1999, but the started using the Podcast in 2005.

He said he realized how much material there was on The Beatles, and tried to trim down how much students would have to read.

"For a lot of students, it's a way to connect with the material," Said Cheney. "They hear my voice, so it's not just reading, and it's done in a radio style."

So far about 500,000 people have downloaded the podcast and more than 2 million people have previewed the pre-recorded teaching aids.

Cheney said three years ago they made the podcasts public, so anyone can listen to them, and they're free.

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