



Getting Started With  
**Podcasting**

# What is a podcast?

- A podcast is “a digital recording of a radio broadcast or similar program, made available on the internet...”
- According to New Oxford American Dictionary – which named “podcast” the 2005 word of the year

# What is podcasting?

- Podcasting is the method of distributing multimedia files, such as audio or video programs, over the Internet using syndication feeds for playback on mobile devices and personal computers.  
(Wikipedia)

# Interest in Podcasting has exploded in the last 2 years

- Blogger and technology columnist Doc Searls began keeping track of how many "hits" Google found for the word "podcasts" on September 28, 2004.
- On that day, the result was 24 hits.
- There were 526 hits on September 30, then 2,750 three days later.
- The number doubled every few days, passing 100,000 by October 18.
- A year later, Google found more than 100,000,000 hits on the word "podcasts."

# Creating a podcast in 4 steps

1. Plan
2. Record
3. Edit
4. Publish

# Planning

- How do you know what makes a good podcast?

Listen to some of the more popular podcasts out there. Some podcast directories are:

<http://www.podcastalley.com/>

<http://www.odeo.com>

iTunes

- Your iPod can facilitate your becoming familiar with the world of podcasting

# Planning (continued)

- Write an outline.
- This can help you avoid long, uncomfortable pauses in your recording.

# Recording

- Find an appropriate place that suits your needs for recording. For example, you may want to record “in the field”, to capture sounds related to your topic. On the other hand, watch out for unwanted noise that may distract your listeners (e.g. loud traffic).
- You’ll need:
  - a. a computer,
  - b. your microphone, and
  - c. recording software  
(we’ll show you how to use Audacity, an open source program, to record *and* edit your podcasts)

# Editing

- Some basic edits:
  - Adjusting sound levels
  - Removing unwanted sounds
  - Fading in/out
  - Attaching an intro clip (the ITRC has a sound library including music clips that can help with this)
  - At the end of the editing process, you'll need your sound file in mp3 format

# Publishing your Podcast

- We'll show you today how to publish using Apple's iTunesU
- Go to <http://www.isu.edu/itrc/itunesu> to log in.

# Other Publishing Methods

- If you want to publish it by posting it to your own webpage or inside of a moodle or webct course, you'll need to create the RSS feed using a program like podifier
- From [www.podifier.com](http://www.podifier.com) - *What is Podifier? Podifier is a simple to use application that automates the creation of an RSS feed, the enclosing of one or more MP3 file, and the FTP application to upload them to a server.*

# Other Publishing Methods (continued)

- Or, you can use a free online service like PodOmatic
- From <http://www.podomatic.com/> - a *podcasting site that lets users create, mix, host, search, share, and download podcasts. The site provides up to 250mb of free podcast hosting.*

# Hands-On Exercise