Podcasting 101

By Alysha Schlundt-Bodien

Training and Facility Coordinator

Community Television Network of Ann Arbor

WHAT IS A PODCAST? (TECHNICAL DEFINITION)

- A digital audio file (usually MP3 or AAC) made available for download on the internet through an RSS 2.0 feed.
  - The web address of the media file is contained in the enclosure tag of an item in the XML file.
- A podcast's RSS feed is updated each time a new media file is published.
  - An aggregator for podcasts (such as iTunes or iPodder) is used to subscribe to the RSS feed.
  - The software automatically checks for and downloads new audio files. The file can then be synced to a digital audio player.
- Podcasting offers a variety of content for listeners to consume how they want, when they want and where they want.
    - Definitions from: http://www.howtopodcasttutorial.com/what-is-a-podcast.htm

WHAT YOU NEED TO PODCAST

- Topic/Content
  - script, guests, host, open, outro, logo, album art, music, sound effects, etc.
- Microphone
- Audio or video editing program
- Archive.org account
- Blog or website
- Followers!

Podcasting101 Flowchart

Created by
Wesley Fryer
www.speedofcreativity.org

When you want to put audio content online FAST

When you want a more professional sounding podcast

Making a No-Edit Podcast

Initially When Setting up the Podcast feed:

Create a new account with Audioblogger

Create a Feedburner feed for the blog address with BrowserFriendly & SmartCast services activated

Submit the Feedburner URL to the iTunes Music Store

Share the Feedburner URL with others as desired (post to a website, send via email, etc.)

For Each New Podcast:

Call your AudioBlogger Phone Number and record your podcast

Making a Multi-Part Podcast

Initially When Setting up the Podcast feed:

Create a new blog for podcast entries (www.blogger.com works well)

Create a Feedburner feed for the blog address with BrowserFriendly & SmartCast services activated

Submit the Feedburner URL to the iTunes Music Store

Share the Feedburner URL with others as desired (post to a website, send via email, etc.)

For Each New Podcast:

Record Podcast Content

Insert, Sequence and Edit Audio Files with Editing Software (Audacity)

Export Podcast as mp3 file

Upload mp3 file with FTP to a server (or use CCPublisher and the Internet Archive)

Create Blog Entry with mp3 link
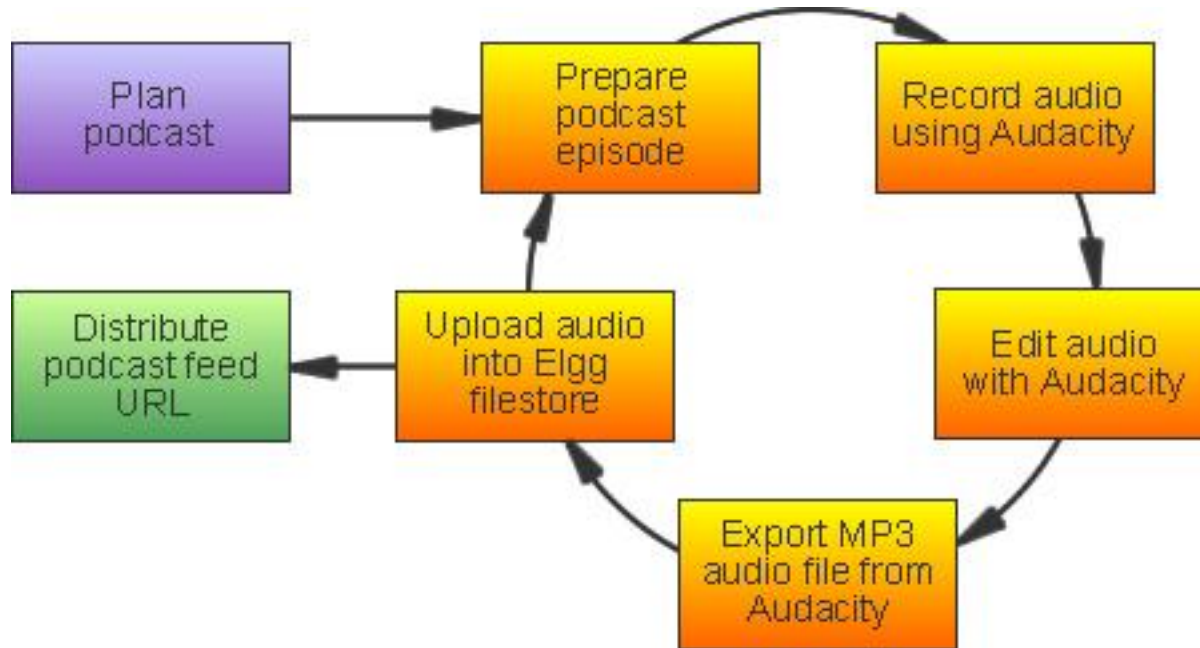
Ping Feedburner (Optional)

How CTN podcasts

- Invite community members to *On Air With CTN*- an Audio podcast created monthly.
  - Take photo of guest when they come on the show
  - Ask for logo/flyer to add to the blog.
- Record audio and edit the show.
  - Add open, outro and music.
- Export final version and upload to archive.org
- Create Blog Post
  - Add title, album art, photos and sound track from Archive.org
- Publish blog post
- Share via email, facebook, twitter, itunes, etc.

THE PODCAST FLOW

How to Submit a Podcast in the iTunes Store

- Create your first episode, which can be an audio or video recording or a text document.
  - Formats: M4A, MP3, MOV, MP4, M4V, PDF, and EPUB file formats.
- Create an RSS feed (an XML file) that:
  - Conforms to the RSS 2.0 specification
  - Includes the recommended iTunes RSS tags
  - Contains pointers to your episode with the <enclosure> tag
- Create your cover art, which must be a JPEG or PNG file & in the RGB color space.
  - Minimum size of 1400 x 1400 pixels
  - Maximum size of 2048 x 2048 pixels.
- Post the RSS feed, cover art, and your episodes on a website/blog that supports byte-range requests and a publicly accessible URL.
  - Support for byte-range requests allows users to stream your episodes.
- Lastly, in iTunes, submit your RSS podcast feed URL to the iTunes Store.

TIPS FOR EFFECTIVE PODCASTS

- Choose a specific focused topic that can be covered in each show.

- Structure each podcast episode to include an introduction, content and conclusion.

- Encourage the listener to be active by asking thought provoking questions and incorporating show notes for the audience to mind more information after the show.

- Write out a set of notes or even a script to avoid too many pauses and mistakes in your recording.
  - This can then be used to provide an alternative version for the hard of hearing.

- If you intend to use existing recordings in your podcast that you did not create yourself (e.g. historical speeches, music, interviews etc) you must ensure that you have considered the copyright implications.

QUESTIONS?

ALYSHA SCHLUNDT-BODIEN

ASCHLUNDT-BODIEN@A2GOV.ORG

734.794.6150 X41506