PODCASTING

CREATE AND DELIVER PODCASTS

Here are some simple steps for creating your own podcast. Make sure to check out the "Additional Resources" section as well for links to freely available podcasting resources and other tips.

1. Plan What You'll Say

An exact script isn't necessary; however, it may be helpful to have a general outline of what you will say, as well as points where you might include additional media (music, interviews, etc.). Approximate times when events occur in a recording may also be helpful in planning your podcast. In other words, you can create a table like this:

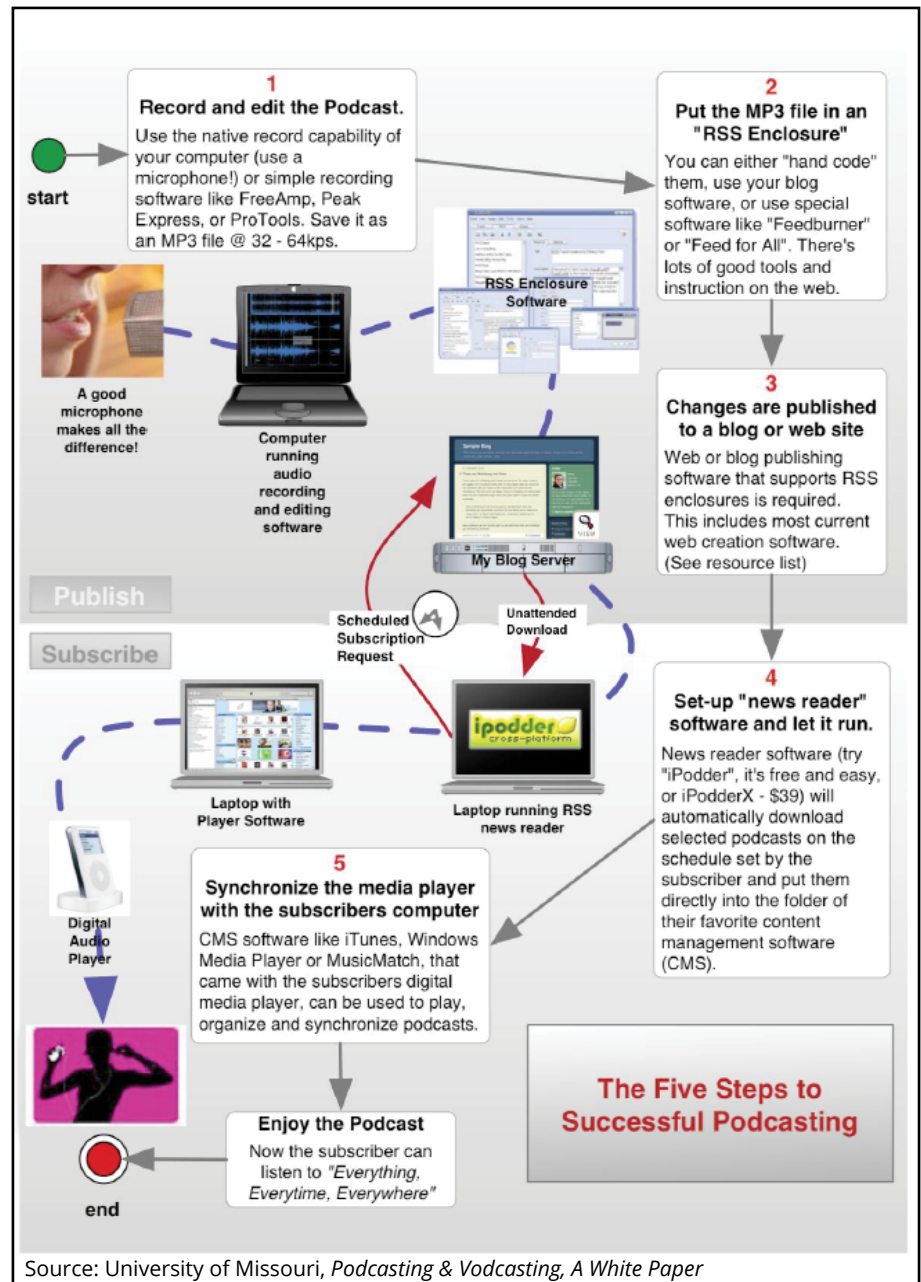| Minutes	Event
0:30	Introduction
2:00	Overview
5:00	Interview of. . .

2. Record Audio

A good audio recording has both low background noise and a clearly audible, easily distinguishable recording of the subject.

Tips to Consider
• Choose a quiet location where you won't be interrupted.
• Many desktop computers have the sound technology to allow you to make acceptable voice recordings; however, this is generally not true of laptops.
• The built-in microphones of many computers (both desktops and laptops) generally do not give good results; it's best to use a high-quality external microphone.
• Select hardware and software that meets your needs and is easy to use.

Equipment
The recording equipment you select depends on how much sound quality matters and whether you plan to record in a static location or will be on the move (and need a portable option). In other words, the subject matter of your podcast will determine the type of equipment you use. Costs for equipment and software can range from $50 to $500 or more (in total).

1 Record and edit the Podcast. Use the native record capability of your computer (use a microphone!) or simple recording software like FreeAmp, Peak Express, or ProTools. Save it as an MP3 file @ 32 - 64kps.

A good microphone makes all the difference!

Computer running audio recording and editing software

2 Put the MP3 file in an "RSS Enclosure" You can either "hand code" them, use your blog software, or use special software like "Feedburner" or "Feed for All". There's lots of good tools and instruction on the web.

RSS Enclosure Software

3 Changes are published to a blog or web site Web or blog publishing software that supports RSS enclosures is required. This includes most current web creation software. (See resource list)

My Blog Server

Publish

Subscribe

Scheduled Subscription Request

Unattended Download

Laptop with Player Software

Laptop running RSS news reader

4 Set-up "news reader" software and let it run. News reader software (try "iPodder", it's free and easy, or iPodderX - $39) will automatically download selected podcasts on the schedule set by the subscriber and put them directly into the folder of their favorite content management software (CMS).

5 Synchronize the media player with the subscribers computer CMS software like iTunes, Windows Media Player or MusicMatch, that came with the subscribers digital media player, can be used to play, organize and synchronize podcasts.

Digital Audio Player

Enjoy the Podcast Now the subscriber can listen to *"Everything, Everytime, Everywhere"*

end

The Five Steps to Successful Podcasting

Source: University of Missouri, *Podcasting & Vodcasting, A White Paper*

PODCASTING

Editing your recording can often be done with a variety of available audio-editing software applications. Audacity is a popular free (open source) option that can export audio recordings in the required MP3 format for podcasts. See the "Additional Resources" section below for a link to download Audacity.
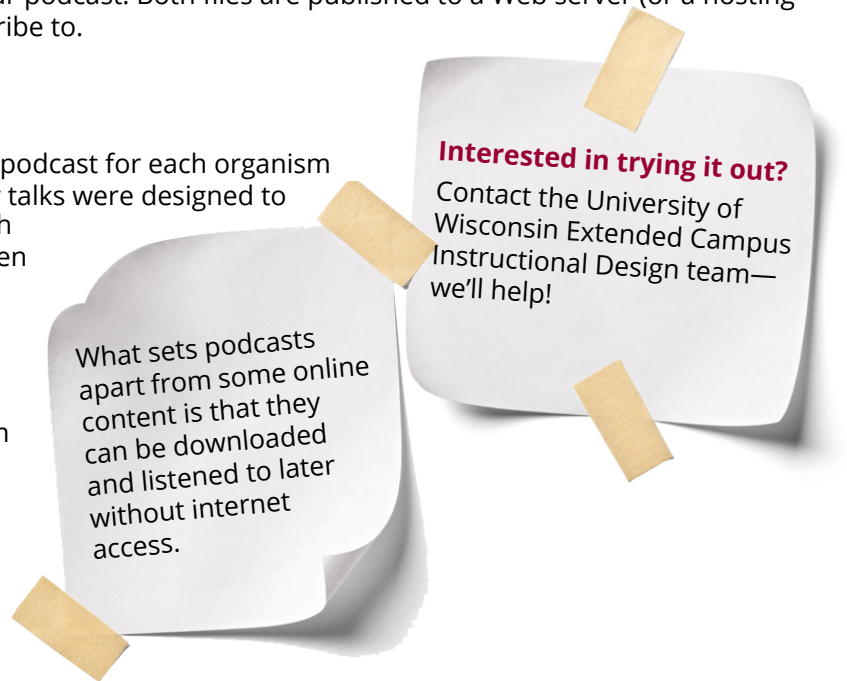
3. Publish Your Podcast

There are a variety of podcast publishing options available for free and for purchase. At its core, a published podcast consists of an RSS feed (i.e., an XML file that can be generated automatically from a software package or Web-based service) and the MP3 recording of your podcast. Both files are published to a Web server (or a hosting service) for your potential listeners to then subscribe to.

EXAMPLE

A bacteriology instructor recorded a 5-10 minute podcast for each organism discussed in the course. These short introductory talks were designed to preface the primary learning materials about each topic in the course. Students were directed to listen to the podcast prior to reading the textbook and watching the lecture.

In this example, the podcasts laid the foundation for students to learn the material by helping them focus their studies.

> **Interested in trying it out?**
> Contact the University of Wisconsin Extended Campus Instructional Design team—we'll help!

> What sets podcasts apart from some online content is that they can be downloaded and listened to later without internet access.

ADDITIONAL RESOURCES

- [Podcasting General Resources](#) by Vanderbilt University
- [Podcasting & Vodcasting](#) by University of Missouri
- [The Basics of Educational Podcasting: Enhancing the Student Learning Experience](#) by University of Florida
- [Download Audacity](#)
- [Audacity User Manual](#)
- [The LAME Project](#) by SourceForge
- [WordPress](#)
- [Podcasting With WordPress](#) by PodPress