

## What is a Podcast?

A Podcast is an automated system for distributing audio-visual material over the Net and consuming it on a portable device or on a computer. A Podcast generally has an overall theme and is made up of more or less regular episodes, which are automatically downloaded as they become available.

Podcasting is a new way of listening to or viewing audio-visual material. This material is delivered over the internet to someone's computer where it can be accessed. Taking it one step further, this material can then be transferred to a portable device such as an iPod, an mp3 player, or a mobile phone with multimedia capabilities.

- For a full description please visit:  
[http://wiki.arts.usyd.edu.au/elearning/index.php/What\\_is\\_a\\_podcast](http://wiki.arts.usyd.edu.au/elearning/index.php/What_is_a_podcast)



## General Steps in Creating an Audio Podcast

1. Obtain a **Rights Release** from all participants in your podcast.
2. **Record and edit your audio** file using the hardware and software of your choice.
  - See the Thursday@3@Addlestone workshop handout “What is Podcasting” for more information about subscribing to podcasts at [http://thurs3.pbwiki.com/f/Podcasting\\_overview.pdf](http://thurs3.pbwiki.com/f/Podcasting_overview.pdf)
  - See the Thursday@3@Addlestone workshop handout “How to Make an Audio Podcast with Audacity” for more information at <http://thurs3.pbwiki.com/f/audacity.pdf>
  - **Remember to Add an Intro and Outro** (small snippets of audio that help to identify the podcast content).
    - **CreativeCommons.org** (<http://creativecommons.org/>) is a great site to use to find background music to use in your podcasts! **Click on Search** and use the **SpinXpress** music search to get started.
    - **Internet Archive** (<http://www.archive.org/index.php>), a nonprofit organization dedicated to building and maintaining a free and openly accessible online digital library. Internet Archive includes texts, audio,

moving images, and software as well as archived web pages in their collections.

3. **Add meta data** information to your audio file. Meta information provides users with useful information about your podcasts, including the title, a short description, and more.

- **Meta Data Recommendations**

- Meta information provides users with useful information about podcasts, including the title, the genre, a description of the content, and more. Meta information is critical to podcasting services such as iTunes, which use the information to categorize and make content discoverable / searchable.
- You should make sure you have useful, accurate meta data on each and every podcast track.
- Different audio editing software allows you to input meta data in different ways. See the Thursday@3@Addlestone workshop handout "How to Make an Audio Podcast with Audacity" for how to add meta data in Audacity at <http://thurs3.pbwiki.com/f/audacity.pdf>

- **Field Values**

- **Title or Name:** (unique title for the individual episode of the podcast series)
- **Artist:** (your name)
- **Album Title:** (name of the podcast series)
- **Year:** (date)
- **Genre:** College of Charleston (this should always be set to "College of Charleston (or your organization)" to ensure that audiences know where the podcast came from if you are planning to put it on iTunes U)
- **Comments:** (brief 50-word abstract of the content, including the date of when the audio was originally recorded, and any specific copyright claims that apply to the content)

#### 4. Export/Save your file

- **Audio files (AAC, MP3) with appropriate file extensions (.m4a, .mp3).**

For best results during playback, Apple recommends converting MP3 files greater than 32 megabytes (MB) to AAC format. For AAC audio files, Apple recommends the following specifications:

- Audio Format: Baseline Low-Complexity Profile with AAC-LC (Music)
- Data Rate: Up to 160 Kbps



- Channels: Stereo in .m4v, .mp4, and .mov formats
- Output Sample Rate: 48 kHz
- Encoding Quality: Better

5. **Upload your audio file** to your chosen file storage facility and / or podcasting service.

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<a href="http://stream.cofc.edu">http://stream.cofc.edu</a>	<a href="http://stu.cofc.edu">http://stu.cofc.edu</a>	<b>Personal Web Space</b>
<b>Email / Account Request</b> Send requests to:  <b>webmaster@cofc.edu</b> Request a Podcast account.	<b>Email / Account Request</b> Send requests to:  StudentWebpage@cofc.edu  Any currently enrolled student may host their web site on this server. All content is bound by the terms of the Honor Code.	Your MP3 file will be stored on your web server. Use the absolute file path that will link to that MP3 file in your RSS feed / .xml document.  For example: <a href="http://www.yoursite.com/mp3filename.mp3">http://www.yoursite.com/mp3filename.mp3</a>
<b>Login</b> Use your Cougars Username and Password	<b>Login</b> Use your Cougars Username and Password	<b>WordPress Blog</b>  Sign up at: <a href="http://wordpress.com/">http://wordpress.com/</a> 3 gigabytes of file storage
<b>Restrictions</b> No copyright material	<b>Restrictions</b> No copyright material 90mb of storage space	
<b>How to Create a Link to your File</b>	<b>How to Create a Link to your File</b>	
<a href="http://stream.cofc.edu:8083/user folder/filename.mp3">http://stream.cofc.edu:8083/user folder/filename.mp3</a>	<a href="http://username.stu.cofc.edu/folder/filename.mp3">http://username.stu.cofc.edu/folder/filename.mp3</a>	



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Library**<http://itunes.cofc.edu/>**Email / Account Request**

webmaster@cofc.edu.

**Restrictions**

No copyright material  
Content is not password  
protected and is available to  
the public

**How to Get to College of  
Charleston iTunesU**

<http://deimos.apple.com/WebObjects/Core.woa/Browse/cofc.edu>

**How to Link your File**

iTunes U Instructors can

login at

<https://itunes.cofc.edu/login/login.aspx>.

**How do I make my  
Podcasts automatically  
open in iTunes?**

**itpc://stream.cofc.edu:8083  
/username/filename**

The screenshot shows the WordPress.com homepage. At the top, there's a search bar and navigation links like 'Home', 'Sign Up', 'Features', 'Blog', 'Our Story', and 'Advanced'. Below that is a yellow banner with the text 'Express yourself. Start a blog.' and a 'Sign Up Now!' button. Underneath, statistics are displayed: '210,660 BLOGGERS, 174,318 NEW POSTS, 42,397,634 WORDS TODAY.' There's a 'Preferred Language: English' dropdown. The main content area features a 'Hot Post' section with a featured post titled 'P2: The New Prologue' by WordPress.com News. To the left, there's a 'From our blog' section with links to 'P2: The New Prologue', 'February Wrap-Up', and 'Comment Threading is Here! (Plus Other Cool Comment Settings)'. To the right, there's a 'Right Now in Tags' section with a list of tags including 'Art', 'Books', 'Business', 'Culture', 'Design', 'Economics', 'Education', 'Entertainment', 'Events', 'Family', 'Fashion', 'Food', 'Friends', 'History', 'Humor', 'Life', 'Love', 'Movies', 'Music', 'News', 'People', 'Personal', 'Photography', 'Energy', 'Politics', 'Random', 'Religion', 'Reviews', and 'Science'.

**WordPress.com offers free blog accounts. You can have multiple blogs, multiple authors, privacy options (including members-only blogs), Sidebar widgets (for Flickr, del.icio.us, Meebo), a selection of customizable designs for your blog (themes), and 3 gigabytes of file storage (that's about 2,500 pictures).**



6. Write /upload your RSS feed/.xml document if you are using:

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<http://people.cofc.edu/>

<http://stu.cofc.edu>

Your personal web space

**Email / Account Request**

webmaster@cofc.edu.

**Restrictions**

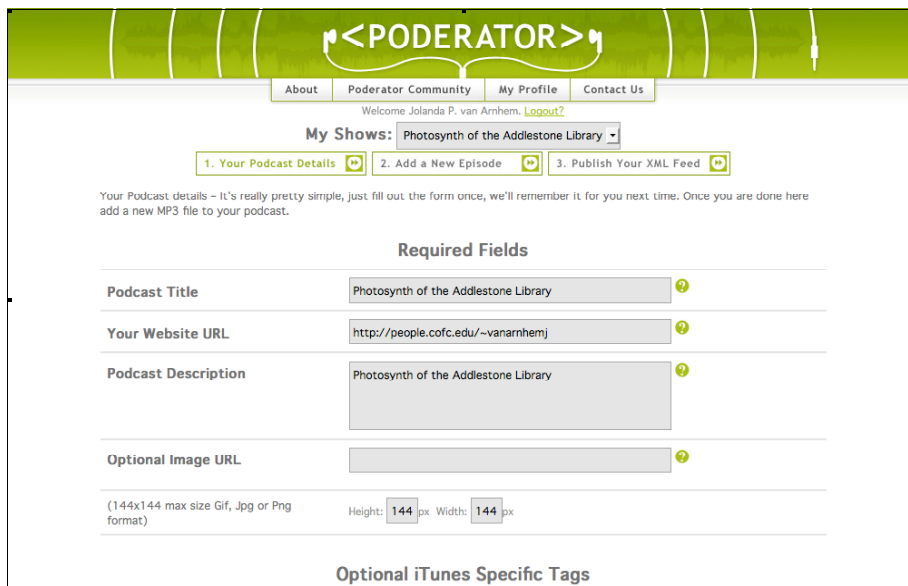
No copyright material  
Limited storage space

**How to Link your File**

Link to your files uploaded to stream:

[http://stream.cofc.edu:8083 /user folder/filename.mp3](http://stream.cofc.edu:8083/user folder/filename.mp3)

- One of the easiest ways to create a RSS feed/ .xml document it to use **Poderator** to generate your html document. Poderator is a free service available at: <http://poderator.com/>



7. Add your Enclosure.

- Create a hyperlink to your your RSS feed/.xml document if you are using.

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<a href="http://people.cofc.edu">http://people.cofc.edu</a>	<a href="http://stu.cofc.edu">http://stu.cofc.edu</a>	Your personal web space

- **The WordPress Blogging platform provides built in support for RSS enclosures (it does NOT require a RSS Feed /.xml document).**
- **iTunes U does NOT require a RSS Feed /.xml document.**

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<a href="http://blogs.cofc.edu">http://blogs.cofc.edu</a>	<a href="http://blogs.cofc.edu">http://blogs.cofc.edu</a>	<a href="http://wordpress.com">http://wordpress.com</a>
<p><b>Email / Account Request</b> webmaster@cofc.edu.</p> <p><b>Restrictions</b> No copyright material 100mb storage space</p> <p><b>How to Link your File</b> Link to your files uploaded to stream:</p> <p><a href="http://stream.cofc.edu:8083/user_folder/filename.mp3">http://stream.cofc.edu:8083/user_folder/filename.mp3</a></p>	<p><b>Email / Account Request</b> webmaster@cofc.edu.</p> <p><b>Restrictions</b> No copyright material 100mb storage space</p> <p><b>How to Link your File</b> Link to your files uploaded to stu.cofc.edu:</p> <p><a href="http://stu.cofc.edu/folder/file_name.mp3">http://stu.cofc.edu/folder/file_name.mp3</a></p>	

8. Share your Feed.



## Notes about Video Podcasts

### Creating Video Podcasts

- **You can create video podcasts on a PC using Windows Movie Maker** to create and edit video content and **QuickTime Pro** (a commercial/pay for program) to export your videos. It is recommended that you choose “Movie to iPod” from the Export pop-up menu in QuickTime Pro.
- **You can create video podcasts on a Mac using GarageBand or iMovie.**

### Recommended Settings for Exporting/Saving your Video Podcasts

- **Video files (MPEG-4 with H.264 compression) with appropriate file extensions (.mp4, .m4v, .mov).** For best results with iPod, Apple recommends using MPEG-4 with H.264 compression with the following specifications:
  - Video Format: MPEG-4 with H.264
  - Data Rate: Up to 1.5 Mbps
  - Image Size: 640 x 480 pixels
  - Frame Rate: 30 frames per second
  - Key Frame: Every 24 frames
  - Audio Tracks: Baseline Low-Complexity Profile with AAC-LC audio up to 160 Kbps

