

PodcastingQuickStart Guide

Introduction to Podcasting

Podcasts are audio and or video files that the listener can download from a website and play back at his or her convenience. We usually think of podcasts as audio files in MP3 format, but they can also include video. Podcasting is only about five years old, but it has become an extremely popular medium.

In this tutorial we will focus on the seven-step podcasting process used by many podcasters. These steps are:

1. Plan your podcast.
2. Assemble the hardware and software needed to create your podcast.
3. Set up a podcasting account.
4. Record your podcast.
5. Edit your podcast.
6. Convert your podcast to MP3 format.
7. Publish and publicize your podcast.

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Planning Your Podcast

According to Garrick Chow of Lynda.com, consider these factors:

- ✓ Why am I doing this?
- ✓ What topics can I speak on authoritatively?
- ✓ Narrow down the scope of the podcast.
- ✓ How often will I be producing podcasts?

Think about the format of your podcast. You might want to think about:

- ✓ Keep the format consistent.
- ✓ Include a beginning, middle, and end in each episode.
- ✓ Start and end strong.
- ✓ Lead off each episode with your strongest topic.

Begin each podcast episode with a short musical intro and end it with a short musical outro. Never use copyrighted music without permission.

Special points of interest:

Three good places to look for copyright free music or music published under a Creative Commons license:

- Music Podshow: <http://music.podshow.com>
- Music podcasting: <http://musicpodcasting.org>
- Internet Archive: <http://www.archive.org>

Assembling Hardware and Software for Your Podcast



You can spend a few dollars, or a few hundred dollars, or a few thousand dollars on software and hardware, depending on your goals for your podcast.

You can buy a microphone for \$10-\$30 that will probably meet your needs.

If you are a PC user I suggest you go to: <http://audacity.sourceforge.net/> and download the

free Audacity software. If you use a Mac, Garageband is all you need.

Podcasting tools for the occasional podcaster:

- ✓ Fairly new computer
- ✓ Windows XP or Vista or OS 10.x for Macintosh
- ✓ At least 1 GB of

RAM

- ✓ Line in, line out jack for the mic
- ✓ Microphone – The \$30 Logitech USB mic is more than adequate.
- ✓ Recording software (Audacity for PC or Garageband for Mac)

Setting Up a Podcasting Account



Go to www.podbean.com and follow these easy steps:

1. Click the **Sign Up** button at the top of the home page.
2. On the next page sign up for the free plan.
3. Enter your information on the sign-up page. Type the member name and password you want to use.

4. You may add a photo if you wish. Open the **Dashboard**. Click the **Settings** button and select the options for your podcast.

5. Click the **Layout** button on the menu at the top of the page. Select a new template if you want to. Click the **Dashboard** button again.

6. You will not need to

return to Podbean until after you have recorded and edited the audio for you podcast, so you may close Podbean if you wish.

Recording Your Podcast

Setting Up Your Computer to Record Audio:

See [Digital Audio QuickStart](#) "Setting Up Your Computer to Record Audio- PC Running Windows XP" for complete instructions.

Recording and Editing Digital Audio with Audacity

See [Recording and Editing Digital Audio with Audacity](#) for complete instructions on how to record and edit digital audio. See this website at Penn State University for

instructions on how to create a podcast in [Garageband](#).

Editing Your Podcast & Converting to MP3 File

To see the special effects that can be applied to sound recordings, select **Effect** on the menu. The two effects you will use more often are **Noise Removal** and **Normalize**.

To remove noise you must first select a portion of the wave form that contains noise by highlighting it, so Audacity will recognize the sounds it needs to remove. After selecting a

sample of sound that contains noise, select **Effect > Noise Removal** on the menu.

Silent areas of a recording are indicated by flat horizontal lines. If you have any silent areas in your recording, drag to select them and press the **Delete** key.

The last thing you should do when editing audio is to normalize the recording. This boosts

volume without distorting the sound. Click **Effect > Normalize** on the menu.

To convert your file to MP3 format, select **File > Export**. In the **Export File** dialog box select the drive and folder you want to save the file to, type the name of the file, and click the **Save** button. *The first time you export a file as an MP3 you must navigate to the folder that holds the file `lame_enc.dll` and select it.*



Publishing Your Podcast

Follow these easy steps to publish your podcast:

1. Go to the Podbean home page and open the **Dashboard**.
2. Click the **Upload** tab and open the **Media Manager**.
3. Click the **Upload** button. On the next screen click the **Browse** button and locate the file you are going to upload.
4. Click the **Upload** button to open the **Media Manager**. Click the **Upload** button. On the next

screen click the **Browse** button and locate your audio file.

5. Click the **Publish** tab. Fill out the **Tag**, **Title**, and **Post** fields if you wish. Click the **Add Your Audio/Video** button. Click the **Select from account** button and locate the file you just uploaded. Click the **Auto Detect** button so Podbean will list the length of your podcast. Click the **Publish** button at the bottom of the screen.

6. Return to the **Dashboard** and click **View Site** to open your

website at Podbean. Click the **Listen Now** button if you would like to hear your podcast.

"Once a new technology rolls over you, you are not part of the steamroller, you're part of the road."

Stewart Brand

Publicizing Your Podcast

Open the **Dashboard** to see several ways you can share your podcast with potential listeners. In this guide we will cover uploading your podcast to iTunes.

1. At the bottom of the Dashboard you should see four buttons that will let you add your podcast to iTunes, Podcast

Pickle, Podcast Alley, and Podcast Directory. If you have iTunes installed on your computer, click the **Add to iTunes** button.

2. The iTunes Store will open. Type the URL for your podcast in the **Podcast Feed URL** text box and click the **Continue** button. Sign in to iTunes so you can

publish your podcast to the Store.

3. Click the **Continue** button to open the **Review Your Podcast** screen. Select a **Category** and **Subcategory** from the dropdown menus. Click the **Submit** button.
4. To listen to your podcast on iTunes open the main screen of the iTunes Store and type the name of your podcast in the **Search** box.

Podcasting Resources

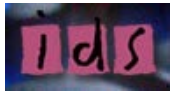
You can find many resources for podcasting on this page from ACC's Digital Audio website:

<http://irt.austincc.edu/audio/podcasting.html>

Two recommended books:

Podcasting Bible, by Steve Mack and Mitch Ratcliffe

Secrets of Podcasting (Second Edition), by Bart G. Farkas



INSTRUCTIONAL
DEVELOPMENT SERVICES
WEBSITE:

<http://irt.austincc.edu/ids/>

Creating a Video Podcast

Creating a video podcast is a much more complex and time-consuming process than creating an audio podcast. I do not have the space in this quickstart to detail the process, but you can find tutorials on creating a video podcast at these websites:

[Guy Cochran](#)

[Apple QuickTime](#)

[eHow.com](#)

[Macworld](#)

[Global Advanced Media](#)

For Help with Your Podcast or other Projects

Instructional Development Services provides staff and resources to help you design and develop instructional activities and course materials with technology tools that fit with your student learning outcomes. To initiate a project or request assistance [download](#) and fill out this form.

Instructional Design Specialists:

[Teresa Moore, Manager](#)

[Terry Arzola](#)

[Tina Buck](#)

[Jimmy Clark](#)

[Jennifer Gray](#)

[Martha Meacham](#)

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