

# Podcasting 101

## *"What is podcasting?"*

*Podcasting is a World Wide Web-based form of broadcasting that allows anyone with a computer and/or digital media device to download and listen to content. Formed by the combination of the words iPod and broadcasting, podcasting involves the creation of "radio" shows that are not intended to be broadcast over Marconi's invention. Indeed, these podcasts can be downloaded and enjoyed only through access to the World Wide Web."*

(from Secrets of Podcasting)

*". . . podcasting is automatic, it's easy to control by the listener, it's portable, and it's always available."*

(from Podcast Solutions)

## Terms to know:

**MP3** - an audio file encoded using the MPEG-1 Audio Layer-3 (MP3) format, a cd quality recording that is compressed to make files smaller and easier to download, etc..

**Podcatcher** - slang for podcast aggregator. Software used to manage podcast subscriptions and automatically download new episodes. (like [iTunes](#) or [Juice](#))

**Subscribing** - manually or automatically adding the web address of the RSS feed into your podcatcher; it's free; once you have subscribed to a favorite, you never have to do that again.

**RSS** - abbreviation for Really Simple Syndication, an XML format for syndicating web content. An RSS feed describes content (such as a podcast) and allows it to be collected by an aggregator (a podcatcher like iTunes).

**URL** - abbreviation for Uniform Resource Locator, also known as an Internet address, or link, a URL provides the location of a directory or file on the web. In this case it will be the RSS feed location you will copy and paste into your podcatcher to subscribe to a favorite podcast.

## Listening to Podcasts

- ✓ Computer (with internet access)
- ✓ Podcatcher (like [iTunes](#) or [Juice](#))

### **Optional**

- MP3 player to take podcasts with you

## Where to Find Podcasts

- <http://www.apple.com/itunes/store/> (or through iTunes)
- [www.podcastpickle.com](http://www.podcastpickle.com) (great source of podcasts and podcast information)

## Basic Tools for making your own podcast ( [www.how-to-podcast-tutorial.com/](http://www.how-to-podcast-tutorial.com/) )

- ✓ Computer
- ✓ Microphone
- ✓ Software
  - Audacity: a free, easy-to-use audio editor and recorder
  - <http://audacity.sourceforge.net/>
- ✓ Podcatcher
  - iTunes - a free, easy-to-use audio player and podcatcher in one
  - <http://www.apple.com/itunes/download/>

### **Optional Tools**

- ✓ MP3 player to take your podcasts with you (you do not need an iPod!)
- ✓ Portable digital recorder w/ microphone

### Important Considerations

- Copyright Issues ( [http://wiki.creativecommons.org/Podcasting\\_Legal\\_Guide](http://wiki.creativecommons.org/Podcasting_Legal_Guide) )
- Podsafe Music Sites
  - ❖ <http://music.podshow.com> (great source for free podsafe music)

### Creating a Show

- ✓ Topic
- ✓ Outline
- ✓ Detailed Script
- ✓ Practice
- ✓ Record
- ✓ Edit
- ✓ Encode as MP3 file
- ✓ Serving it up using an RSS feed if you have a podcast schedule (Mr. E will can do this part)

### **Science Matters Podcast Project**

<http://www.mreclassroom.com/podcasts/>

#### **The Project:**

- Create your project team (up to 2) or choose to go solo
- Choose a science-related topic and get approved
- Brainstorm all you can about your topic i.e. what you already **Know**
- Create an Outline of your broadcast
- Make a list of **What** You Need To Know
- Create a detailed script (**must cite sources of information**)
- Consider framing your podcast with intro and exit music (**must be podsafe!**)
- Decide who will do what
- Practice!!!!
- Schedule a time to record or record on your own
- Edit your audio using Audacity (or some other editing software)
- Encode it to MP3
- **MP3 and Evaluation Due Date: See Due Dates**

#### Above information gleaned from these beneficial resources

Farkas, Bart G. *Secrets of Podcasting - audioblogging for the masses* Peachpit Press 2006

Geoghegan, Michael W. and Klass, Dan *Podcast Solutions - the complete guide to podcasting* Apress 2005