

Podcasting One Oh One

the 15 minute version

Clint M Chilcott



The Ominous Moo



Podcast

What is Podcasting?

What is Podcasting?

- iPod + Broadcast = Podcast
- Personal On Demand
- First began to catch on in 2004.
- 2005 “Podcast” was declared word of the year.

What is Podcasting?

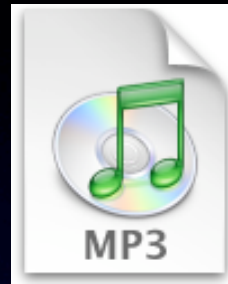
- Podcasting is a new method of distribution that automates the process of digital content delivery.
- Podcasters create a podcast feed and populate it with digital content on a regular basis.
- Viewers subscribe to the podcast feed with a podcatcher
- The podcatcher continually monitors the podcast feed for new content and automatically downloads it to your computer hard drive.

What is Podcasting?

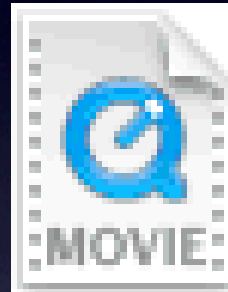
- “A podcast is a multimedia file distributed over the Internet using syndication feeds, for playback on mobile devices and personal computers.”
 - wikipedia.org

What is a Multimedia file?

- Audio



- Video



- Pictures

- Documents



What are Syndication Feeds?

- Syndication feeds are a very simple and convenient way to receive updated items from Web sites that you like, so you don't have to go trolling around to each site to see what's new. Think of it as a Web page that does your surfing for you.
- Imagine reading 100 websites at once!

















RSS = Real Simple Syndication

- RSS allows you to subscribe to a website and be notified of new or changed material.
- An RSS feed is a small file that contains the “meat & potatoes” of a website, just the posts.
- Podcasts employ RSS to keep subscribers updated when new material is released.






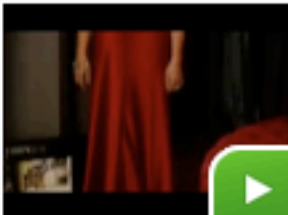

Podcatcher


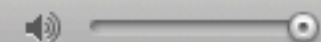
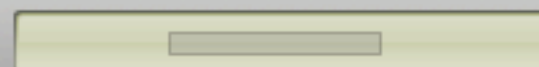
- One who “catches” podcasts.
AKA: RSS aggregator
- A small application that keeps track of the podcasts you have subscribed to.
- As long as your Podcatcher is running it is constantly checking your list of podcasts for new episodes.

 Channel Guide Video Search My Collection New Videos 4 Downloading 8 Attempted Unknown Channel Frederator 53 del.icio.us/representordie macTV on UNEASY: 37 MediaRights Diggnation (Small Q 1 Rocketboom 50 some pig The Ricky Gervais Pc 4 VideoBomb Front P 60

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The Ricky Gervais Podcast				
 Extras Trailer No.1 Here's the first trailer for the new series of Extras - starting Thursday Sep 14 at 9pm on BBC2	00:46	Sep 01 2006		Details 
	SHARE ▼	UNWATCHED	KEEP	DELETE
The Ricky Gervais Podcast				

 Search

Podcatcher types

- Juice



- iTunes



- Fireant



- Democracy



What is Podcasting?

- Podcasters upload a **multimedia file** to the internet along with an **RSS feed** that includes a description of the show and links to the episodes.
- Listeners subscribe to a Podcast by entering the **RSS feed** into their **podcatcher**.
- The **podcatcher** then downloads all current and future episodes of the podcast onto your computer.

What is it Good For?

- Radio talk show
- Art
- Religion
- Entertainment
- Education
- Comedy
- Politics
- News
- Sports
- Weather
- Tutorial
- Personal

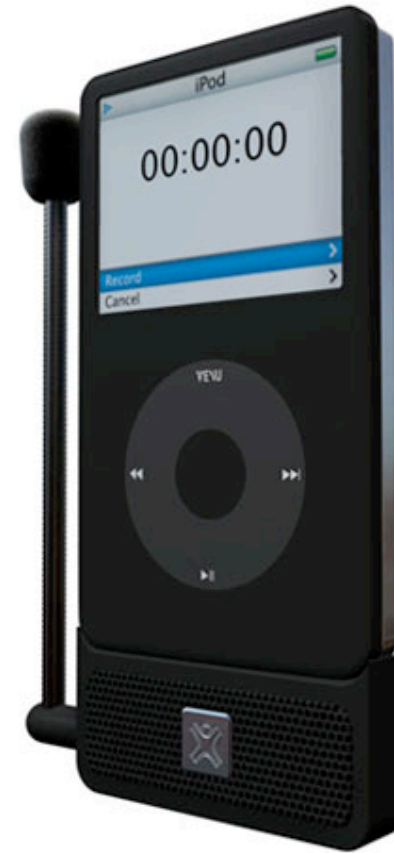
What is it Good For?

ANYTHING YOU
WANT!

Speak your mind!

How to Make a Podcast

I. Record



2. Edit



3. Compress



4. Upload



4. Create a Blog



5. Post

 **Discover Podcasting @ Discovery World**

Posting

Settings

Template

View Blog

Create

Edit Posts

Moderate Comments

Title:

Edit Html

Compose

b *i*    

Recover post

Preview

Today I showed three students how to podcast with audio!!!!

`My First Episode`

Post Options

Labels for this post:
e.g. scooters, vacation, fall

SAVE AS DRAFT

PUBLISH

Shortcuts: press *Ctrl* with: *B* = Bold, *I* = Italic, *S* = Publish, *D* = Draft [more](#)

6. Find your RSS feed

- View the page source and copy the link to your automatically generated RSS feed.

7. Sign up for FeedBurner

8. Burn Your Feed

- Paste your RSS feed into FeedBurner
- Generate your NEW Feed

9. Create a Link to your
new RSS feed

10. Promote and Publish

Why Podcasts Rock!

- They provide an easy an way to reach a **worldwide** audience for FREE!
- Subscription based distribution brings your content to people automatically.
- Think Tivo. Think Magazine.

Now for some
examples...

ABC News Money Minute

This American Life Podcast

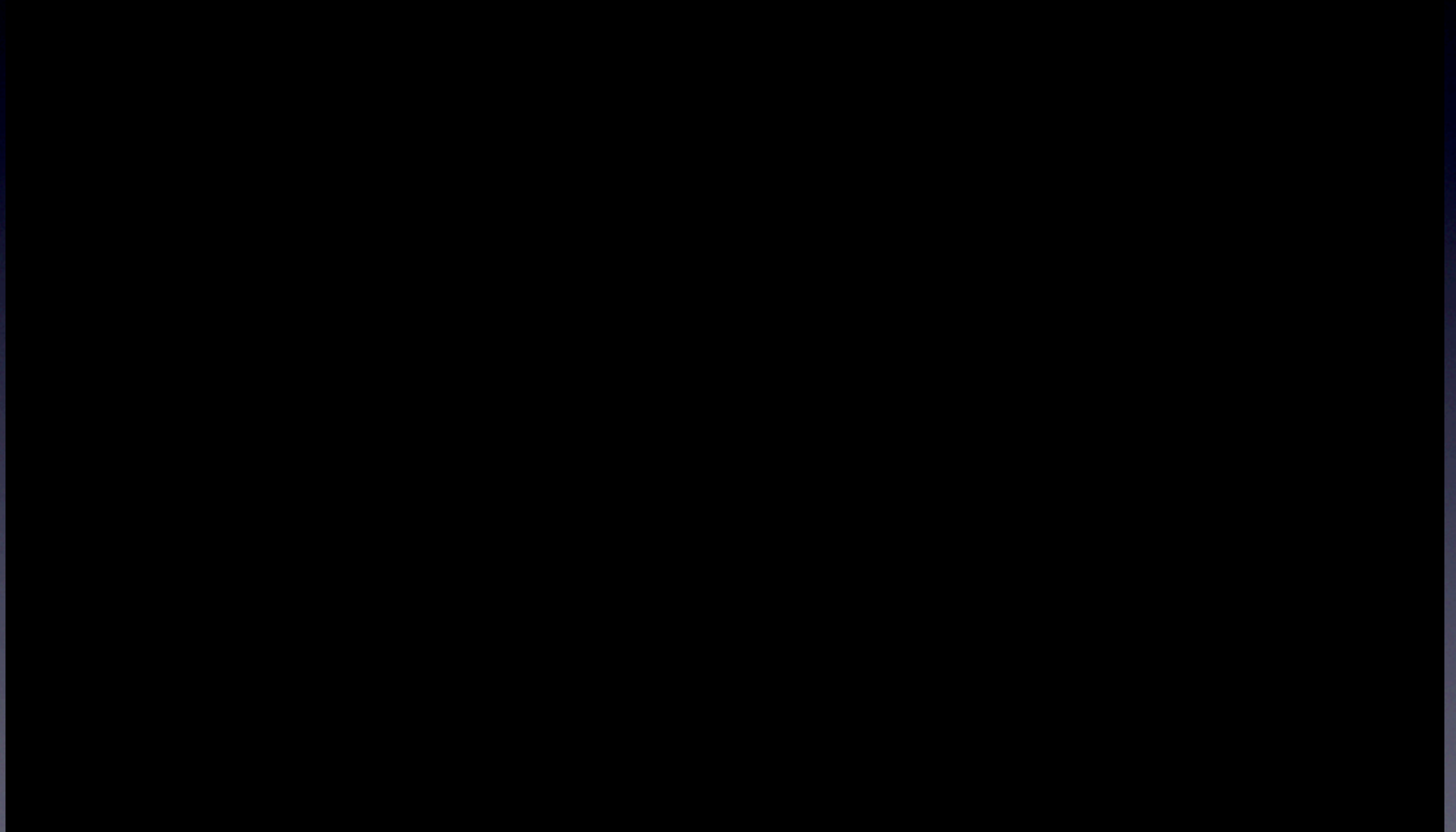
The Onion Radio News



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Pending: 1,838
Comments: 136,603
Episodes: 1,112,905



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Podcast Interviews



Amateur Traveler

If you are a traveler, or at least dream of traveling, the Amateur Traveler podcast is for you. Whether it is through personal stories or interviews with other

travellers, Chris shares travel tips, funny stories and other great secrets you would never get from a guidebook with you. Read the interview and subscribe now!

[Read Interview](#) | [See Details](#)



Rumor Girls

Karla and Karen are two sexy sisters with a lot to say. Part reality show, part comedy and all fun! Read the interview with two of the hottest women in

podcasting and subscribe now. Video and Audio shows available.

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From the Podcast Forum

Latest Active Threads

- ➡ [Dixie Stenberg and Brassy Battalion episode 6!](#)
Dec 5th, 2006 02:02 PM
- ➡ [Larger Portable Media Drives On Their Way...](#)

NEW! Top 10 for December

These are The Top 10 Podcasts for the month of December.

- ❑ [1. Keith and The Girl](#)
- ❑ [2. MuggleCast](#)
- ❑ [3. PotterCast](#)
- ❑ [4. Free Talk Live](#)
- ❑ [5. Snapecast](#)
- ❑ [6. Manager Tools](#)
- ❑ [7. The Rookie: Sigler Nov...](#)
- ❑ [8. Nobody Likes Onions](#)
- ❑ [9. Distorted View](#)
- ❑ [10. NORMLs Daily AudioStas...](#)

NEW! 5 Featured Podcasts

- ▶ [WindowToTheMagic Podca...](#)
- ▶ [The Viking Youth Power...](#)
- ▶ [AllCritters](#)

a podcast is...

An audio recording posted online, much like a short radio show. [More...](#)

1 find 'em

Search through our comprehensive catalog to find the best podcasts on the Web.

2 listen to 'em

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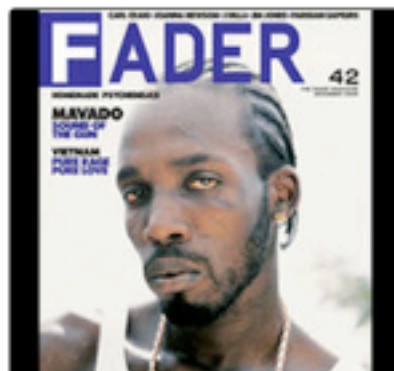
what the heck is a [podcast](#)

podcast search:

Series

what we like this week

new and noteworthy



what other people like

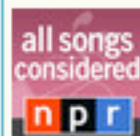
Most Popular

Highly Rated



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Your first podcast of the week is the last word in tech...

Free



NPR: All Songs Considered
An eclectic mix of fresh music by emerging artists and ...

Free



Science Friday - Making Scie...
Science Friday, as heard on NPR, is a weekly discussion...

Free



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Investing guru Jim Cramers nationally-syndicated radio ...

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Society & Culture (2972)

History, Fashion, Parties...

Soliloquies (768)

Rants, Personal Journals...

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Companies, Classifieds...

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Top 10 Tags

1. **music** (2878)
 2. **comedy** (1362)
 3. **podcast** (1207)
 4. **news** (1145)
 5. **radio** (961)
 6. **rock** (914)
 7. **technology** (787)
 8. **politics** (736)
 9. **christian** (627)
 10. **jesus** (599)
- [more]

TUNING IN

To fully enjoy what podcasting is all about, you will need to download special software to "tune in" to these podcasts. Links to software for various operating systems can be found below. After installation, come back here to Podcast.net for links to add shows to customize the reception of your personalized podcast station.

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- ★ Forbes On Radio 3/18/2006 Tr...
- ★ Look for the Light



Belve10

- ★ MIXTAPE EPISODE 53 - BEAT TA...
- ★ Dj Emskee "Golden Age" Hip-H...
- ★ Erykah Badu and Ziggy Marley...

Recently Starred



Sunny Leone discusses her new Vivid movie (00:32)

Porn Star Interviews by FreePornStarPix.com



Benjamin: Arden Botox (18:40)

Limmy's World of Glasgow



Lucy to Language - SciFri Podcast - 2006120123 (31:30)

NPR's Science Friday



Correcting the Constitution (45:01)

WBUR: On Point with Tom Ashbrook



"Your Prayer Has Been Heard" (31:20)

ICLV Sermons with Paul Goulet



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(Author: Revision3)

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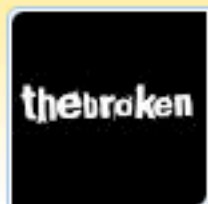
[digg it](#)**DL.TV** Technology

Our show streams live over the Web every Tuesday and Thursday at 4PM PST (7PM EST, 23:00 UTC) and brings you a mix of product reviews, news, tech help, and more! Hosted by Industry Expert Patrick Norton. (Author: Patrick Norton)

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[digg it](#)**thebroken** Technology

thebroken is an underground technology show with a hacker mentality that caters to the elite (or wannabe 1337) computer user using a mixture of seriousness and irreverent comedy. thebroken debuted as an independent online show more than a year ago and... (Author: Revision3)

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Comedy