

Chapter 7 - Introducing Podcasting

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Podcasting creates a direct connection with audience,
as they hear your tone + inflection
= great complement to your blogging strategy
" requires extra technology + a few extra steps

I. Podcasting 101

[Podcast] = audio or video recording you make + then
distribute by using a special RSS feed
= fun to produce + relatively easy. But when used to deliver:

- 1) training or tutorials
- 2) interviews

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- 3) any topic where you need to communicate + subtly
- 4) a blog entry when you're sick of writing

Listeners can subscribe via RSS feed reader or
audio software (Windows Media Player or iTunes)
software downloads audio files + transforms them to
iPod or MP3 player - listen while on the go

Podcasts - portable. provide another way for readers
to connect with you: audio

II. Setting Up Your Podcasting Studio

1. Recording device - laptop or desktop computer
Need at least 20 gig + enough processor to edit
Need an available USB port for microphone
2. Software - GarageBand or Audacity
Use to record + edit cast
3. Input device - microphone
4. Broadcasting vehicle - FeedBurner account
with a SmartCast - www.Feedburner.com

A. Getting the right recording software

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search for "podcasting software"

Higher end: Adobe Audition or Logic Studio Pro

For a Mac running OS X

1. GarageBand (www.apple.com/life/garageband/)
comes with everything to record, edit, distribute
Allows post-editing + setting up a feed. \$80
2. Ubercaster (www.ubercaster.com) = easiest to use
= streamlined for podcasting \$80
3. Audacity (<http://audacity.sourceforge.net>) - free

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For a Windows PC or Windows XP or Vista

1. Audacity = 1st choice. Free, easy to use
2. PodProducer (www.podproducer.net) =
sophisticated for sound editing. Free.

Read the documentation - tweak the equipment

B. Getting a good microphone

= makes or breaks the podcast

Thousands of options - search: "podcasting mic."

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May want a USB mixing board, but + necessary

1. Internal - might be ok, but sound = tinny at best
2. USB headset - Plantronics = cheap \$30 + easy to set up
Won't work if interviewing someone or for radio-sound
3. The Blue Snowball (www.bluemic.com) = fantastic \$100
Works as unidirectional or omnidirectional
Good sound quality + looks cool. At home
4. The Zoom H2 (www.samsontech.com) functions as
USB mic. or stand-alone audio recorder

- (627) Best omnidirectional for $< \$300$. at ~~work~~ traveling
 5. The Griffin iMic (www.griffintechnology.com)
 - device with which you connect mic. to computer
 Filters out most noise \$50 - for both Mac + PC
 Read the manual! Follow the instructions

III. Setting Up Your Studio

628 Studio to record in needs to be quiet
 Buy damping tiles to counteract echoes
 or hang blankets on walls

1. Close the windows
2. Stay away from appliances.
3. Unplug the phone
4. Turn off cellphone & for PDA
5. Move mic. as far from computer as possible
6. Edit any IM or other software c-bills whistles
7. Put microphone at eye level - use stack of books
 Look up when you speak - voice - clearer

Profession studio if necessary

IV. Testing Your Setup

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1. Get a passage of text as a test - has most of the consonant + vowel sounds
 2. Record passage several times using diff. mic. position (eye level, sitting on desk, held in hand) + software configurations (from your ^{software's} manual)
 3. Encode the audio as you will when you upload
 4. Listen to each version + choose best combination of settings + microphone position + set up

V. Supporting Podcasting on Your Blog

(629) Podcasting works because audio you create
= inserted right into RSS feed

you can set up + edit a separate custom podcasting feed
from your blog + group all your podcasts

1) Mac - www.lemonzdream.com/podcastmaker

2) PC - www.podproducer.net

3) use your audio editor to generate RSS

+ do it by hand unless you're a quitter or punishment

Creating a separate podcast feed advantages

1) Can add feed to iTunes + other podcast directories

May find it simpler by attaching audio file

directly to a blog post + then making sure
blog's RSS feed includes enclosures =

file attachments embedded in the feed

When feed subscribers open post that inc. enclosure

they'll see a link to download the file -

= will automatically create the podcast

Suggestions

1) Movable Type 4 - www.movabletype.com } include

2) Wordpress.com

3) Wordpress.org (installed)

4) enable SmartCast in FeedBurner

} built-in support
for podcasting

VI. Preparing Your Podcast Script

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Writing for podcast + writing for blog.

Won't write down word-for-word

Make a list of items for discussion

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Write down an opening sentence or two
 List the talking points - must mention

Write an outline of podcast, even a
 rough draft of everything you'll say
 Gives you a rehearsal

Keeps thoughts organized

Can be posted as rough draft for transcript

Outline should include

1. Your introduction
2. The topics you'll be discussing
3. Your closing

If you're doing an interview

Write down the questions you'll ask

Write down follow-up questions

Aim for 10-20 min. podcast

Scripts tend to expand after begin recording

30 min. is audience's maximum attention span

VII. Recording Your First Podcast

Take care of the nuts + bolts:

1. Do a test - check sound levels
2. Double-check: phone's unplugged, appliances
 squelched, neighbor's dog - muffled (mouth = full of peanut butter)
3. Notes are clearly visible

Click Record + start speaking

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Relax + focus on topic

Look up while speaking, so you don't mumble

Keep an eye on recording levels

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Save the recording after you finish
 Listen through it - check for sound quality
 Use sound editor to select + cut out areas
 where you stumbled, stuttered, or you don't like
 how it sounds

Add a title + other info to podcast

Add artwork, date, author's name
 (include logo)

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After you're happy with audio + description,
 Encode + upload it!

VIII

Encoding + Uploading Your Podcast

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Whatever software I use I'll need to encode it

Audio = stored on computer in uncompressed format
 = HUGE file

Encoding means compressing + storing it in MP3
 = standard for delivery over the Internet

After you encode it, listen again

Compressing audio file $\rightarrow$ $\downarrow$ sound quality
 Don't overdo it!

Try encoding a bit first + listening to it

Make sure you've used the right balance of
 sound quality + faster downloading

Most audio software comes with default encoding settings
 Use these + you should be ok.

One last step - upload it!

attach file to blog post using blog editor

Manual upload - use FTP client $\leftarrow$ Mac - Transmit
 PC - CuteFTP
 FileZilla

IX. Promoting Your Podcast

Promote podcast the same way you promote blog posts

1. Use pingpong
2. Use blogger networking
3. Use social media sites & see B6C6

Addition free opportunities for podcasts

4. Add podcast to iTunes - in your software, find Submit Podcasts to the iTunes Directory
5. Add your podcast to PodcastDirectory.com
6. Look for other podcasting sites such as PodcastAlly.com & add podcast there too.