

What is a Podcast?

- Podcast is derived from two words
 - P.O.D (Portable On Demand)
 - Broadcast
- Podcast
 - Collection of digital media files distributed over the Internet
 - Distributed using RSS Feeds
 - Played on portable media players and personal computers



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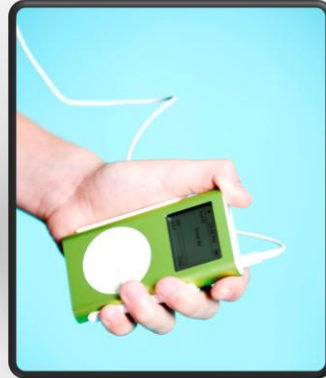
- P.O.D. (Portable On Demand)
- Broadcast

Podcasting is the process of capturing an audio event, song, speech, or mix of sounds and then posting that digital sound object to a website or blog in a data structure called an RSS feed.

- Podcasting & Vodcasting White Paper
University of Missouri
Peter Meng

Do you have to own an iPod to Podcast?

- No
 - Create a podcast on your computer
 - Play a podcast on your computer or digital media device



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You do NOT have to own an iPod to be able to create or listen to a podcast.

There is a common misconception that you have to own an iPod to be able to create or play a podcast. Podcasts can be used with a variety of digital audio formats and play on almost any MP3 player or portable digital media device – as well as any brand of desktop computer or laptop.

Terminology



- Podcaster
 - The person who created the recording
- RSS Feed 
 - Really Simple Syndication
 - Allows users to subscribe to receive podcasts



Let's review some of the terminology you may run into when you are creating or viewing podcasts.

If you were to create an audio recording with a program like Audacity or GarageBand and post it in iTunesU for distribution, you would be considered a podcaster. A podcaster is anyone who creates an audio recording and distributes it through an RSS feed.

An RSS feed is what is used in conjunction with your website to notify people who have subscribed to your website of changes that you have posted. For podcasts, people usually subscribe to a podcast feed. For example, say your local radio station records their morning talk show. You can subscribe to the morning talk show feed. Then when the latest recording is added to their website, you will receive a notification in your "podcatcher" software or podcast receiver.

Terminology

- Podcatcher or Podcast Receiver
 - Software that receives podcasts for which you have subscribed to via RSS feeds.



- Audio or Video Editing Software
 - Software that allows you to record or publish video in one of the following formats: .m4a, .mp3, .mp4, .m4v or .mov

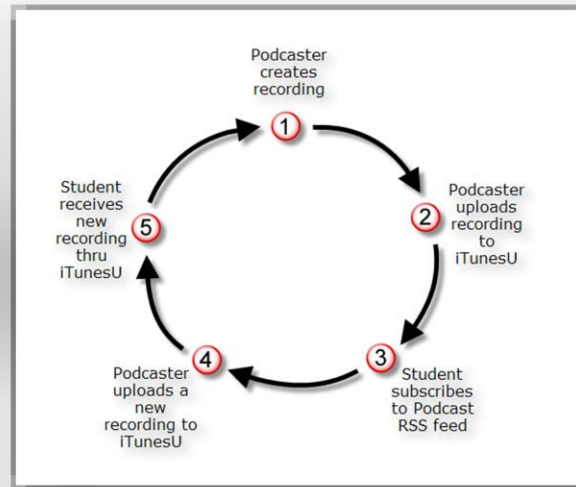


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So what you may ask is what is a podcatcher or a podcast receiver. A podcast receiver is software that you can use to receive the information from your RSS feeds. When the feed you are subscribed to is updated, a message will be sent to your podcast receiver with a link to a media file that you can download. This media file can be played on your local computer or placed on a portable media device such as an iPod or MP3 Player.

So the final item in our terminology review is the audio or video editing software. Audacity and GarageBand are examples of audio editing software that can be used to create audio podcasts. Audacity is free and is available for Mac, Linux and Windows based machines. It is recommended that your audio files be in AAC or MP3 format with the appropriate file extension (.m4a or .mp3). Windows Movie Maker, iMovie and Adobe Premiere Elements are examples of a video editing software that allows you to create video podcasts or vodcasts. Windows Movie Maker is a video capture and editing software that comes with the latest versions of Windows XP and Windows Vista. iMovie is a tool in the iLife suite that comes standard on Mac's. Adobe Premiere Elements comes free with the university recommended Lenovo laptops. Video files should be in MPEG-4 format with H.264 compression and with the appropriate file extension (.mp4, .m4v, or .mov).

Podcasting Process



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Here is the flow of how the podcasting process works:

First the instructor creates the recording. Then they upload the recording to iTunesU and provide the students with the URL to subscribe to the podcast. The student subscribes to the podcast (which shows up as Album in iTunesU). As soon as they subscribe it automatically downloads the latest recording (it places it in the Podcast library). Then the next time the instructor updates or adds a podcast (which shows up as a track) iTunes will automatically download the podcast.

Although this series of classes is based on iTunesU, there are other ways you can publish and subscribe to podcasts. Podcasts are not specific to iPods. They can be played on your local computer or any MP3 player.