

Document Objective

Define Podcasting
Identify Steps to publish podcasts

Procedures

According to the Wikipedia (<http://en.wikipedia.org/wiki/Podcast>), Podcasting is:

a method of publishing audio broadcasts via the Internet, allowing users to subscribe to a feed of new files (usually MP3s). It became popular in late 2004, largely due to automatic downloading of audio onto portable players or personal computers. Podcasting is distinct from other types of online media delivery because of its subscription model, which uses a feed (such as RSS or Atom) to deliver an enclosed file. Podcasting enables independent producers to create self-published, syndicated “radio shows,” and gives broadcast radio programs a new distribution method. Listeners may subscribe to feeds using “podcatching” software (a type of aggregator), which periodically checks for and downloads new content automatically. Some podcatching software is also able to synchronise (copy) podcasts to portable music players. Any digital audio player or computer with audio-playing software can play podcasts. By 2005 some aggregators could play video as well as audio. With increasingly robust personal digital devices, such as Sony’s PSP, podcasting is likely to continue to evolve.

“Podcasting” is a portmanteau word that combines the words “broadcasting” and “iPod.” The term can be misleading since neither podcasting nor listening to podcasts requires an iPod or any portable music player. A little-used alternate is “blogcasting”, although this usually only refers to recordings that are based on, or similar in format to, blogs.

Elements required to publish a podcast:

1. A regularly published series of audio files (these can be created one at a time)
2. An RSS feed - an XML file that provides metadata (i.e. information about the series, summary of the program’s purpose or mission, producer, publication dates, show length, segments of individual shows, and mostly importantly the URL for the audio file)
3. Space on a web server
4. FTP(File Transfer Protocol) software to place the audio files and RSS feed on the sever
5. Audience will need music management software that supports rss feeds (i.e. iTunes 4.9 or later, iPodder, Windows Media Player with Doppler)

The steps to publish a podcast:

1. Record the source audio (i.e. the interview)
2. Mix the produced show or segment down into a master audio file (i.e. AIFF)
3. Convert the master file into a compressed format (i.e. MP3, MP4)
4. In Quicktime, find the bit length and time length
5. Prepare a RSS feed with the metadata for the program, for each new episode make a new item at the top of the list
6. Post the audio file and the XML file to the web
7. Optional: Post information on a homepage linking to the podcasts

Figure 1.1 Sample Podcast RSS Feed with One Episode

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<?xml version="1.0" encoding="UTF-8"?>
<rss xmlns:itunes="http://www.itunes.com/DTDs/Podcast-1.0.dtd" version="2.0">
  <channel>
    <title>Saving Often</title>

    <description>
      Saving Often is a podcast produced by the Sanford Media Resource and Design Center, a
      digital media lab that is a unit of the University of Alabama&apos;s Libraries. Saving Often is
      a podcast covering digital media and the creators of digital media on the University of Alabama
      campus.
    </description>

    <link>http://www.lib.ua.edu/randd/podcast/index.html</link>
    <lastBuildDate>Tue, 13 Sep 2005 12:31:50 -0500</lastBuildDate>
    <pubDate>Tue, 13 Sep 2005 12:30:27 -0500</pubDate>

    <itunes:category text="Education">
      <itunes:category text="Higher Education"/>
    </itunes:category>
    <itunes:subtitle>A podcast of the Sanford Media Resource and Design Center</itunes:subtitle>
    <itunes:summary>Saving Often is a podcast produced by the Sanford Media Resource and Design
    Center, a digital media lab that is a unit of the University of Alabama&apos;s Libraries. Saving
    Often is a podcast covering digital media and the creators of digital media on the University of Alabama
    campus.</itunes:summary>

    <itunes:author>Dickie Cox</itunes:author>
    <itunes:owner>
      <itunes:name>Dickie Cox</itunes:name>
      <itunes:email>rccox@bama.ua.edu</itunes:email>
    </itunes:owner>

    <itunes:image>
      <url>http://www.lib.ua.edu/randd/images/podcastlogo.jpg</url>
      <title>Saving Often Logo</title>
      <link>http://www.lib.ua.edu/randd/podcast/index.html</link>
    </itunes:image>

    <itunes:link rel="image" type="video/jpeg" href="http://www.lib.ua.edu/randd/images/podcastlogo.jpg">
    Saving Often Podcast</itunes:link>

  <item>

    <title>Episode001 with Wayne Rau</title>
    <description>
      The guest for this show is Wayne Rau who is a digital media specialist at the Sanford
      Media Resource and Design Center. He offers instruction and direction to patrons of the open ac
      cess media lab and he is a filmmaker, writer, and musician.
    </description>
```

<link>http://www.lib.ua.edu/randd/podcast/index.html</link>

<enclosure url="http://www.lib.ua.edu/randd/podcast/randdepisode001.mp3" length="5626995"
type="audio/mpeg" ></enclosure>

<pubDate>Tue, 13 Sep 2005 12:17:47 -0500</pubDate>

<guid isPermaLink="false">http://www.lib.ua.edu/randd/podcast/archive/so20050912.mp3</guid>

<itunes:category text="Education">

<itunes:category text="Higher Education"/>

</itunes:category>

<itunes:explicit>no</itunes:explicit>

<itunes:duration>5:52</itunes:duration>

<itunes:keywords>digital media University of Alabama bama video libraries library</

itunes:keywords>

</item>

</channel>

</rss>