**Podcasting**

Why is Podcasting so appealing?

1. Anyone can get involved
2. Any subject can be used
3. Any length is appropriate
4. Any budget works
5. Anyone can be king

Podcasting Timeline

1. 1877 – Thomas Edison – First sound recording
2. 1887 – First gramophone sold
3. 2000 – Adam Curry, David Winer, RSS, <enclosure>
4. 2001 – audioblogs
5. 2003 – BloggerCon – Harold Gilchrist, sessions on audioblogging
6. 2003 – Christopher Lydon, radio host, audioblogs interviews
7. 2003 – Curry wanted application to automatically download, sync to iPod, and check multiple feeds for updates
8. 2004 – Curry starts “Daily Source Code” show, first complete show to be “podcast.”
9. 2004 – BloggerCon – Curry presents podcasting to a huge crowd

10.2005 – Podcasting hits the mainstream; iTunes adds podcasts

11.2012 – 30% listen to podcasts

What is a Podcast?

-Audio and/or video by subscription

Why are Podcasts popular?

1. They are automatic – they come to you
2. They are easy to control – listening is anonymous, no opt-out requirements
3. They are portable – easily movable mp3 and video files for any device
4. They are always available – on demand

How it all works

1. The podcast – audio or video file
2. The RSS feed – XML (extensible markup language) code which includes info about the podcast, including when the last show was added, title, and brief description; the enclosure tag contains info about the location, size, and type of file; the podcatcher retrieves the file
3. The podcatcher/aggregator (iTunes, etc.) – checks each feed for a new enclosure tag and automatically downloads anything new

Podcast Directories

1. iTunes
2. Zune
3. Blubrry
4. Miro
5. Stitcher
6. Podcast Pickle
7. Libsyn
8. Podcaster.fm
9. iPodder

PODCASTING HOW-TO

1. Develop your podcast

* make a plan for a year’s worth of episodes
* what you want it to be about
* how you want it to look and sound
* how you want it to “feel”
* creating a format so each show is part of a “series”
* how you want it to grow

1. Doing show prep

* getting ready for each episode
* getting features, sound effects, music specific to that show
* completing research
* setting up for recording

1. Recording and saving

* recording levels acceptable
* saved in proper format

1. Editing/Mastering

* mixing, processing for ultimate quality

1. Encoding for distribution

* appropriate compression

1. Uploading

* getting your podcast online

1. Updating your feed

* RSS

ASSIGNMENTS: Due today

1. In your groups, using the Podcast Consumer Research under the “Research” tab of boonemedia.com, have each member of your group come up with an equal number of items learned from the data, minimum of 10 total items. For example, if you have 3 people in the group, each will contribute at least 3 items, with one contributing at least 4. Combine the items into one Word report with all names attached, save in one member’s folder and submit. **Name file: PRlastnames**
2. In your groups, have each member research and listen to 3 podcasts in a certain interest group. List what was liked and disliked about each one. Include things like sound, voice, music, length, etc. Combine into one Word report with all names attached, save in one member’s folder and submit. **Name file: PLlastnames**