Podcasting 101

Podcasting 101 for Easy Listening – Capturing quality audio, editing, processing software to podcasting.

Bob is the Director of Operations and Programs for The New York Military Affairs Symposium at the CUNY Graduate Center and has launched a website with podcasts at nymas.org.

Podcasting is making audio files (most commonly in MP3 format) **available online** so that users can automatically download the files to listen whenever they want.

"*Podcasting is a way of publishing files to a website that allows users to subscribe to the site and receive new files as they are posted. Most podcasts are spoken word audio created by individuals, often on a particular theme such as technology or movies. Because new files are downloaded automatically by subscribers, podcasting allows individuals to have a self-published, syndicated radio show.*"
(Wikipedia)

NYMAS Podcasts have the potential of changing the character and reputation of NYMAS worldwide.

We are truly reaching out with the whole talks [which, until now, have been limited to 30 to 50 people in one two hour period weekly] to a **Worldwide Internet Population (2005) of 1.08 billion** (Computer Industry Almanac) 24 hours per day

plus an estimated 200 million iPods and other MP3 players

More than 110 million iPods (alone!) have been sold worldwide in the last six years, and it has been widely credited with revolutionizing the way we listen….

Telegraph.co.uk, United Kingdom - Nov 2, 2007

What's ***now*** driving podcasting?

Ipod-like MP3 Players:
now as little as $20 each

Podcasting 101

Bob Rowen
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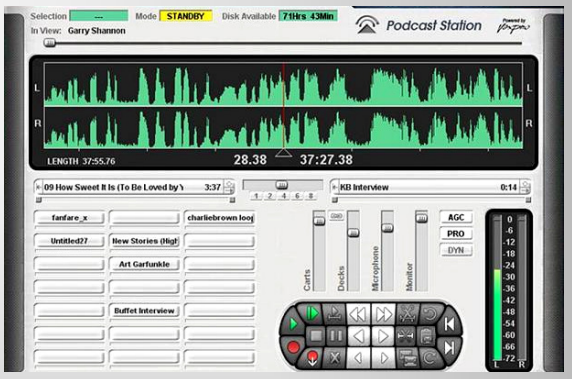
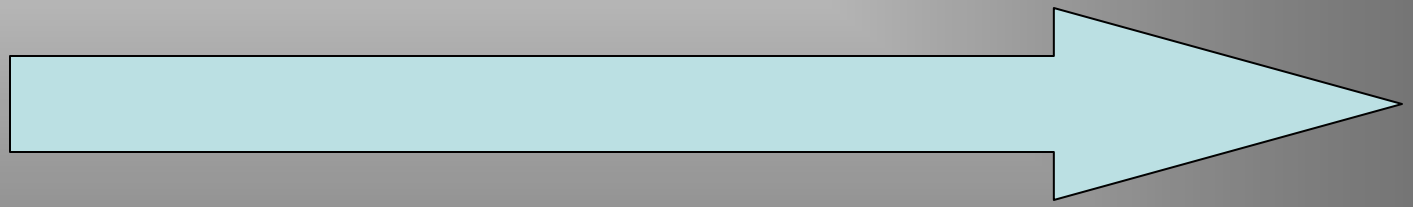
4 steps



Recording Editing Posting Propagating



Recording

Laptop / mic / earphones --or-- Digital recorder

Recording

Audio Traps to Avoid

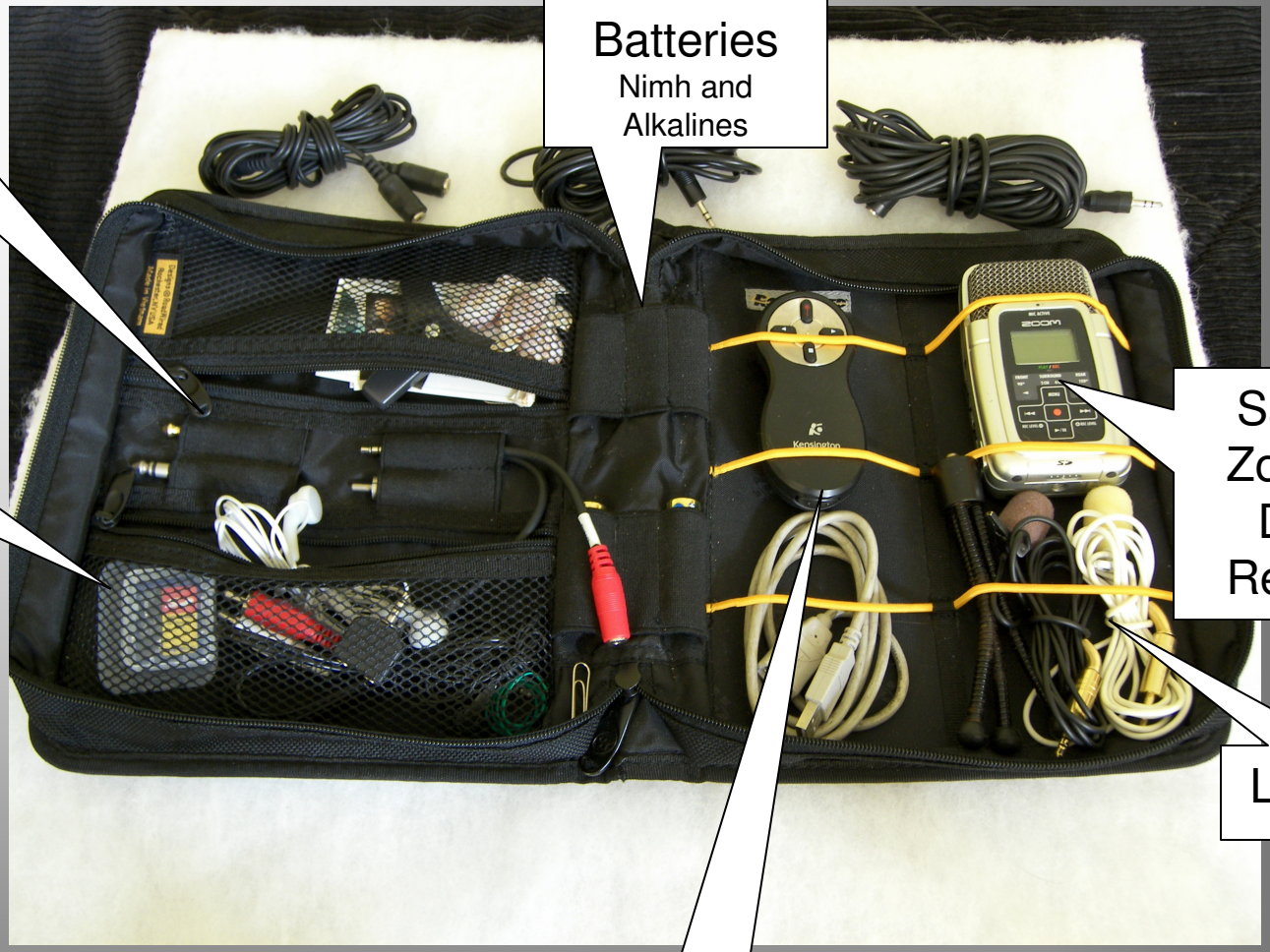
- Many people begin their sentences loudly then tail off. You may need to compensate.
- Beware microphone handling noise, especially with cheap mics and inexperienced presenters.
- If wind is a problem, use a sock or (preferably) windscreen on the mic.
- Background music means death in the edit suite. Turn any background music off.

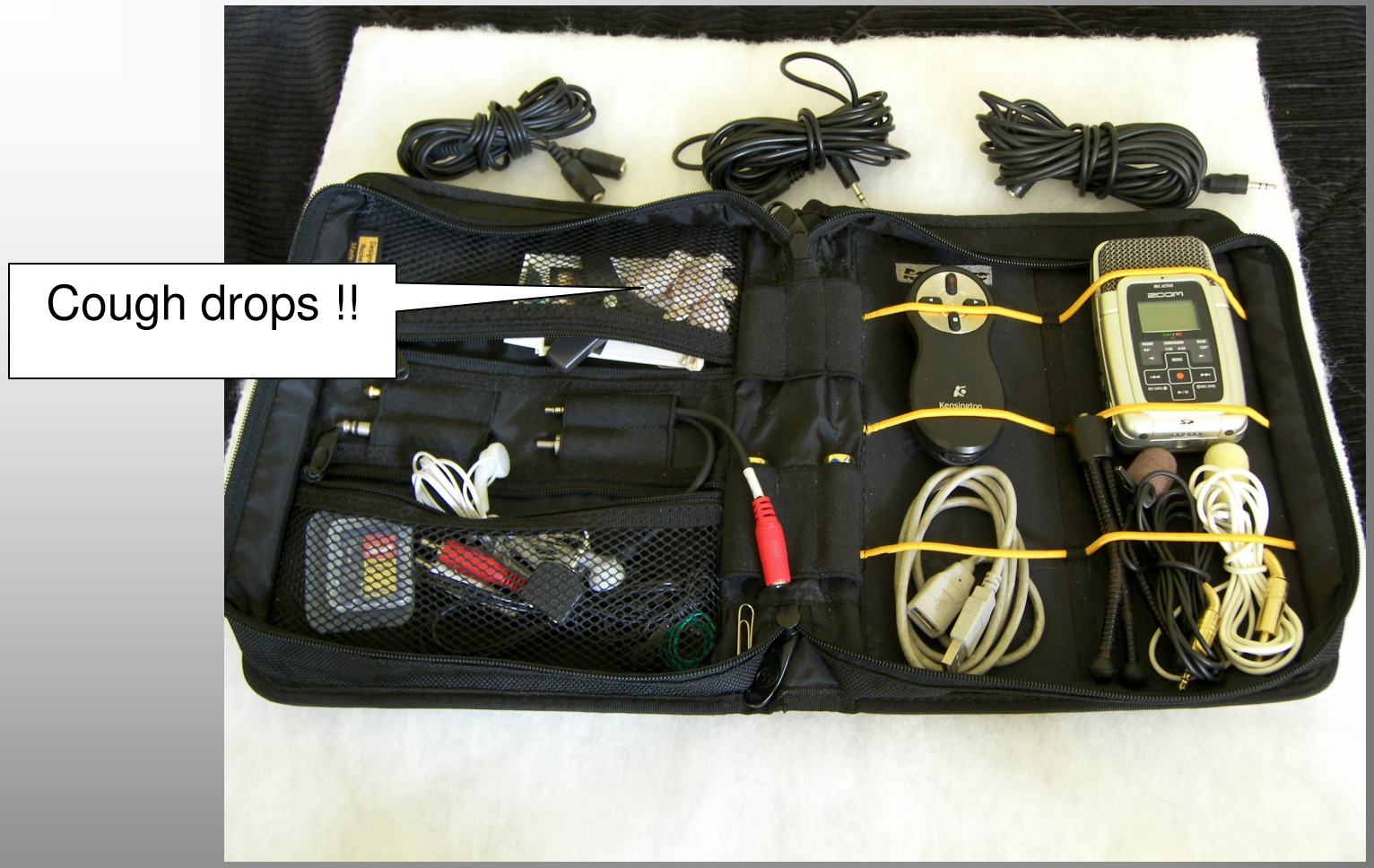
Phones / Line out
Volume (+ / – Keys)
Power
AC Power
External Mic In
Mic Gain (L/M/H)
Line Level In
USB
LEFT SIDE
RIGHT SIDE

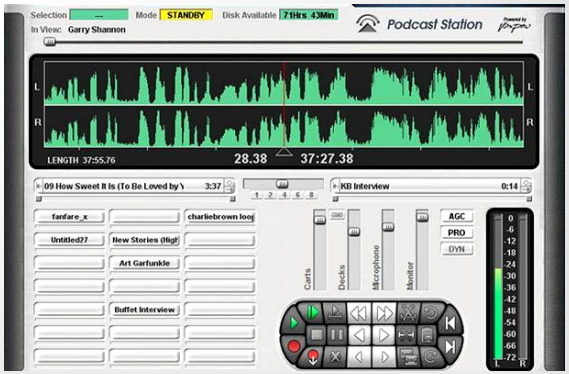
An ounce of presence
is worth
a pound of fidelity

An ounce of presence
is worth
a pound of fidelity

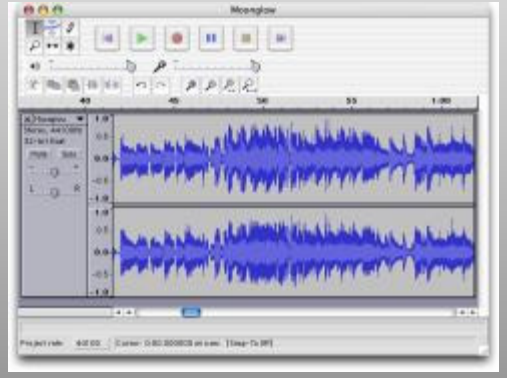
Kensington
ZOOM


Adapters
1/8", ¼"
RCA,
Y-Cables
AA
Batteries
Nimh and
Alkalines
Extra SD
cards
Samson
Zoom H2
Digital
Recorder
Lapel mics
Presenter
mouse and
USB cable

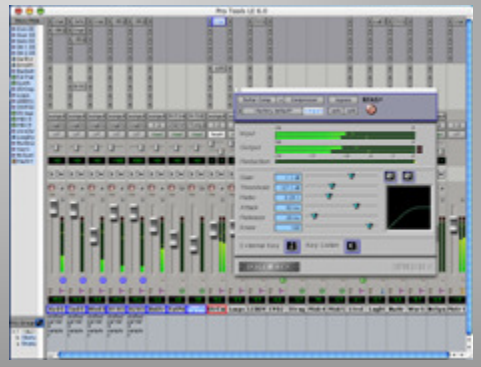

Cough drops !!
Kensington
ZOOM



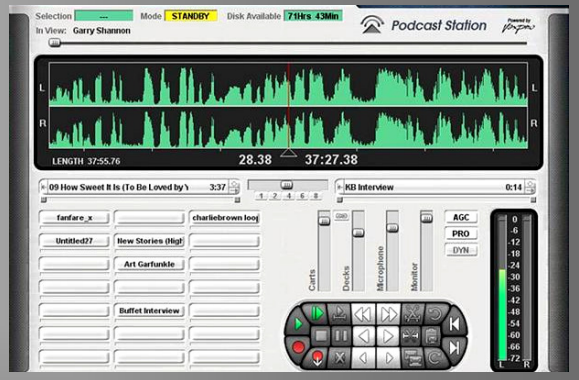
Editing



Audacity (free)



ProTools ($300 / many plugins)



Podcast Station ($60)

(+ a hundred others)

Planning Your Podcast

- Think FLOW

Intro	Tease	Segment1
Promo	Segment2	Tease
Segment3	Closing Comments	Outro

Posting

Stereo Mode

Data Format		Memory Size			
		512MB	1GB	2GB	4GB
MP3	64kbps	1066	2083	4166	8333
	128kbps	533	1041	2083	4166
	192kbps	355	694	1388	2777
	320kbps	213	416	833	1666
WAV	16bit / 44.1kHz	48	94	188	377
	24bit / 44.1kHz	32	62	125	251
	16bit / 48kHz	44	86	173	347
	24bit / 48kHz	29	57	115	231
	16bit / 96kHz	22	43	86	173
	24bit / 96kHz	14	28	57	115

4-Track Mode (mono tracks)

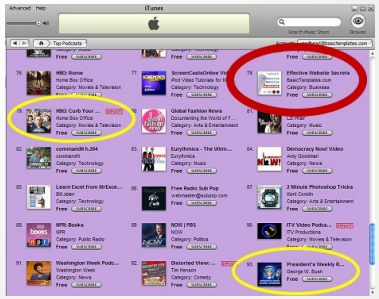
Data Format	Memory Size			
	512MB	1GB	2GB	4GB

At the standard 128kbps rate, a six-minute MP3 will consume about six megabytes.

You may be able to send that by e-mail,

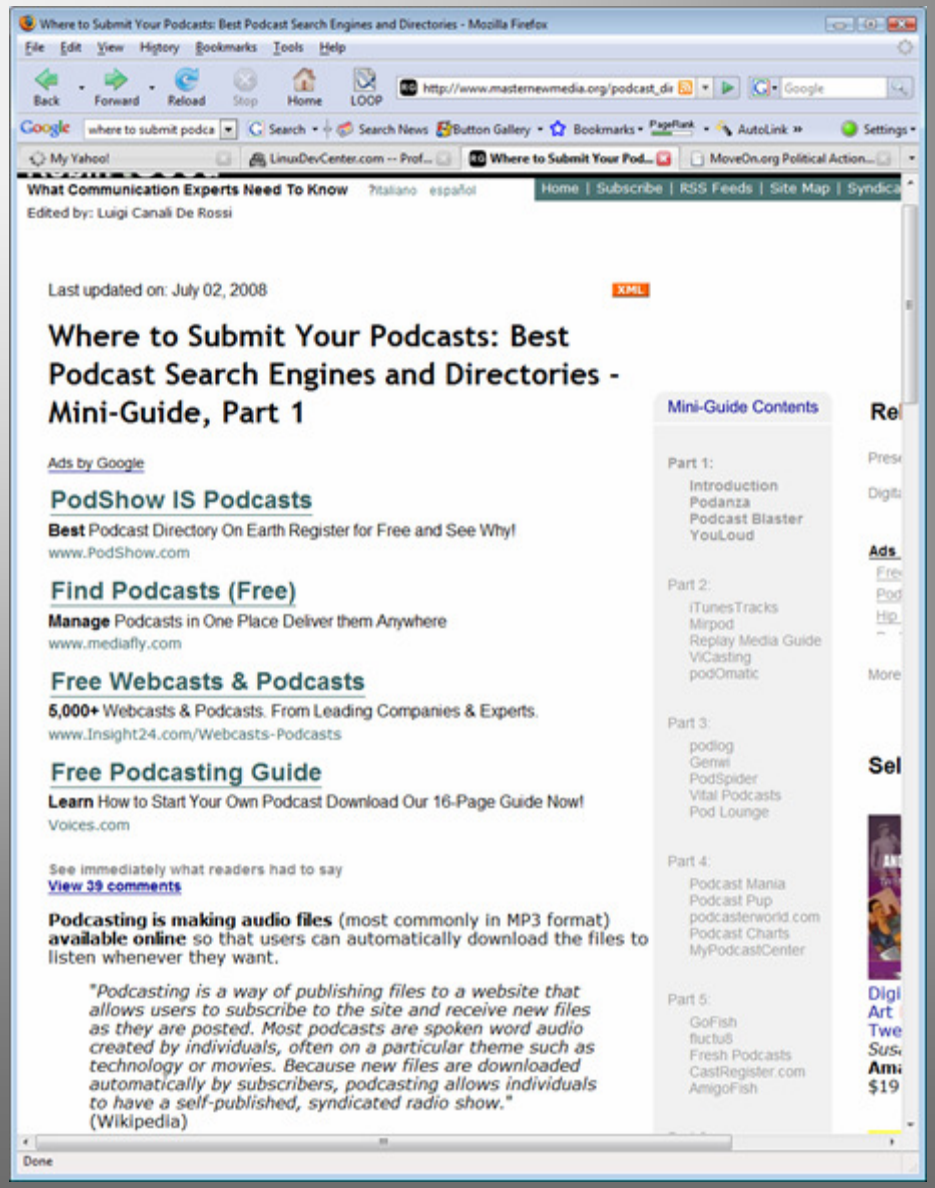
but a more reliable (and polite, if your recipient isn't expecting such a big attachment) approach would be to upload it to a file-transfer site such as YouSendIt.com or (even easier) Senduit.com.

Or, of course, your own server.



Propagating

http://www.masternewmedia.org/podcast_directory/part-1.htm

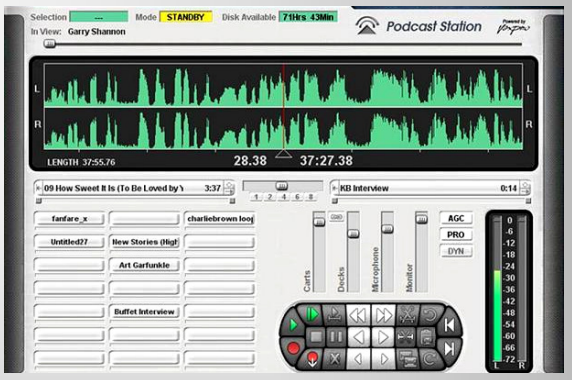


http://www.videojug.com/film/how-to-submit-a-podcast-to-itunes

Or just google

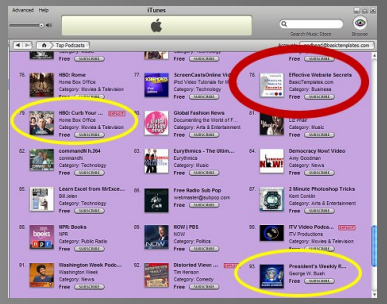
How To Submit A Podcast To ITunes

Recording



Editing

Posting



Propagating

Your

Q & A