

# 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](http://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  
[bob@bobrowen.com](mailto:bob@bobrowen.com)

# 4 steps



Recording



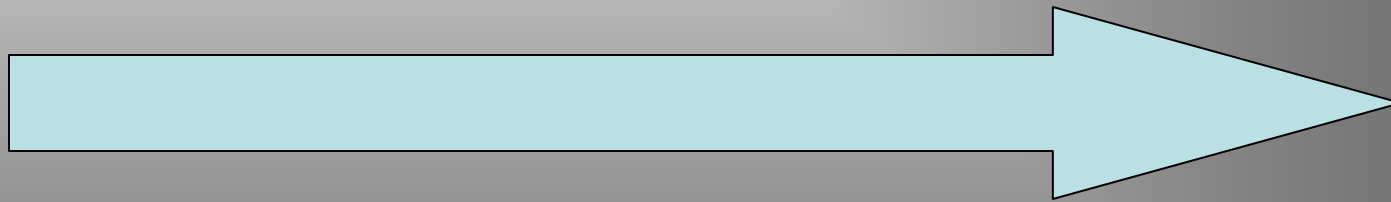
Editing



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.





An ounce of presence  
is worth  
a pound of fidelity



An ounce of presence  
is worth  
a pound of fidelity





Adapters  
1/8", 1/4"  
RCA,  
Y-Cables

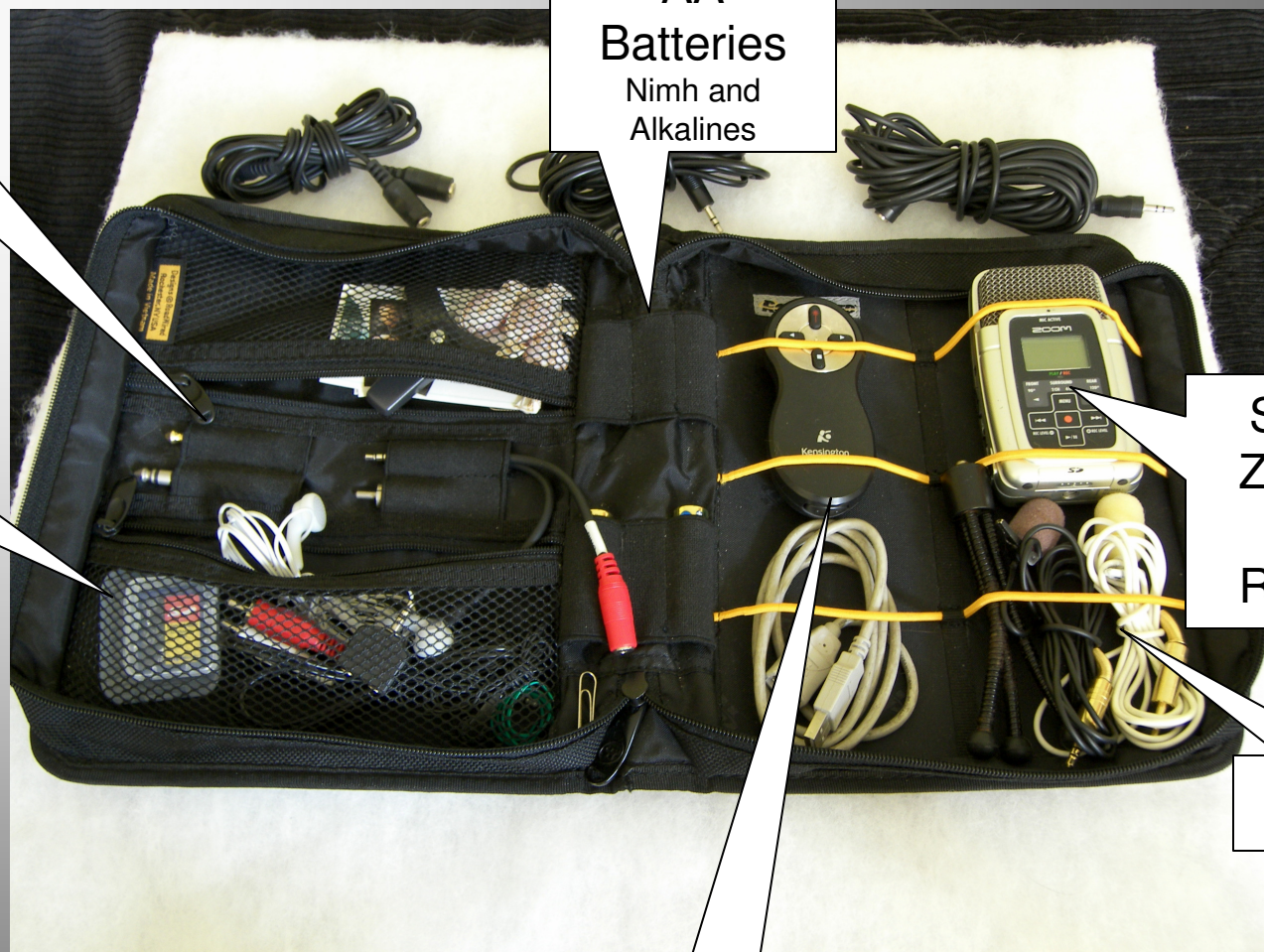
Extra SD  
cards

AA  
Batteries  
Nimh and  
Alkalines

Samson  
Zoom H2  
Digital  
Recorder

Lapel mics

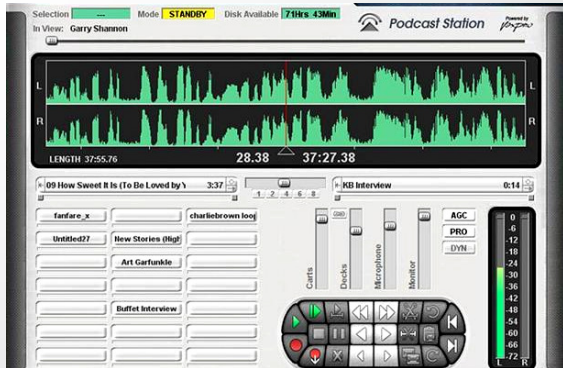
Presenter  
mouse and  
USB cable



Cough drops !!







Editing



Audacity (free)



ProTools (\$300 / many plugins)



Podcast Station (\$60)

(+ a hundred others)

# Planning Your Podcast

- Think FLOW

Intro	Tease	Segment 1
Promo	Segment 2	Tease
Segment 3	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

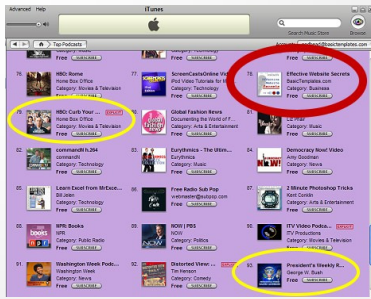
512MB    1GB    2GB    4GB

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](http://YouSendIt.com) or (even easier) [Senduit.com](http://Senduit.com).

Or, of course, your own server.



# Propagating

http://www.masternewmedia.org/podcast\_directory/part-1.htm

The screenshot shows a Mozilla Firefox browser window with the address bar displaying the URL: [http://www.masternewmedia.org/podcast\\_dir](http://www.masternewmedia.org/podcast_dir). The page title is "Where to Submit Your Podcasts: Best Podcast Search Engines and Directories - Mini-Guide, Part 1". The page is edited by Luigi Canali De Rossi and was last updated on July 02, 2008. The main content includes several sections:

- PodShow IS Podcasts**: Best Podcast Directory On Earth Register for Free and See Why! [www.PodShow.com](http://www.PodShow.com)
- Find Podcasts (Free)**: Manage Podcasts in One Place Deliver them Anywhere [www.mediafly.com](http://www.mediafly.com)
- Free Webcasts & Podcasts**: 5,000+ Webcasts & Podcasts. From Leading Companies & Experts. [www.Insight24.com/Webcasts-Podcasts](http://www.Insight24.com/Webcasts-Podcasts)
- Free Podcasting Guide**: Learn How to Start Your Own Podcast Download Our 16-Page Guide Now! [Voices.com](http://Voices.com)

There is a link to "View 39 comments" and a quote from Wikipedia: "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)

On the right side, there is a "Mini-Guide Contents" sidebar with a list of links for Part 1 through Part 5, including items like "Introduction", "iTunesTracks", "Podcast Mania", and "GoFish".

The screenshot shows the videojug website interface. At the top left is the logo 'videojug' with the tagline 'LIFE EXPLAINED. ON FILM.' and a search bar. Below the logo is a navigation menu with categories: Food & Drink, Love & Sex, Beauty & Style, Sports & Fitness, Health, Leisure & Hobbies, and Technology. The main content area is titled 'Home > Leisure & Hobbies > Podcasting' and features the video 'How To Submit A Podcast To iTunes'. The video player shows a screen recording of an iTunes library with various podcast thumbnails. Below the player is a rating section with five stars, a share button, a favorite button, a download button, and a text version button. To the right of the video player is a sidebar with 'Made By' (awakenedvoice), 'Related Topics' (Made By You | Podcasting | iTunes: Getting Started), and 'More' (Make A Podcast Part 2: Recording And Editing, Make A Podcast Part 1: Planning And Preparation, Podcasting - The Basics, The Future Of Podcasts, Making The Podcast).

<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