

# Creating Your First Podcast

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<http://wwc-podcast-track.blogspot.com>



# PRODUCING YOUR FIRST PODCAST :: INTRODUCTION

## Course Description, Goals, and Outcomes

This track will give you best practices and the skills needed to become a competent educational podcaster. In it you'll learn how to plan, produce, encode and distributes your own audio podcasts. If time allows, we will also create a video podcast.

### Goals:

- ✓ Provide an overview of podcasting and its impact on education.
- ✓ Plan, produce, encode, and distribute a podcast.
- ✓ Find and subscribe to other educational podcasts using a variety of methods.
- ✓ Identify the hardware, software, and server needs for creating & distributing podcasts.
- ✓ Review copyright issues that apply to podcasting including using legal music, images, and sound effects.
- ✓ Make podcasts accessible to all students.

### Outcomes:

Upon completion of this track, you will be able to:

- ✓ Define essential terms and concepts connected with podcasting.
- ✓ Use Audacity to record a podcast and convert it to the MP3 file format with appropriate compression.
- ✓ Located copyright and royalty free music to include in a podcast.
- ✓ Distribute a podcast using three methods (e.g., hand coded RSS feed, a blog, and a web-based feed burner)
- ✓ Copy podcast & supplemental files to a hosting web server.
- ✓ Development supplemental materials for ADA compliance.
- ✓ Use podcast directories to locate podcasts on topics of interest.
- ✓ Find online resources that will help you answer your own podcasting questions in the future.



# PRODUCING YOUR FIRST PODCAST :: INTRODUCTION

## Tentative Schedule

### Day 1:

- ✓ Track overview
- ✓ Create a blog
- ✓ Create a practice podcast recording
- ✓ Search for and subscribe to podcasts using iTunes and other podcast search tools
- ✓ Evaluate podcasts & discuss what makes a good educational podcast

### Day 2:

- ✓ Write a podcast script which will also become the transcript
- ✓ Record and edit podcast
- ✓ Locate legal music and add to podcast
- ✓ Encode podcast
- ✓ RSS the killer app of Web 2.0
- ✓ Enhance your blog

### Day 3:

- ✓ Create RSS feed by hand and with ListGarden
- ✓ Copy podcast, transcript, and RSS feed to web server
- ✓ Post podcast to blog
- ✓ Add “show notes” and image(s) to blog
- ✓ Create RSS feed using FeedBurner
- ✓ Promote podcast using iTunes and other podcast directories
- ✓ Create a video podcast (if time and interest allow)

### Day 4:

- ✓ Presentations
- ✓ Assessment strategies
- ✓ Wrap up



# PRODUCING YOUR FIRST PODCAST :: INTRODUCTION

## 4 Stages of Training

Stage 1: Unconscious and Incompetent

Stage 2: Conscious and Incompetent

Stage 3: Conscious and Competent

Stage 4:

## What do you know? (Circle the correct answer)

1. You must have an iPod in order to be a podcaster. T F ?
2. Studies have shown that students usually listen to course podcasts on an iPod or MP3 Player. T F ?
3. If a podcast and its transcript are both available, students will always listen to the podcast. T F ?
4. It's OK to use copyrighted music in your podcast because it's for educational purposes. T F ?
5. If you provide students with podcast lectures, they will stop coming to class. T F ?
6. Apple has sold over 100 million iPods. T F ?
7. The POD in podcasting stands for "Program On Demand." T F ?
8. Hundreds of colleges and universities have become iTunes Universities. T F ?



# PRODUCING YOUR FIRST PODCAST :: INTRODUCTION

**1. What is a podcast?** (*Bible*, pp. 27 – 30; *Dummies* p. 2)

**2. How do you find podcasts?** (*Bible*, pp. 3 – 4; *Dummies* pp. 21 – 29)

**3. How do you listen to or view podcasts?** (*Bible*, pp. 62 - 63;  
*Dummies* p. 2)



## **PRODUCING YOUR FIRST PODCAST :: INTRODUCTION**

### **How can podcasts be used in education?**

- ✓ **Distribute full or mini lectures**
- ✓ **Provide content review sessions**
- ✓ **Give practice exercises (foreign language, ESL, music)**
- ✓ **Interview interesting people**
- ✓ **Make class announcements**
- ✓ **Share industry news**
- ✓ **Record sounds important to an occupation (heart beats)**
- ✓ **Engage students in podcasting projects**
- ✓
- ✓
- ✓



## **PRODUCING YOUR FIRST PODCAST :: INTRODUCTION**

### **What are the potential benefits to students?**

- ✓ **Access for visually impaired or dyslexic students**
  
- ✓ **Appeals to auditory learners**
  
- ✓ **Mobility – take content anywhere**
  
- ✓ **Time shifting of content**
  
- ✓ **24/7 availability**
  
- ✓ **Supporting tech savvy students**
  
- ✓
  
- ✓
  
- ✓
  
- ✓



# **PRODUCING YOUR FIRST PODCAST :: INTRODUCTION**

## **Podcasting Process**

**Step 1 – Planning**

**Step 2 – Producing**

**Step 3 – Encoding**

**Step 4 - Distributing**



# PRODUCING YOUR FIRST PODCAST :: ACCOUNTS

## Accounts Cheat Sheet

This handout is provided to help you keep track of the accounts you'll be setting up and using for your podcasting.

### **Blogger (<http://www.blogger.com>)**

Blog URL: \_\_\_\_\_

User Name: \_\_\_\_\_

Password: \_\_\_\_\_

### **FeedBurner (<http://www.feedburner.com>)** (See *Dummies* p. 57)

User Name: \_\_\_\_\_

Password: \_\_\_\_\_

### **iTunes (For adding your podcast to the iTunes directory)** (See *Bible* pp. 487- 490)

Apple ID: \_\_\_\_\_

Password: \_\_\_\_\_

Feed URL: \_\_\_\_\_

### **PodOMatic (<http://www.podomatic.com>)** (See *Bible* pp. 352 – 353)

Blog URL: \_\_\_\_\_

User Name: \_\_\_\_\_

Password: \_\_\_\_\_

### **Web Server for Podcast File Storage**

URL: \_\_\_\_\_

User Name: \_\_\_\_\_

Password: \_\_\_\_\_

Base URL for podcast / transcript files: \_\_\_\_\_



# PRODUCING YOUR FIRST PODCAST :: ACCOUNTS

## **Bloglines (<http://www.bloglines.com>)**

Email Address: \_\_\_\_\_

Password: \_\_\_\_\_

## **PageFlakes (<http://www.pageflakes.com>)**

Email Address: \_\_\_\_\_

Password: \_\_\_\_\_

## **iGoogle (<http://www.google.com/ig>)**

Email Address: \_\_\_\_\_

Password: \_\_\_\_\_

## **My Yahoo (<http://www.myyahoo.com>)**

Yahoo ID: \_\_\_\_\_

Password: \_\_\_\_\_



## PRODUCING YOUR FIRST PODCAST :: PRACTICE SCRIPT

Hello, my name is \_\_\_\_\_ and this is my first recording session using Audacity. I'm going to make the three most common recording mistakes and then use Audacity's editing tools to fix them.

Mistake number one: When I'm reading from my script or detailed outline, I mix up several words. For example, blah, blah, blah, blah, blah.

Here's the best way to handle this. Stop reading for about three or four seconds then repeat the problem sentence(s) starting from a logical place. When you edit, the recording it will be easy to find the section to remove because it will be marked by a straight line representing the pause. (**Pause for 3 seconds.**)

Mistake number two: I lapse into using ums and ahs or other annoying speech habits especially when I don't have a prepared script. Um, I never knew um how many times I um say um when I'm um talking.

You can edit out all your ums or ahs. They will probably have the same waveform pattern on the recording track and will be relatively easy to find. But, the best way to avoid this tedious, time sucking editing work is to use a script. And, of course, you also train yourself to not say um or ah when you're speaking.

Mistake number three: I sometime speak too softly and other times speak too loudly during my recording session. (Whisper this sentence) I am speaking very softly now. (Use a loud voice for the following sentence) I am speaking very loudly now.

Here's the best way to fix this. After you've deleted your mistakes and you're happy with your content, select the part of track that's too soft, then select **Effect** from the menu bar and choose **Amplify**. Adjust the slider to the right to increase the sound and click the **Preview** button. If it sounds good, click the **OK** button. Lower the volume in the section that too loud using the same tool but adjust the slider to the left instead of the right.

Now it's time to click the Stop button, save my recording file as an Audacity Project, and do some editing.



## PRODUCING YOUR FIRST PODCAST :: PLANNING

### **Consider the learning outcomes you hope to achieve with your podcasts.**

"As with any educational technology, whether and how podcasting impacts the quality of the learning experience and/or educational outcomes depends largely upon how the technology is put to use." Ashley Deal, Office of Technology for Education & Eberly Center for Teaching Excellence at Carnegie-Mellon University.

Paul McCloskey, "*Consensus: Podcasting Has No 'Inherent' Pedagogic Value*," Campus Technology, 7/9/2007, <http://www.campustechnology.com/article.aspx?aid=49018>

### **Best Practices**

- 1. Podcast should be 2 – 10 minutes long, chunk content if necessary.**
- 2. Start with clear context for podcast content and end with most important things to remember.**
- 3. Create and use a script which will become the printed transcript for accessibility.**



# PRODUCING YOUR FIRST PODCAST :: PLANNING

## Script Production

### Intro

1. Your name
2. Show name (e.g., Dan's Mathcast) or course name and/or college name
3. Tag line (e.g., Mathematics for the Masses)

### Outro

1. Quick review of important content
2. Tag line (e.g., See you next time on Dan's Mathcast)

### Music

1. RoyaltyFreeMusic.Com  
(<http://www.royaltyfreemusic.com/free>)
2. HollywoodEdge.Com (<http://www.hollywoodedge.com>) See Links → Free Samples
3. PodsafeAudio.Com (<http://www.podsafeaudio.com/>)
4. SoundClick (<http://www.soundclick.com/music.cfm>)
5. Create your own!

### Tips

1. Create a script template in Word with intro and outro and use it for all your scripts.
2. Read script out loud then edit for flow.
3. Convert script to PDF and use as the transcript.
4. Rehearse completed script before recording – this will save you time in the long run.



## PRODUCING YOUR FIRST PODCAST :: PRODUCING

### Software and equipment needs

- ✓ See *Bible*, pp. 89 – 118
- ✓ See *Dummies*, pp. 31 – 54
- ✓ See also BSW Professional Audio Gear  
(<http://www.bswusa.com/podcast.asp>)

### Low tech/low cost

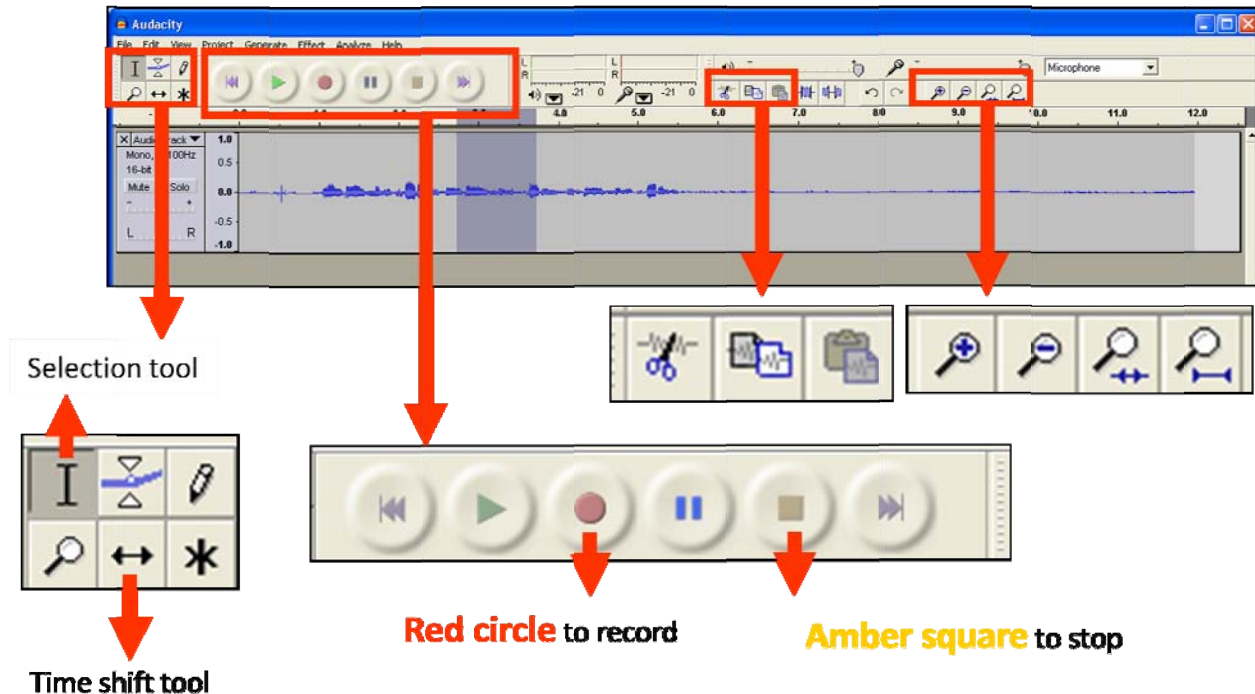
1. Audacity (free) from <http://audacity.sourceforge.net/> and LAME (free) from <http://lame.buanzo.com.ar/> - for Windows and Mac users.
2. GarageBand (part of iLife suite \$79) from <http://www.apple.com/ilife/garageband/>.
3. Microphone –USB headset (\$40 - \$50).
4. Relatively new computer with sound card.

### Medium tech/medium cost

1. Audacity (free) and LAME (free)
2. Relatively new computer with sound card.
3. USB mixer (\$150).
4. Microphone(s) – Condenser (\$99 each).
5. Headphones (\$50).
6. Software for audio recording and editing. See *Bible* and *Dummies* for software suggestions.



## Main Audacity Tools



## Most Common Editing Procedures

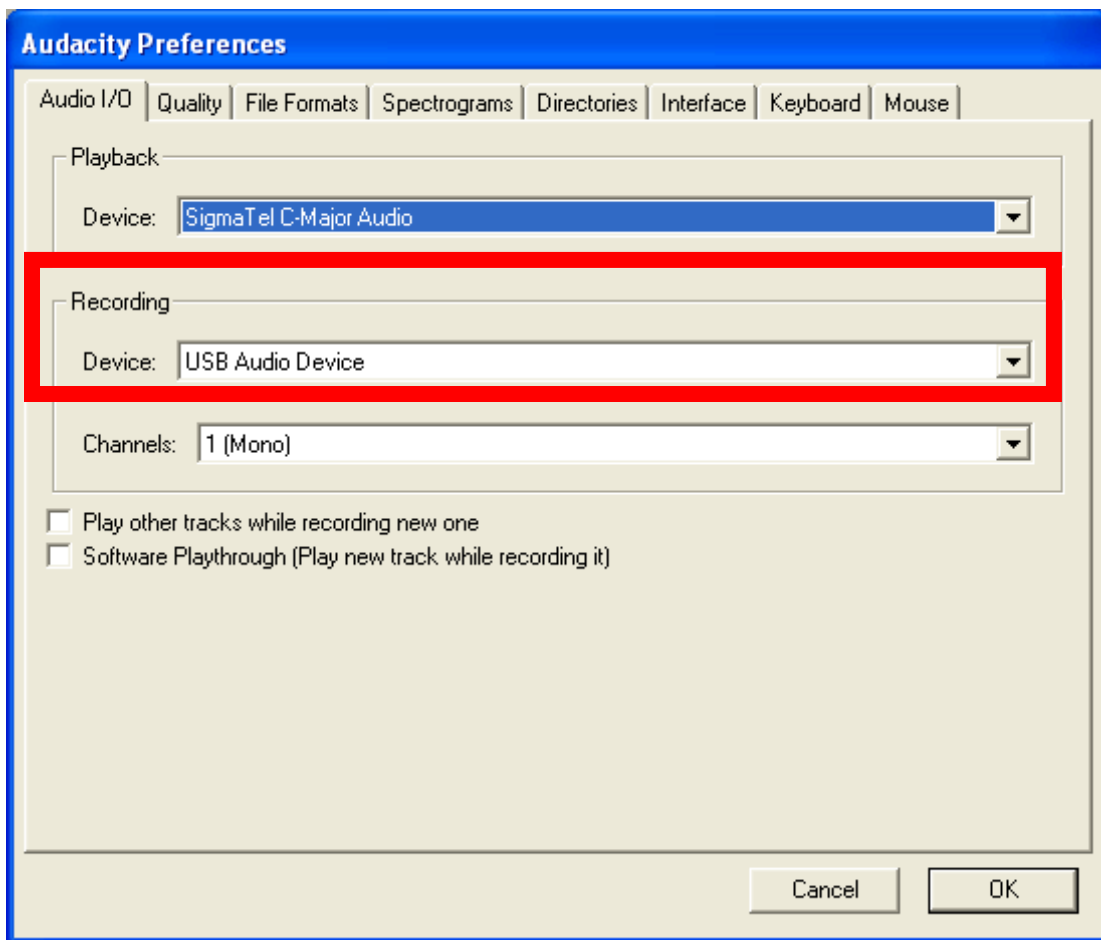
1. Deleting unwanted portions of track – Select with Selection tool then click Scissors button or press Delete.
2. Adding silence – Use Selection tool to click in track where silence is desired, then click **Generate → Silence**.
3. Increasing volume – Select the section that's too soft then click **Effect → Amplify**. Use the slider to increase or decrease the volume then click **OK**.
4. Removing noise – Select a section that has background noise (air conditioner hum, etc.) and select **Effect → Noise Removal**. Click **Get Noise Profile**. Next select all the audio you want filtered and click **Effect → Noise Removal** again. Adjust the slider for less or more (or leave it at the default position) and click the **Remove Noise** button.



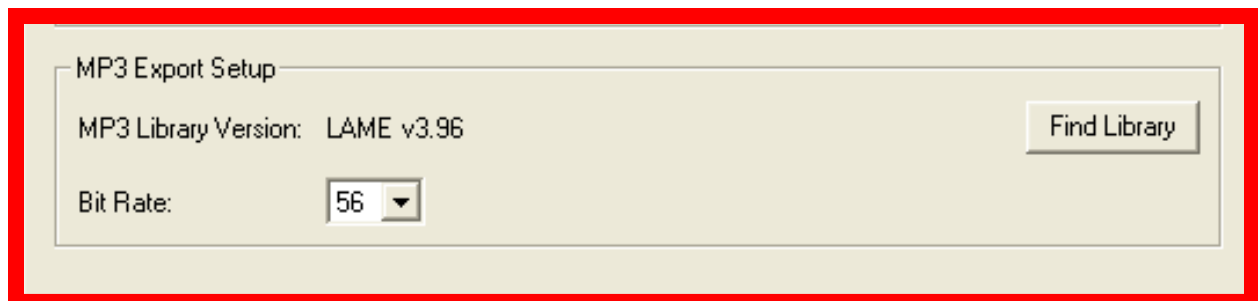
# PRODUCING YOUR FIRST PODCAST :: PRODUCING

## Audacity Preferences

1. Select **Edit** → **Preferences** and click the **Audio I/O** tab.
2. Make sure your microphone is properly selected as the **Recording** device.  
See below:



3. Click on the **File Formats** tab and adjust the **Bit Rate** to **56** in MP3 Export Setup towards the bottom of the screen. See below:

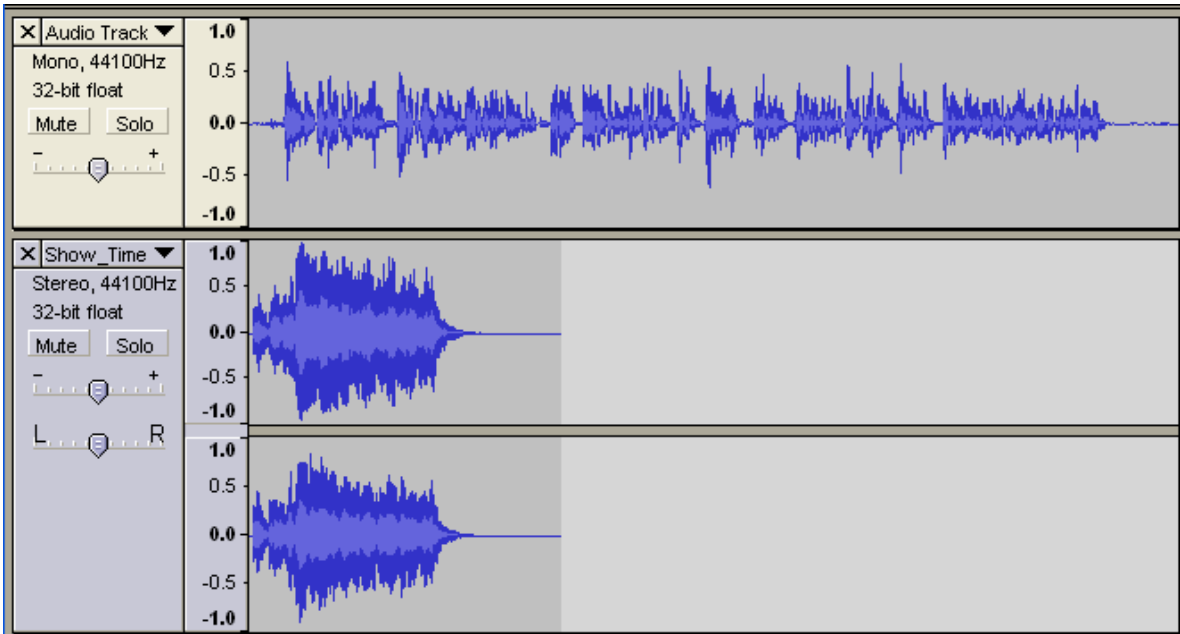




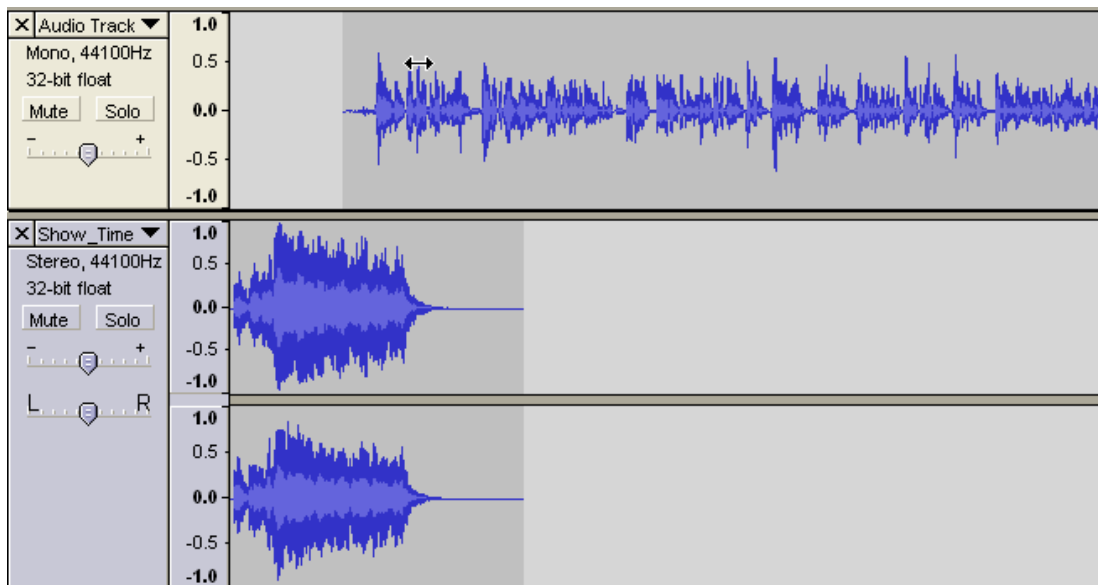
# PRODUCING YOUR FIRST PODCAST :: PRODUCING

## Adding music to your podcast

1. When you have finished editing your recording and have saved a music file to add at the beginning of your podcast (called “bumper” music), click **Project → Import Audio**. Select the music file and it will be placed on a new track. See below:



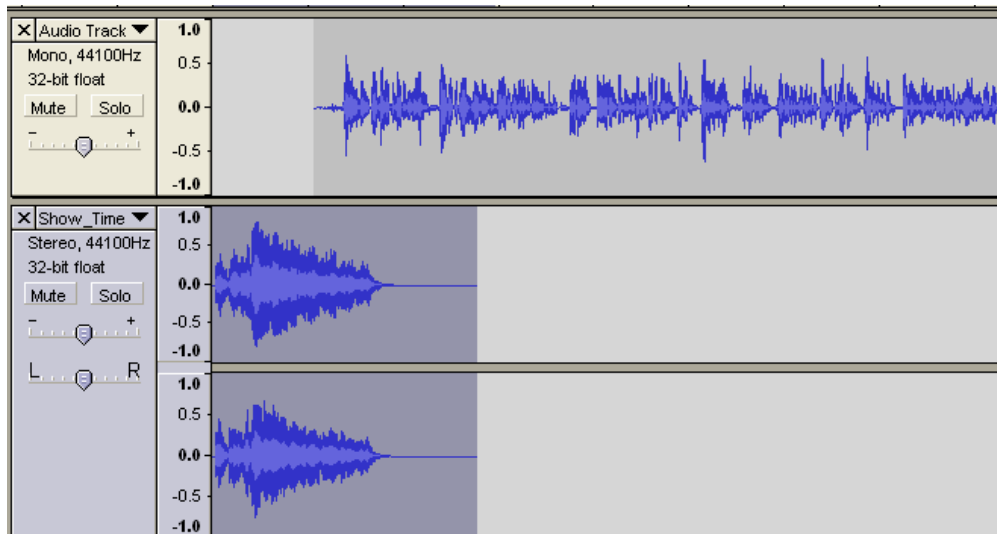
2. Select the **Time Shift** tool with your mouse then click and drag your voice recording track to the right so about 5 – 10 seconds of music will play before you start speaking. See below:





## PRODUCING YOUR FIRST PODCAST :: PRODUCING

3. Click on the **Selection tool** then drag it through the music track. Click **Effect** → **Fade Out** and the music track will look like the one below:



4. Use the same tools and procedures if you want to use music in your outro.
5. Music tips:
  - a. Use the same music in your podcast episodes.
  - b. Use a small amount, 5 – 10 seconds maximum.
  - c. Give the musician credit if required.
  - d. Select music that you think your target audience will enjoy.



## PRODUCING YOUR FIRST PODCAST :: ENCODING

### Audio Podcasts

Audacity creates a proprietary file that can only be opened in Audacity but it does let you export the file to MP3, the file format used for most audio podcasts.

Audacity requires a file called **lame\_enc.dll** in order to export to MP3. You must download the LAME encoder library (see link on Podcast Track blog) and find it the first time you use Audacity on your computer. This sounds much harder than it actually is.

### File Size vs. Quality

Like digital photos and videos, podcast files can be very large and take a long time to download even using a broadband Internet connection. You must change the bit rate to reduce the weight of the file but, if you make it too low, your podcast can sound very bad. It is a compromise and your ears should be your guide for this step.

When you configured Audacity, I told you to change the bit rate to 56. In my experience, this bit rate results in manageable file sizes and acceptable quality especially if you're using music in your podcast. In the podcasts I've encoded at 56 Kbps, each minute is approximately .5 MB. See *Bible*, pp. 262 – 265 and *Dummies*, pp. 129 – 131 for much, much more information on the topic of bit rate and encoding.

### Encoding to MP3 using Audacity

1. After you've completed all your editing and added bumper and stinger music, select **File → Export to MP3**.
2. The ID3 Tag dialog box will open and should be completed. See the next page for instructions.



## PRODUCING YOUR FIRST PODCAST :: ENCODING

ID3 Tags are embedded into your MP3 files and they provide important information about the files that is useful to people who will listen to your podcasts on a computer, an iPod or other MP3 player. ID3 stands for **ID**entify a **MP3** and ID3v2 is the current version. (See *Dummies*, pp. 137 – 140)

The ID3 dialog box that appears in Audacity when you export your podcast to the MP3 format is shown below.

**Edit ID3 Tags (for MP3 exporting)**

Format:

ID3v1 (more compatible)

ID3v2 (more flexible)

Title: IT 111 Week 2 Podcast

Artist: Jean Kent

Album: Internet and Web Authoring using XHTML

Track Number: 2 Year: 2007

Genre: Speech

Comments: http://facweb.northseattle.edu/jkent/it1

Cancel OK

**ID3v2** is selected automatically.

**Title** is the episode name and/or number.

**Artist** is the creator of the podcast.

**Album:** The name of the class or department if the podcasts are being offered by a campus group.

**Track Number:** The episode number if applicable.

**Year:** The year the podcast is created.

**Genre:** Audacity doesn't have a Podcast genre so Speech is the most appropriate for audio podcasts.

**Comments:** Additional information – keep it short.

I have found it helpful to make notes so that my ID3 tags are standardized for all my podcasts.

Title: \_\_\_\_\_

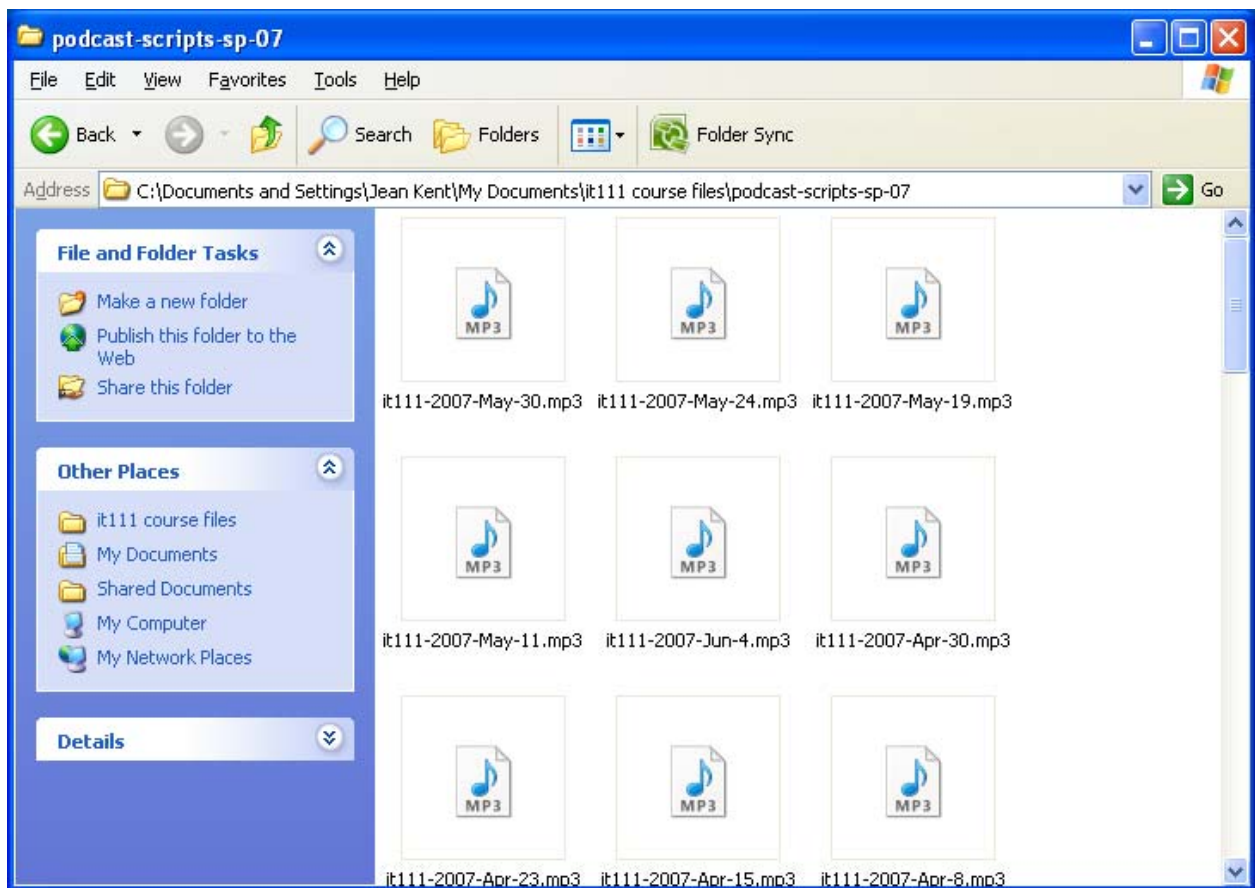
Album: \_\_\_\_\_

Comments: \_\_\_\_\_



## PRODUCING YOUR FIRST PODCAST :: ENCODING

3. After you complete the ID3 tag dialogue box, you'll be prompted for a file name and the storage location on your computer for the MP3 file.
  - a. The file name for the MP3 file will be the same as your Audacity project name. You probably don't want to change it if you followed my suggestions for file names.
  - b. Create a folder for your podcast files and store the encoded MP3 files in that folder. See below:



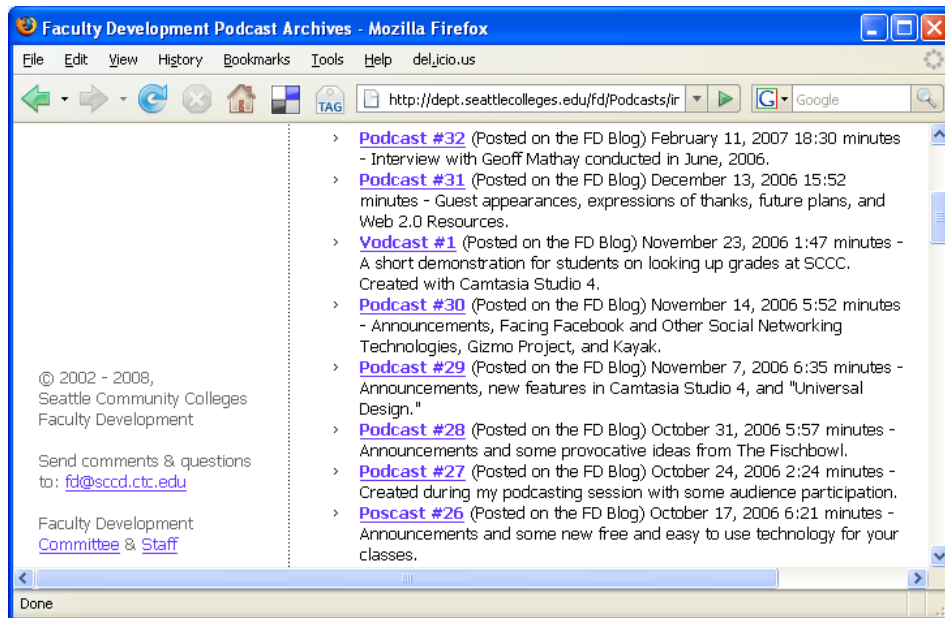
4. Consider storing the Audacity files used for your podcast on a CD or external hard drive.



# PRODUCING YOUR FIRST PODCAST :: DISTRIBUTING

You have several options when it comes to distributing your podcasts. See *Bible*, pp. 345 – 376 and *Dummies*, pp. 143 – 162).

1. Create a podcast page in your course web site or LMS account and make a link to every podcast you create. See below:



2. Create a blog and use it for distributing your podcasts. See below:





## PRODUCING YOUR FIRST PODCAST :: DISTRIBUTING

3. Use a podcast hosting service like PodOMatic (<http://www.podomatic.com>) or LibSyn.com (<http://libsyn.com>). See below:



### Making your podcast subscribable – RSS Feeds

RSS feeds are special control files that are updated each time you produce a new podcast. They can be created in a variety of ways: written by hand using a text editor (e.g., Notepad or TextEdit), with software that is free (e.g., ListGarden) or low cost (e.g., FeedForAll), or using a web-based feed burner (e.g., FeedBurner.com).

See *Bible* pp. 319 – 343 and *Dummies* pp. 177 – 197 for much more information on RSS feeds.



## PRODUCING YOUR FIRST PODCAST :: DISTRIBUTING

### Hand Coding a RSS Feed

RSS feeds are written in XML and while the typing can be tedious, it's not intellectually difficult. If you decide to hand code your RSS, consider the following:

1. Use Notepad (Windows) or TextEdit (Mac) or any other text editor that creates text only files.
2. Save the file with a meaningful name and the file extension **.xml**.
3. Include iTunes specific tags if you plan to list your podcast in the iTunes directory. (See Bible pp. 324, 488 – 490 and Dummies 178 – 193.
4. Validate your feed using the FEED Validator at <http://www.feedvalidator.org/>.
5. Each new episode you create will require an update to your feed.
6. Your feed must be placed on a web server and each time you update it, you'll need to replace the previous version.

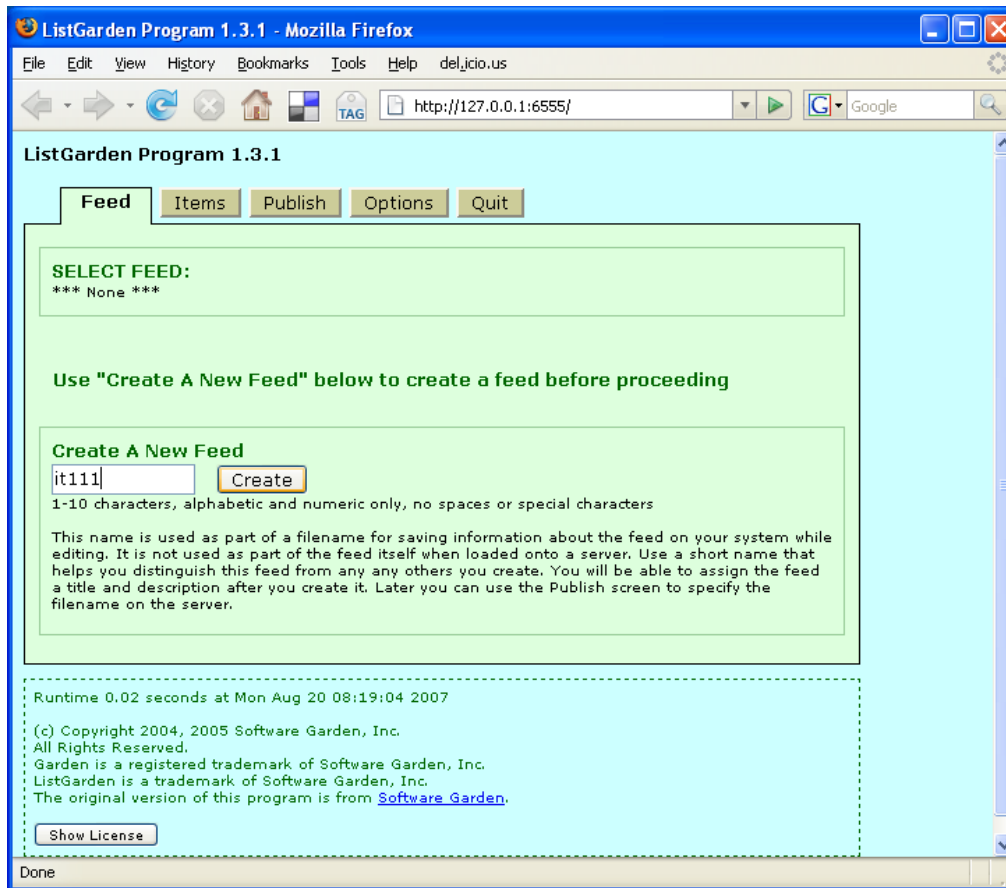
### RSS Feed Generator Software

ListGarden (<http://www.softwaregarden.com/products/listgarden/>) is a free RSS Feed Generator application that is easy to use. Here are the steps:

1. Install ListGarden to your desktop. When you launch it, your default browser will open with the first ListGarden task which is giving a name to your RSS feed. Type in a meaningful name. See below:



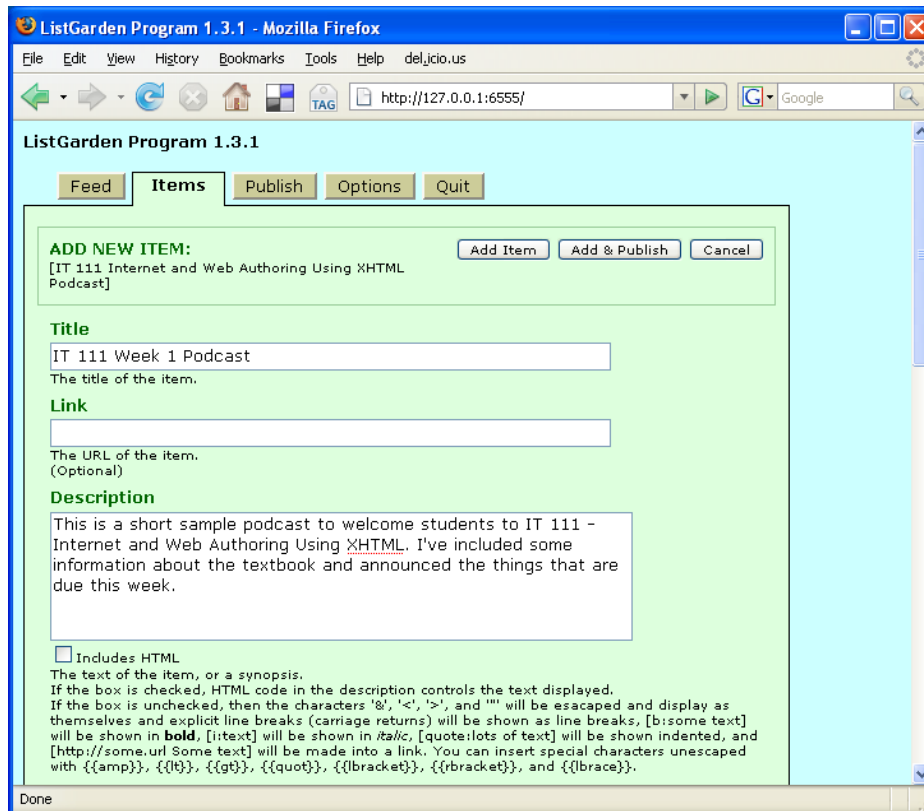
# PRODUCING YOUR FIRST PODCAST :: DISTRIBUTING



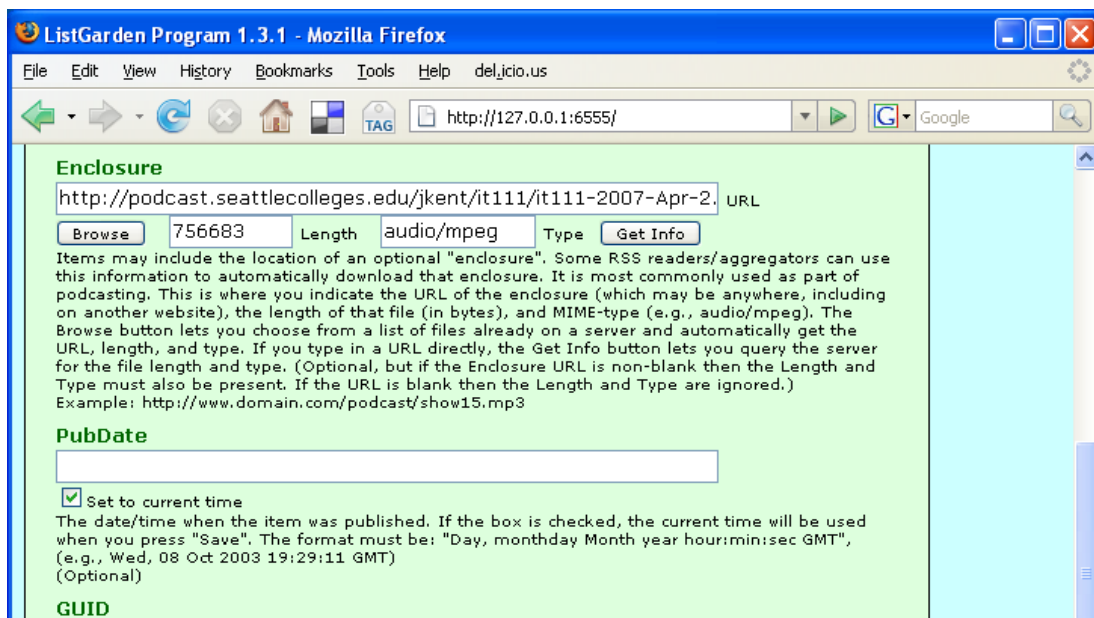
2. Continue adding your podcast information to the form. The channel is the name of the podcast series, the link is the URL for your course web site or the podcast blog. The description is a short description of the podcast series. Click the Save button.
3. Click on the Add button to finish your feed. Each podcast is an item and you must complete the required Item information. The Title is the title of the podcast episode and the Description is a short description of that episode. See below:



# PRODUCING YOUR FIRST PODCAST :: DISTRIBUTING



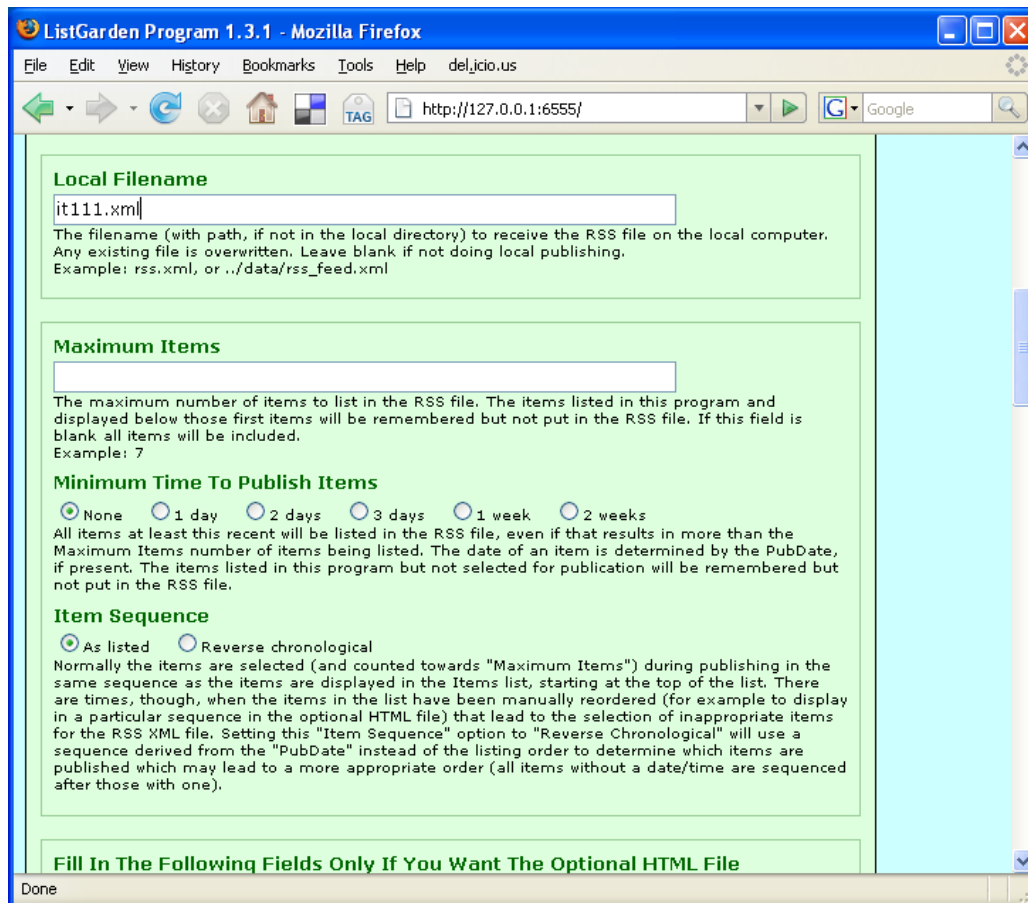
4. The Enclosure is where you type in the URL for your MP3 file. If the file is already on your web server, you can click the Get Info button and the Length and Type sections will be filled in automatically for you. See below:





## PRODUCING YOUR FIRST PODCAST :: DISTRIBUTING

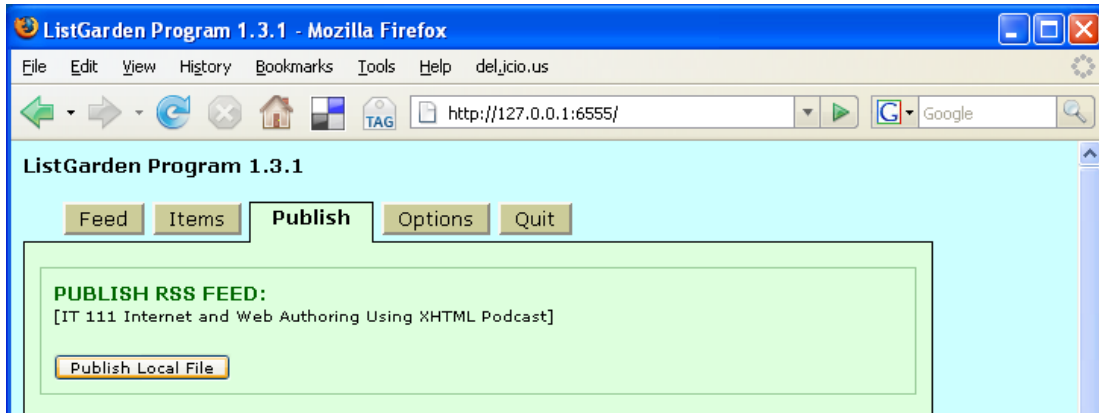
5. You can ignore the rest of the input boxes and scroll down to the **Add & Publish** button.
6. In the Publish section, leave the FTP information blank (unless you choose to use ListGarden as your FTP program) and enter the file name you gave your feed in step 1. You can leave the Minimum Time to Publish Items and Item Sequence set to their defaults. See below:



7. You can leave the rest of the options blank and then click the Save button.
8. Click the Publish Local File button to create your RSS feed. See below:



## PRODUCING YOUR FIRST PODCAST :: DISTRIBUTING



9. Your RSS feed file will be saved to the same folder where the ListGarden software is installed. Now you can use your own FTP software to copy it to your web server.

### **FeedBurner (<http://www.feedburner.com>)**

FeedBurner works great with Blogger to create a feed for your podcast. Here are the steps:

1. Create a blog for your feed using Blogger.com. Remember you only need one Blogger account and you can have several different blogs.
2. Copy your podcast blog URL to the clipboard.
3. Open a new browser window and go to FeedBurner at <http://www.feedburner.com>.
4. Paste your podcast URL into the Start FeedBurner Now box and click in the checkbox labeled “I am a podcaster!” and click the Next button.
5. Create a FeedBurner account. See Accounts Cheat Sheet for recording user name and password.
6. Following the instructions provided by FeedBurner for creating your RSS feed.

# Quick Start for Blogger

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Create a FeedBurner feed and promote it on your Blogger blog. This QuickStart will help you use Blogger and FeedBurner together most effectively.

## Creating Your Feed

1. Enter your blog's web address in the "Ready to Burn?" form found on FeedBurner's home page and at the bottom of the pages in the Blog and Podcast sections. If you plan to publish a podcast with your Blogger feed, check the "I am a podcaster" box. Click **Next** ».

A screenshot of the "Ready to burn your feed?" form. The title is "Ready to burn your feed? Type your feed or blog URL here". Below the title are links for "Quick Start Guides: Blogger • Typepad • WordPress • Podcasting/Videos". A text input field contains the URL "myblog.blogspot.com".

The "Identify Feed Source" page should appear.

2. On "Welcome", make sure the title and FeedBurner address (URI) of your new feed are values you prefer.

A screenshot of the "Identify Feed Source" form. It has two sections. The first section is labeled "Feed Title:" and has a text input field containing "My Weblog". Below this field is the instruction "Enter a title to help identify your new feed in your account." The second section is labeled "Feed Address:" and has a text input field containing "http://feeds.feedburner.com/MyWeblog". Below this field is the instruction "The address above is where people can find your new feed."

The "Create or Sign In To Your FeedBurner Account" page should appear.

3. Also on this page, create a FeedBurner account by picking a username and password and supplying your email address.

When you've supplied all the required information on this page, click **Activate Feed** ». A "Congrats" page should appear.

4. Read all of the information on "Congrats", then click **Next** » to continue with the setup process.
5. If you selected "I am a podcaster" on the home page, configuration options for our **SmartCast™** service will appear. Here you can supply categories and other information for iTunes, append a copyright message and submit your podcast to Yahoo! Search

Include iTunes podcasting elements

Category:  » Subcategory:

[Use additional categories](#) ▼

Podcast image location:  
 [Preview Image...](#)

When you are finished, click **Next** ». Configuration options for FeedBurner stats services should appear.

- On the stats configuration page, select the level of feed stats detail you want.

Circulation — How many people are subscribed

Readership — What feed readers people are using

Item clickthroughs — How often people click items that link back to your site  
In order to track item clickthroughs, we redirect all links in your feed through FeedBurner. If you want us to leave your links untouched, leave this option unchecked.

I want more! Have TotalStats **PRO** also track:

- Commerce service performance — ad earnings
- Individual item views and resyndication — Popularity of individual items
- Why is PRO worth it? [Compare it and see.](#)

Click **Next** » to finish the setup process and enter our feed management interface.

You're now ready to make your FeedBurner feed available on your Blogger site!

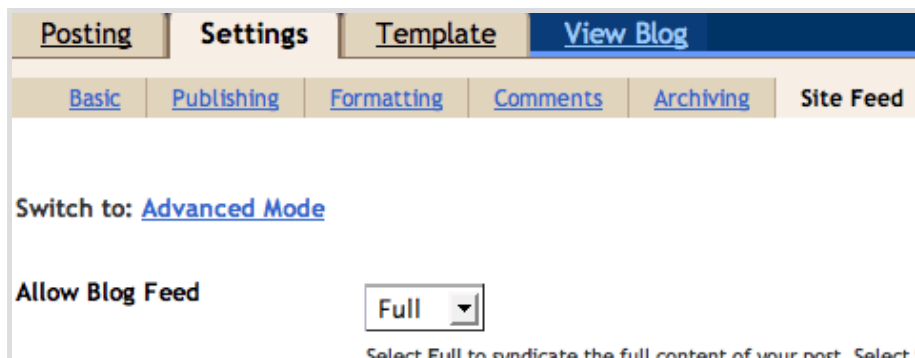
## Redirecting Your Blogger Feed to Your FeedBurner Feed

Blogger can make sure all feed traffic for your blog content goes to your FeedBurner feed. This helps make sure your FeedBurner stats are much more comprehensive and accurate; even subscribers to the 'Original Feed' are routed through FeedBurner. To redirect your feed:

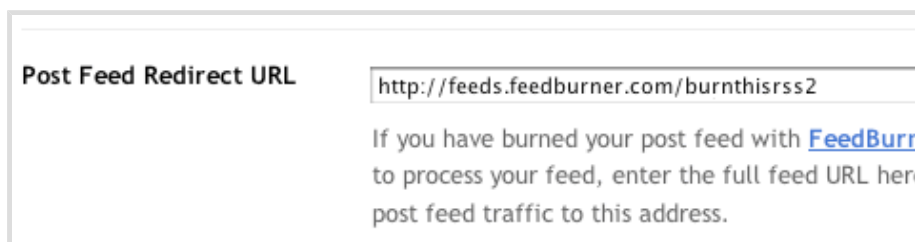
- In a new browser window, [sign in to your Blogger account](#).
- From the Blogger Dashboard, click the **Settings** link for the blog you want to promote.

The Settings page for your selected blog should appear.

- Click the **Site Feed** link under the **Settings** tab.



4. Type your complete FeedBurner feed address into the **Post Feed Redirect URL** text field. **Make sure you type in your entire feed address including the "http://" portion.**



5. Click **Save Settings**.

You should see the message "Settings were Saved Successfully".

6. Blogger will now redirect all feed traffic for your blog to your FeedBurner feed.

Note: If you are using the redirection feature within Blogger to send all of your feed traffic to your FeedBurner feed, you may want to modify the code we give you keep your subscribers with you even if you leave FeedBurner. Learn why from this FeedBurner Forums [Tech Tip](#).

## Promoting your FeedBurner feed on your Blogger site

You will now use FeedBurner's Publicity Tools to select a "chicklet" image to display a link to your FeedBurner feed from your blog's home page.

1. Click the **Publicize** tab.



A list of publicity-related services appears.

2. Locate and click the **Chicklet Chooser** service.

The form shown below loads into the right side of the screen:

This form contains several options for buttons that promote (and link to) your FeedBurner feed.

3. Click the radio button next to the button you want to display on your site.
4. Click the drop-down and select "Blogger" to add the chicklet as a widget.

5. Blogger will open in a new window. Follow the prompts there to continue to add the new widget.

## Offering Email Subscriptions To Your Blog

### Subscription Link Code

You can also offer email subscriptions from a link rather than a form. Just copy the following link code. Users who click it will be prompted to enter their email address in the form that appears.

```
<a href="http://www.feedburner.com/fb/a/emailverifySubmit?feedId=6861
```

FeedBurner also offers our Email Subscription service, which uses your feed to send an update once each day that you make new post(s) to your blog. If you want to offer a link to subscribe to these email updates to your readers, you may do so by following a procedure very similar to the one outlined in "Promoting your FeedBurner feed on your Blogger site," above.

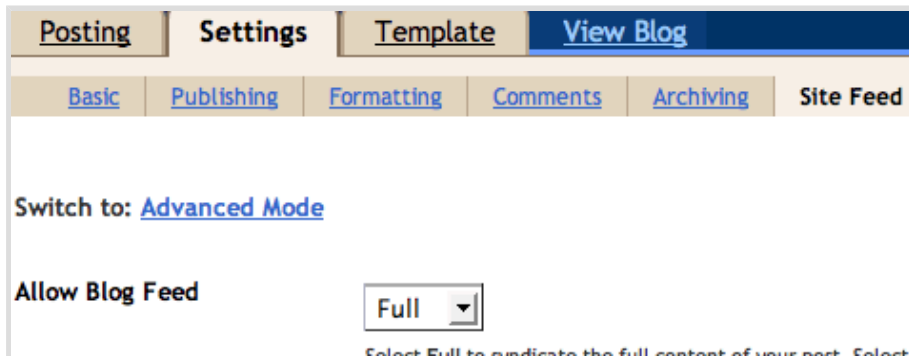
### Verifying Blogger "Site Feed" settings for podcasting

If your feed is used for a podcast, you will need to make sure you're publishing a "full content" feed in order for FeedBurner's SmartCast service to pick up links to your audio files and generate enclosures for them. To verify your original Blogger site feed format is correct:

1. In a new browser window, [sign in to your Blogger account](#).
2. From the Blogger Dashboard, click the **Settings** link for the blog you want to promote.

The Settings page for your selected blog should appear.

3. Click the **Site Feed** link under the **Settings** tab.



4. Set **Allow Blog Feed** to **Full** if it is not set to this value already.
5. Click **Save Settings**.

You should see the message "Settings Were Saved Successfully".

[Close Window](#)