



PODCASTING :: INTRODUCTION

Workshop Description, Goals, and Outcomes

This workshop will give you best practices and the skills needed to become a good educational podcaster. During the workshop you'll learn how to plan, produce, encode and distribute your own audio podcasts. If time allows, we will also create a simple video podcast.

Goals:

- ✓ Provide an overview of podcasting and its impact on professional technical education.
- ✓ Plan, produce, encode, and distribute a podcast.
- ✓ Identify the software and equipment needed for creating 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 workshop, you will be able to:

- ✓ Use Audacity to record a podcast and convert it to MP3 file format with appropriate compression.
- ✓ Develop file naming and ID3 tag conventions to streamline your workflow.
- ✓ Located copyright and royalty free music to include in a podcast.
- ✓ Distribute a podcast using a blog and Feedburner.
- ✓ Create a podcast transcript for ADA compliance.
- ✓ Find online resources that will help you answer your own podcasting questions in the future.

Workshop Web Site:

<http://wec-podcasting.blogspot.com/>



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Schedule

8:00 – 8:45am	Breakfast and overview of day
8:45 – 9:00am	Educational podcasting with examples
9:00 – 10:30am	Record and edit podcast with Audacity
10:30 – 11:00am	Locate “legal” music and add to recording
11:00 – 11:30 am	Convert recording to MP3 and add ID3 tags
11:30 – 12:00pm	Best Practices discussion
12:00 – 1:00pm	Lunch and script development
1:00 – 2:30 pm	Complete script and record podcast
2:30 – 2:45pm	Break
2:45 – 3:45pm	Edit and add music to podcast, convert to MP3
3:45 – 5:00pm	Create blog and podcast feed with FeedBurner



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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. Hundreds of colleges and universities have become iTunes Universities. T F ?



PODCASTING :: INTRODUCTION

1. What is a podcast?

2. How do you find podcasts?

3. How do you listen to or view podcasts?



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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**
- ✓
- ✓
- ✓



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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**
- ✓
- ✓
- ✓
- ✓



PODCASTING :: INTRODUCTION

Podcasting Process

Step 1 – Planning

Step 2 – Producing

Step3 – Encoding

Step 4 - Distributing



Audacity Overview

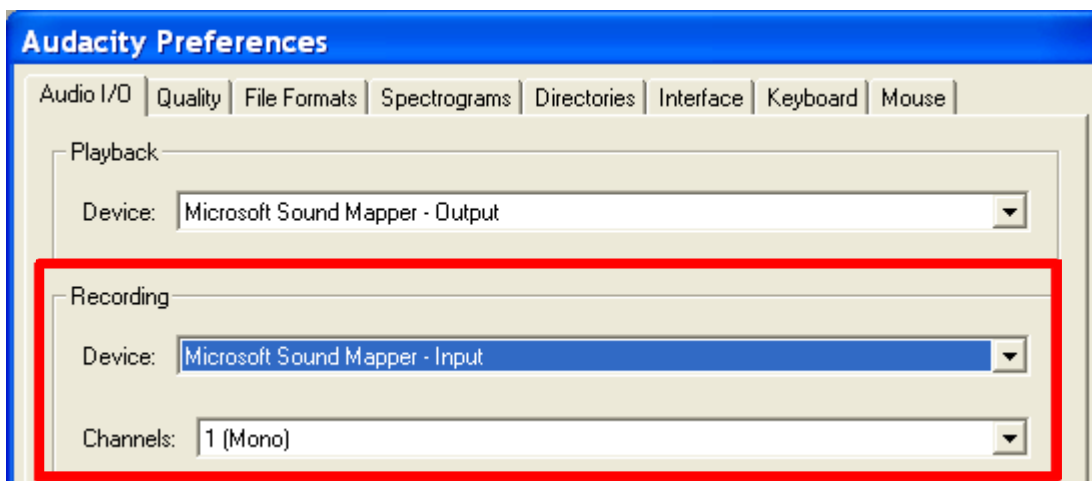
Audacity is a free program that many podcasters use for recording their podcasts. It is quite easy to use and has decent online support at <http://audacity.sourceforge.net/manual-1.2/index.html>.

Audacity requires a helper file for converting recordings to MP3, the format used for podcasts. The helper file is the LAME MP3 Encoder and you can download it from <http://lame.buanzo.com.ar/>. The first time you use Audacity to export a recording to MP3, you'll be prompted to find a file named **lame_enc.dll** on your computer. You only have to do this once!

Audacity Preferences

Before you record your first podcast, change the Audacity preferences using the steps outlined below:

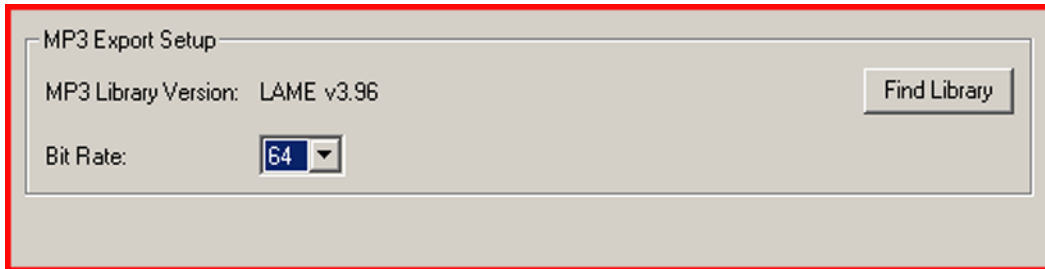
1. Open Audacity.
2. Select **Edit** → **Preferences** and click the **Audio I/O Tab**.
3. Make sure the **Recording Device** is properly selected for your microphone and that **Channels** is set to **1 (Mono)**:





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4. Click on the **File Formats Tab** and adjust the **Bit Rate** to **64** in **MP3 Export Setup** towards the bottom of the screen. See below:



File Management & Naming Recommendations

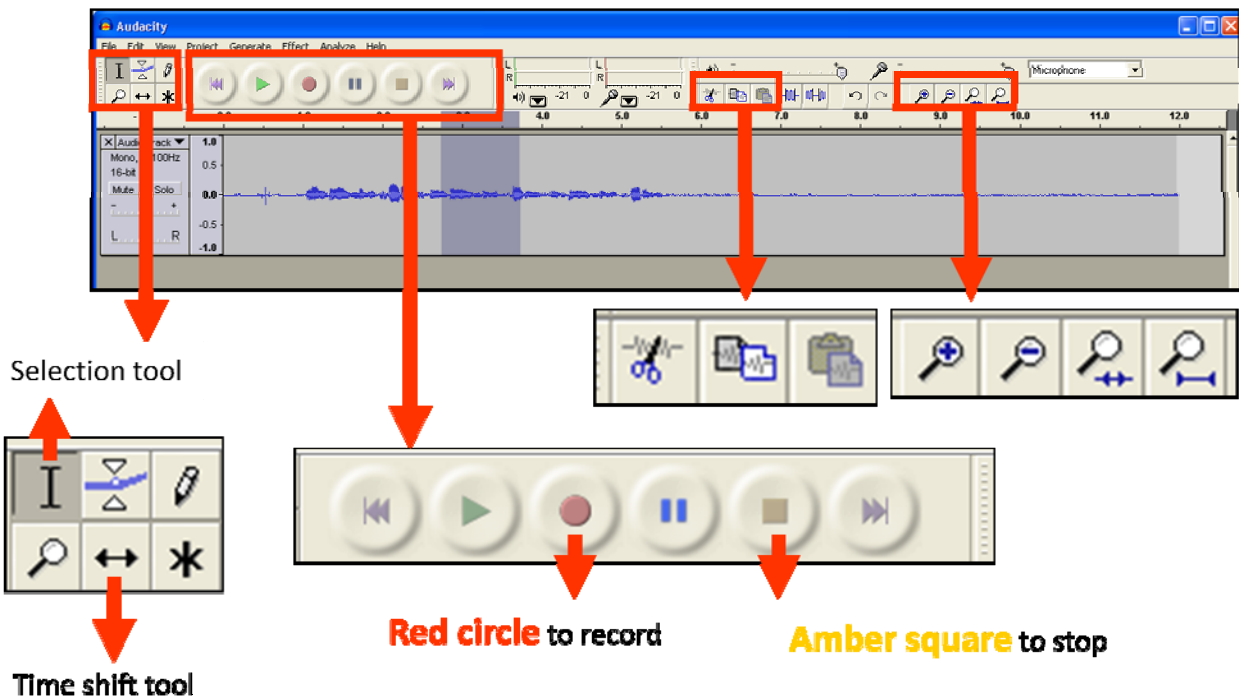
1. Use a convention for naming your podcast files. This insures the files are displayed in a logical, easy to manage list on your students' computers.
 - a. For example, you could name your course podcast for Business 101 bus-101 and the first episode recorded on April 18, 2008 would be **bus-101-2008-04-18**.
 - b. Start with the Initials of the podcast program.
 - c. The year the podcast was created comes next and should always be four digits.
 - d. The month the podcast was created follows the year and should always be two digits.
 - e. The day the podcast was created is the final element and should always be two digits.
 - f. NO spaces allowed in file names but dashes are okay!
 - g. In my experience it's best to use all lower case letters in file names.
2. Use this convention for the files that Audacity creates when you record an audio podcast.
3. Audacity saves the recording in a unique format that no other program can open.
4. Audacity creates a master file, a back up file, and a folder with all the data you recorded in your podcast.



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5. After exporting a recording to MP3, store the Audacity files in a separate storage device since these files can be quite large.

Main Audacity Tools



Most Common Editing Procedures

1. Deleting unwanted portions of track – Select with **Selection** tool then click the **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 – It's best to record at the proper level but you can increase the volume when editing. Select the section that's too soft then click **Effect** → **Amplify**. Use the slider to increase or decrease the volume then click **OK**.

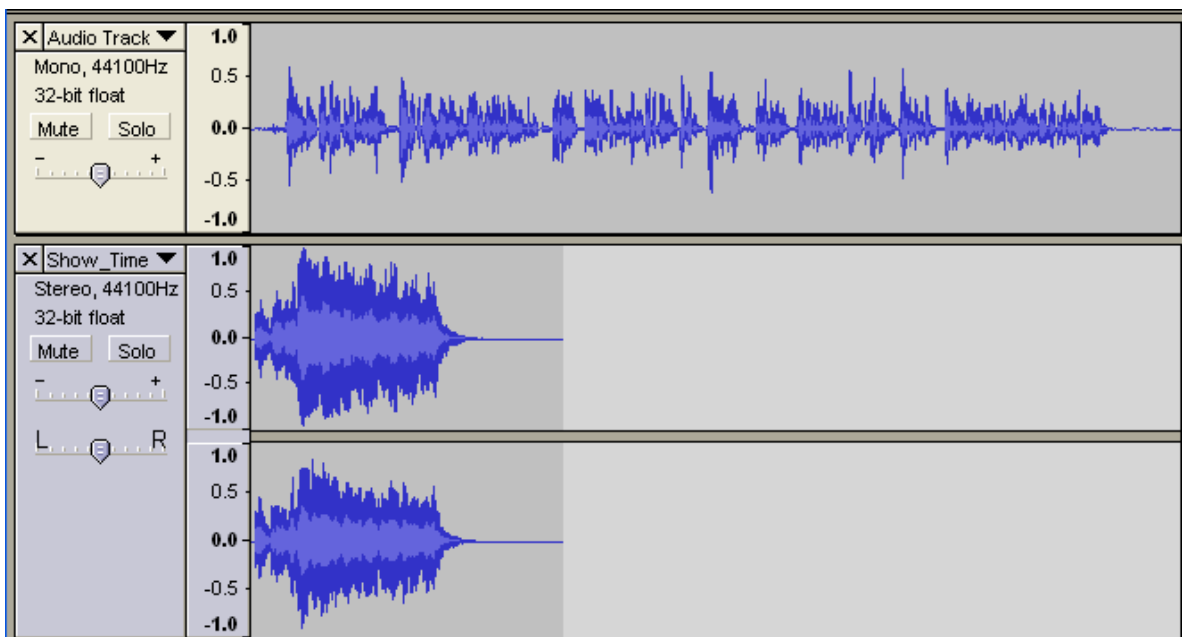


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4. Removing noise – Select a section that has background noise (air conditioner hum, etc.) and select **Effect → Noise Removal**. Click **Get Noise Profile**. Next select all the audio you want filtered and click **Effect → Noise Removal** again. Adjust the slider for less or more (or leave it at the default position) and click the **Remove Noise** button.
5. **Normalizing** – After you’ve edited your file, select **Edit → Select → All**. From the **Effects** menu select **Normalize**. Accept the defaults. This will soften plosives and make the recording sound better.
6. **Bass Boost** - Add some bass to make your voice sound richer. Select **Edit → Select → All**. From the **Effects** menu select **Bass Boost**. Accept the defaults.

Adding music to your podcast

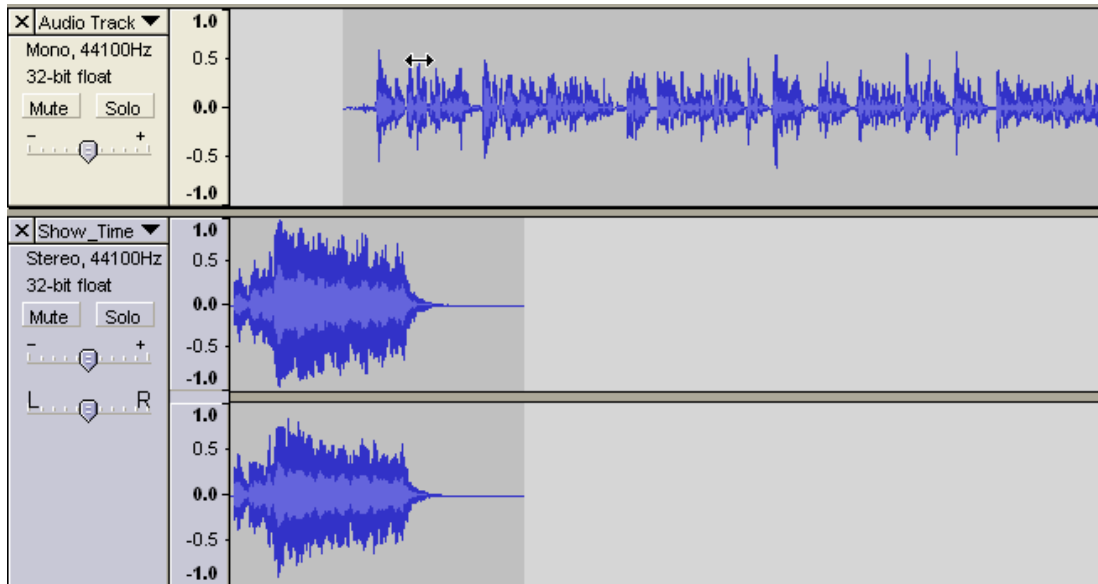
1. When you have finished editing your recording and have saved a music file to add at the beginning of your podcast (called “bumper” music), click **Project → Import Audio**. Select the music file and it will be placed on a new track. See below:



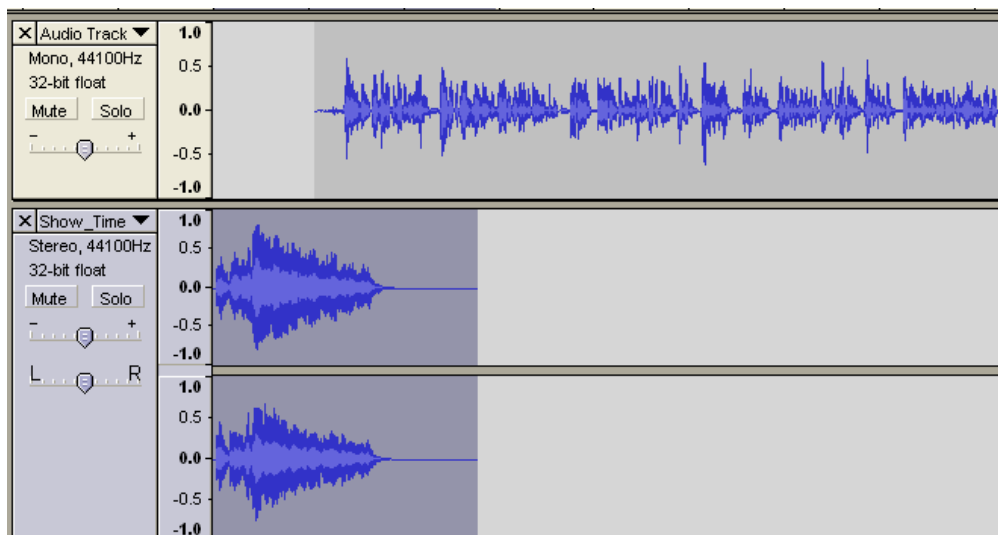


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2. Select the **Time Shift** tool with your mouse then click and drag your voice recording track to the right so that about 5 – 10 seconds of music will play before you start speaking. See below:



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 (called stinger music). This time you'll be "fading the music in" instead of fading it out, however.



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5. Music tips:

- a. Use the same music in all 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.



PODCASTING :: PRACTICE SCRIPT

Welcome to this Podcasting Workshop. I'm _____ and I'm using Audacity for the first time. I'm going to read this script so I can practice the editing tips we're covering in our workshop.

The first tip is to have a script and read it out loud before recording it. This is the best way to improve the flow and readability of the text. And, it's always a good idea to rehearse it a few times before recording, if at all possible.

Here's the second tip. Before you begin recording, check the level (or volume) of your microphone. The wave form shouldn't be as tall as the track nor should it be too flat. If the loudest sounds you're making go from -0.5 to 0.5, you're probably at the correct recording level.

Tip # 3. Click the Pause button, the one with the two blue vertical bars if you need to stop for a few moments. Press the Pause button a second time to resume. Don't click the Stop button unless your recording is complete. If you click Stop then Record, a new track will be started instead of continuing from where you left off.

The fourth tip. It goes without saying that you should find a quiet place for recording unless you want extraneous noise in the background. This is rarely the case.

Tip # 5. Even with a script or detailed outline, it's easy to mispronounce words or even misspeak. If this happens, stop speaking for 3 or 4 seconds then repeat the problem section starting from a logical place. When you're editing the recording, you'll be able to see the section that needs to be removed because it will be marked by a flat line in the waveform.

The sixth and final recording tip. Remember to add some life to your voice and don't speak too quickly either.

Now for some editing tips. Tip # 1. You'll notice that there are a few seconds of silence at the beginning and at end of this recording. You want to remove the silence so let's perform our first Audacity edit now.

Here's how. Go to the beginning of the track by clicking on the **Skip to Start** button. It's on the left of the Media controls section. Then use the selection tool to select the silence at the beginning of the track, this is indicated by the flat wave form line, and press the delete key. Use the **Skip to End** button to quickly jump to the end and remove the silence from it, too.

Tip #2. If you find it necessary to remove a very short piece of your recording, you can zoom in on a section before deleting the sound. For example, you might have sneezed or coughed in the



PODCASTING :: PRACTICE SCRIPT

middle of a sentence. You want to get rid of the unexpected sound only. Use the selection tool and click in the track near the sound you want to remove. Then click the **ZOOM IN** tool to make it easier to select the sneeze. When you've gotten rid of the sneeze, click the **ZOOM OUT** tool to go back to a normal view. Here's a sentence to practice with.

One of the best things about podcasts is (sneeze) that you can listen to them at your convenience.

Editing tip #3. If you include a lot of ums or ahs or other annoying speech habits when recording without a script, you'll want to delete them. Most of the time you'll be able to identify a pattern in the wave form for an um or ah making it easier to find. When you hear an um or ah, click the Stop button. Use the Selection tool to highlight the sound. Press the space bar to play the selection to make sure you're deleting the part you want to get rid of. Remember you can zoom in on the wave form which makes it easier to select the precise sound you want to remove. Here's a sentence to practice with.

Um the first time I um recorded without a script, I was ah shocked to um hear how many um times I used ah and um in just one sentence!

Tip #4. It's best to spend time adjusting the volume before you start recording. But, sometimes, your voice gets softer or louder and you want the level to be uniform. You can adjust the volume by selecting the soft or loud section and then selecting **Effect** from the menu bar and choosing **Amplify**. In the dialog box that appears, move the slider to the right or left to increase or decrease the sound. Click the **Preview** button to hear the adjusted volume and either accept it or adjust it again. Here's a sentence you can practice with.

This sentence is spoken softly and the level needs to be increased. This sentence is spoken loudly and the level needs to be decreased.

Finally, I want to give you an example of flubbing a phrase, pausing for 3 seconds then repeating the sentence so the mistake can be fixed. Here are a couple sentences to practice with.

People with vision problems or other types of disabilities like dylexia, (Pause for 3 or 4 seconds)

People with vision problems or other types of disabilities like dyslexia, appreciate being able to listen rather than read.

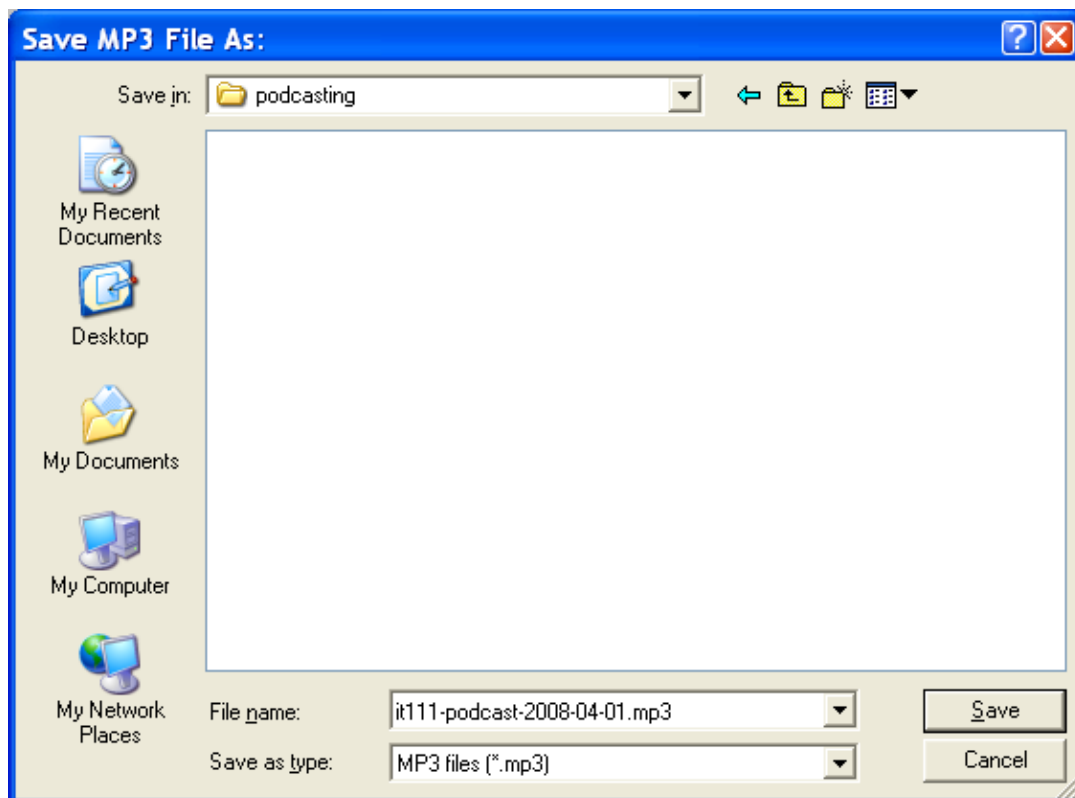
Now it's time to click the Stop button, save my recording file as an Audacity Project, and do some editing.



PODCASTING :: CONVERTING TO MP3

Converting to MP3 with Audacity

1. After you've completed all your editing and added bumper and stinger music, select **File → Export As MP3....**
2. The **Save As MP3 File** dialog box opens letting you select a location and new file name for the MP3 file. Make sure you note the location of the file so you can find it again. And, if you've followed the file naming convention suggested earlier, you won't need to change the name of the MP3 file.



3. An **Edit the ID3 tags for the MP3 file** dialog box will open and should be completed. See the next page for instructions.



PODCASTING :: CONVERTING TO MP3

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

Edit the ID3 tags for the MP3 file

Format:

ID3v1 (more compatible)

ID3v2 (more flexible)

Title: IT 111 Week 1 Podcast

Artist: Jean Kent

Album: IT 111 Internet and Web Authoring using

Track Number: 1 Year: 2008

Genre: Speech

Comments:

Cancel OK

ID3v2 will be selected automatically.

Title is the title of the episode.

Artist is the name of the person or group responsible for the recording.

Album is the title of the podcast series.

Track Number can be left blank or use a number if it is logical.

Year is the year the podcast was created.

Genre –Select “Speech” since Podcast isn’t available.

Comments is a place to add other information like the URL for the podcast web page.

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

Title: _____

Album: _____

Comments: _____



PODCASTING :: 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.**



Script Production

Intro

1. Your name
2. Program name (e.g., IT 111 Podcast).
3. Tag line (e.g., Student Nursing News brought to you by the NursingZone.com)

Outro

1. Quick review of important content
2. Tag line (e.g., Tune in next week for another IT 111 podcast.)

Music

1. RoyaltyFreeMusic.Com
(<http://www.royaltyfreemusic.com/free>)
2. PodsafeAudio.Com (<http://www.podsafeaudio.com/>)
3. The Freesound Project (<http://freesound.iaa.upf.edu/>)
4. Create your own!

Tips

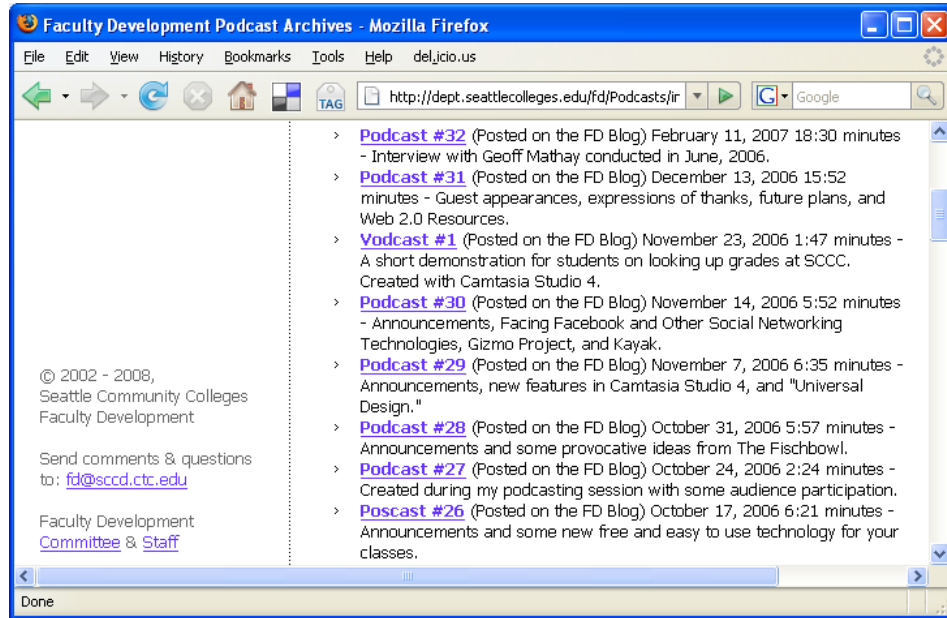
1. Create a script template in Word with your intro and outro and use it for all your scripts.
2. Read script out loud then edit for flow.
3. Convert script to PDF and use as the transcript.
4. Rehearse completed script before recording.



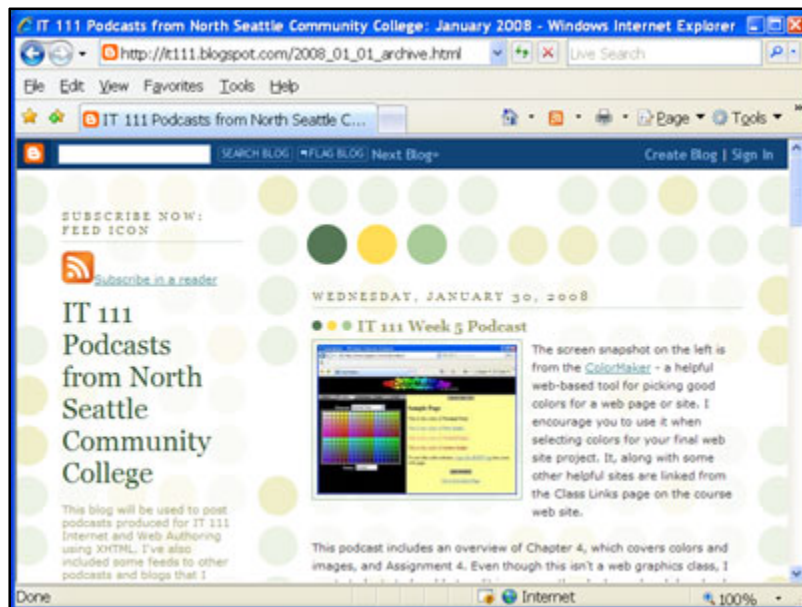
PODCASTING :: DISTRIBUTING

You have several options when it comes to distributing your podcasts.

1. Create a podcast page in your course web site or CMS/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:





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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 burning service (e.g., FeedBurner.com).

Feedburner.com is the easiest way to create a feed and offers the most features so we'll be using Feedburner in this workshop.

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

FeedBurner works great with Blogger to create a feed for your podcast. If you haven't created a blog, use the **Blogger Quick Start** instructions in the Blog



PODCASTING :: DISTRIBUTING

section of the workshop notebook to set one up. Return to these instructions after your blog is set up.

Here are the steps for using FeedBurner:

1. Copy your blog URL to the clipboard.
2. Open a new browser tab and go to <http://www.feedburner.com>.
3. Copy the blog URL into the **Start FeedBurning Now** box. Click in the **I am a podcaster** box then click **Next >>**. See figure below.

You are not signed in ([Sign In](#) or [Register](#)) • [Languages](#) • [Help](#)

Hello, our name is FeedBurner.

Welcome to **FreeBurner!** Get PRO features gratis.

Blogs >> Promote content, build & measure audience, make \$	Podcasts >> Track your subscribable audio & video content	Commercial >> Join Wall Street Journal, USA TODAY, Newsweek, etc.
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Blog & Feed Advertising Programs >>
See why brands like BlackBerry & Verizon choose FeedBurner for blog and RSS advertising.

Start FeedBurning Now. Type your feed or blog URL below. (Why Burn?)

Learn how to burn your Blogger, TypePad, WordPress, MySpace or podcast/video feed.

I am a podcaster!

Currently feeding **846,311** publishers who've burned **1,507,966** feeds (as of 28 Mar 08). [More >](#)

4. In the **Identify Feed Source** window, click the radio button for the **RSS feed** option then click **Next >>**. See figure on next page.



PODCASTING :: DISTRIBUTING

FeedBurner

Identify Feed Source

The feed URL you entered is:

http://podcasting-for-educators.blogspot.com/

FeedBurner discovered more than one feed at that address. Please select one to use as your source:

Podcasting for Educators - Atom: <http://podcasting-for-educators.blogspot.com/feeds/posts/default>

Podcasting for Educators - RSS: <http://podcasting-for-educators.blogspot.com/feeds/posts/default?alt=rss>

5. The **Welcome** page will appear. Make a note of the Feed Address on the **Accounts Cheat Sheet** in the workshop notebook.
6. Create your FeedBurner account. Make a note of your username and password on the **Accounts Cheat Sheet**. then press the **Activate Feed >>** button. See figure below:

Give your feed its title and feedburner.com address:

Feed Title:
Enter a title to help identify your new feed in your account.

Feed Address:
The address above is where people can find your new feed.

Create an account to claim your feed (or [sign in](#) if you already have one):

Username:
Use alphanumeric characters (-, _ and / are okay too)

Password:

Password (again):

Email Address:



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7. A “**Congrats**” page appears. Click the **Next >>** button at the bottom of the screen.
8. The next screen allows you to configure your feed for iTunes. Since so many students have iPods and use iTunes, it’s very important to complete the iTunes information. An example is provided on the next page.
 - a. Select a **Category**. Yours will probably be **Education**.
 - b. Select a **Subcategory**. Yours will probably be **Higher Education**.
 - c. If you have a course logo or even a college logo, you can enter the URL for the image in the Podcast image location box. If you don’t have a podcast image, leave this blank.
 - d. Give your podcast a **subtitle**.
 - e. Enter a **description** of your podcast in the next box.
 - f. Add **keywords** separated by commas in the next box.
 - g. Type in your **email address** in the next box.
 - h. Make sure there is a check in the **Include “Media RSS” information and add podcast to Yahoo! Search** box.
 - i. Add a **copyright** message. I use **Copyright Jean Kent. All rights reserved**.
 - j. Enter your **name** in the Podcast author box.
 - k. Click the **Next >>** button



PODCASTING :: DISTRIBUTING

Include iTunes podcasting elements

Category: » Subcategory:

[Use additional categories](#)

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

Podcast subtitle:

Podcast summary:

Podcast search keywords:

Podcast author email address:

Include "Media RSS" information and add podcast to Yahoo! Search

Contains explicit content: ⓘ

Copyright message:

Podcast author:

9. Feedburner will keep track of the number of times your podcasts are downloaded. In the next screen, click in the box next to **Item enclosure downloads** then click the **Next >>** button.
10. Single click on the Blogger Tab in your browser to return to your blog. Go to the **Settings** tab and the **Site Feed** section. Copy the FeedBurner Feed Address in the **Post Feed Redirect URL** box. Click on **Save Settings**. See the figure on the next page.



PODCASTING :: DISTRIBUTING

Posting Settings Layout View Blog

Basic Publishing Formatting Comments Archiving Site Feed Email OpenID Permissions

Switch to: [Advanced Mode](#)

Allow Blog Feeds

Select Full to syndicate the full content of your post. Select Short if you only wish to syndicate the first paragraph, or approximately 255 characters, whichever is shorter. This setting will be applied to each type of feed (Post, comment and per-post comment feed).

Post Feed Redirect URL


If you have burned your post feed with FeedBurner, or used another service to process your feed, enter the full feed URL here. Blogger will redirect all post feed traffic to this address.

Post Feed Footer

This will appear after each post in your post feed. If you use ads or other third-party feed additions, you can enter that code here. You must also set "Enable Post Pages" to "Yes" (in [Archiving settings](#)) and set "Allow Blog Feeds" to "Full" (above).

[Save Settings](#)

Your FeedBurner Feed Address will start with <http://feeds.feedburner.com/> with some unique characters added on to the end. If you copied your Feed Address to the Accounts Cheat Sheet, copy it from there.

11. Single click on the Feedburner Tab in your browser to return to FeedBurner. Click on the **Publicize** tab then on the link labeled **friendly graphic** in the section on making it easy to subscribe to your podcast. This takes you to the **Chicklet Chooser**.
12. I recommend you use the large orange RSS reader icon that is preselected for you. It looks like this: 




PODCASTING :: DISTRIBUTING

13. Scroll to the bottom of the page and select **Blogger** from the drop down list labeled **Use as a widget in** then click the **Go!** button. See the figure below.

Use as a widget in  Blogger  

[Blogs](#) • [Podcasts](#) • [Commercial Publications](#) • [Advertising](#)
[About FeedBurner](#) • [Feed 101](#) • [Press](#) • [Developers](#) • [Contact Us](#) • [Ping](#)
[Our Blog](#) • [Our Podcast](#) • [Publisher Buzz](#) • [Publisher Tips](#)
[Privacy Policy](#) • [Terms of Service](#) • [Site Map](#) • ©2004–2008 FeedBurner, Inc.

14. Your blogger account will open in a new browser window. Click the **ADD WIDGET** button. See figure below:

 Blogger Jean.kent@comcast.net [Dashboard](#) [Help](#) [Sign out](#)

Add Page Element

You're about to add content from another site to your blog. **Make sure you trust this site before proceeding.** This action will place some code from the content provider into your blog page. You can view the code details below.

Select a blog:

Title:

[▶ Edit Content:](#)

15. Your blog opens with the Layout tab selected. Click the orange **SAVE** button. When you click on the **View Blog** link you'll see the new RSS icon (Chicklet) has been added to your blog.

16. Congratulations! You've successfully added a RSS feed to your podcast that will be automatically updated each time you post another podcast link in your blog. You can return to FeedBurner to view user statistics, too.