

Podcasting 101

Presented by

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What is a Podcast?

A podcast is a multimedia file distributed over the Internet using syndication feeds, for playback on mobile devices and personal computers. The term, as originally coined by Ben Hammersley in an article in *The Guardian* February 12, 2004, was meant as a portmanteau of "broadcasting" and "iPod". Like 'radio', it can mean both the content and the method of delivery; the latter may also be termed podcasting. The host or author of a podcast is often called a podcaster.

Podcast Info

- You DON'T need an iPod to play them
- They are published daily/weekly/whenever
 - You subscribe to them and receive automatically
- There are no formal standards in place yet
- Varied audio/video quality and content
- They are FREE (for the most part)
- Platform-agnostic: Mac OS, Windows, Linux, etc.
- Most do not have advertisements like radio

Categories of Podcasts

- Tech: Mac Geek Gab, MacOSG, PodSquad, Leo
- Music: Coverville, MTV/VH1, Accident Hash
- News: FOX News, NPR, The Wall Street Journal
- Podcasting: Daily Source Code, Evil Genius Chronicles
- Comedy: Comedy Central, Penn Jillette, Dawn & Drew
- Sports: ESPN Radio
- TV & Film: BBC, Discovery, Food Network, HBO, Lost, Battlestar Galactica
- Original Content: Variant Frequencies
- Animated: Disney, Nickelodeon

Podcast Menagerie

- Variant Frequencies
- The Bitterest Pill
- Penn Jillette
- The Mac Observer's Mac Geek Gab
- Mac Owners Support Group (MacOSG)

Finding Podcasts

- [AmigoFish](#)
- [iTunes](#)
- [Odeo](#)
- [Podcast.net](#)
- [Podcast Alley](#)
- [Podcast Directory](#)
- [Podcast Pickle](#)

Downloading Podcasts

- iPodderX/Juice
- iTunes
- NetNewsWire
- Odeo
- RSS Feeds
- Web Browsers via MP3/WAV files

Podcast Tips

- Copyrighted material: Music, “Podsafe” Music
- Explicit material: Not bad, just be explicit
- Show length
- File formats: MP3, AAC, WAV
- Audience: Even small audiences are loyal

Creating Podcasts

Recording

- Equipment
 - Beginner: Built-in iSight/iSight
 - Advanced: USB Microphones
 - Pro: Mixer/Studio Mics/FireWire Interface/Effects

Creating Podcasts

Recording

- Software
 - Audacity
 - Audio Hijack Pro
 - GarageBand
 - Übercaster

Creating Podcasts Publishing

- FTP Manually
 - Audio file
 - XML file
- Software
 - Cast Life
 - GarageBand/iWeb
 - Podcast Maker

More Information

- [Apple](#)
- [BSW](#)
- [The Mac Observer](#)
- [MacOSG](#)
- [Podcasting News](#)
- [PodSquad](#)

Q&A