

Objective: Become familiar with one of the basic podcast production approaches by working through the process together; encourage confidence in establishing your own podcast

1. Decide the “meta-issues”

- a. What is your podcast name?
- b. What is its purpose/theme?
- c. Who is going to listen to it?
- d. Are you going to use a tag line in every episode?
- e. What will your format be?
- f. If you are using commercially copyrighted audio or other materials, have you secured appropriate permissions?

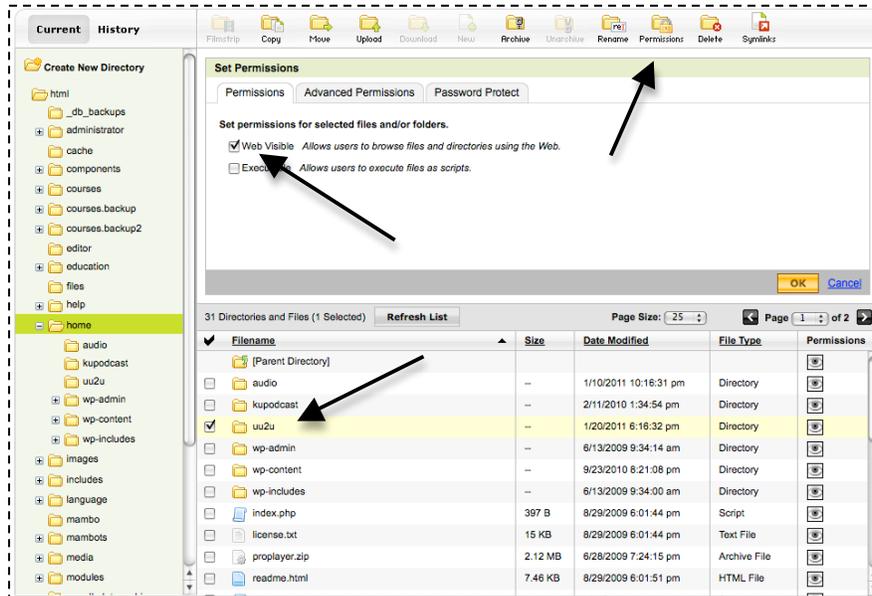
2. Make the Content

- a. Incorporate ideas from original handout
- b. Consider writing out a simple script for each episode and practice reading it with an “activated” energetic voice – your normal speaking timbre is most likely very dull
- c. Can be audio or video
 1. You will have to compress it – use a codec or software that gives you enough control so you don’t end up with a “youtube” quality product
 2. Use a friendly file format; avoid .ram, .wav, .aiff; be careful with .mov, use .mpg, .mp4, .mp3
- d. Try to use a similar file name format for all of your content. For example, I used “animatusepisode#.mp3” for my podcast. There is a title for each episode, but that does not need to go in the file name
 1. Shorter is better
 2. Avoid special character and spaces – if you really want a “space” in the name, use an underscore “_”
- e. Consider designing some artwork to accompany your podcast. This is especially useful for iTunes (the only downside is the fact that iTunes is very picky about the artwork parameters)
 1. 300x300 jpg
 2. Upload the image with a simple file name to a readable folder on your server space and write down the URL; you will need it later

3. Upload the Content

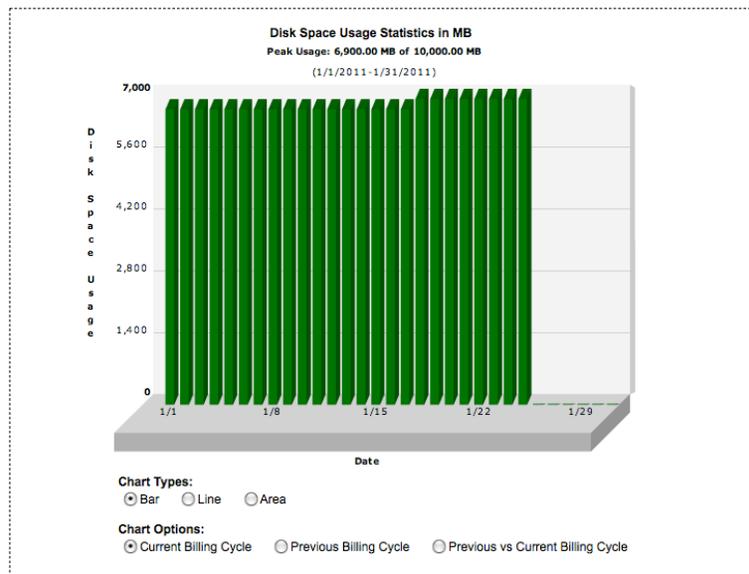
- a. Online file storage (hosting)
 1. The folder you use must have web-readable permissions allowed (standard permissions are “read, write, execute” for any file or folder – sometimes known as “web visible”) – only read permission is necessary; you don’t want someone overwriting your file (See Ex. 1)

Ex. 1: Godaddy.com File Manager with Permissions Settings Shown



2. If you already have a personal website, you most likely have some allocated server space – check to see how much storage (See. Ex. 2) you have as well as how much bandwidth your account can handle per month

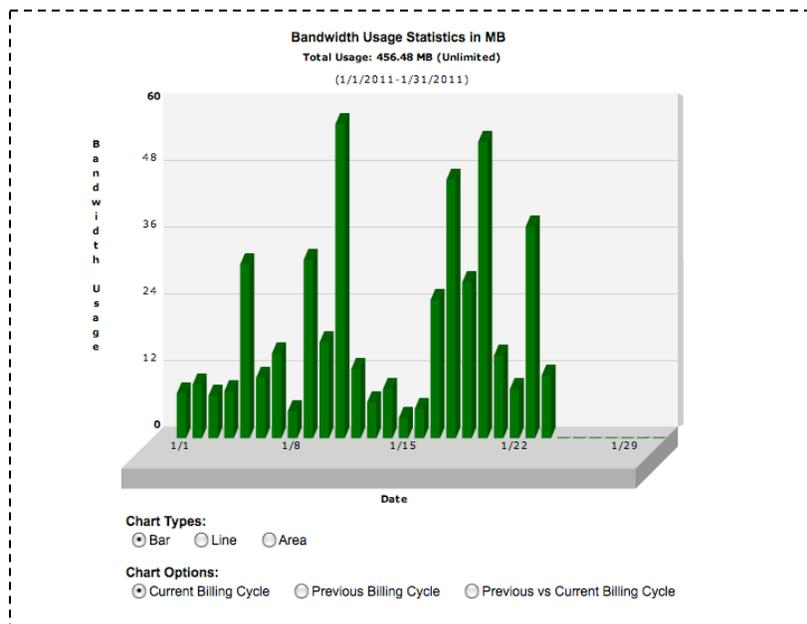
Ex. 2: Storage allotment from my personal website



3. Bandwidth measures the amount of data transferred through your URL (See Ex. 3). Every file accessed from your site adds to this total. Say you have a page on your site with some text, two pictures, and a background. All of these elements have a total file size of 250K. Every time

someone clicks on that page, 250K is added to your bandwidth.

Ex. 3: Bandwidth stats from my personal website



4. You need to estimate how much bandwidth you will need per month (how many times will users download your podcast and how big will it be?)
5. Make sure you write down the file path to your content as a URL string – for example, one of the files for Animatus is:

<http://danielmusselman.com/home/kupodcast/animatusepisode3.mp3>

b. Suggested Hosting Options

1. Individual commercial web-hosting – *Best option*
 - a) Fairly inexpensive (<\$10/month) for as much space/bandwidth that you would need.
 - b) You control all aspects of your current content except for its physical location (cloud computing, etc.)
 - c) Most companies that offer webhosting will be sufficient; a few good ones are:
 - 1) Godaddy.com
 - 2) Dreamhost.com
 - 3) Bluehost.com
 - 4) 1and1.com
2. Webspace provided by your ISP – *Conditional goodness*
 - a) Often have severely limited storage limits and bandwidth allotments

- b) They will probably not like you sharing audio from their servers – you will look like a P2P user –
Big no-no
- 3. Intranet hosting (such as University server space) – *Not recommended*
 - a) Though you may be able to upload a file and share it with other users, there is no guarantee that the provider will allow open access to their servers (thus no one can get your file)
 - b) Often have severely limited storage limits and bandwidth allotments
- 4. Build/Host your own server – but why?

4. Create your site

- a. This step is necessary to create a location that can generate “posts” (episodes) that will trigger the RSS feed and alert your subscribers. (You can’t just upload the content and set-up a feed that points to the backend of your site.)
- b. If you have already purchased a webhosting package you could possibly use a proprietary CMS that comes with your package, but these can be clunky and inefficient
- c. Be sure your CMS can handle RSS feeds
- d. For this demo, we will use Blogger since it works well with Feedburner and has the required features we need
- e. Looks may not be as important with this blog since most subscribers may never see it

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|---|
| <p style="text-align: center;">A word about CMS (Content Management Systems)</p> <p>These are a wonderful tool to help you produce a consistent clean site interface that works well in most browsers. Common examples are Wordpress, Joomla, Silver Stripe, Drupal, Blogger, etc.</p> |
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5. Setup your RSS feed

- a. In the old days, you had to do this “by hand” and code the XML yourself (cringe)
- b. Today there are several good sites (Feedburner.com or Feedy.com) that will generate and manage your feed for you automatically – unless there is a problem or a tweak you need, you should never have to touch the feed again
- c. Feedburner is a good site for this since it complements Blogger.com and makes the whole process much easier. (If you have a gmail account, you already have access to this service through your login.)
- d. To setup your feed you will need to:
 - 1. Enter site URL: <http://uu2u.blogspot.com/>
 - 2. Check the “I am a podcaster” box
 - 3. Choose Atom or RSS – this doesn’t really matter
 - 4. Enter Feed title (same as your podcast title) – UU2U
 - 5. Enter Feed address –
<http://feeds.burner.com/yourpodcastname>
- e. Once you click “Submit” you are officially live!

My Feeds say, "Let's play two!"

Looking for feeds you used to have at feedburner.com?

[Claim your feeds now »](#)

- OR -

5.d.1

5.d.2

Burn a feed right this instant. Type your blog or feed address here:

I am a podcaster!

[Next »](#)

Identify Feed Source

The feed URL you entered is:

http://uumusictest.blogspot.com

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

UUTest - Atom: http://uumusictest.blogspot.com/feeds/posts/default

UUTest - RSS: http://uumusictest.blogspot.com/feeds/posts/default?alt=rss

5.d.3

[Next »](#)

Welcome! Let us burn a feed for you.

The original blog or feed address you entered has been verified.

Here is what happens next in the setup process:

- ▶ FeedBurner will apply some of our most popular services to your new feed to get you started. (You can always modify or remove them later.)
- ▶ This new feed will be activated in your FeedBurner account.
- ▶ You may also set up some optional traffic stats tracking and podcasting services.

Give your feed its title and feedburner.com address:

5.d.4

Feed Title:

5.d.5

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.

[Next »](#)

[Cancel and do not activate](#)

6. Create your post(s)

- a. One episode = one post
- b. This isn't Facebook – only post when you have an episode to publish or else your subscribers will get erroneous date, especially if they use iTunes
- c. Components of podcast post (less is more)

The screenshot shows the WordPress 'Compose' interface for a post titled 'UU Test | Practice Post'. The URL is 'http://danielmusselman.com/home/uu2u/Musselman_GodBelInMyHei'. An enclosure link is added with the URL 'http://danielmusselman.com/home/uu2u/Musselman_GodBelInMyHead_Octarium.mp3' and MIME Type 'audio/mpeg'. The content area contains the text 'This is a practice post that contains a recording of one of Dr. Musselman's choral works. Enjoy!'. The bottom of the screen shows 'PUBLISH POST', 'SAVE AS DRAFT', and 'PREVIEW' buttons.

1. Title – good idea to include podcast name and episode name in every post title
2. Link – Use your uploaded file URL here if you want users to be able to click on the post title and hear/see your podcast episode (optional: most users may never see your blog anyway)
3. Enclosure Link – Same uploaded file URL goes in this field – the Enclosure Link is the special hyperlink that your RSS feed needs in order to work properly; if something isn't working correctly with your podcast, this is often the first thing to check

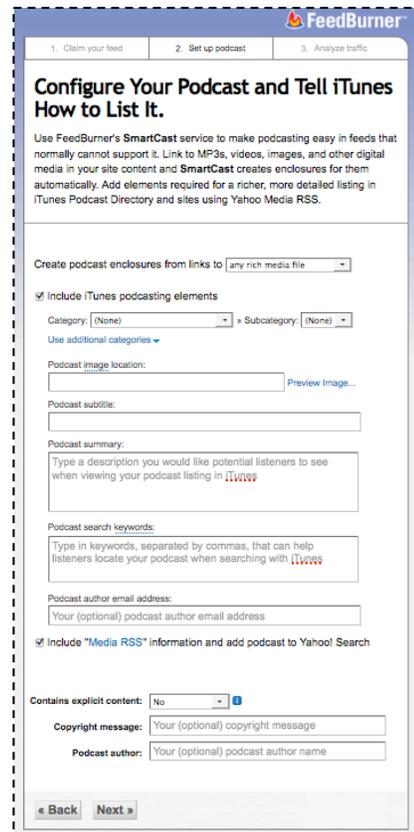
Ex. 4: Enclosure link option on Blogger.com



- a) If you are using Blogger (See Ex. 4), you must activate the Enclosure Link field under Settings/Formatting tab (set "Show Link Fields" to YES)
 - b) If you are using any other CMS (such as Wordpress, just make sure that you see an "Enclosure Link" field on the post editing page)
 - c) Don't worry about the "MIME type" field – it should auto-populate
4. Post Description – include a short description of what users can expect to hear in that particular episode
 5. Post Labels (tags) – terms related to your podcast that assist search engines which index your site
 6. Click Publish!

7. Publicize your Podcast

- a. Set Feed Metadata at Feedburner.com
- b. iTunes
 1. One of the most popular podcast distribution mechanisms, iTunes, has a very simple process for submitting your new podcast
 2. You will need most of the same information that you did for the feed and the URL for your podcast artwork (same format as the URL for your podcast content)
- c. Basic PR
 1. Tell everyone you know
 2. The magic pyramid scheme



8. Keep publishing!

- a. Your subscribers will appreciate a podcast that adheres to at least a rough schedule
- b. Tease them at the end of each episode with a hint about what is coming next time