Start Podcasting Today!

Created and facilitated by
Cheryl Colan
Media Arts Adjunct Faculty
Art Department
Phoenix College

Table of Contents

Workshop Objectives

At the end of this workshop, participants will be able to:

1. Define podcasting and explain on a basic level how podcasts work.
2. Explain the technical requirements for creating podcasts with Odeo.com.
3. Create new audio with the Odeo web recorder.
4. Call in a recording with Odeo's phone service.
5. Import audio already published on the web.
6. Give your students the link to your podcast.
7. Let your students join the conversation.

What is Podcasting?

The word "podcasting" was coined in 2004. It is a combination of the words "iPod" and "broadcasting."

Podcasting is the distribution of media files, such as audio recordings or video files, over the internet for playback on mobile devices and personal computers.

A **podcast** is a web "channel" of media files placed on the internet for anyone to download or subscribe to, and also the content of that channel.

Podcasters' websites may also offer direct download of their files, but the subscription channel of _automatically delivered new content_ is what distinguishes a podcast from a simple download or real-time streaming.

Subscribing to podcasts, also known as **podcatching**, allows a user to collect content from a variety of sources for listening or viewing either on- or off-line through a personal computer or portable device, whenever and wherever it is convenient.

Podcasting's essence is about creating content for an audience that wants access when, where, and how they want.
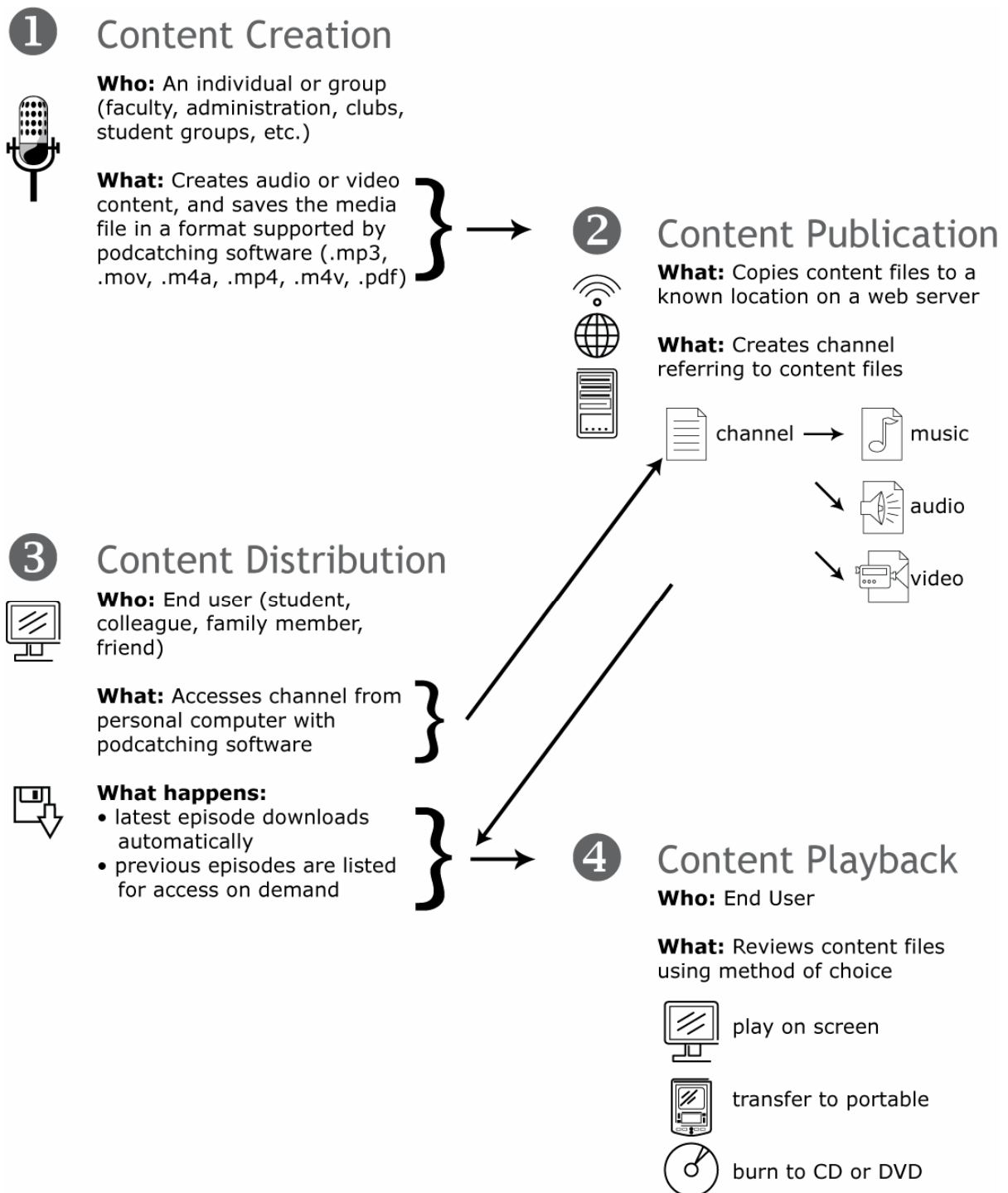
Definitions adapted from Wikipedia: http://en.wikipedia.org/wiki/Podcasting

How Does it Work?

1. **Content Creation:** Media such as an audio or video recording is created and saved in a file format supported by podcatching software.

2. **Content Publication:** The content (media file) is copied to a known location on a web server. A channel that references the media file is created in a known location on a web server; i.e. the channel has a unique URL.

3. **Content Distribution:** End user subscribes to the channel with podcatching software. The most recent episode is downloaded automatically whenever the podcatching software is in use.

4. **Content Playback:** End user chooses when and how to review the media files.

Illustration: How Podcasting Works

❶ Content Creation

Who: An individual or group (faculty, administration, clubs, student groups, etc.)

What: Creates audio or video content, and saves the media file in a format supported by podcatching software (.mp3, .mov, .m4a, .mp4, .m4v, .pdf)

❷ Content Publication

What: Copies content files to a known location on a web server

What: Creates channel referring to content files

channel → music

audio

video

❸ Content Distribution

Who: End user (student, colleague, family member, friend)

What: Accesses channel from personal computer with podcatching software

What happens:
• latest episode downloads automatically
• previous episodes are listed for access on demand

❹ Content Playback

Who: End User

What: Reviews content files using method of choice

play on screen

transfer to portable

burn to CD or DVD

InfoGraphic by Cheryl Colan

About Odeo

What Is Odeo?

Odeo is a free, easy-to-use web service, located at http://www.odeo.com, that lets you record your own audio, upload pre-recorded audio, and link to other audio you find on the web. You can publish your collected audio as a podcast.

Why Is It Cool?

Audio from Odeo can be downloaded to desktops, iPods, and mp3 players, giving students access to supplemental course material outside the classroom. Audio allows students to multitask, reviewing a class discussion while commuting, for example. Students can add audio responses, turning lecture into a conversation accessible on demand. Using tools like Odeo increases students' media literacy.

Do I Have What I Need to Use Odeo?

Web Browser

You need a web browser to access audio on Odeo. Internet Explorer, Netscape and Firefox all work well.

Flash Player Plugin

Your web browser must have the Flash player plugin in order to record and play back audio using the Odeo web service. Most browsers will already have the player installed. If yours does not, you will see a message that directs you to the Flash player download.

Odeo Account

Anyone can listen to audio on Odeo, but **you and your students must sign up for a free Odeo account in order to *record* audio**.

Microphone

You need a microphone connected to your computer to record audio. Media Services has microphones available for check-out. You can get one at most office-supply stores for under $15.00. Higher quality microphones cost more, but sound much better.
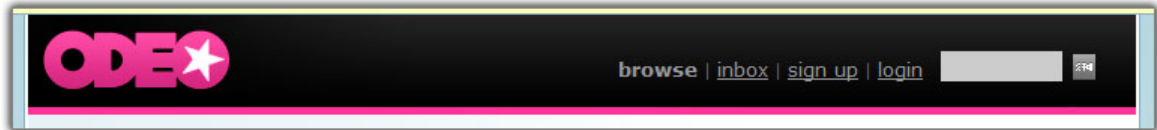
Headphones (optional)

If you work near others, wearing headphones while listening to audio is very courteous!

# Getting Started with Odeo

Sign up for an account

1. Go to www.odeo.com and click **sign up**.

2. Choose a username and password you can remember. Use a valid email address: it is where your reminder will be sent if you forget your passowrd.

3. You will receive a confirmation message You can explore and edit your **profile** and **account** information, **browse** and **subscribe** to existing audio.
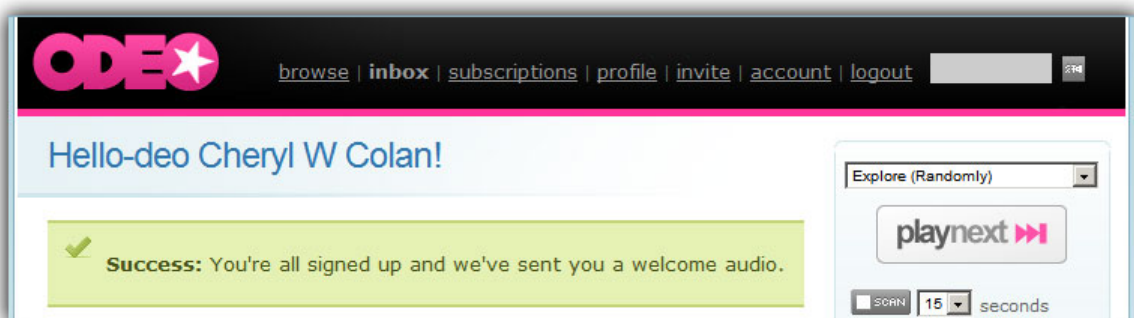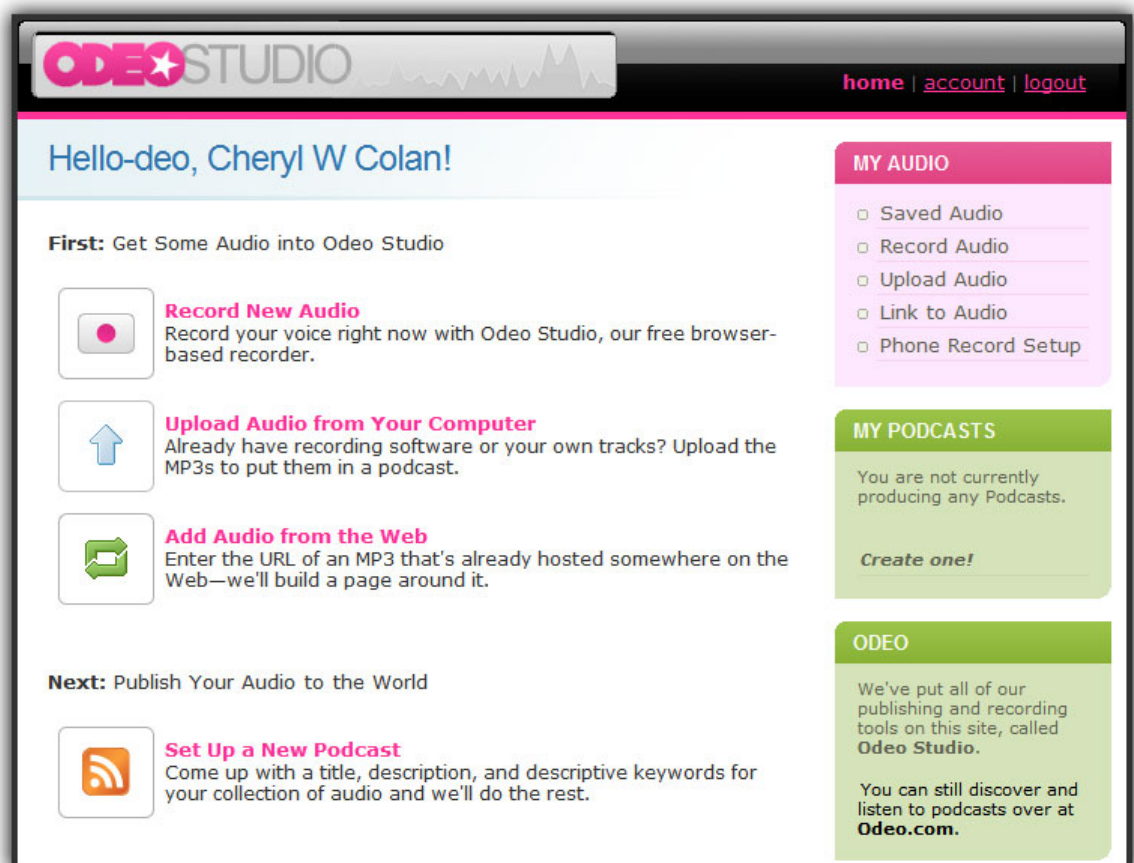
Create a podcast

1. Scrolll to the bottom of the page, and click the **start your own podcast with the Odeo Studio** graphic in the lower right corner of the screen.

2. This will take you to the Odeo Studio page.

You have entered the **Odeo Studio**, where you can record and upload audio, or link to audio on the web. This is also where you create podcasts.

3. The page tells you to record audio first, but we're going to create your podcast first instead. Think of a podcast as a radio show with regular episodes. An English teacher might have one podcast for discussing grammar and another dealing with creative writing. To create a podcast, under **My Podcasts** click *Create One*.

MY PODCASTS

You are not currently producing any Podcasts.

Create one!
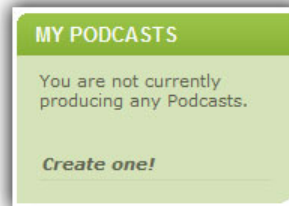
4. Fill in some details about your podcast channel. Include the title and description. **Tags** are descriptive keywords separated by a space that help people find your channel when searching by topic. You can join words together as a single tag by enclosing them in quotes. If you have a faculty or department web page, you can paste its URL in the **web site** field so Odeo will link to it. Don't worry too much about making this perfect; you can edit this information later.

Create a new Podcast

Title:	ART100 Intro to Computer Graphics
Description:	A podcast for tips, tricks, questions, answers, and discussion about Cheryl Colan's WebCT ART100 class at Phoenix College.
Tags: (descriptive keywords)	ART100 "Phoenix College" "graphic design" compute
	Join 2 words together with quotes, e.g. "my vacation"
Web site:	http://www.pc.maricopa.edu/index.php?page=29&sul

SUBMIT

Record an episode

1. When your channel is ready, click **Go add some content to it**.
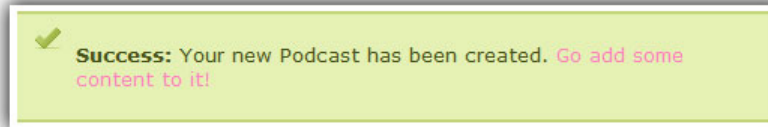
2. You'll be returned to the **Odeo Studio**, where you will find your new podcast listed on the right of your screen. Click the **Record New Audio** button.
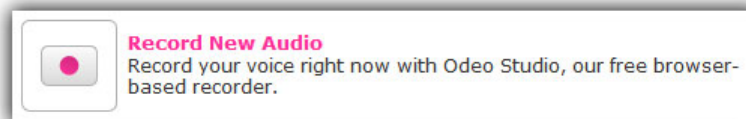

3. When you see the **Macromedia Flash Player Settings** dialog asking for permission to access your microphone, click **Allow**.

4. This is where you'll want your script and microphone ready. For now, just test things out by saying your name and the date into the microphone. Press **Record** and start speaking!
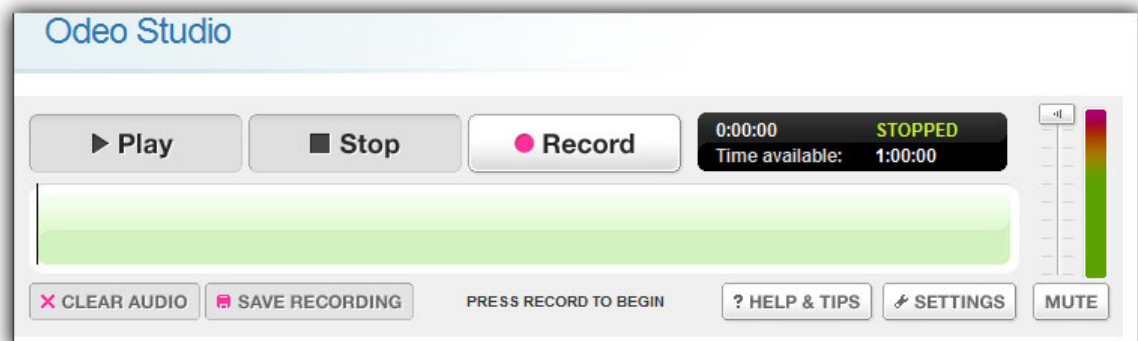
5. As you speak, you will see the audio meter on the right display the volume level of your voice, and peaks and valleys moving across the recorder representing the sounds of your speech.
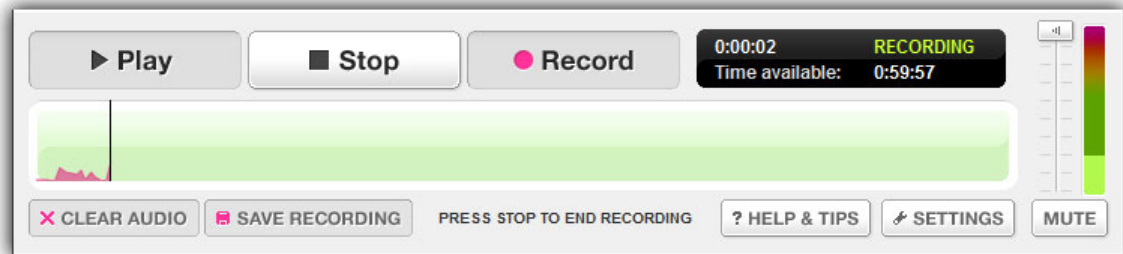
6. Click **Stop** when you are finished. Now you can **Play** the recording back to check how it sounds. If you don't like it, you can **Clear Audio** and **Record** again. You can also check **Settings** to troubleshoot problems with your microphone. When you are happy with your test, click **Save Recording**.

7. Give your episode a title and description. Use the **Place in** drop-down menu to place the episode in the podcast you created earlier. You can also add a picture and a web page link if you wish. Click **Save**.

8. Odeo will save your audio as an mp3 and store it on their web site. This can take a few minutes, especially if your recording is long. Once your audio is saved, click the name of your podcast under **My Podcasts**.
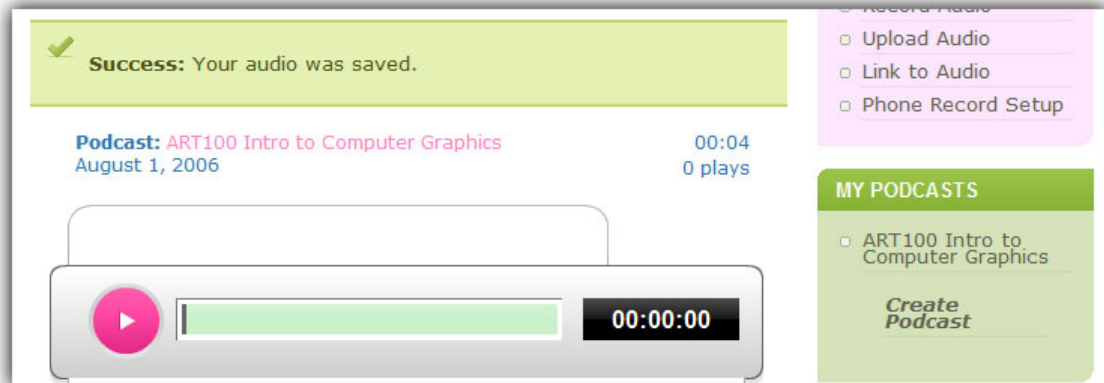
Get Your Podcast Location

1. When you select the podcast from **My Podcasts**, you can continue editing your podcast information. You can also get the location of your podcast so you can share it with your students. The **RSS URL** is the address for subscribing to your podcast with iTunes or other podcatching software. The **Odeo Directory URL** is where to view your podcast in a web browser. To copy one of the links, right-click it and choose **Copy Shortcut** (or **Copy Link Location** in some browsers). Now you can paste the URL into an email or handout. You'll want to provide these links to your students so they know where to listen to your podcast. Write them down on the next page.
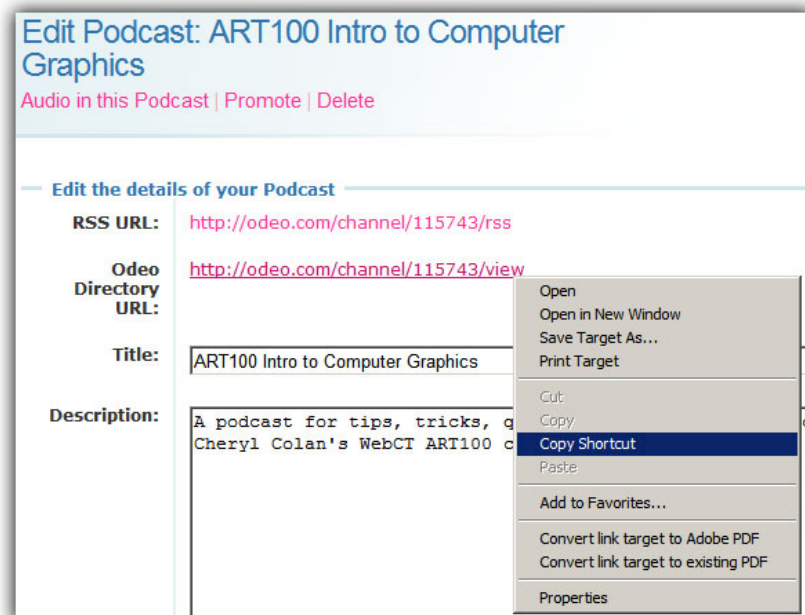
Your Odeo Podcast Cheat Sheet

Fill in the following information about your podcast.
Use this cheat sheet for quick reference until you become a pro!

Your Odeo Username: _____

Your Odeo Password: _____

Name of Podcast: _____

RSS URL:
(for subscribing with
podcatching software)   http://odeo.com/channel/ _____ /rss

Odeo Directory URL:
(for viewing on the web)   http://odeo.com/channel/ _____ /view

The URLs should be exactly the same except for the ending "/rss" or "/view."
*The number you are writing down is your **podcast ID number** on Odeo.*

Login URLs:

- To **view** or **listen** to your podcast, comments, etc., log in to **www.odeo.com**.
- To **add audio** to your podcast, log in to **http://studio.odeo.com**.

Call-In Information:

Number to call: 415-856-0205 _____

Your 10-digit Phone Number: _____

Your PIN (up to 10 digits): _____

Your phone number and PIN are used in the verification process when calling audio in to Odeo.

Notes:

_____

_____

_____

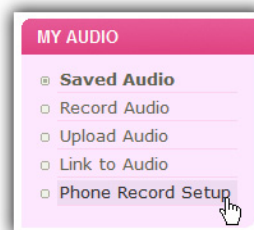# More Ways to Add
Audio to Your Odeo Podcast

Besides recording audio with the Odeo Studio, there are additional ways you can add episodes to your podcast:

- Call it in by phone
- Link to audio you find on the web
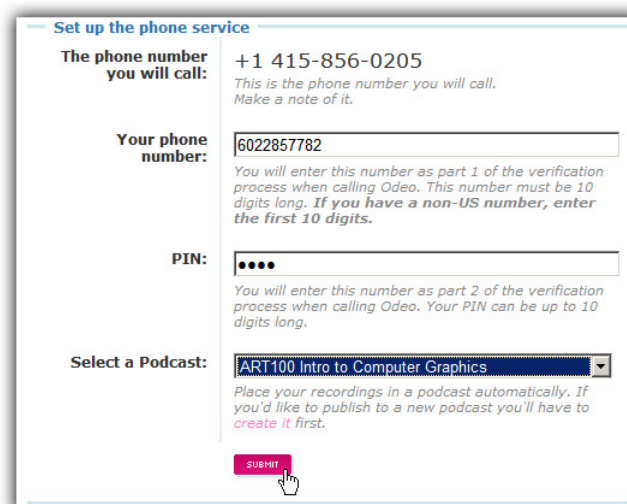- Upload from your computer *(future method, currently in development)*

Call in Audio by Phone

Set-Up

1. Go to http://studio.odeo.com and click **Phone Record Setup**.

2. On the phone service set up page, enter a 10-digit phone number and a PIN of up to 10 digits. These will be used as verification when you call in your audio. You do not need to call **from** the phone number you enter. Select your podcast to have your recordings published to it automatically. Make note of all this information on your cheat sheet (page 13) before you click **Submit**.

3. You will see a **success** message when your phone configuration has been saved. If you ever want to change this configuration, log in to http://studio.odeo.com and click on **Call 415-856-0205** to edit your information.
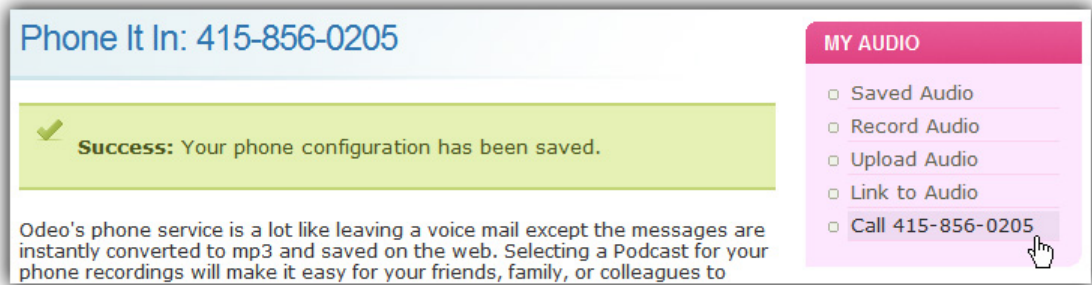
Call In Your Audio

To call in a recording, dial 415-856-0205 from any phone and follow the prompts. You will enter the verification information you provided during the set up process, and then record your audio. Recording audio by phone is very similar to leaving a voice mail message.

Link to Audio You Find on the Web

If you find a recording on the web that relates to your course, you can link to it from your Odeo podcast. In essence, it becomes part of your podcast. The **Link to Audio** feature of Odeo allows you to build a collection of useful audio for your students, using your own work and adding in the work of others. When you want to include others' works in your podcast, there are three essential steps:

- Check Licensing and Attribution Requirements
- Find the URL of the Audio
- Link the Audio to Your Podcast

Check Licensing and Attribution Requirements

Before linking to audio created by someone else, make sure you have permission. You can contact the copyright holder and request permission to link to the specific work of relevance to your course.

Many podcasters make use of Creative Commons licensing to make it easier for others to use their work. When you find audio on the web, look for a Creative Commons statement or logo like the examples below:


Every web site is different. You may need to look around for a few minutes before you find licensing information. If you do not see a Creative Commons link or button, look for a copyright statement. Check for an "About" page.

If you find no copyright or licensing information, don't add the audio to your podcast without first contacting the copyright holder directly and obtaining permission.

In my example, I found a podcast called **One Minute Tip**, www.oneminutetip.com, that offers short tutorials on software covered in my class. I found a link to a **Creative Commons License** when I scrolled to the bottom of the web page.
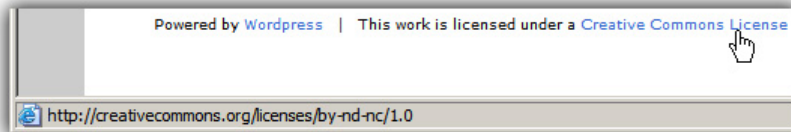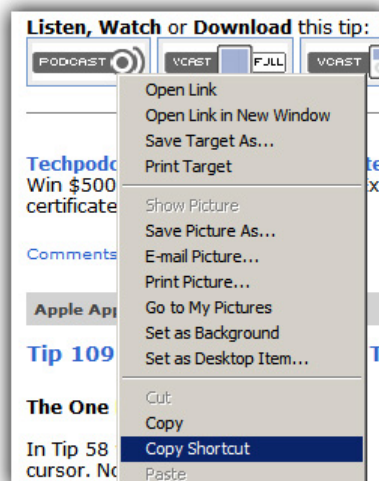

Clicking the link allows me to view the license terms:
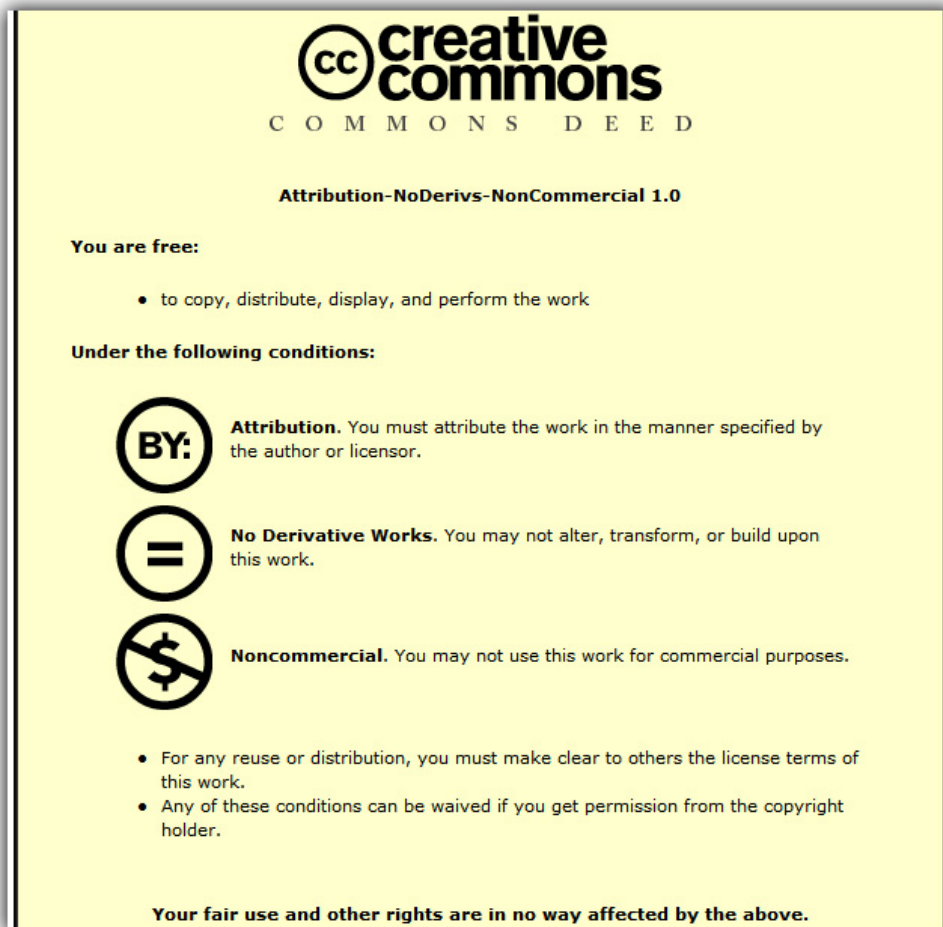
In this case, I may redistribute the work as long as I don't alter it or make money from it, and I must give the author credit. Now I know I can link to this audio from my podcast. I'll make note of the work's **title** and **author**, and the **web page** where I found it so that I can attribute the work properly.

Find the Link to the Audio File

1. Look for a clickable link to download the audio file. You are looking for a link that ends with an mp3 file. Look at the status bar of your web browser, which shows you the URL of links you hover over.
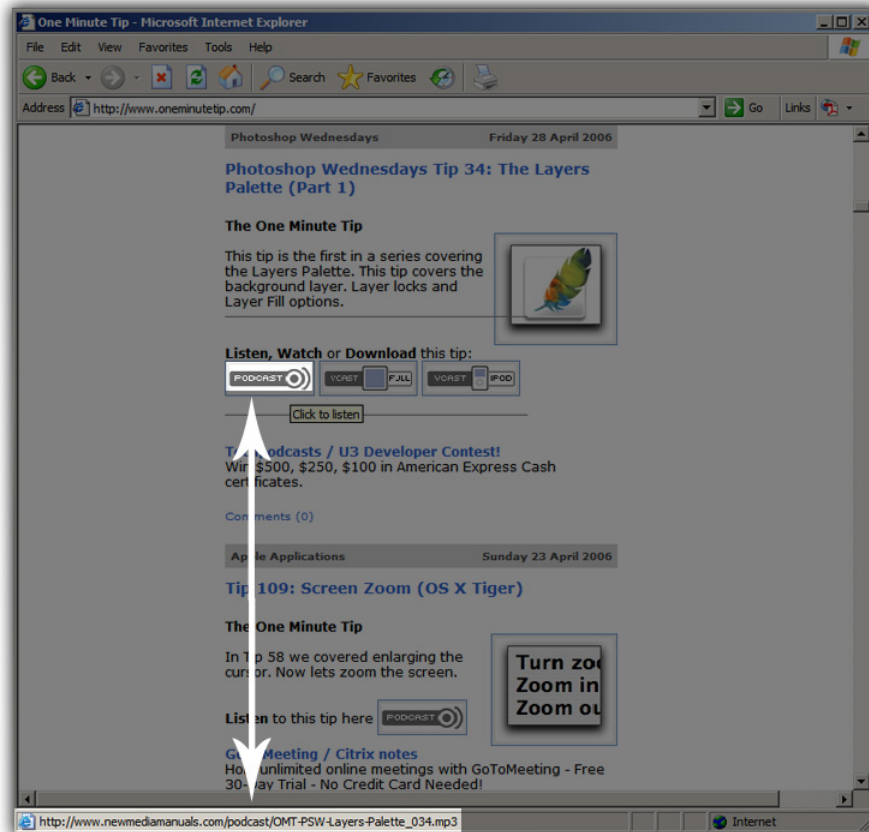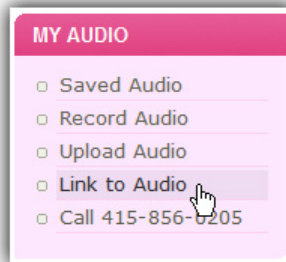

2. When you find the link, right-click it and choose **Copy Shortcut** (or **Copy Link Location** in some browsers).
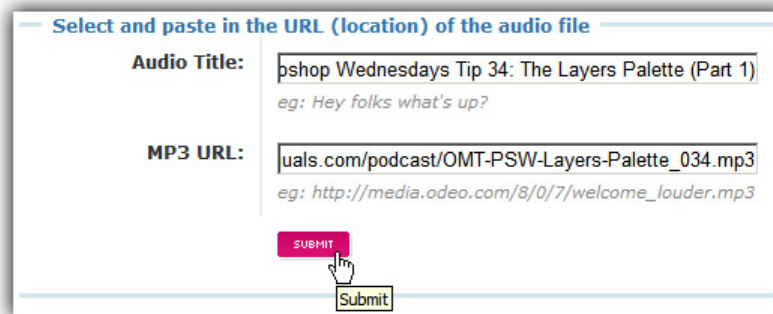
Link the Audio to Your Podcast

1. In the Odeo Studio, click on **Link to Audio**.

MY AUDIO

- Saved Audio
- Record Audio
- Upload Audio
- Link to Audio
- Call 415-856-0205

2. Type in the **Audio Title**, paste the **MP3 URL**, and click **Submit**.

Select and paste in the URL (location) of the audio file

Audio Title: pshop Wednesdays Tip 34: The Layers Palette (Part 1)
eg: Hey folks what's up?

MP3 URL: uals.com/podcast/OMT-PSW-Layers-Palette_034.mp3
eg: http://media.odeo.com/8/0/7/welcome_louder.mp3

SUBMIT

Submit

3. Add a **Description** that includes an appropriate attribution. Include a **Link** to the web site where you found the audio. Choose your podcast from the drop down menu next to **Place in**, and click **Save**.

4. You will see a success message indicating the audio was saved to your podcast.
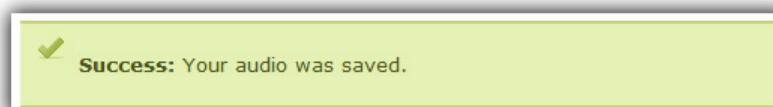
Upload from Your Computer (future method)

Odeo is working on a feature that allows you to upload audio from your computer. As of August 10, 2006 this is not fully functional. However, if you are able to record your own audio and save it as an mp3, you will be able to upload your recording to Odeo once they work out the bugs. Try it out at http://studio.odeo.com, and if it doesn't work, try again in a week or two.
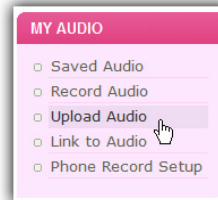
1. Click the **Upload Audio** link.

2. **Browse** to your recording, select it, then click **Submit**.
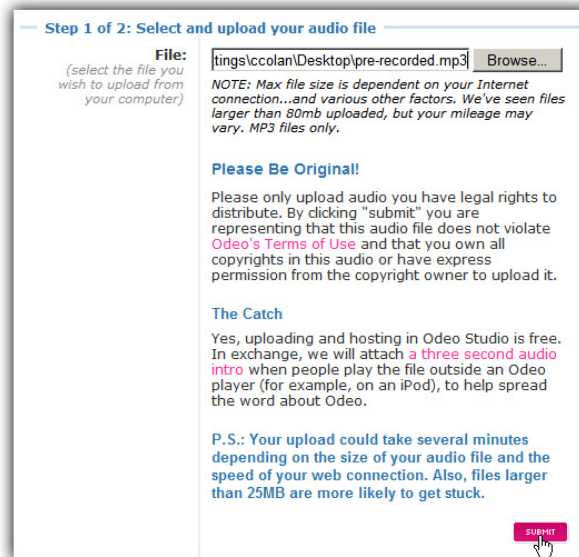
3. You will see a message that your audio is being uploaded. Currently, this is where the process displays an error. If you find that it works, just follow the prompts from there.

Give Students the Link to Your Podcast

Once your podcast is set up and has some audio in it, you can give your students the link to your podcast. Give them the **Odeo Directory URL** that you wrote down on your cheet sheet (page 13). If you didn't write it down, here's how to retrieve it:
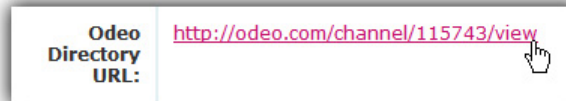
1. Log in to http://studio.odeo.com and click the link to your podcast under **My Podcasts**.

2. Write the **Odeo Directory URL** down on your cheat sheet. This is the web address your students need to use to access your podcast.

Let Students Join the Conversation

1. Click the **Odeo Directory URL** to visit your podcast.

2. Because you are **logged in**, you have links to **Edit in Odeo Studio** and **Promote** – these will not appear when you **logout**, nor will your students see them. Your podcast description appears first, and each episode is listed under **Audio in this Podcast**. Click the name of an episode to see how students will experience it when they **log in** to Odeo.
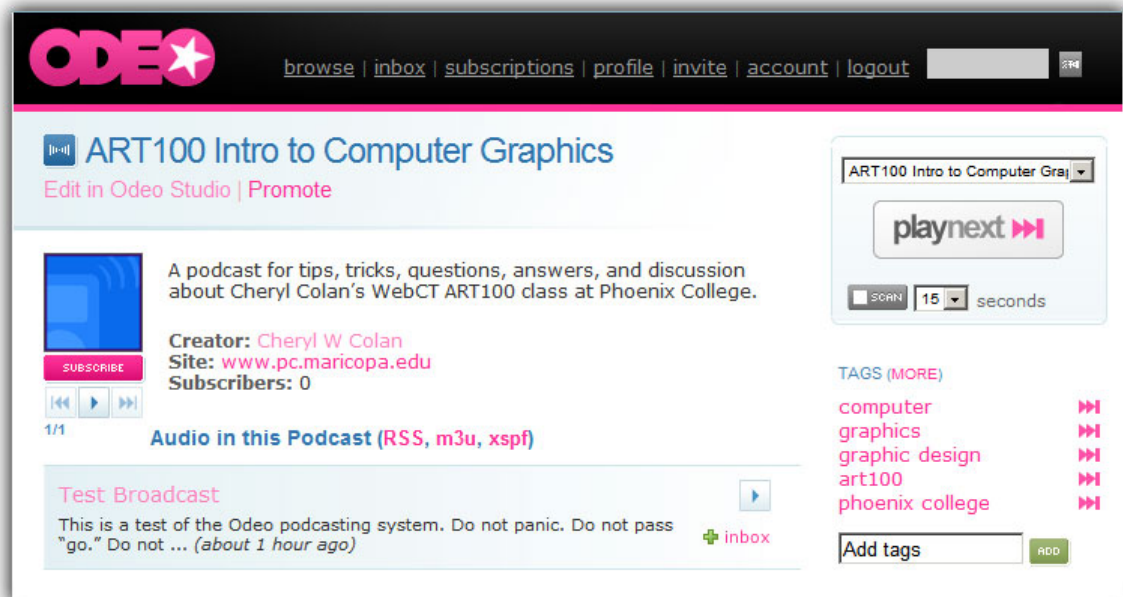
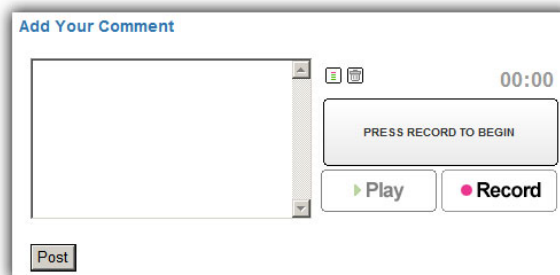3. Here is where interactivity begins. Your students can add a written comment *or an audio comment*! To see it in action, click the link to **add an audio comment**.

4. Your students will see the prompt to allow access to their microphone. They will press **Record** to respond, and **Stop** when finished speaking.

5. Students can preview their audio response and re-record it if they wish. If a student uses a nickname when creating an Odeo account, instruct her to type her name in the text area of the comment before clicking **Post**. This will help you track recorded responses.

6. Recorded comments are listed beneath each episode. Click the **green play icon** to listen to them!

Where to Go from Here

You have learned about podcasting, how to create and use your Odeo account and services, and how to share your audio with students. You've seen how easy it is not only to create a podcast, but also to get your students involved by having them respond. You really can begin podcasting today using Odeo. That's great! But where to go from here?

Find Audio on the Web

There are many, many directories of audio on the web. Here are a few sources to get you started:

- iTunes directory (accessible from within iTunes)
- Odeo directory (search audio at www.odeo.com)
- Alan Levine's list of podcast directories, search tools, and collections (http://cogdog.wikispaces.com/podcastusing)

Campus Resources

Faculty Resources at Phoenix College

- **Media Services** can lend you a microphone for recording audio (602-285-7479)
- **Computer Commons** can schedule your class into an **Electronic Classroom** so you can train your students to use Odeo (request a classroom here: http://www.pc.maricopa.edu/cc/reservations/resindex.htm)
- **Your classroom** may already have the technology needed to display your podcast (data projector, speakers, and computer with internet connection)
- **Download this workbook** in PDF format at http://tinyurl.com/rk3e3
- Ask a colleague for assistance on the **Pod People email distribution list** (send an email to cheryl.colan@pcmail.maricopa.edu to have your email address added to the list: dl-pc-pod-people@pcmail.maricopa.edu)

Student Resources at Phoenix College

- With a **Computer Commons** account, students can access your podcast while on campus, download mp3 files, and burn them to CD or save them on electronic storage media
- **Foreign Language Students** can access special workstations inside **Computer Commons** that have microphones for recording audio