

# What the Heck is Podcasting?

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# Workshop Objectives

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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 finding and accessing a podcast.
3. Research/locate podcasts specific to your discipline using podcast search tools.
4. View a podcast episode, subscribe to a podcast, and manage subscriptions using a podcatching tool.

# What is Podcasting?

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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>*

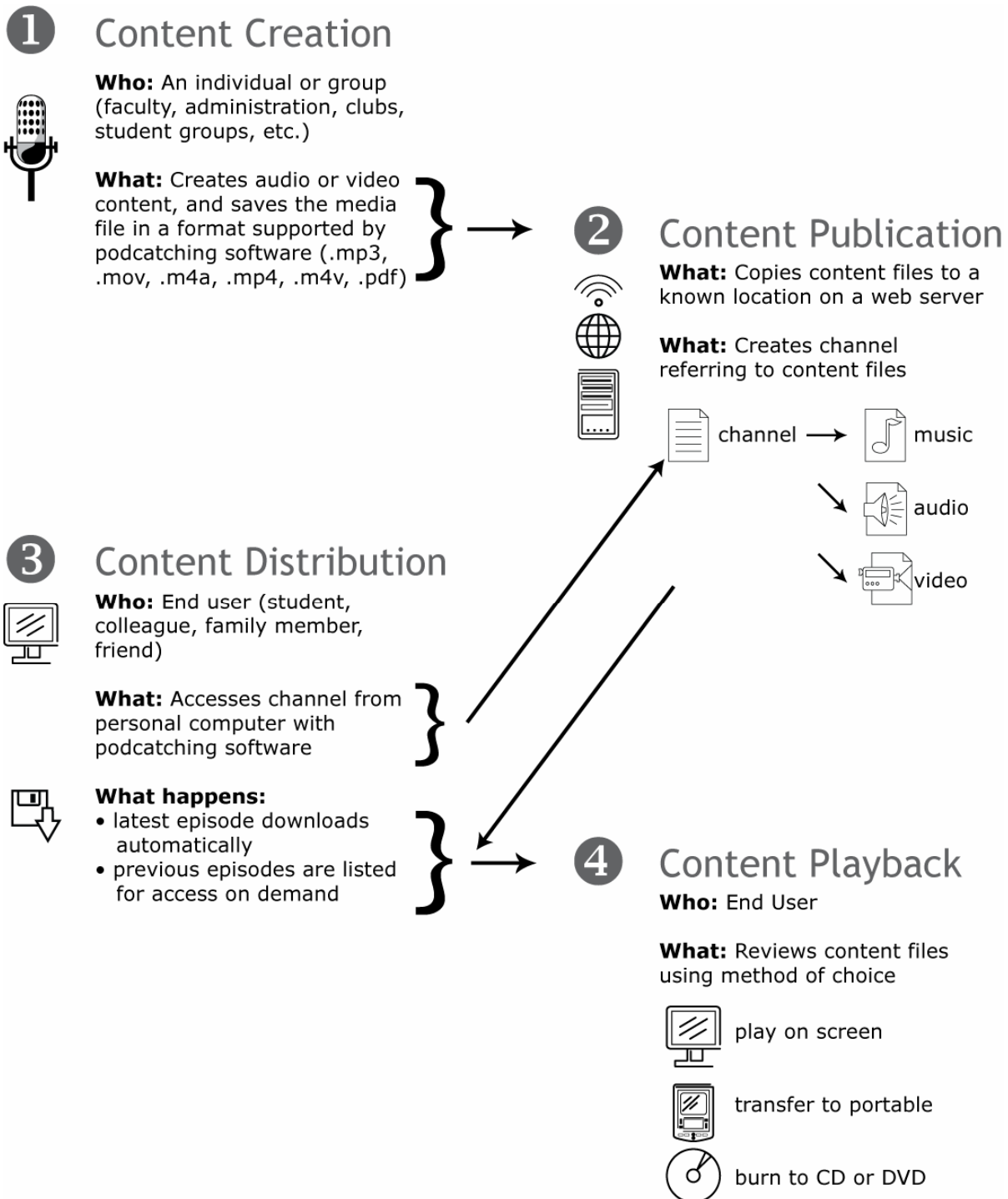
## How Does it Work?

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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.

*See Illustration on next page*

# How Podcasting Works



InfoGraphic by Cheryl Colan

# Searching for Podcasts

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Though there are multiple searching tools available to find podcasts, we are going to show two of the best: the iTunes Music Store and Odeo. These are free searching tools.

Follow these steps to browse for podcasts:

## **iTunes Music Store**

1. Open iTunes.
2. Open the Music Store category.
3. Click the Podcasts link.
4. Click on the desired category.
5. Browse the available podcasts.

## **Odeo**

1. Go to <http://www.odeo.com/> in a web browser of your choice.
2. Click the "or, explore podcasts" link (<http://www.odeo.com/listen>).
3. Browse for tags or conduct a search on a keyword.
4. Browse the available podcasts.

## **PC Library**

Library databases are now using podcasts. Speak with our librarians for more information.

## **Other Resources**

Many other resources are available from Alan Levine's podcasting session, "Podcasting, Schmodcasting.... What's All the Hype?" at: <http://cogdog.wikispaces.com/podcastusing>.

A word of caution about using the above Other Resources: there are many podcasts available, the technology is relatively new (1-2 years), and a searching standard has not yet been created. What this means to you is difficult to search, uncategorized content. If you use other resources, be prepared to spend some time sifting through content to find the good stuff! You could also think about doing a Google search with your keywords and the term podcast – take a look at the results you get!

# Searching for Podcasts Group Activity

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Search tool used:

Search terms used:

Location of results:

Good for classroom instruction? How could you integrate this into your class?

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# Access, Subscribe & Manage Podcasts

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## *The General Idea*

1. Locate: find a “channel.”
2. Access: listen or watch to see if you like it.
3. Subscribe: analogous to programming your TiVo or DVR to record new episodes; new media files will be automatically downloaded to your computer for you review at your convenience.
4. Manage: set preferences for how long episodes are kept, whether episodes are automatically transferred to a portable device; remove archived episodes; unsubscribe.

## *Two General Methods*

1. Use your **web browser**, often in combination with a **web-based playback service**.
2. Use **podcatching software** such as iTunes.

### Web Browser

You can use your web browser to search for new podcasts. There are many podcast directory web sites to choose from. Type “podcast directory” into a Google search to get started, or begin with some of the resources listed in this document. There are many web-based playback services, and each provides its own instructions.

### Podcatching Software

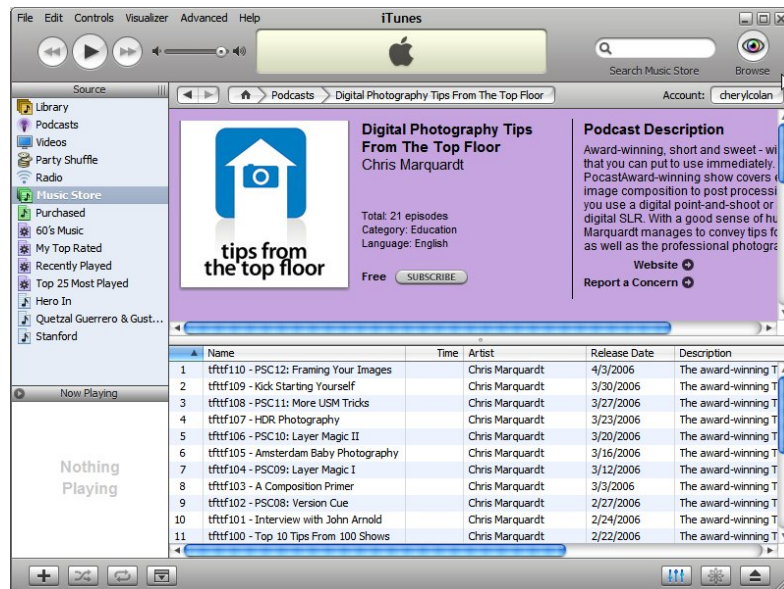
There are several “podcatchers” from which to choose. For use on campus, we recommend **iTunes** because the Technology Support Group has agreed to support it on a case-by-case basis.

The next section contains instructions for how to use iTunes to subscribe to a podcast, and how to manage your subscriptions.

# Accessing, Subscribing & Managing Podcasts with iTunes

When you find a podcast in the iTunes Music Store

1. Launch iTunes and locate a podcast in the music store. In my example, I'm displaying the **Digital Photography Tips from the Top Floor** podcast.



2. To play an episode without subscribing, click on the episode you want to hear (it will be highlighted in blue), then click the **Play** button in the upper left corner of the window.

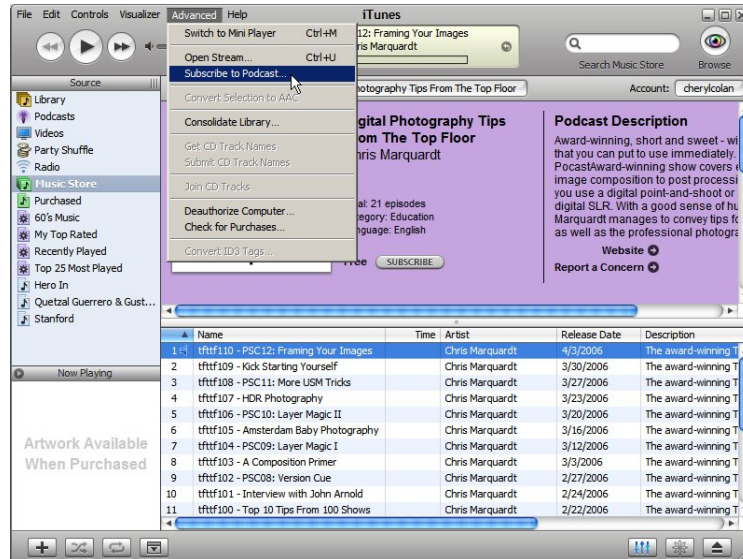


3. To subscribe to a podcast, click the **Subscribe** button.

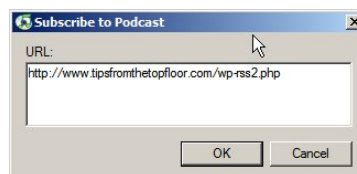


When you find a podcast in an online directory

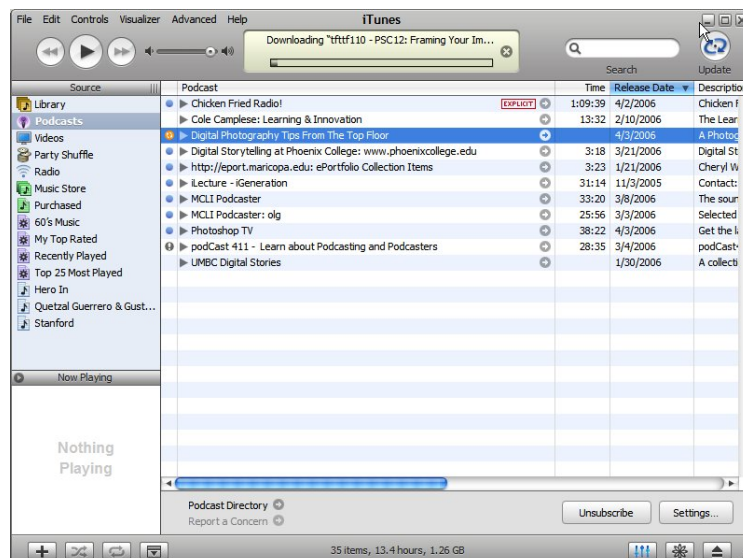
1. Copy the URL of the podcast channel (it may be labeled as an **RSS** link).
2. From the iTunes menu, choose **Advanced > Subscribe to Podcast**.



3. Paste the URL of the podcast channel into the dialogue box and click OK.



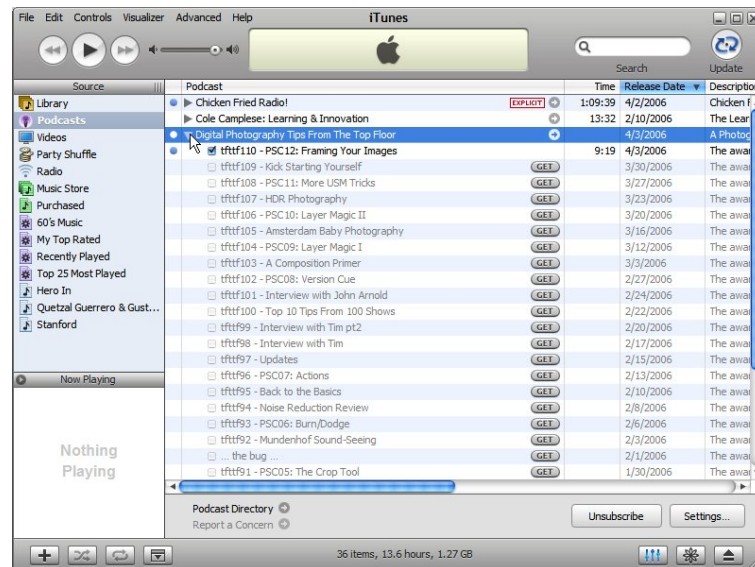
4. iTunes jumps to the **Podcasts** window and begins downloading the most recent episode.



What the Heck is Podcasting?

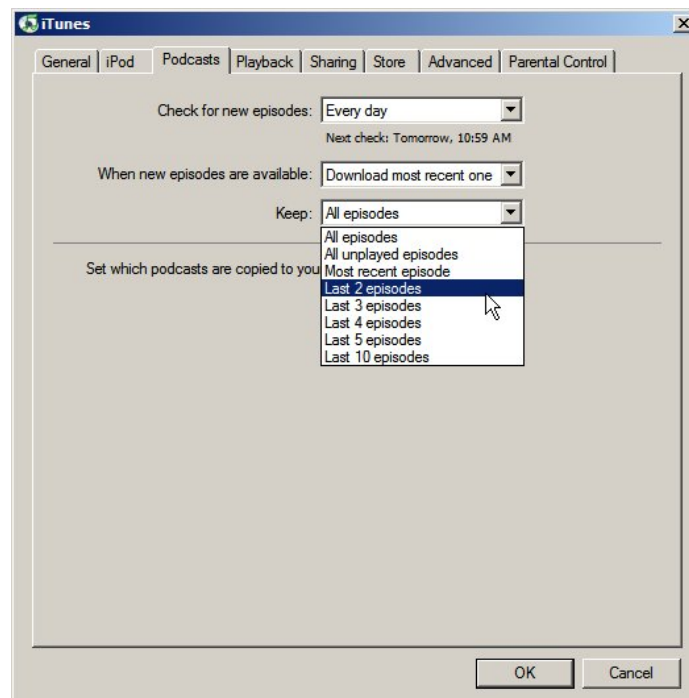
Created by Cheryl Colan and Julie Magadan, LTD

- Click the triangle next to the podcast title to view additional episodes. Click the **Get** button to download another episode. Double-click an episode to play it back.



## Managing your subscriptions

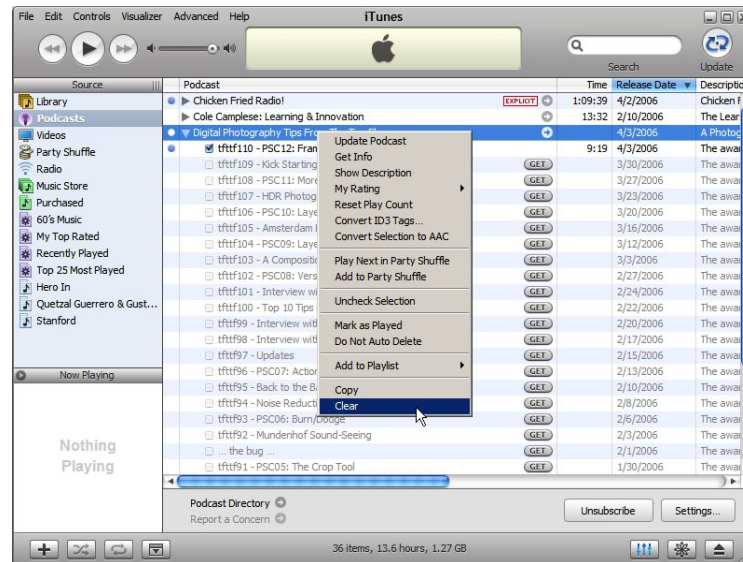
- From the iTunes menu, choose **Edit > Preferences**, then click on the **Podcasts** tab.



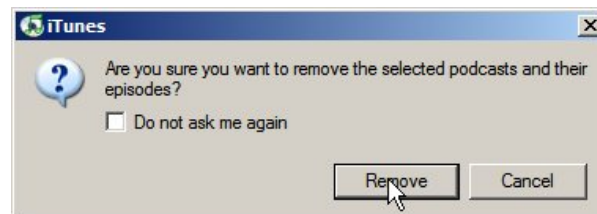
- Set your choices for how often to check for new episodes, whether to download all episodes or only the most recent, and how many episodes to keep. (Keeping all episodes can fill up your hard drive pretty quickly!)

## Unsubscribing and deleting media files

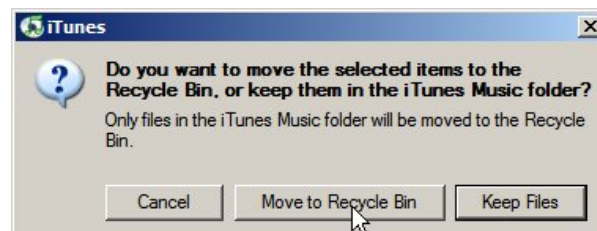
1. Right-click on the podcast you want to remove, and choose **Clear**.



2. Click **Remove**.



3. You are given the choice to keep episodes you have already downloaded, or remove them from your computer. If you choose to remove the files, remember to empty your Recycle Bin (or Trash) to delete them from your computer.

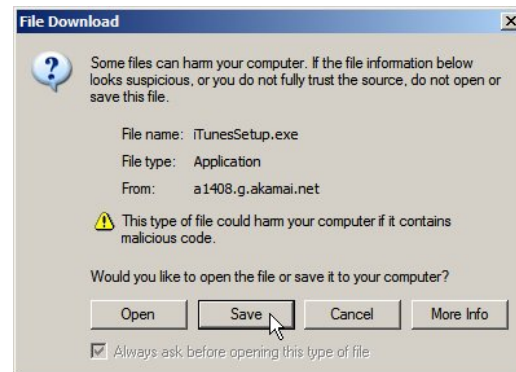
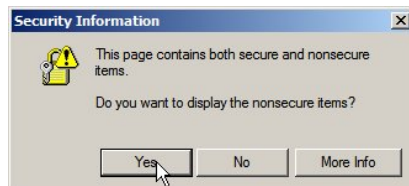


# How to Download and Install iTunes

1. Launch your web browser and go to: [www.apple.com/itunes/download/](http://www.apple.com/itunes/download/)



2. Select your operating system and click the “Download iTunes – Free” button. Your email address is not required.



3. You may receive security warnings. It is okay to say “Yes” and save the iTunesSetup.exe file. Downloading will take a few minutes.



4. While the file downloads, the web browser will open an instruction page. After you install iTunes, you may want to check out the online tutorial link.



5. Launch the iTunes Setup Assistant (iTunesSetup.exe) and follow the on-screen instructions.
6. If you have problems installing iTunes on a computer at Phoenix College, you may not have administrative access to the computer. Contact the Technology Support Group Help Desk at 285-7200 for assistance.

# Podcast Interest Student Survey

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1. Do you own or have regular access to a personal computer? ☐Yes ☐No
2. Can you play media such as audio and video on your computer? ☐Yes ☐No
3. What media players do you use to play audio on your computer?  
☐QuickTime ☐Windows Media Player ☐Real Player ☐WinAmp  
☐iTunes ☐MusicMatch Jukebox ☐Other \_\_\_\_\_
4. What media players do you use to play video on your computer?  
☐QuickTime ☐Windows Media Player ☐Real Player ☐WinAmp  
☐iTunes ☐MusicMatch Jukebox ☐Other \_\_\_\_\_
5. Are you interested in supplemental class materials presented in audio or video format?  
☐Yes ☐No
6. Do you have internet access? ☐Yes ☐No
7. What internet connection speed do you use to access the internet?  
☐High Speed (Cox, DSL) ☐Dial-Up ☐Not sure
8. Have you ever subscribed to a podcast? ☐Yes ☐No
9. Do you have Apple's free iTunes software? ☐Yes ☐No
10. Are you willing to install iTunes in order to access supplemental class materials in audio or video format? ☐Yes ☐No

If there is anything specific about this course that you would like to have access to via the internet, please note it here: