

# Podcasting notes for teachers

Creating and uploading a radio advert or short radio broadcast

## Introduction

Explain the way Podcasting works. In its simplest form a Podcast is a short audio recording usually in the style of a radio programme which is then distributed to users using an Internet technology called Really Simple Syndication (RSS). It should be emphasised that a Podcast is a single episode in a Podcast channel that contains multiple episodes. This distribution method will be covered at the end of these notes.

The screenshot shows a podcast page for 'TPN :: The Gadget Show' by Cameron Reilly. It includes a 'SUBSCRIBE' button, a list of links (SEE ALL PODCASTS, WEBSITE, REPORT A CONCERN, TELL A FRIEND), and a section for 'LISTENERS ALSO SUBSCRIBED TO' with links to other podcasts like 'The Merlin Show' and 'Windows Weekly with Paul Thurrott'.

Name	Time	Artist	Release Date	Description
1 The Gadget Show #56: John Rom...		Richard Giles	04/08/2006	The Gadget Show #056 (MP3 - 12.6MB - 36min 45sec) Download the podc...
2 The Gadget Show #55: Will Pate f...		Richard Giles	02/08/2006	The Gadget Show #055 (MP3 - 12.6MB - 36min 45sec) Download the podc...
3 The Gadget Show #54: Chris Mes...		Richard Giles	21/07/2006	The Gadget Show #054 (MP3 - 16MB - 46min 35sec) Download the podcas...
4 The Gadget Show #53: Gil Penchi...		Richard Giles	13/06/2006	The Gadget Show #053 (MP3 - 10.8MB - 31min 20sec) Download the podc...
5 The Gadget Show #52: Gilad Japh...		Richard Giles	31/05/2006	The Gadget Show #052 (MP3 - 18.6MB - 54min 05sec) Download the podc...
6 The Gadget Show #51: Wannabe ...		Richard Giles	04/05/2006	The Gadget Show #051 (MP3 - 18.3MB - 53min 20sec) Download the podc...
7 The Gadget Show #50: Craig New...		Richard Giles	20/04/2006	The Gadget Show #050 (MP3 - 9.2MB - 26min 40sec) Download the podca...
8 The Gadget Show #49: Generatio...		Richard Giles	10/04/2006	The Gadget Show #049 (MP3 - 15.0MB - 43min 20sec) LISTEN HERE As ma...
9 The Gadget Show #48: George O...		Richard Giles	05/04/2006	The Gadget Show #048 (MP3 - 13.1MB - 38min 15sec) LISTEN HERE I was h...
10 The Gadget Show #47: Wannabe ...		Richard Giles	30/03/2006	The Gadget Show #047 (MP3 - 16.1MB - 46min 40sec) LISTEN HERE Before ...

In this section Podcasts should be introduced using iTunes. Do some research on the Podcasting section of iTunes to find suitable exemplar Podcasts and play them and ask the students to attempt identify the audience and structure of the Podcasts.

The screenshot shows an audio editing software interface with three tracks. The top track is labeled 'First person' and contains two audio clips labeled 'Male Voice'. The middle track is labeled 'Second person' and contains one audio clip labeled 'Male Voice.1'. The bottom track is labeled 'Music track' and contains a blue audio clip labeled 'Bossa Lounger Medium'. Arrows point from the text labels to the corresponding tracks in the software interface.

Explain that it is possible to Podcast narrated slideshows and video easily using iLife.

## **Planning**

The most important part of the Podcast will be the content and it is important that the Podcast is planned before recording. The content could be anything from reporting on a historical event to an audio report of a scientific experiment. To help the planning process it is useful to use a structure based on the way radio programmes are put together. A radio programme style podcast is usually divided into the following:

An introduction – where the audience is told what the programme is, who is speaking and what is coming up.

This introduction may be accompanied with suitable music.

Link - Next the first item is introduced.

Content - the item is broadcast

Link – there is a piece between the previous item and the next

Content – the next item is broadcast

And so on until

The Outro – a concluding section looking forward to the next episode and giving credit to those who took part.

The students should plan their Podcast by working out what the structure will be and by writing a script.

## **Creation and Editing**

Depending on how confident the users are the students should start by creating a jingle either by using the provided jingles in the Podcasting part of GarageBand or by using loops.

The students should now record thier voices into the Podcast and edit this as necessary.

There is a comprehensive handout for the creation of Podcasts using GarageBand that can be used by students during the course.

## Exporting

The simplest way of sharing the Podcast is via iWeb and then publishing the Podcast to a .Mac account or to a Web server.



An alternative is to share the Podcast from GarageBand to iTunes and then in iTunes using the Advanced > Convert menu to change the Podcast into a suitable file format. The resulting file could be uploaded to a Web based tool like Podomatic [www.podomatic.com](http://www.podomatic.com) that can allow you to all of the above as well as even recording your Podcast online. Within certain limits this online service is free.