

# So You Want to Podcast?

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# ...that's great!

- Podcasting/vodcasting is a great tool for distributing
  - music
  - news and updates
  - promotions
  - entertainment
  - educational content

# What is a podcast?

- audio or video file
- viewable with iPod or other player, and with “podcatcher” like iTunes
- served out with RSS - subscribable
  - once set up, updates are automatic

# What's it going to take?

- Connect an inexpensive mic to your Mac
- Fire up GarageBand and record your bit
- Save to MP3
- Upload to server, serve out with RSS
- Enjoy your new-found fame. Right?



Not so much

# The Competition

- Tens of thousands of other podcasts competing for your audience
- Two important questions:
  - Who is going to listen?
  - And...

# Why should they listen?

- Compulsion...
- Or not – In which case you'll need:
  - Content people want
  - Quality Presentation
    - Clear audio
    - Appealing delivery
    - Grace notes

# What will that *really* take?

- Well, I've got some *good* news...
  - It's not *hard*
  - It's not *expensive*
- ... and some *bad* news
  - You weren't planning to do anything *else* this week, were you?

# Case Study: MyPod@UVa

- Podcast companion to the MyUVa student portal
- How do we (hopefully) reach our audience?
- 10 minutes of core content wrapped in 20 minutes of entertainment
  - Library and tech features
  - Music

# Steps to creating MyPod

- Collect audio
- Edit audio and produce master (WAV)
- Create MP3 and iTunes-enhanced M4A versions
- Update RSS file and hosting page
- Market
- Rinse & repeat



# Necessary Stuff

- Audio capture hardware
- Script
- Computer with iTunes, GarageBand (or Audacity and ChapterTool), graphics software
- Hosting space & uploading software
- iPod to test with

# Related Steps

- Sign up with podsafe music providers
- Register in iTunes database
- Market to other podcasters, databases, etc.
- Market to target audience
- Plan new features

# What Does It All Cost?

- Materials: ~\$2400 (Mac included)
- Time: 12-16 hours a week



So, you want to  
podcast *lectures*?

(click to view)

QuickTime™ and a  
H.264 decompressor  
are needed to see this picture.

# Problems

- Limited visuals
  - *Very* limited if audio only
- Interruptions, “junk” content
- Restricted by class conditions
  - Room sound
  - Room light
  - Class period length

# Now try this one

QuickTime™ and a  
H.264 decompressor  
are needed to see this picture.

# Better?

- Better sound
- More varied visual content
- No interruptions

# Re-use

- Which one works better next year?
  - If scholarship changes, which is easier to edit?
- Re-purpose for
  - website
  - courseware CD
  - supplemental material for other classes
  - public lectures
- Time flexibility: think “modules”

# Ease of Production

## Classroom video

- record on video cam
- light setup
- sound setup
- log/capture process
- video edit
- save to podcast format
- serve with RSS

## Slideshow video

- record on sound board
- copy to GarageBand or iMovie
- drag-&-drop pictures
- save to podcast format
- serve with RSS

# “Lecturecasting” Issues

- Absenteeism question
- What *is* the classroom experience?
  - Information delivery?
  - Information synthesis?
  - Collaboration/production?
- Bottom line: in the educational marketplace, what will consumers demand?