Podcasting



ISD Meeting July 9, 2008





- Audio or video broadcasts on the Web that you can download to a computer or mobile device
- Subscribe to receive specific podcasts regularly
- According to Forrester's *The Future of Digital Audio*¹, by 2010 12.3 million households will receive simple audio podcasts

¹Schadler, T. The Future of Digital Audio. March 21, 2005. http://www.forester.com/Research/Document/Excerpt/0,7211,36428,00.html







- http://podcasts.aaas.org/science_podcast/ SciencePodcast_070824.mp3
- <u>http://blog.vcu.edu/cabellpodcasts/scholarl</u> <u>yquick.mov</u>
- Discovery Channel Man vs. Wild: Iceland http://dsc.discovery.com/beyond/







The easiest way to download podcasts: http://www.apple.com/itunes/download

 iTunes Store Podcasts Browse categories Example: Business BusinessWeek









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🔲 Audiobooks	•	🗹 Canary Database Reports 2	39:02	10/24/2006	Peter and Dan discuss animals as sentinels of bioterrorism agents, reporting findi (1)	
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We used iTunes to locate, download, and sync podcasts to the iPods









Media File Sizes								
Audio	15 Mb/hour	.75 Mb/3 minutes						
Enhanced (audio with still images)	20 Mb/hour	1 Mb/3 minutes						
Video	350 Mb/hour	17.5 Mb/3 minutes						

We considered file sizes in selecting our podcast format

U.S. Department of Commerce







FORMATIO

SERVICES

Plan Details

Identify topic

Assure server space availability

Decide on audio podcast with rotating photos

Download open-source sound software: Audacity (for PCs)

Purchase microphone

Write script

Rehearse

Record voice/take photos

Edit, convert audio files to MP3 with Audacity/plugin

Upload to server

Review

Edit or redo

Create/upload text caption transcript for 508 accessibility Decide where to upload-- iTunes, Yahoo! Podcasts, etc.



National Institute of Standards and Technology U.S. Department of Commerce

Recording and Playback



Our recording studio was a small classroom







- We used Audacity software (free) to record, edit, and compress our sound files
- Also need to download lame.zip
- Available for Mac OS X, Microsoft Windows, GNU/Linux, and other operating systems

http://audacity.sourceforge.net/





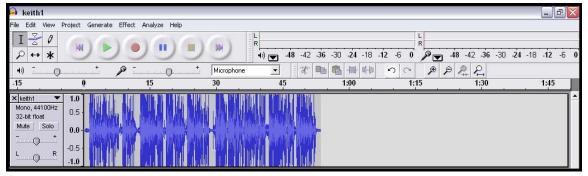




Raw .wav file



Compressed as .mp3 file







Combining File Formats

With the help of our A-V department we added rotating photos to the sound file and converted the combination to an mpeg4 file (video with sound).

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