

# Podcasting



**ISD Meeting**  
**July 9, 2008**

**NIST**

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

# Background



- 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*<sup>1</sup>, by 2010 12.3 million households will receive simple audio podcasts

<sup>1</sup>Schadler, T. The Future of Digital Audio. March 21, 2005.

<http://www.forester.com/Research/Document/Excerpt/0,7211,36428,00.html>

# Examples



- [http://podcasts.aaas.org/science\\_podcast/SciencePodcast\\_070824.mp3](http://podcasts.aaas.org/science_podcast/SciencePodcast_070824.mp3)
- <http://blog.vcu.edu/cabellpodcasts/scholarlyquick.mov>
- Discovery Channel - Man vs. Wild: Iceland  
<http://dsc.discovery.com/beyond/>

# iTunes



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

- iTunes Store  
Podcasts  
Browse categories  
Example: Business  
BusinessWeek

# iTunes



We used iTunes to locate, download, and sync podcasts to the iPods

# Preparation

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

We considered file sizes in selecting our podcast format

# Preparation



## 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.**

# Recording and Playback



Our recording studio was a small classroom



# Software



- 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

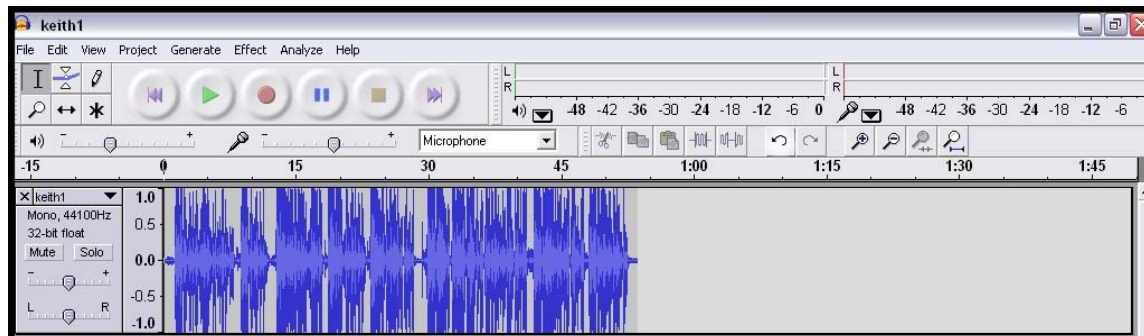
*<http://audacity.sourceforge.net/>*

# Voice File

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).

