

Podcasting



**SLA Maryland Chapter
Technology Day 2007
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NIST

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

Podcasts - 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*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>

Podcasting at the NIST Research Library

- At the NIST Library, a few staff members are responsible for monitoring new technologies
- When customers told us they'd be open to hearing about library resources in a quick, easy-to-receive format, we explored some new technologies including podcasting
- We bought and practiced using video iPods²



²The Identification of any commercial product or trade name does not imply endorsement or recommendation by the National Institute of Standards and Technology.

Examples



- 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



After attending some free podcasting lectures at conferences, we used two podcasting instruction books and took the plunge... Making our own podcast.

Preparation

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

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

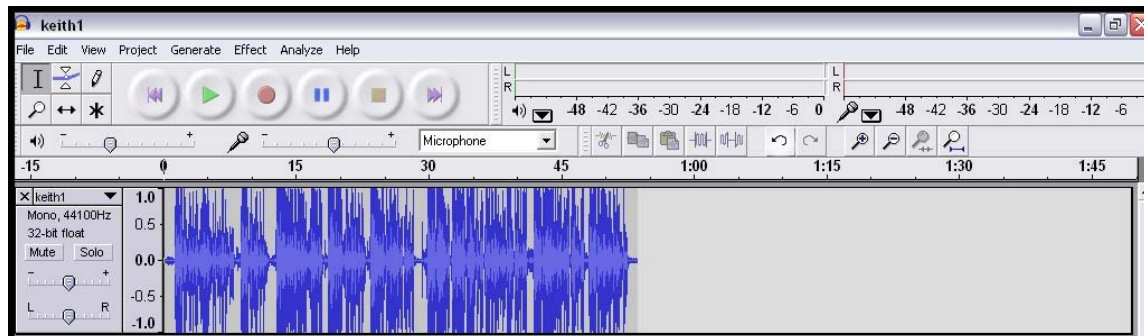
<http://audacity.sourceforge.net/>

Voice File

Raw .wav file

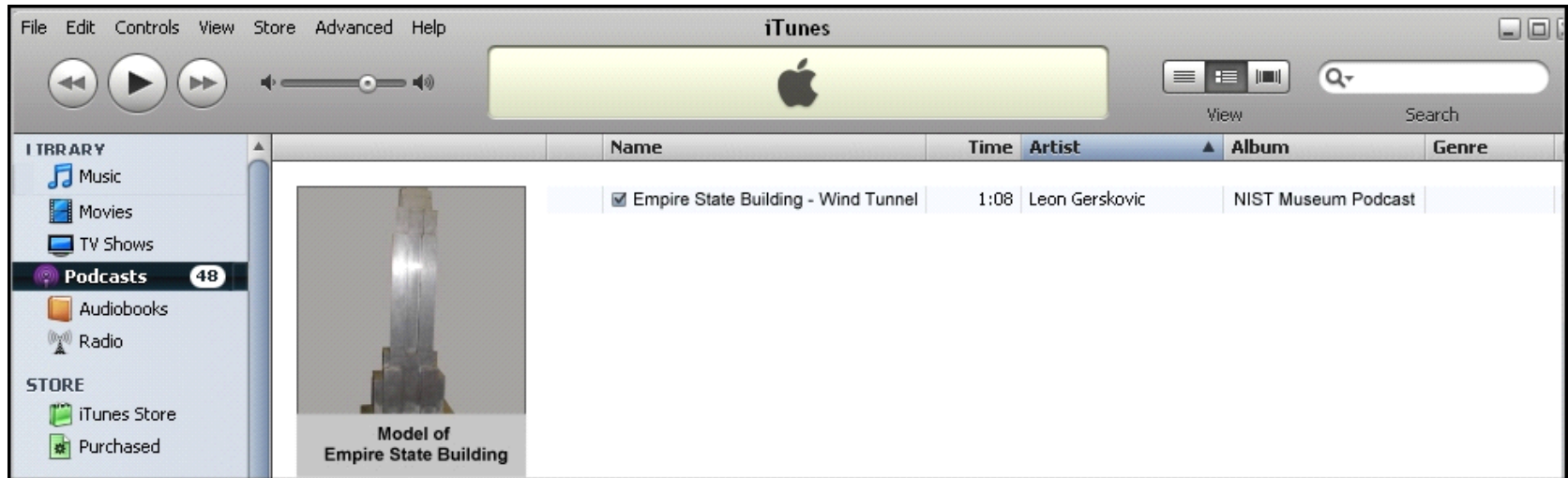


Compressed as .mp3 file



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).



Lessons Learned



- Podcasts are useful for virtual tours and library training “on the go”
- Creating podcasts is easier/less problematic with a Mac
- Be sure to keep up with new products
- Use a high-quality microphone
- Don’t forget to include an introduction and ending

Future Plans



- Purchase MacBook
- Make enhanced podcast about publications analyses that our liaisons can do
- Work with A-V staff to have video-recorded monthly internal presentations currently produced as DVDs converted for loading onto circulating Library video iPods

Questions?



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