


Podcasting

Martin De Saulles

November 2009

- 
- What is podcasting
 - How to find podcasts and subscribe
 - How to podcast
 - Demo Audacity, Sony stick
 - Show a demo of uploading podcast to wordpress and then pinging itunes and finding it

Google reader

All items ▾ Search

[+ Add a subscription](#)

- Home
- All items (1000+)**
- Starred items ☆
- Your stuff
 - Shared items
 - Notes
 - Trends
 - Browse for stuff

People you follow

Explore

Subscriptions

- Enterprise Web 2.0 (3)
- fropond (27)
- Groundswell (6)
- Headshift (39)
- Read/WriteWeb (340)
- Semantic Web - My Cli...
- SocialTech (2)
- The Obvious?
- The Semantic Web

British Library Podcasts »

Show: 2 new items - all items Mark all as read ▾ Refresh Feed settings... ▾

You have subscribed to "British Library Podcasts".

☆ John Keats: A Poet and his Manuscripts »

by The British Library



Popout

[Original audio source \(podcast100585.mp3\)](#)

☆ Add star Like Share Share with note Email Keep unread Add tags Send to

☆ Beowulf »

by The British Library



Popout

[Original audio source \(podcast99773.mp3\)](#)



- Podcasting “invented” in 2001
- First called podcasting in 2004
- 2005 – podcasting comes of age with iTunes 4.9
- 100,000 to 200,000 podcasts on iTunes?

PODCAST



Podcasts (1)

football, baseball, live music, indie rock, pop culture, primetime, television, talk radio, comedy, tragedy, weirdness, health, prescription drugs, nutrition, book reviews, fiction, nonfiction, audio players, digital cameras, laptops, camcorders

Podscope lets you search the spoken word for audio and video that interests you.

the audio video search engine
podscope

libraries| Search

Audio Video All

car repair, **motorcycles**, trucks, fishing, sailing, welding, painting, gardening, cooking, carpentry, pet care

"Introducing: the first search engine that can find podcasts according to the words spoken during them!"

New York Times, July 27, 2005

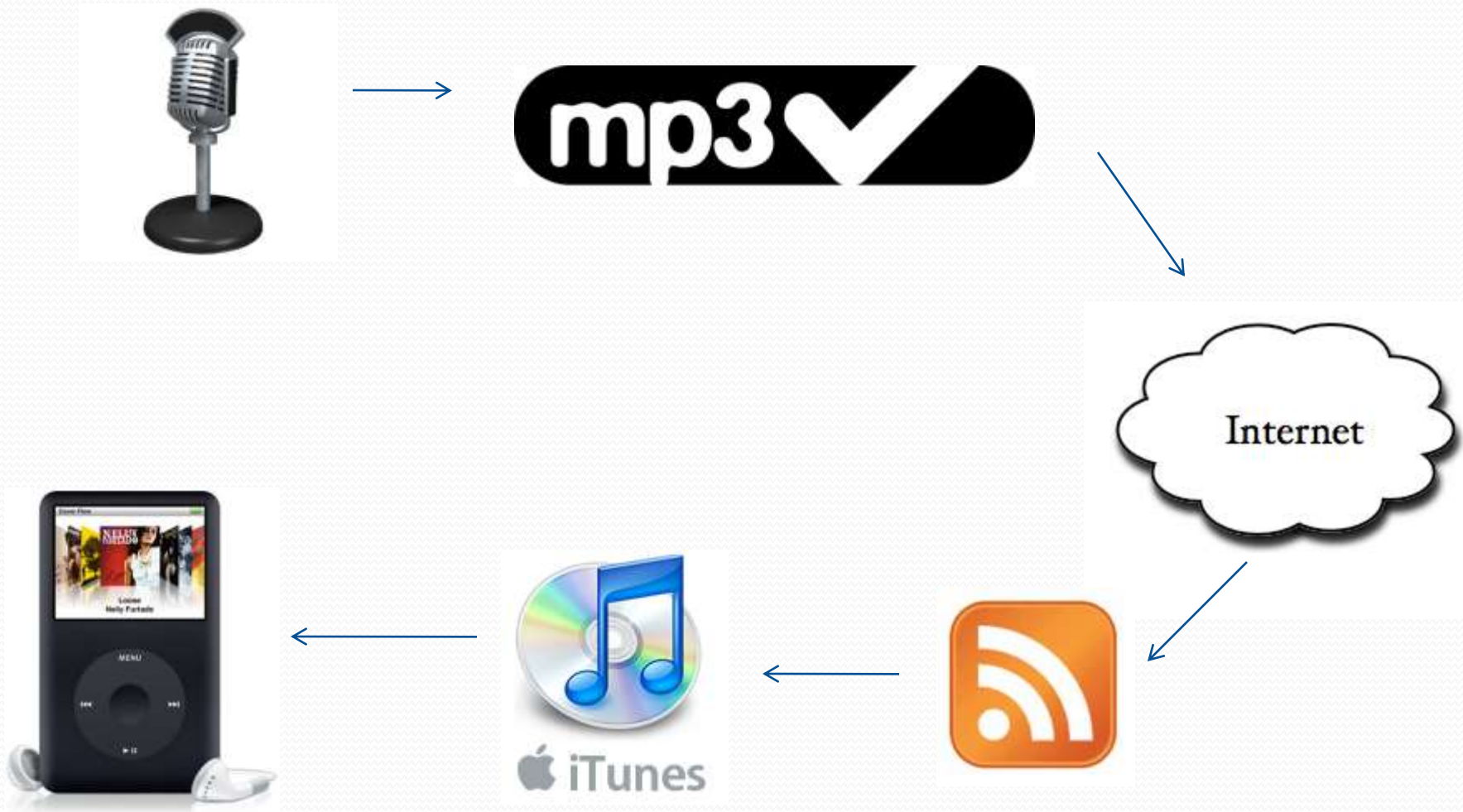
Podcasts (2)

The screenshot shows the Podcast Alley website interface. At the top, there is a navigation bar with links: Home, Add a Podcast, Podcast Software, Podcast Forum, Podcast?, Alley Blog, About Us, and Login. A banner for GoDaddy.com is visible, advertising \$6.95*.COMs with a special offer. The main content area features a search bar with the term 'libraries' and a 'submit' button. Below the search bar, it states 'We Found: 34 Results for "libraries"'. A list of 13 podcast titles is displayed, each with a small icon and a red box containing a number. The titles are: 1. DidgiKnow?, 2. Check This Out!, 3. This Week @ Your Library, 4. Libraries Across Cultures, 5. The Library Channel, 6. Lincoln City Libraries Podc..., 7. Talking with Talis, 8. IR Conversations, 9. Library Geeks, 10. The Morris W. H. Bill Colli..., 11. Lea's Podcast IClickCaster..., 12. LibVibe, and 13. Teenlibrarian Podcast. On the left side, there is a sidebar with a 'Pick a Podcast Genre' dropdown menu, a 'Search for a Podcast' input field with a 'GO' button, and a list of links: Top Podcasts, Add Your Podcast, and Podcast Alley Badges. Below these links is an advertisement for 'Clio Interlending System' with the text: 'More libraries chose Clio. Get an on line demo today! cliosoftware.co.uk'. On the right side, there is a large advertisement for 'SCRAP TIME' with the text: 'A video show about Scrapbooking. See new techniques, products, tools and altered projects. www.scraptime.ca'. Below this advertisement is a section titled 'Top 10 Podcasts' with a list of links: Double Feature, Free Talk Live, RED BAR RADIO .com, Keith and The Girl, Keith and The Girl TV, and The Super Secret Backs...

Podcasts (3)



How to podcast



Using Wordpress to podcast

The screenshot shows the WordPress 'Add New Post' interface. At the top, the site name 'NHS Web2 Test blog' and a 'Visit Site' link are visible. The main heading is 'Add New Post'. The post title is 'This week's podcast'. Below the title, the 'Permalink' is shown as 'http://brightontestblog.wordpress.com/2009/11/25/this-weeks-podcast/' with 'Edit' and 'Get Shortlink' buttons. The 'Upload/Insert' toolbar includes icons for image, gallery, audio, video, and link. The text area contains the text 'Here is this week's podcast. I hope you enjoy it.' The left sidebar shows the 'Dashboard' menu with 'Add New' highlighted under the 'Posts' section.

W NHS Web2 Test blog [Visit Site](#) [Edit Post](#)

Dashboard *Add New Post*

This week's podcast

Permalink: <http://brightontestblog.wordpress.com/2009/11/25/this-weeks-podcast/> [Edit](#) [Get Shortlink](#)

Upload/Insert

b / [link](#) b-quote ~~del~~ ins img ul ol li code more proofread lookup close tags

Here is this week's podcast. I hope you enjoy it.

Dashboard
Dashboard
Blog Stats
Blog Surfer
My Comments
Readomatic
Tag Surfer
My Blogs
Subscriptions
Upgrades

Posts
Edit
Add New
Post Tags

Using Wordpress to podcast

Web2 Test blog [Visit Site](#)

 *Add New Post*

This week's podcast


Permalink: <http://brightontestblog.wordpress.com/2009/>

Upload/Insert     

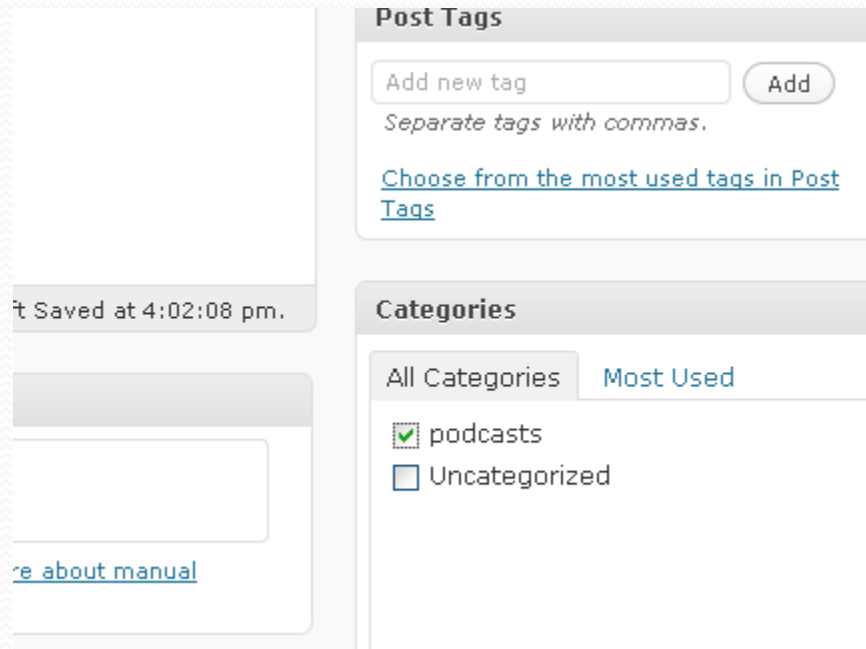
b *i* link b-quote del ins img ul ol

[Here](#) is this week's podcast. I hope you enjoy it.

The page at <http://brightontestblog.wordpress.com/>

 Enter the URL

Using Wordpress to podcast



The screenshot shows the WordPress post editor interface. On the left, there is a sidebar with a 'Save' button and a timestamp 'Saved at 4:02:08 pm.'. Below the sidebar, there is a 'More about manual' link. The main content area is divided into two sections: 'Post Tags' and 'Categories'. The 'Post Tags' section has an input field for 'Add new tag', an 'Add' button, and a note 'Separate tags with commas.'. Below this, there is a link 'Choose from the most used tags in Post Tags'. The 'Categories' section has two tabs: 'All Categories' and 'Most Used'. Under the 'Most Used' tab, there are two categories: 'podcasts' (checked) and 'Uncategorized' (unchecked).

Post Tags

Add new tag

Separate tags with commas.

[Choose from the most used tags in Post Tags](#)

Categories

All Categories

podcasts

Uncategorized

Saved at 4:02:08 pm.

[More about manual](#)

Using Wordpress to podcast

<http://brightontestblog.wordpress.com/category/podcasts/feed>



Using Wordpress to podcast

The screenshot shows the iTunes application window. The top menu bar includes 'File', 'Edit', 'View', 'Controls', 'Store', 'Advanced', and 'Help'. The main window title is 'iTunes'. Below the title bar is a playback control area with a progress slider and a search bar labeled 'Search Store'. The left sidebar contains 'LIBRARY' (Music, Movies, TV Shows, Podcasts, Radio) and 'STORE' (iTunes Store, SHARED, GENIUS, PLAYLISTS). The main content area is titled 'Review Podcast' with a circled '2' next to it. Below the title is a text box containing the message: 'The contents of the RSS feed you provided are displayed below. Contents included in the RSS feed cannot be edited in the iTunes Store, but must be edited in the feed itself.' Below this is a form for editing podcast details. The form includes: 'Artwork:' with a chain-link icon; 'Name:' 'NHS Web2 Test blog » podcasts'; 'Author:' 'No author'; 'Short Description:' 'No short description'; 'Long Description:' (empty); 'Category:' 'Education'; 'Subcategory:' 'Higher Education'; 'Language:' 'English'; and an 'Explicit Content' checkbox which is unchecked. At the bottom of the form are 'Cancel' and 'Submit' buttons. The footer of the window reads: 'Copyright © 2009 iTunes S.à r.l. All rights reserved. | Privacy Policy | Terms of Service | Terms of Sale | About Us'.

File Edit View Controls Store Advanced Help

iTunes

Search Store

LIBRARY


- Music
- Movies
- TV Shows
- Podcasts
- Radio

STORE

- iTunes Store
- SHARED
 - Home Sharing
- GENIUS
 - Genius
- PLAYLISTS
 - iTunes DJ
 - 90's Music
 - Classical Music
 - Music Videos
 - My Top Rated
 - Recently Added
 - Recently Played
 - Top 25 Most Played

2 Review Podcast [Learn More](#)

The contents of the RSS feed you provided are displayed below. Contents included in the RSS feed cannot be edited in the iTunes Store, but must be edited in the feed itself.

Artwork: 

Name: NHS Web2 Test blog » podcasts

Author: No author

Short Description: No short description

Long Description:

Category: Education

Subcategory: Higher Education

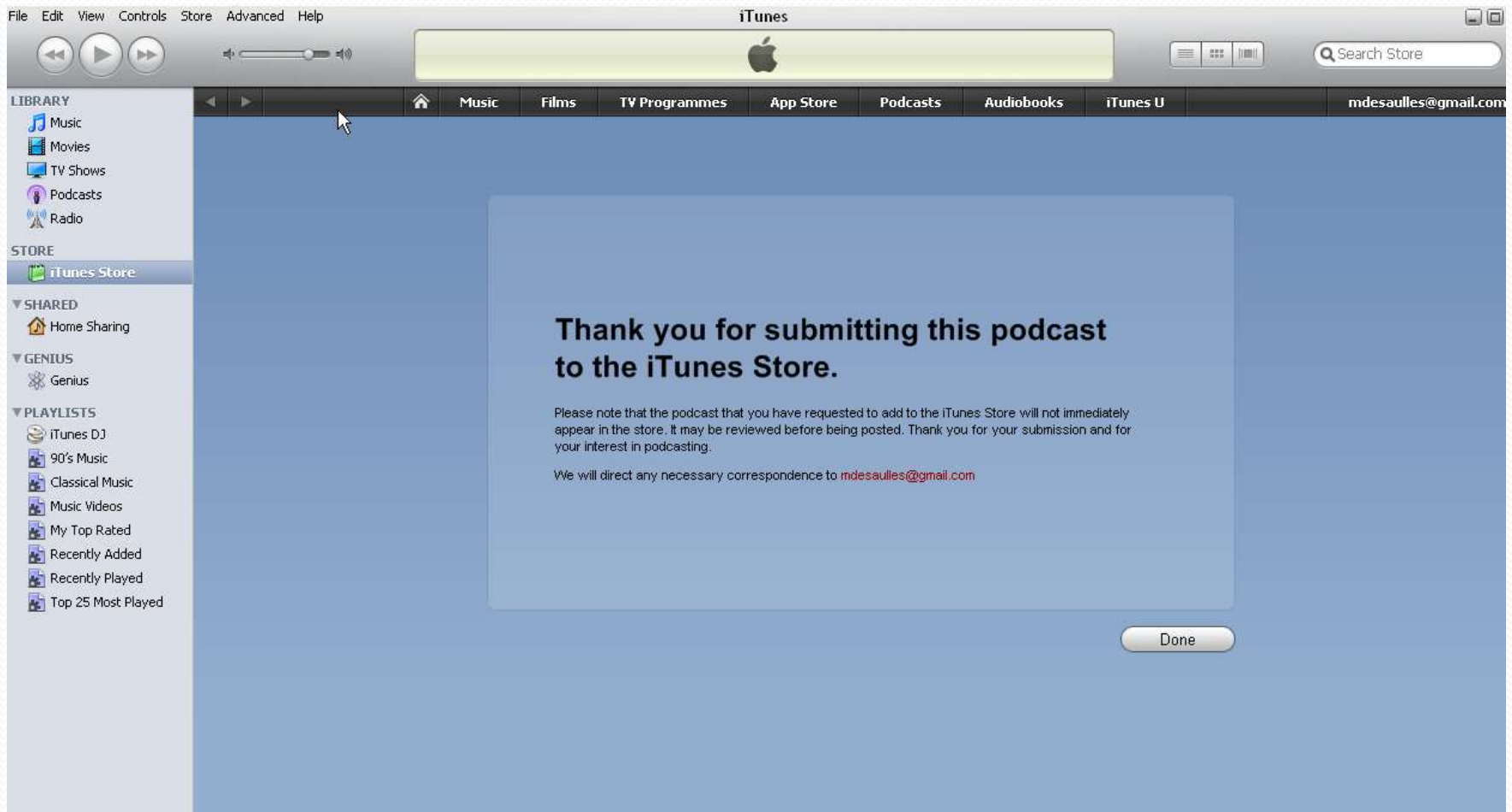
Language: English

Explicit Content

Cancel Submit

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Using Wordpress to podcast



Using Wordpress to podcast

iTunes Store Podcast Created Successfully Notification

Inbox | X

★ do_not_reply@group.apple.com to me

[show details](#) 23 Nov (2 days ago)

[Reply](#)

Images are not displayed.

[Display images below](#) - [Always display images from do_not_reply@group.apple.com](#)

iTunes Store Welcome

Dear Podcast Owner

Your podcast feed, [<http://brightontestblog.wordpress.com/category/podcasts/feed>] was successfully added and is now under review.

Sincerely,

The iTunes Store Team

Apple respects your privacy.
Information regarding your personal information can be viewed at <http://www.apple.com/legal/privacy/>

Using Wordpress to podcast

★ do_not_reply@group.apple.com to me

[show details](#) 24 Nov (1 day ago)

[Reply](#)

Images are not displayed.

[Display images below - Always display images from do_not_reply@group.apple.com](#)

iTunes Store Welcome

Dear Podcast Owner

Your podcast, located at [<http://brightontestblog.wordpress.com/category/podcasts/feed>], has been approved. You should expect to see it in iTunes within the next few hours. When it's available, you will be able to access it with the URL below.

<http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewPodcast?id=342183680>

Your podcast will be searchable within the iTunes Store in approximately 1-2 days.

If you have other questions or wish to change your podcast, please consult the technical spec at <http://www.apple.com/itunes/podcasts/techspecs.html>. The spec contains detailed information about key topics like adding "cover art" and changing your feed URL.

After adding a new episode, update your feed in the fastest possible manner with the ping service by visiting this URL:

<https://phobos.apple.com/WebObjects/MZFinance.woa/wa/pingPodcast?id=342183680>

See the technical spec for more information on updating your feed using the ping service.

There is also an Apple Discussions Forum exclusively for podcast producers, located here: <http://discussions.apple.com/forum.jspa?forumID=1107>. If you have a question or a problem that the

Using Wordpress to podcast

The screenshot shows the iTunes application window with the search bar containing 'nhs'. The results are displayed under the heading 'All Podcasts for "nhs"'. A blue arrow points from the bottom left towards the 'WordPress.com' podcast entry.

Podcast Title	Category	Action
IHS Healthcare	Medicine	SUBSCRIBE
IHS Clinical Leader...	Medicine	SUBSCRIBE
You and Yours - Hea...	Fitness & Nutrition	SUBSCRIBE
IHS South Central E...	Educational Technology	SUBSCRIBE
IHS North Somerset	Health	SUBSCRIBE
IHS Media Hub Podc...	Science & Medicine	SUBSCRIBE
IHS Greyhound Pod...	K-12	SUBSCRIBE
Amphi IHS	K-12	CLEAR / SUBSCRIBE
Year 3 - Podcast Ser...	Medicine	SUBSCRIBE
Student BMJ podcast	Medicine	SUBSCRIBE
IHS Barking and Da...	Medicine	CLEAR / SUBSCRIBE
Window on Westmi...	News & Politics	SUBSCRIBE
English II Podcasts ...	K-12	SUBSCRIBE
IHS Web2 Test blog...	Education	SUBSCRIBE
The Christie Chief E...	Government & Organizations	SUBSCRIBE
IHS Music Tech Pod...		CLEAR
IHS Drama Podcast		
Young People with ...		

Using Wordpress to podcast



Using Wordpress to podcast

The screenshot shows a web reader interface with a top navigation bar containing links for Documents, Reader, Web, and more. The user's email address, mdesaulles@gmail.com, and links for Settings and My Account are visible in the top right. A search bar and a dropdown menu for 'All items' are located below the navigation. The main content area is titled 'NHS Web2 Test blog » podcasts' and includes a 'Show: 4 new items - all items' indicator along with 'Mark all as read', 'Refresh', and 'Feed settings...' buttons. A yellow notification bar states 'You have subscribed to "NHS Web2 Test blog » podcasts"'. The feed displays two podcast items: 'Podcast 5' and 'Podcast 4', both by Martin De Saulles. The 'Podcast 5' entry includes a description 'this is the 5th podcast', a 'Comments: 0' indicator, an audio player with playback controls, and a link to the 'Original audio source (podcast5.mp3)'. At the bottom of the feed, there are interactive options: 'Add star', 'Like', 'Share', 'Share with note', 'Email', 'Keep unread', 'Add tags', and 'Send to'. A left sidebar contains a list of categories and their item counts, including 'ft (39)', 'riteWeb (340)', 'Web - My Cli...', 'ach (2)', 'ous?', 'antic Web', 'ity (9)', and 'ary Podcasts (2)'.