

PODCASTS, from A to P

Basics of Podcasting

- 1) What are podcasts all About?
- 2) How do I Get podcasts?
- 3) How do I create a podcast?

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1) What are podcasts all About?

What Are Podcasts? They are the modern equivalent of your neighborhood newspaper boy, who delivered the news to your driveway overnight. Today there are websites whose purpose is to automatically send some file content to your computer on a regular basis.

It is really just another name for an RSS FEED. (**R**ich **S**ite **S**ummary or **R**eally **S**imple **S**yndication and also ATOM format)

It is a format for delivering regularly changing webcontent.

Many news-related sites, weblogs and other online publishers syndicate their content as an RSS Feed to subscribers.

The content could be a text news story, video, or audio file. I will demo the concept with audio files, which are usually MP3 files, like news broadcasts, or music.

When the MP3 file is downloaded onto your computer you can listen through your speakers, or headphones to the “broadcast” (with MediaPlayer or other audio program).

Or you can load it onto your portable MP3 player (or IPOD!). From this PODCAST (iPOD Broadcast) became the popular term for RSS feeds.

Why use RSS (Podcasts)?

RSS solves a problem for people who regularly use the web.

It allows you to easily stay informed by retrieving the latest content from the sites you are interested in. You save time by not needing to visit each site individually.

You ensure your privacy, by not needing to join each site's email newsletter. The number of sites offering RSS feeds is huge and growing rapidly. Podcast.com list more than 85,000 podcasts.

2) How do I Get podcasts?

Use RSS Feed Readers and News Aggregators

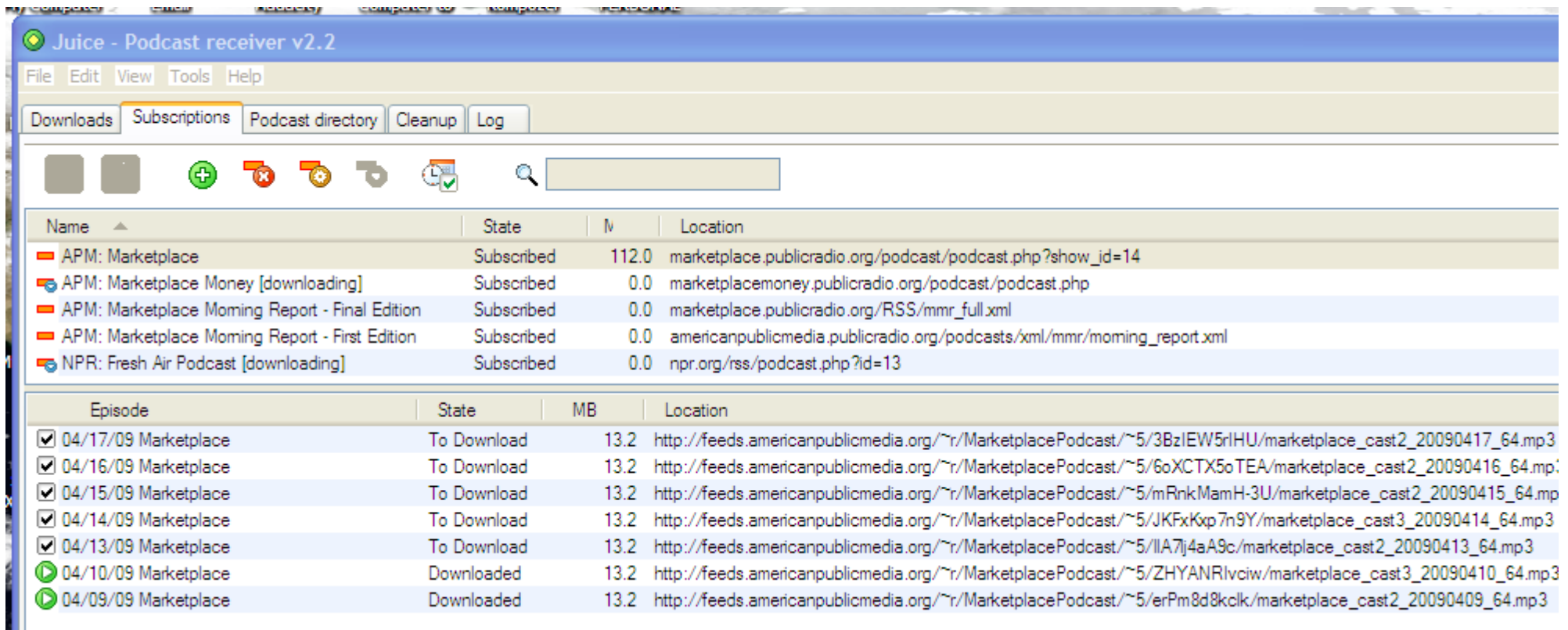
Feed Reader or News Aggregator or podcatcher software allows you to grab the RSS feeds from various sites and save them for you to read and use.

A variety of RSS Readers are available for different platforms. Some popular feed readers include Amphetadesk (Windows, Linux, Mac), FeedReader (Windows), and NewsGator (Windows - integrates with Outlook). There are also a number of web-based feed readers available. My Yahoo, Bloglines, and Google Reader are popular web-based feed readers. Most are free like Juice and iTunes.

Once you have your Feed Reader, it is a matter of finding sites that syndicate content and adding their RSS feed to the list of feeds your Feed Reader checks. Many sites display a small icon with the acronyms RSS, XML, or RDF to let you know a feed is available.

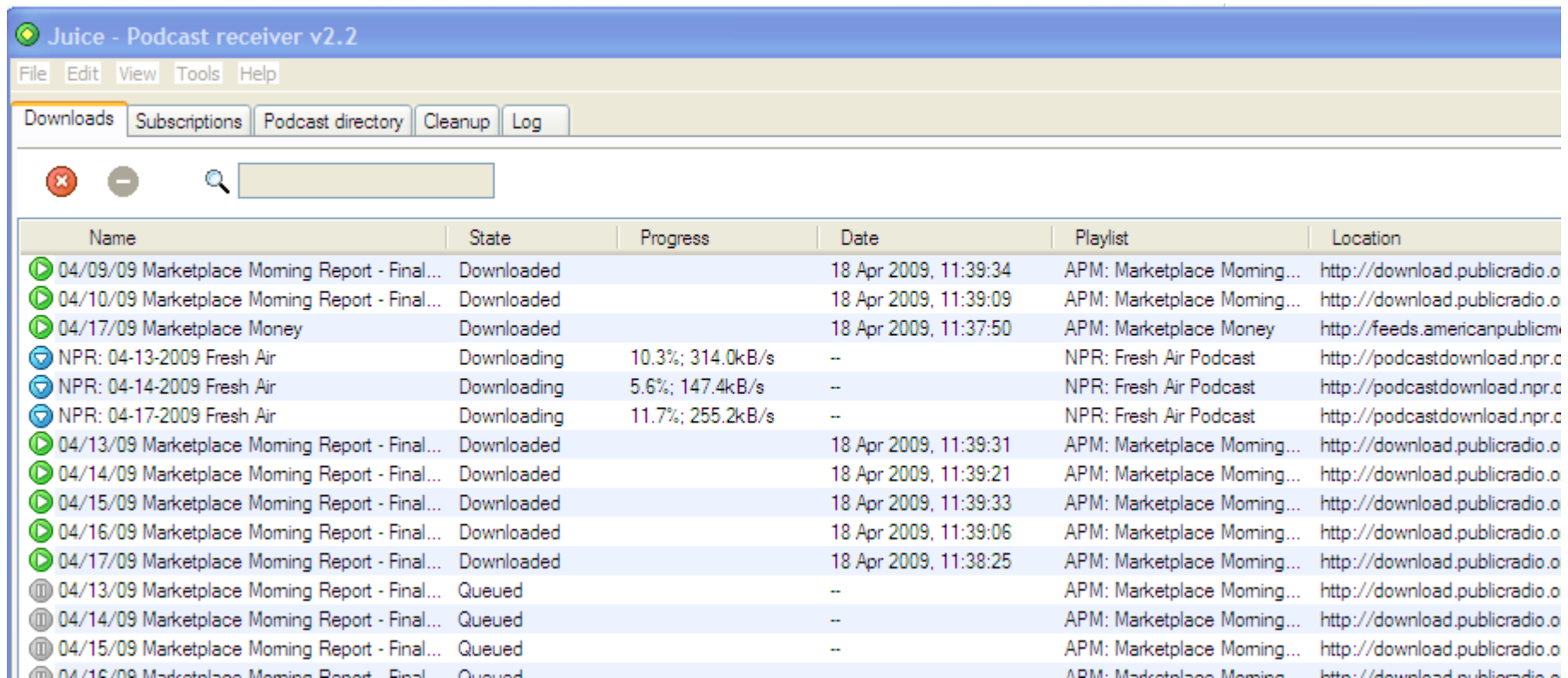


Here is a screenshot of my subscriptions, using the program JUICE



Here you see that I have subscriptions to several American Public Media and NPR radio programs.

Here is a screenshot of my downloads.



The screenshot shows the Juice - Podcast receiver v2.2 application window. The window has a menu bar with File, Edit, View, Tools, and Help. Below the menu bar are tabs for Downloads, Subscriptions, Podcast directory, Cleanup, and Log. The Downloads tab is active, showing a list of podcasts. The list has columns for Name, State, Progress, Date, Playlist, and Location. The list contains several entries, some of which are already downloaded and some are in progress.

Name	State	Progress	Date	Playlist	Location
04/09/09 Marketplace Moming Report - Final...	Downloaded		18 Apr 2009, 11:39:34	APM: Marketplace Moming...	http://download.publicradio.o
04/10/09 Marketplace Moming Report - Final...	Downloaded		18 Apr 2009, 11:39:09	APM: Marketplace Moming...	http://download.publicradio.o
04/17/09 Marketplace Money	Downloaded		18 Apr 2009, 11:37:50	APM: Marketplace Money	http://feeds.americanpublicm
NPR: 04-13-2009 Fresh Air	Downloading	10.3%; 314.0kB/s	--	NPR: Fresh Air Podcast	http://podcastdownload.npr.c
NPR: 04-14-2009 Fresh Air	Downloading	5.6%; 147.4kB/s	--	NPR: Fresh Air Podcast	http://podcastdownload.npr.c
NPR: 04-17-2009 Fresh Air	Downloading	11.7%; 255.2kB/s	--	NPR: Fresh Air Podcast	http://podcastdownload.npr.c
04/13/09 Marketplace Moming Report - Final...	Downloaded		18 Apr 2009, 11:39:31	APM: Marketplace Moming...	http://download.publicradio.o
04/14/09 Marketplace Moming Report - Final...	Downloaded		18 Apr 2009, 11:39:21	APM: Marketplace Moming...	http://download.publicradio.o
04/15/09 Marketplace Moming Report - Final...	Downloaded		18 Apr 2009, 11:39:33	APM: Marketplace Moming...	http://download.publicradio.o
04/16/09 Marketplace Moming Report - Final...	Downloaded		18 Apr 2009, 11:39:06	APM: Marketplace Moming...	http://download.publicradio.o
04/17/09 Marketplace Moming Report - Final...	Downloaded		18 Apr 2009, 11:38:25	APM: Marketplace Moming...	http://download.publicradio.o
04/13/09 Marketplace Moming Report - Final...	Queued		--	APM: Marketplace Moming...	http://download.publicradio.o
04/14/09 Marketplace Moming Report - Final...	Queued		--	APM: Marketplace Moming...	http://download.publicradio.o
04/15/09 Marketplace Moming Report - Final...	Queued		--	APM: Marketplace Moming...	http://download.publicradio.o
04/16/09 Marketplace Moming Report - Final...	Queued		--	APM: Marketplace Moming...	http://download.publicradio.o

Here you see that I have some broadcasts already downloaded, and more In progress.

I can either listen to the downloaded files using MediaPlayer, or copy them onto my Thumbdrive device

How do I create a podcast?

An RSS feed is actually a text file with the extension .rss, or xml. You can name it anything you like as long as it ends with .rss or xml. As an example, we'll call the one we're going to create Sample.rss.

Now, inside the RSS file are several directions created in what is called Extensible Markup Language or XML. It's similar to HyperText Markup Language or HTML.

An RSS file must reside on a server. If you have your own website, you already have a server holding your website. Use that server!

You upload your RSS file along with the mp3s for your podcast using either an FTP (File Transfer Protocol) program or possibly a webpage-based upload feature if you built your website using one of the many software interfaces many hosting companies now provide.

Next you will see a very simple example of a podcast site, with one mp3 file listed. We will not go through all the details of creating it, but you can get help on many websites, including this Step-by-Step Tutorial example from radio.about.com

```
<?xml version="1.0"?>
```

```
<rss version="2.0">
```

```
<channel>
```

```
<title>UCHUG Programs</title>
```

```
<link>http://www.sdhottub.com/podcast/maymeeting.mp3</link>
```

```
<description>My first podcast</description>
```

```
<language>en-us</language>
```

```
<copyright>2009</copyright>
```

```
<lastBuildDate>06 May 2009</lastBuildDate>
```

```
<webMaster>leditor101@uchug.com</webMaster>
```

```
<ttml>1</ttml>
```

```
<item>
```

```
<title>Todays Radio Show - UCHUG PODCASTING</title>
```

```
<description>Here is the May podcast. Hope you like it.</description>
```

```
<pubDate>Wed, 06 May 2009 19:56:00 PDT</pubDate>*
```

```
<enclosure url="http://www.sdhottub.com/podcast/maymeeting.mp3"  
length="6299155 " type="audio/mpeg"/>
```

```
</item>
```

```
</channel>
```

```
</rss>
```

Now we will look at this file, in a web browser, to see how it displays.
Note that this is not generally how you will access an RSS feed.
But here we will see a display of the simple text we saw in the last screen.

I have already FTP uploaded the .rss file to a website I own (it is not really the UCHUG website, but being used for demo purposes only).

I will open my browser (Firefox) to <http://www.mysite.com/sample.rss>

- Computer
- Email Thunderbird
- Audacity
- OpenOffice... 3.0
- Kompozer
- Juice

UCHUG Programs - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.sdhattub. Google

- Bookmarks
- Search:
- Bookmarks Toolbar Folder
 - Bookmarks
 - Get Bookmark Add-ons
 - May Program**
 - Spectra
 - AWperz
 - PCC Web
 - E C S
 - \$401K & Stock
 - Garden and Weather
 - ComputerBIZ
 - Hot Tubs
 - Media
 - LEGAL ISSUES
 - All maps and travel
 - Google

Subscribe to this podcast using Juice

Always use Juice to subscribe to podcasts.

UCHUG Programs

My first podcast

Todays Radio Show UCHUG PODCASTING

Wednesday, May 06, 2009 7:56 PM

Here is the May podcast. Hope you like it.

Media files

- [maymeeting.mp3](#) (MP3 Format Sound, 1.0 MB)

Done

RESOURCES

These are web links for more info about RSS & Podcasts, Readers, Creating podcasts

RSS Explained www.whatisrss.com

Introduction to RSS www.webreference.com

What Is RSS www.xml.com

RSS Feed Readers

- Juice www.juicereceiver.sourceforge.net
- FeedReader www.feedreader.com
- AmphetaDesk www.uatsap.com.en/rss/download/5

How to Create Your Own Podcast

- A Step-by-Step Tutorial www.radio.about.com
- With No Technical Knowledge www.radio.about.com