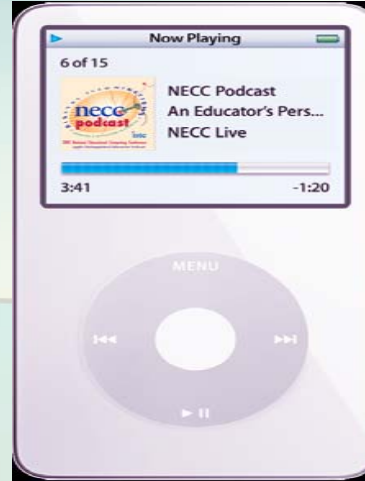


# Introduction to Podcasting



## Computing and Network Services

Jeff Potocki  
Software Support Specialist

Spring/Summer '06

# Introduction Breakdown

- Handouts
- What is Podcasting?
- How do you subscribe to Podcasts?
- How do you create a Podcast?
- How are Podcasts currently being used on campus?
- What is iTunes University?
- Question and Answer Session



# What is Podcasting?



- **The History**
  - **How did Podcasting start?**
    - Adam Curry (The Pod Father)
    - iPods
    - Apple (iPod + Broadcast = Podcast)
- **The Parts/Technology**
  - **What is Podcasting made up of?**
    - RSS Feeds (Really Simple Syndication)
    - XML (Extensible Markup Language)
    - Aggregators (Software Programs - iTunes)

# What is Podcasting continued...

- **The Myths**
  - **You don't need to be a programmer!**
  - **Audio and Video!**
    - **Audio: MP3 and AAC**
    - **Video: MPEG 4, H.264**
    - **PDF and other picture file formats**
  - **Mac and PC!**
  - **You don't need to have an iPod!**



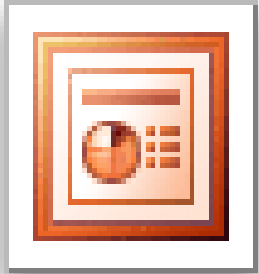
# Subscribing to a Podcast

- Using iTunes
  - The music store and managing your music
- Managing podcast subscriptions
- Using an iPod to transfer podcasts



# Creating a Podcast

- **3 skill Levels of podcast creation**
  - **Free software. Easy to use.**  
**(Already have produced content)**
  - **Provided Fairfield University software or separately purchased software. Intermediate skill level.**  
**(Requires minimal/some production)**
  - **Purchased software. Advanced skill level.**  
**(Requires some knowledge of audio and video production)**



# Creating a Podcast continued...

- **Where to put your files?**
  - **Faculty or Staff web server**
- **How do you subscribe to a personal podcast?**
  - **In iTunes: Advanced menu > Subscribe to podcast. Then enter the podcast URL with the .XML file at the end of it (example:  
staff.fairfield.edu/jpotocki/podcasts/jeffpodcast.xml)**
- **When you download a podcast, the file is saved to your computer**

# Podcasts being used in education

- **Used to show photos, artwork, and presentations.**
  - **Can add chapter markers, URL's and author information.**
- **Lectures and audio books/literature**
- **Language lessons**
- **iTunes**
  - **Subscribe to podcasts**
  - **Organizes podcast content (playlists)**

# Podcasts being used on campus

- **Geoff Church (Biology)**
  - Recording lectures
- **Writing Center**
  - Reinforce tutoring sessions
- **Other projects**
  - Admissions/Public Relations
  - WVOF website
- **iTunes University pilot program**
  - Fall '06

# iTunes University

- A free Apple hosted service
- Online class content in podcast form
  - Customized to each school
  - Easy course management
- Schools already using iTunes U:
  - Brown, Michigan, Stanford



# iTunes U concerns

- **No decrease in class attendance**
- **Public and Private content**
  - **Classes require authentication**
- **Copyright. You are responsible for your content**
- **How to integrate with other course management systems (WebCT)**
- **Content production learning curve**



# Introduction to Podcasting

- **Podcasting Resources**

- <http://www.apple.com/education/solutions/podcasting>

- <http://www.apple.com/itunes/>

- [http://www.apple.com/education/solutions/itunes\\_u/](http://www.apple.com/education/solutions/itunes_u/)

- [www.fairfield.edu/cnstraining](http://www.fairfield.edu/cnstraining)

- **For Podcasting questions or help,  
contact C&NS at :  
[cnstraining@mail.fairfield.edu](mailto:cnstraining@mail.fairfield.edu)**

**THANK YOU!**