

Podcasting



A Few Notes on This Presentation

I forget who asked for a discussion on Podcasting,
but I'd like to say **thanks!**

- 1) Although I listen to a few podcasts, It is by no means by best subject.
- 2) Researching for this week improved my knowledge.
- 3) Hopefully I've lost enough ignorance to pass on helpful information to everyone.

Discussion Topics

- What is a Podcast
- Where to Find Podcasts
- Listening to Podcasts
- Create Your Own Podcast
- Podcast Equipment
- Publish Your Podcast
- Final Thoughts

Here's That Weekly Dictionary Stuff

Podcast

noun

°An audio program in a compressed digital format, delivered via an RSS feed over the Internet to a subscriber and designed for playback on computers or portable digital audio players, such as the iPod.

verb

°To deliver (audio) via an RSS feed over the internet to a subscriber.
°(past tense of podcast)

Podcast is a Portmanteau iPod + broadcast



spoon + fork = spork

information + commercial = infomercial

chocolate + alcoholic = chocoholic

emotion + icon = emoticon 🤪

Spanish + English = Spanglish



motor + pedal = moped

Definition Has Evolved

- Video Cast
- Live Stream
- Telecast
- Presentation
- Show
- Performance

Podcasts Are More Than Repurposed Radio

- 1) Can be any length
- 2) Can be any frequency
- 3) Can be any format
- 4) Can cover any topic

Remember, podcasts need to have an RSS feed.

Finding Podcasts

- Internet Searches
- Advertisements
- YouTube
- Recommendations from friends
- Another Recommendation
- Ask on Social Media
- Podcast Search Engines

Podcast Search Engines

Until this presentation, I didn't know there was such a thing. These links get good reviews on many tech sites.

- 1) [Listen Notes](#)
- 2) [Google Podcasts](#)
- 3) [Pod Search](#)
- 4) [Podcasts](#)
- 5) [iHeart Radio](#)

Listening To Podcasts

- 1) Stream to your computer or other device
- 2) Download from the podcast site
- 3) Some podcasts have their own app
- 4) Download app from [Google Play Store](#)
- 5) [Apple App Store](#) – surprised me too

Create Your Own Podcast



I'm not going to spend a lot of time talking about creating your podcast.

I'll just give you a few things to think about.

Planning Your Podcast

- Choose a name and topic
- Decide on show and episode format
- Cover art
- Intro/Outro music
- Equipment selection
- Audio recording and editing software
- Submission to podcast indexes
- And more

Podcast Equipment

Two things you must have:

- 1) Computer – needed to record and upload files
- 2) Microphone – built in computer mikes usually not the best for podcasting

Other Equipment to Consider:

- Audio Mixer – gives you control over sound levels, inputs, outputs, etc.
- Headphones – helps prevent mistakes as you are hearing what is actually happening.
- Microphone Stand – helps keep microphone at a comfortable level. Boom arms are even better.
- Shock Mount – prevents microphone from picking up unwanted sounds.

Publish Your Podcast

You've recorded your podcast. You've edited it for continuity and errors.
What's next?

You've basically two choices:

1) Self host on your own website

- You need a Domain and Web Hosting Service with reliable service
- You will have to set up your RSS feed
- You are the only tech support there is
- You have to submit information to podcast directories

2) Use a podcast host service

- Easier to set up and use
- Sometimes tech support isn't great
- Usually easy to upload new episodes
- RSS feeds are usually generated automatically
- Can still have your own website and link to the podcast host

Like many things on the Internet, there are hundreds of Podcast Hosts. Research and compare. [Podcasting Insights is a good place to start.](#)

Publishing to iTunes

Prerequisites that your podcast must have

- Cover Art Image
- Valid RSS Feed
- RSS Feed URL
- At least one episode
- Apple ID

Submitting Your Podcast to iTunes

- 1) Sign into iTunes Connect with your Apple ID
- 2) Click the “+” icon to add a new podcast
- 3) Enter your RSS Feed URL and click the Validate Button
- 4) Fix any validation errors and click the Validation Button again
- 5) After validation is completed, check the podcast preview
- 6) When the preview looks good, click the Submit Button

Apple will (hopefully) approve your podcast and send you a confirmation e-mail and a link to your podcast. This can take a week or longer.

Publish to Google Podcasts

You need to have all the same prerequisites as for publishing to iTunes.

There's no official submission process for Google Podcasts, so if your podcast is already discovered in Google search results, your podcast should be on Google Podcasts already. If it is not, check that you have completed all of the requirements in order to be listed on Google Podcasts. You can use Google Webmaster Tools to verify that your podcast website is indexed by the Googlebot. It may take several days or even weeks.

Publishing to Google Play

Prerequisites that your podcast must:

- A Google account.
- Accept the Google Play Music Podcast Portal Terms of Service.
- Have a valid RSS feed that conforms to the RSS 2.0 specification and has all required tags.
- Verify ownership of the podcast
- Follows the Content and Conduct Policies for Podcasts on Google Play.

Submitting Your Podcast to Google Play

- 1) Go to the Google Play Music Podcast portal.
- 2) Select "Publish."
- 3) Login with your Google account.
- 4) Review and accept the terms of service.
- 5) If this is your first time publishing, you should be immediately directed to the New Podcast page to enter your information. If you aren't immediately directed, select "Add a Podcast" on the right side of the page.
- 6) Add your podcast
- 7) Enter your RSS feed and select "Submit RSS Feed"
- 8) Verify your ownership of this podcast feed if asked. You may need to check your email (the address in your RSS feed) or enter a code for verification.
- 9) Review your podcast information and select "Publish Podcast."
- 10) Wait for approval.

Final Thoughts

- Researching this presentation was a lot harder than I thought it would be
- It can be difficult to find good podcasts that you want to listen to on a regular basis
- If you decide to publish a podcast, use a service

What's The Next SIG Topic



**Have you got a topic idea? Want to learn about something special?
Tell me anytime you see me or contact me online.**

clickers@tinys-bs.com

Clickers - General Discussion Google Group

All Presentations Available for Download

PDF Format

toxitman.com

