

Slide 2



Slide 3

REMEMBER...

- HTML Online Class Summer 2012
- Introduction to WordPress Summer 2012
- lorelle.wordpress.com
- lorelleteaches.wordpress.com

Slide 4 Slide 5 WHAT IS A PODCAST • A podcast is a regularly schedule episode. A video or audio released outside of a regular schedule are just audio or videos – television or radio specials. Slide 6 WHAT'S THE DIFFERENCE? Individual Multimedia Released any time. Can be in any category. Multimedia hosted off-site. Regularly scheduled episodes * Must be in specific category * Category feed for syndication * Social Media integration. Accounts with iTunes, Zune, Miro, 🛨 etc. Multimedia Channel Promotion Social Media Integration Multimedia Channel Promotion.



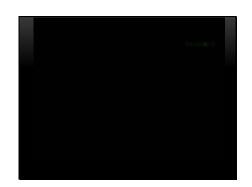
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Slide 12

PODCASTING PROCESS Creation Editing Publishing Syndication

PODCASTING PROCESS

- What do you need?
 - Camera or Digital Recorder
 - Website/Blog
 - Editing software
 - Media Hosting Account(s)

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PODCASTING PROCESS: CREATION

- Video: Web cam, video camera, tablet, phone
- Audio: Digital microphone or Skype + recorder (Pamela or CallGraph)
 - RAW or through software
 - · Live: Ustream, Lifestream, etc.
- Tripod
- Settings:
 - Video: HD to lower quality for mobile
 - Audio: High Quality to export to 80 Kbps

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PODCASTING PROCESS: EDITING

- Video: Windows Movie Maker, iMovie, Sony Vegas, Corel VideoStudio, QuickTime, etc.
 - 360p 640x360 for mobile and slow bandwidth
 - 480p 854x480 for mobile and fast bandwidth
 - 720p 1280x720 for HD and high speed bandwidth
- Export in H.264 format or host settings (mp4, mov, wmv)

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Slide 16	PODCASTING PROCESS: EDITING • Editors: Audacity, Garage Band, Myna, etc. • Set to two channel stereo to mono • Uncompressed or compressed (shrinks size) • Export at 80 Kbps • Encode export for MP3 for most hosts • Encode export for OOG, WAV, or Advanced Audio Codi (AAC)
Slide 17	PODCASTING PROCESS: HOSTING Video: YouTube, Vimeo, Viddler, Daily Motion, etc. Audio: Sound Cloud, Libsyn, HipCast, Podomat CC Publisher (Internet Archive), GoDaddy Quic Blogcast, etc. Both: Content Distribution Network (CDN)

PODCASTING PROCESS: SYNDICATION

• Get embed code and paste it in post

- Website/Blog post
 - Shownotes
 - Transcription (optional but required in some countries)
- Published in separate Podcast Category (feed)
- Syndication through Feed:
 - iTunes, Miro, Google Music, Zune Marketplace

SHOWNOTES

- Title: Show Name Episode Number Show Title
 - WordCast 169 Rocking WordPress Theme:
- Introduction to show summary
- Outline or Timeline
- · Links and References
- Instructions for Audience

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INDIVIDUAL VIDEO AND AUDIO

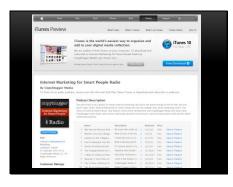
- Audio and Video hosted off-site
- Use embed shortcodes for both
- Shownotes or summary still required
- No syndication feeds, no syndication efforts required.
- No sophisticated WordPress Plugin required.
- Optional: Promote YouTube and/or audio channel.

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PODCAST THEME DETAILS Subscribe Options Promoted Everywhere Episodes in their own category (and feed) Podcast promoted distinctly from other content Download/Listen/Player Buttons Social Media Integration critical Highly visual content or highly contextual – Theme must complement Podcasters (authors) promoted in sidebar and menus

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PODCAST FORMAT

- Intro Teacer
- Intro Music
- Intro to Episode (Introduction of hosts, guests, and topics)
- Announcements
- Breaks for ads, teasers, or segments every 10, 15, 20 minutes
- Final Announcements and teasers for next episode
- Outro (credits)

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PODCAST PLANNING

- Plan for 100 episodes (2 years)
- Line up guests/topics for 25 episodes
- Give listeners a reason to keep coming back
- Choose podsafe free music
- Protect and defend all copyrights
- Worry about advertising and sponsors LATER (after 25 episodes)
- Integrate social media
- Connect with your audience (social media, phone, email, contact forms...)

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