

Podcasting Workshop

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This collection of resources is a supplement to “Podcasting Workshop”, a class taught through the Experimental College at UC Davis

Disclaimer: All of the information contained in this document is believed to be true, but as the internet in general, and podcasting in particular, are quickly changing environments, the user is encouraged to take this information as a basis for exploration into these and other options. In most cases, searching the Wikipedia (<http://www.wikipedia.org/>) is a great place to start exploring the most current options, opportunities, and development for podcasting.

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Introduction and Overview

The purpose of this paper is to provide individual producers a guide to start their own podcasts. It assumes that the individual producer will be responsible for creating and maintaining a show's podcast, and is written with the intent to make that as easy as possible.

“Podcasting” automates the process of downloading radio shows to your desktop or mp3 device. It does not require an iPod, nor does it require a broadcast.

The best analogy is to think of an audio file as a magazine. If you subscribe to a magazine, the latest issue gets delivered to your door; if you don't subscribe, you can still get it, but you have to go shopping to find it. Similarly, before podcasting, you would have to search the Internet to find the shows you wanted to listen to. With podcasting, you can “subscribe” to as many shows as you like, and arrange for them all to be sent directly to your computer.

In general, there are only a few steps to podcasting: (1) create a digital file, (2) post it to a web server, (3) create an RSS file, and (4) let people know how they can subscribe to your podcast. Of these, only the third – creating the RSS file – is potentially intimidating. But each of these four steps has a range of options and related issues – such as what kind of rights you as the the podcaster might want to reserve – which merit consideration. This paper attempts to alert you to those issues, explain the options, and point you to resources you need to podcast successfully.

I. Definitions

The basic language of podcasting involves a few simple terms: (1) Archiving (2) RSS, (3) Podcasting, and (4) Aggregators. It will be helpful to understand the basic characteristics and functions of each before putting them to work.

A. Archiving

“Archiving” simply means posting and maintaining a digital file on the web. An archived file in this sense is one a user can locate and access (listen to, watch, view, etc.)

B. RSS

“Really Simple Syndication” or “Rich Site Summary.” RSS provides a short text description of web content together with links to the full versions of the content. This information is delivered as an XML file called RSS feed, webfeed, RSS stream, or RSS channel. In addition to facilitating syndication, RSS allows a website’s frequent readers to track updates on the site .

Instead of browsing the web and looking for content, your audience subscribes to the RSS feeds from the sites they like with an “RSS Reader” or “RSS Aggregator” (*see below*). From that point on, they automatically receive summaries or the full text and links in any new posting. RSS 2.0 is also the basis for podcasting and videocasting.

Atom is an alternative to RSS. Most Aggregators will read both, so this guide will only refer to RSS.

C. Podcasting

Podcasting is simply using RSS to have audio programs automatically download into a subscriber’s computer. Subscribers use free software (a podcasting aggregator) to subscribe to programs they want to receive. The primary difference between an RSS aggregator and a podcast aggregator is that a podcast aggregator will automatically download the audio file; an RSS aggregator will only provide a link to the file. Additionally, some podcasting aggregators automatically load the audio file into iTunes, making it even easier to transfer the file to an iPod or other mp3 device.

Despite its name, podcasting does not require an iPod or any digital audio player; any computer with the appropriate software (i.e., podcast aggregator) can subscribe to podcasts. The distinguishing feature and distinct advantage of podcasting is that relatively large audio files can be downloaded into a subscriber’s computer automatically, they are delivered whenever a new file is added, and at times when it’s most convenient (e.g., overnight).

D. Aggregator

An aggregator is a program that resides on the subscriber’s computer and reads text, audio, and/or video feed. As a practical matter, all three types of feeds can be the same URL. The way the feed is read, and what the aggregator does with the information it collects, depends on the aggregator.

As stated above, Text (or News) aggregators automatically provide summaries or the full text of any new posting; additionally, some will provide links to any media content. Podcasting aggregators automatically download new media into the subscriber's computer.

Resources: Definitions

RSS

- *Wikipedia entry* - http://en.wikipedia.org/wiki/RSS_%28file_format%29
- *RSS for Nonprofits: Web content on your terms*, Marnie Webb (Excellent discussion, with additional links, of RSS for nonprofits) <http://www.techsoup.org/howto/articlepage.cfm?articleid=594>

Podcasting

- *Wikipedia entry* - <http://en.wikipedia.org/wiki/Podcasting>

Aggregators

- *Wikipedia entry* - http://en.wikipedia.org/wiki/List_of_news_aggregators (Comprehensive list of aggregators)
- *RSS-enabled browsers*
 - Firefox by Mozilla (<http://www.mozilla.org/products/firefox/>)
 - Safari by Apple (<http://www.apple.com/macosx/features/safari/>)
- *Podcasting Aggregators (samples, not a comprehensive list)*
 - ipodder - <http://www.ipodder.org/>
 - iPodderX - <http://ipodderx.com/>
 - iPodder.net - <http://ipoddernet.sourceforge.net/>
 - iTunes (4.9 and later) - <http://www.apple.com/podcasting/>

II. Quick Start Guide

This section is for people whose goal is to get started podcasting as soon as possible with the least amount of trouble. Podcasting's rapid rise in popularity is making it ever easier for anyone with a microphone, a computer, and an Internet connection (and a basic knowledge of how to use both) to become a podcaster. Following these basic steps, you can have your podcast up and running in less than fifteen minutes (provided you have your digital audio file ready to go):

1. Create a digital file of the show you want to podcast. The easiest way to do this is to record it on the hard drive of your computer.
2. Convert it to MP3 format;
3. Create a user account with any of the web hosts listed in "Resources: Posting your file to a Web Host." If your podcast is largely spoken word, Liberated Syndication is the easiest and probably best suited for you; if it is largely original music, try GarageBand. The free sites listed offer much the same services, but as they are designed to accommodate more than just podcasts, take slightly more work to configure.
4. Upload your file using the web host's file uploading interface.
5. Obtain the URL of your podcast from the web host (it will be easy to find), and input that information (along with the name of your podcast, a description, etc.) into forms for all of the podcast directories on which you want to be listed (see a sample below under Resources: Advertise Your Podcast).

Resources: Tutorials and FAQs

Online

- *Yahoo Podcasting help* - <http://help.yahoo.com/l/us/yahoo/podcasts/index.html>
- *How to Podcast* - <http://www.how-to-podcast-tutorial.com/> (requires registration)

Print

- *The list of books is growing steadily; check any bookstore or online source for a wide selection.*

III. Steps to Set Up a Podcast

As stated above, there are only a few general steps to podcasting: (1) create a digital file, (2) post it to a web server, (3) create an RSS file, and (4) let people know how they can subscribe to your podcast.

Step 1: Create a digital file

In order to podcast, you must have a suitable file which can be archived on a web server. This requires the following:

1. Your Broadcast must be a digital audio file;
2. It should consist of original, non-copyright protected material;
3. The show should be edited to clean up quality of the production (advised); and
4. The file compressed into a web-friendly format.

1. Your Broadcast must be a digital audio file

In order to be podcast, your broadcast will have to be, or become, digital. The easiest method is to record the show directly on your computer. You can also import analogue audio into your computer through programs such as Audacity (cross-platform) and GarageBand (mac).

2. Ensure your content is original, non-copyright protected material

Currently, the law – and more specifically, the record companies – is unclear on how to treat podcasts for royalties. So, for example, Morning Becomes Eclectic (on KCRW) posts an mp3 archive of each show in its entirety, but edits out all pre-recorded music from its podcast. To play it safe, so to speak, your podcast should be all original material. To the extent you incorporate copyrighted music (for the show introduction or break, e.g.), you should do so only in accordance with accepted Fair Use policy.

3. Edit your show to clean up quality of the production

Most likely, the show will have segments: an introduction (with music), the main body (talk, music selection, whatever), breaks (suggested if the show is over 15 minutes long), and a conclusion (also with music, and maybe a nice fade). Chances are you have few more “Um”s and “Uh”s than you’d like, as well as maybe some miscues. While not necessary, you should consider editing the show recording to make the transitions smooth, and the levels correctly balanced, etc.

Alternately, it's important to note that as an Internet file, there are no content restrictions for language. So if you intend to broadcast your content over traditional airwaves (radio/cable/television) and want a more, uh, expressive podcast, you might consider recording the podcast first, language intact, and editing out the nasty bits for broadcast.

The most widely used audio editing software is Audacity, which works on most platforms (including Mac OS X, Microsoft Windows, GNU/Linux, and other operating systems). For Mac users, GarageBand is also popular. GarageBand is one of the suite of iLife programs available from Apple.

4. *Compress your file into a web-friendly format*

Most podcasts are in MP3 format. Some podcasters use AAC format as an alternative (because it offers better compression and sound quality than MP3); while others opt for open source formatting (such as FLAC or Ogg Vorbis). Not all players recognize all formats; MP3 is usually the safest alternative.

Your podcast file should be compressed as much as possible while still retaining acceptable sound quality. For talk shows, 32kbps (mono) and 64kbps (stereo) will provide great sound and compress a thirty-minute show to around 15mb. For music, you should experiment with higher settings until you find an optimum compromise between size and sound quality.

Supplement: Creating Digital Audio

This supplement is meant as a general introduction to producing digital audio. The workshop will focus on Audacity, but the same principles apply to other digital audio authoring programs (GarageBand, etc.).

A. Best Practices

Following are good practices to follow when editing digital audio:

1. Create a folder for all related files
2. Save often
3. Use labels to identify sound clips and significant events in the file
4. Use duplicate tracks

B. Digital Audio Skills

Following are the basic skills required to create a digital audio file for podcasting:

1. Create New Project
2. Import Audio (music, sounds, speech)
3. Record Audio (generally speech, interview, conversation)
4. Mix a multi-track recording
5. Fade volume on any track up or down (“envelope”)
6. Arrange tracks temporally (“time shift”)

Resources: Creating a Digital File

Digital sound editing software

- *Audacity* - <http://audacity.sourceforge.net/>
- *GarageBand* - <http://www.apple.com/ilife/garageband/>

Open Source Audio Formats

In addition to proprietary formats (like mp3 and ACC), open source audio formats are also available. Some server hosts, such as OurMedia.org, prefer you use open source formatting. Formats include:

- *FLAC (Free Lossless Audio Codec)* - <http://flac.sourceforge.net/>
- *Ogg Vorbis* - <http://www.vorbis.com/>

Podcast Content and Copyright Laws

- For a discussion of copyright issues in podcasting, see <http://www.collegebroadcasters.org/podcast.shtml>

Audacity Tutorials

- <http://audacity.sourceforge.net/help/>
- <http://www.edhsonline.org/other/audacity/>
- <http://www.daniel.uklinux.net/tutorial/>
- How to Record a Podcast - <http://www.macdevcenter.com/pub/a/mac/2005/01/25/podcast.html>
Guide to recording a live interview on macs

Step 2: Post the file to a web server

Once the digital file is ready, you need to post it as an archive to a web server. Options in this regard are:

1. What rights you want to reserve to the file, and which you are willing to give away to the subscriber;
2. What type of server to post your files on (free, podcast-dedicated server, or standard commercial server);
3. How you want to transfer the file (Web-based FTP program, integrated RSS-Generator/FTP program, or stand-alone application).

1. *Licensing*

Once your file is edited and in the proper format, you are ready to upload it to the web to share. And as that is your goal, to share, this is a good time to decide the terms under which your subscribers may use your files. Some web hosts, such as the Internet Archive and OurMedia.org will ask you to specify how you want your podcast licensed. There are three basic options for licensing:

a. None

You can decide your subscribers are free to use, copy, rebroadcast, and do anything else they might think of without restriction or attribution.

b. Copyright

This is the opposite end of the spectrum. Copyright protected files bar any use of the file without prior written permission of the owner (and where appropriate, payment for usage). Before you subject your users to this restriction, pause to reflect on all that great music you might be podcasting if it weren't copyright protected.

c. Creative Commons

Creative Commons is a flexible method of protecting your work. Rather than "All Rights Reserved," as under copyright, a Creative Commons license states "Some Rights Reserved," and allows the creator to specify those rights. The purpose is to offer creators protection for their work while encouraging certain uses of them.

2. *Selecting the host*

Deciding which server to host your archives is an important part of the podcasting process. The important considerations are (1) how much storage do you need?, (2) how much bandwidth will you need?, (3) how much control do you want over your RSS file, and (4) how much are you willing to pay?

With these considerations in mind, you have a few options.

a. Free host

Yes, there are services out there that promise free storage and unlimited bandwidth. These include the Internet Archive, OurMedia, and radio.indymedia.org. (See the resource box at the end of this section for website URLs).

b. Podcast-dedicated host

A podcast-dedicated host offers an all-in-one solution. Using the server's web interface, you can upload a file, automatically generate the RSS file, and create a blog entry for each show. Some will also promote your podcast.

c. Standalone/commercial

For most people, one of the free or integrated service web servers will be best. Though there is not a particularly good reason to host your archives on a commercial server, that is always an option. For instance, .Mac users have web space as part of the package. Also, some might prefer to have the archived files sitting on the same server as their show's website. (Note: I did this with Bike Talk, hosted on Yahoo, but as the show became more popular, I went from a \$10/month fee to a \$40/month fee to cover the increased bandwidth from the growing number of people grabbing the podcast files). At present, I am not aware of any general commercial servers that will host the archive and provide automatic RSS encoding . . . but that could change.

3. FTP

Once you've decided where to post your files, you need a means of transferring them from your computer to the server. The means for doing this is FTP, which stands for File Transfer Protocol. There are a variety of FTP options, based on the server you choose.

a. *Web-interface FTP*

Most hosts (including all of the services listed here) offer a web-interface means to transfer files from your computer to their server. In this type, you are directed to browse your computer for the file you want to upload, and once you've done so, the program will post it to the server and let you know the path (URL) to that file.

b. *FTP Client*

Podcasters who frequently post files to the web often have an FTP client, or stand-alone program to transfer and manage files between their computer and the remote server. Two popular FTP programs are Fetch (for Mac OS) and Cute FTP (Windows).

c. *Commercial RSS generator/FTP program*

As discussed in more detail below, the popularity of podcasting has given rise to commercial podcasting software. These programs include a number of features, including an integrated FTP function to transfer files. Some sample programs are listed below (in Resources: Create an RSS Feed).

Resources: Posting your file to a Web Host

Licensing

- *Creative Commons* - <http://creativecommons.org/>
- *For a summary of copyright options, see the Licensing My Work page on OurMedia.org, <http://www.ourmedia.org/publish/licensing/>*

Free Hosts

- *The Internet Archive* - <http://www.archive.org/>
The Internet Archive is a public nonprofit founded to build an "Internet library," with the purpose of offering permanent access for researchers, historians, and scholars to historical collections that exist in digital format.

Our Media - <http://www.ourmedia.org/>

A branch of the Internet Archive. They provide free storage and free bandwidth for your videos, audio files, photos, text or software. Forever (or so they say).

Radio.Indymedia.org - <http://radio.indymedia.org/>

“Here you can find links to grassroots independent radio projects around the world, a live Internet radio directory, an aggregated listing of sound files published to Indymedia sites around the world, and open publishing of radio and radio-related news and content.”

The A-Infos Radio Project - <http://www.radio4all.net/>

The A-Infos Radio Project was formed in 1996 by grassroots broadcasters, free radio journalists and cyber-activists to provide themselves with the means to share their radio programs via the Internet. They “welcome submissions from all stations and independent producers in the service of these goals.”

Podcast-Dedicated Hosts

- *Liberated Syndication* - <http://libsyn.com/>
Liberated Syndication is a media hosting and distribution service tailored specifically for Podcasting and Videocasting. It offers media storage, a blog-like webpage, internet-interface file upload, and automated RSS generation – essentially, everything you would need to podcast or videocast – starting at \$5/month.
- *GarageBand* - <http://www.garageband.com/>
GarageBand (no relation to Apple’s GarageBand software) is a host designed specifically for musicians who want to podcast original works. It offers an integrated uploading and encoding program to make podcasting easier, and for an additional fee, will even enter your song in a contest.
- More options are constantly being added, so search around when you are ready to start uploading your files.

FTP Clients

Fetch - <http://fetchsoftworks.com/> Mac OS

Cute FTP - <http://www.cuteftp.com/> Windows

Step 3: Create an RSS Feed

Once your files are uploaded, you can now get them out to the world. RSS facilitates Content on Demand. This is really the heart of digital media for broadcasters. Creating digital programs and placing them on the web creates an archive of the files. But that still requires viewers and listeners to (1) find the archive, (2) wait for the file to load. RSS is the means by which you enable your audience to subscribe to your shows and receive them automatically.

iTunes started offering podcasts in June 2005. While this has added a lot of visibility to podcasting and has launched it into the mainstream, not all of the news is good. Among the more dubious developments was Apple's creation of iTunes-specific code for podcasts. These are special tags, sometimes duplicative of existing tags, that only iTunes uses. Aside from creating unnecessary work for podcasters who write their RSS files, it is also an unwelcome step toward adding a proprietary element to podcasting – one more step toward commercialization and restriction of the free open source nature of podcasting.

There are at least five ways to create an RSS file.

1. *Integrated Podcasting Service*

The easiest method is to use a media hosting and distribution service that automatically generates an RSS feed. Examples of these include all of the free and podcasting-dedicated hosts listed in Resources: Posting to a Web Host (Internet Archive, OurMedia, Radio.Indymedia.Org, Liberated Syndication, GarageBand). These offer media storage, a blog-like webpage, internet-interface file upload, and automated RSS generation – essentially, everything you would need to podcast. Most also automatically generate iTunes-specific RSS.

2. *Blog*

The next easiest method is to use two free services: Create a blog and use the information from the blog to create a podcast feed. Feed Burner is designed to integrate with free blog hosts (Blogger., e.g.). Under this arrangement, you would create a blog entry and include a link to your audio file on the blog page. The blog will automatically generate an RSS file, but this file does not include the information about your audio file (i.e. you do not have a podcast yet). To generate the podcast RSS feed, you input the RSS feed generated by your blog into Feed Burner. Feed Burner analyzes your blog page and makes a podcast RSS feed based on the link you created to your audio file.

This process sounds more complicated than it is. Blogger makes creating an RSS file a matter of just a few steps, and Feed Burner converts it in a few more steps. The entire process is well-documented in Help documents, and requires no coding. A summary of this process is set forth in the Additional Resources section of this paper.

3. *Podcasting Software*

The next easiest option (though potentially more expensive) is to use podcasting software. This software generally incorporates an RSS generator and FTP function. More expensive models have more features. New programs appear weekly, sometimes daily. The cost (so far) ranges from Freeware to \$150 programs. Most of the major podcasting sites have links to podcasting tools, including podcasting software (see a partial list of sites under “Step 4: Advertise Your Podcast”).

4. *Online RSS Generator*

An online RSS generator is a web page with a form. You type your file information into the proper fields (“Title”, “Description”, etc.) and it outputs a file in proper XML format.

5. *Code it Yourself*

Finally, you can learn how to code an RSS file. Back in the old days (September 2004) this was the only way to create the file. If you go to any website with a podcast listing and click on the XML podcast file, you get a bunch of unintelligible text on your browser. If you copy the source of that file (View > Source) and open it up in a WYSIWIG HTML authoring program (like Dreamweaver) the code is organized for you and it is relatively easy to figure out what info goes where. The coding is simple to decipher for anyone with minimal HTML experience. See the Additional Resources section for a sample XML file with annotated RSS code.

If you write your own code, it’s essential that you make sure it is valid before you post it. There are good, free code validators online.

Resources: Creating an RSS Feed

Integrated Podcast Services

- *See above under Resources: Posting your file to a Web Host*

Blogs

- *Blogger* - <http://www.blogger.com/>
Blogger is owned by Google. It is free, has a very user-friendly interface, and get your blog up and running in less than five minutes. Also, it seems to be the service most tech writers use when explaining how to get content online.
- *Moveable Type* - <http://www.sixapart.com/movabletype/>
Six Apart offers Moveable Type (and a personal version, Typepad) at a discount rate for non-profits. This service is more flexible than Blogger; but taking advantage of that flexibility requires more work.
- *Feed Burner* - <http://www.feedburner.com/>
FeedBurner generates a podcast RSS based on audio file information it derives from your blog RSS. It also offers tools to help increase awareness and reach, and track circulation and usage.
- *For an excellent discussion of selecting a blog for your organization, see: Ready to Start Blogging? How to set up and run your nonprofit's own digital soapbox, Marnie Webb*
<http://www.techsoup.org/howto/articlepage.cfm?ArticleId=597>
- *For a comprehensive list of blog software, see the Wikipedia entry:*
http://en.wikipedia.org/wiki/Weblog#Creating_and_publishing_weblogs

Podcasting Software

New programs appear weekly, sometimes daily. Check these sources for lists of software:

- *podcastingnews.com* - http://www.podcastingnews.com/topics/Podcasting_Software.html
- *Version Tracker* - <http://www.versiontracker.com/>

RSS Generator Form

- *TD Scripts* - http://www.tdscripits.com/webmaster_utilities/podcast-generator.php

Coding by Hand

- *Audio Feeds Tutorial* - <http://audiofeeds.org/tutorial.php>
RSS coding tutorial.
- *Wikipedia RSS Code sample* - http://en.wikipedia.org/wiki/Really_Simple_Syndication
- *iTunes Podcast Specs* - <http://phobos.apple.com/static/iTunesRSS.html>
Explanation of iTunes-specific RSS Tags
- *RSS tags in Yahoo* - <http://help.yahoo.com/l/us/yahoo/podcasts/podcasts-57268.html>
- *RSS Scripting Code Validator* - <http://rss.scripting.com/>
- *WC3 markup Validation Service* - <http://validator.w3.org/>
- *Feed Validator* - <http://feedvalidator.org/>

Step Four: Advertise your podcast

Once your podcast is ready for primetime, you need to tell the world so people can subscribe to it. At a minimum, you should list it with iTunes which is source most people find their podcasts through. But with a little effort, you can easily list it with a half-dozen or more of the best known sources for podcasts.

Additionally, all listing services will offer a link to your podcast website. It behooves you take advantage of free or inexpensive options (such as blogs) to help get your message out.

1. *List Your podcast*

Start with your regular listeners and viewers. Make sure they know you offer content on demand. After that, reach out to the world.

There are sites dedicated to listing Blogs and Podcasts. All listings are currently free. Most require that you register on the site then list your basic information. Some will screen the content (especially podcasts) to see if they want to list it. All of this may change; podcasting seems especially ripe to get co-opted and commercialized. But for now, listing your program is an essential, and free, step in getting your production out to the world.

2. Create a blog

Using a blog (weblog) is the easiest and least expensive way to create a web page and get information about your program(s) on the web. Using a blog-style site, you can tell people about you, your show, and why they can subscribe. You can also create a separate entry for each show and include additional information such as web addresses mentioned in your podcast.

Additionally, blogs offer template-based design which are often better designs than most web designers and in-house programmers can create. Some (such as Blogger and Liberated Syndication) are also highly editable, should you feel a need to customize your blog space (and provided you have the knowledge to do so).

The integrated podcast services listed above (Internet Archive, OurMedia, Radio.Indymedia.Org, Liberated Syndication, GarageBand) all offer blog space in addition to audio archiving, RSS generation, and FTP file transfer.

Resources: Advertise Your Podcast

Listing Services

- *Weblogs (Blogs):*
 - Blogwise - <http://www.blogwise.com/>*
 - Blog Catalogue - <http://www.blogcatalog.com/>*
 - Blog Hub - <http://www.bloghub.com/>*
 - Search "blog directory" and you'll find many, many more . . .*
- *Podcasts:*
 - Podcast Bunker - <http://www.podcastbunker.com/>*
 - iTunes - <http://www.apple.com/podcasting/>*
 - Podcast.net - <http://www.podcast.net/>*
 - Podcast Alley - <http://www.podcastalley.com/>*
 - iPodder - <http://www.ipodder.org/>*
 - Digital Podcast - <http://www.digitalpodcast.com/>*
 - Search "podcast directory" and you'll find many, many more . . .*

IV. Additional Resources

A. RSS Example

Following is an excerpt from the Bike Talk RSS file. It shows one way to incorporate standard RSS 2.0 code with iTunes-specific code. Explanations of each tag can be found in the tutorials listed above (Resource: Creating an RSS Feed: Coding by hand).

```
<?xml version="1.0" encoding="UTF-8"?>
<rss xmlns:itunes="http://www.itunes.com/DTDs/Podcast-1.0.dtd" version="2.0">
  <channel>
    <title>Bike Talk Podcast</title>
    <itunes:author>Scott Alumbaugh</itunes:author>
    <itunes:subtitle>Bike Talk Radio's Weekly Podcast</itunes:subtitle>
    <itunes:summary>Bike Talk is a weekly broadcast on KDRT 101.5 in Davis, California, the Bicycle
      Captial of the United States. The show covers all aspects of cycling.</itunes:summary>
    <link>http://www.biketalkradio.com/</link>
    <itunes:owner>
      <itunes:name>Scott Alumbaugh</itunes:name>
      <itunes:email>sea@biketalkradio.com</itunes:email>
    </itunes:owner>
    <itunes:image href="http://www.biketalkradio.com/graph/logo_itunes.jpg" />
    <itunes:category text="Transportation">
      <itunes:category text="Bicycles"/>
    </itunes:category>
    <itunes:keywords>bike bikes cycling </itunes:keywords>
    <description>Bike Talk Radio</description>

    <item>
      <title>Bike Talk - Show 42 - Interview with Jacquie Phelan</title>
      <link>http://libsyn.com/media/biketalk/show_42.mp3</link>
      <description>Show 42: Interview with Jacquie Phelan. It's a 30 minute long - 14.1mb MP3
file.</description>
      <pubDate>Wed, 21 Sep 2005 16:00:00 PST</pubDate>
      <enclosure url="http://libsyn.com/media/biketalk/show_42.mp3" length="14802126"
type="audio/mpeg"/>
      <itunes:summary>A conversation with Jacquie Phelan, womens mountain bike pioneer and
founder of WOMBATS.</itunes:summary>
      <itunes:author>Scott Alumbaugh</itunes:author>
      <itunes:duration>30:00</itunes:duration>
    </item>
  </channel>
</rss>
```

B. Creating RSS using Blogger and FeedBurner

As discussed above (Generating an RSS File) one method to create an RSS feed is to use Blogger to generate your RSS file. Blogger makes creating an RSS file a matter of just a few steps, and requires no coding. Following is a summary of the steps:

In Blogger, there are a number of tabs. Go to “Settings”. Under Settings is a sub-tab for “Site Feed.” One of the options on that page is “Publish Site Feed,” and next to that is a question mark. If you click on the question mark, you are directed to a page with a link to Feed Burner (<http://www.feedburner.com/>). Feed Burner is a service which automatically generates an RSS based on your settings.

Enter your feed address (from the Site Feed tab on Blogger) into the “Your Blog or Feed Address” field on Feed Burner. You will then be taken to the Select Services page. If you are only going to use text, click on Smart Feed. This will generate a link that is readable by any aggregator (RSS 1.0, RSS 2.0 and Atom). If you are going to podcast from your blog, scroll down to Additional Services and select SmartCast. FeedBurner will generate a path to your new RSS feed. It will look something like this: <http://feeds.feedburner.com/DavisMatters>.

Add this new link to your blog. To do so, you will need to edit your page template in blogger. Find out how to do this at <http://help.blogger.com/bin/answer.py?answer=110>

You can also find a tutorial on using Blogger to create your RSS feed at <http://www.macworld.com/2005/04/secrets/junecreate/index.php>

B. Enhanced podcast

Enhanced podcasts are podcasts that contain chapters. Chapters can be modified to display pictures or web links that can be displayed within the iTunes song artwork pane. Enhanced podcasts are AAC encoded audio files (m4a or m4b, m4p), and only work with iTunes 4.9 or later.

Resources: Enhanced Podcast

- *Online Tutorial* - http://www.makezine.com/blog/archive/2005/07/how_to_make_enh.html
- *WindowsTutorial* - http://www.jakeludington.com/project_studio/20051004_windows_media_enhanced_podcast.html
- *Podcast FAQs* - <http://www.apple.com/itunes/podcasts/faq.html> (contains link for Apple’s ChapterTool - macs only)



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