

Podcasting

Workshop Agenda

A **podcast** is an audio recording, which could be anything from a 10-sec sound to a 30-min radio show, stored as an MP3 file that anybody can download.

The word **podcast** is also used to mean a **podcast channel**, i.e., a channel that listeners can "subscribe" to and receive future audio posts, or podcast entries, all for FREE. *(For technical readers, a podcast channel is an RSS feed, and each audio post is an enclosure embedded in the RSS feed.)*

The result is a new way of sharing audio via the Internet. Imagine having a radio with millions of channels, and being able to have your favorite channels automatically saved for future listening on your PC or iPod. Each channel could range from professionally-produced radio programs to short voice messages recorded by phone. ([Gcast Podcasting 101](#))

4 steps to Podcast Production:

1. Plan: Storyboard and Write
2. Produce: Record the pieces
3. Chop: Edit the pieces
4. Publish: Share your creation

First Hour - Explore

- 1 Introduction to the Power of Podcasting
 - a Exploring Podcasts in K-12 (**Directions: Jigsaw in groups of 3, listen to the podcasts on the site below and report back to the group as to the 5 elements of a podcast that you notice**).
 - i Resource #1: [PodGrunt](#) video explaining podcasting
 - ii Resource #2: [The Education Podcast Network](#) find and listen to a podcast
 - iii Resource #3: [Radio Willow Web](#) podcast for kids by kids
 - iv Resource #4: Bob Sprinkle's Class: [The Making of a Podcast](#) (may be slow to download)
 - v Resource #5: [Mills Murfee - Lubbock, Tx](#)

2 A podcast is essentially digitized audio made available online that is **subscribable**; this is easily accomplished by putting the audio in a blog. What makes “textcasting” (a.k.a. blogging) and “audiocasting” (a.k.a. podcasting) effective is that each has what is known as an **RSS Feed**. You can subscribe to audio in a variety of ways:

- a PodNova.com - works via the Web
- b Sign up for a Google Reader account- Enables you to subscribe to blogs, podcasts, and news feeds.

Second Hour - Create

- 1 Team up to create a rap, song, or poem based on the podcasting terms found in the [Glossary](#), on your understanding of podcasting, or on your ideas for using podcasting for instruction or student projects.
- 2 These websites get your creative juices flowing:
 - a [Kiddles](#)
 - b [Frogstar](#)
 - c [Sound Dogs](#)
- 3 Script out your podcast using bubbl.us – you can create an account but don’t have to. If you choose **not** to, **EXPORT** as a JPG file to the computer.
 - a NOTE: Students could use the [Sample Podcasting Script](#) as a guideline. For more ideas on using podcasting with students see the [SAISD Audiocaster’s Workshop Materials](#)
- 4 Using Audacity, record your rap, song, or poem.
- 5 Download and save any audio clips you will use for the intro and closing music segments.
- 6 Import the music clips and place them as “bookends” to your spoken audio.
- 7 Export as MP3
- 8 Follow the Step 3 on this [handout](#) to post to this workshop’s podcast (instructor will provide you with the username and password.)

Third Hour – Subscribe

- 1 Set up your own Google Reader account and subscribe to some podcasts. Use these search engines to find more podcasts worth emulating:
 - a [Google Blog Search](#)
 - b [Technorati Search](#)
 - c [Education Podcasting Network](#)
 - d [PodScope](#)

Learn More About Podcasting

- [SAISD Audiocaster's Workshop Materials](#)
- [7 Things You Should Know About Podcasting](#) (A 2 page quick read.)
- Wes Fryer's [Podcasting 101](#) online Moodle course (Just click on "Login as Guest")
- A more in-depth [Audacity tutorial](#).
- [Audio Mixer](#), An alternative to Garage Band for copyright free podcast music.
- Brian Lamb's [Podcast Frenzy](#)- One Hour of Digital Audio Mayhem.
- [Podcast Directory for Educators](#) - This is the first UK directory and a great website to find podcasts for educational use.
- [Podcasting in Education](#) is a great resource for how to use podcasting in schools. Emphasis on using podcasting to enhance boys literacy. [Find Educational Podcasts](#)
- [How to build a 10 minute podcast](#) - guidelines for creating short, organized shows that can help you either get started in podcasting or organize your existing podcast into manageable, predictable chunks.
- Gardner Campbell's excellent article [There's Something in the Air: Podcasting in Education](#). Read it or listen to the podcast.
- Julie Lindsay's (Head of Technology at International School Dhaka, Bangladesh) Presentation from NECC, [Podcasting and All That Jazz!](#) — Julie weaves podcasting and other technologies seamlessly into her students learning. Check out her student's blog, [Podcast Bangladesh](#) and her blog, [Podcasting and All That Jazz](#)].

Podcasting Script

Sample Podcasting Script

Intro Monologue

Spend about 30 to 60 seconds introducing who you are, what you're going to talk about.

- Intro music jingle (repeat for each show so listeners identify the jingle with your show): 30-60 seconds
- Sample Intro (30-60 seconds):

And welcome to the NAME OF YOUR PODCAST. This is your host, YOUR NAME. Maybe share a brief motto.

- Provide a quick overview of some of the topics that will be discussed, any guests that might be on the show.

Topic 1 (3 minutes)

- Lead with a story on the topic

Topic 2 (3 minutes)

- Lead with a story

Topic 3 (3 minutes)

- Lead with a story

Closing Remarks (4 minutes)

- Be sure to thank the audience for listening, thank guests, and briefly share the topic for the next show
- Closing music jingle (suggest same as Intro music jingle)

Glossary

audio - recorded sound

broadcast - a single radio program

bumper music - short music clips used between segments

digital audio - sound that is used by a computer

host - a person who introduces the Podcast and each of its segments

microphone - a device that changes sound into electronic signals

mp3 - a popular way to store digital audio

online - connected to the internet (or world wide web)

podcast - a kind of broadcast invented 2004 that automatically delivers digital audio to portable players and handheld computers

recorder - putting sound into electronic form

segment - a complete part of a Willowcast, usually written and spoken by one or two people

tag line - Clever, cool, or witty slogan used throughout a podcast (ex: "Radio For Kids, by Kids")

teaser - the first audio heard in a Willowcast where the host gets the audience excited to hear more