

The Power of the Podcast

Dr. Rick Jerz
St. Ambrose University
Rick@rjerz.com
www.rjerz.com



© 2013 rjerz.com

Presentation Goals

- What is a “podcast”?
- How do I get podcasts?
- Why should I use podcasts?
- How do I create podcasts?
- How about Moodle and the podcast?
- How about Flash?
- Any other interesting podcast features?

© 2013 rjerz.com

Podcasting Definition¹

- Podcasting is a **new format** for distributing audio and video content via the Internet. Actually, podcasting is just multimedia content enclosed into an **RSS** file.
- RSS means Really Simple Syndication. RSS is a special format based on **XML**. In fact, RSS feeds are XML files containing data according to the RSS specification, and usually located on a website.
- XML: an **HTML**-like file for handling data.
- HTML: Hyper Text Markup Language

1 - <http://www.rss-specifications.com/>

© 2013 rjerz.com

Rick's Definition

- A method of getting (**subscribing**) computer files (**episodes**), usually audio (**mp3**) or video (**m4v/mp4**), from a catalog (**RSS feed, XML**) on the Internet (**website**), and having them automatically delivered to your computer and then to your **iPod** (or other multimedia/mobile players).

4

© 2013 rjerz.com

Podcast Demonstration

- How to get one of Rick's podcasts from iTunes

5

© 2013 rjerz.com

Getting Podcasts - Features

- Get podcast to your computer via iTunes
 - PC and Mac solution
- iPod, iPhone, iPad, Android, Apple TV (no DVD)
- Manually adding feed to iTunes (no iTunes store)
- Firefox, Chrome, Internet Explorer
- Moodle
- Flash
- All of this by managing **one** computer file!
The **Power** of the **Podcast!**

6

© 2013 rjerz.com

What Can Be Delivered

- Audio (mp3, stereo, mono)
- Video (mov, m4v, mp4)
- PDF & ePub files

- Refer to Apple's Specification
(<http://www.apple.com/itunes/podcasts/specs.html>)

7

© 2013 rjerz.com

Manually Adding to iTunes

- Demo

- RSS file looks like:
www.abc.com/filename.xml

8

© 2013 rjerz.com

Firefox, Chrome, IE, & Safari

- Demo

9

© 2013 rjerz.com

Configure RSS Feed Block in Moodle

Configuring a Lecture Podcasts block

Block settings

Display each link's description?

Max number entries to show per block:

Choose the feeds which you would like to make available in this block:

- Business Statistics - Undergraduate
- Operations Management - Graduate
- Operations Management - Undergraduate
- Operations Management - Undergraduate (Iowa MSC3000)

[Add/edit feeds](#)

Title:

Should a link to the original site (channel link) be displayed? (Note that if no feed link is supplied in the news feed then no link will be shown):

Show channel image if available:

Where this block appears

On this page

13 © 2013 rjerz.com

Flash

- [Flash can read the feed](#)
- [Flash can play mp4 files](#)
- [Rick's Flash player demo](#)

14 © 2013 rjerz.com

Why use podcasts?

- **Understood by students (Fad? Cool?)**
- **Mobile/Portable format (computer-less)**
- **Automatic delivery. One-step, done! (via Subscription)**
- **Tolerates slow computer network**
- **Allows students (people) to learn when they want to (asynchronous)**
- **Students already have the equipment to do use this technology**

15 © 2013 rjerz.com

Creating Your Podcast?

- Create the content files (audio and/or video)
- Put these somewhere on the open Internet
- Create the RSS feed file (This is only one file)
- Put this somewhere on the open Internet
- Test your feed
 - iTunes, FeedForAll, Feed Editor
- Inform your audience (put into iTunes store, websites, etc.)

16

© 2013 rjerz.com

RSS Feed File

- A “simple” text file, with some rules
 - Apple’s podcast specifications
 - Rick’s demo file
- Edit with web editor, such as Dreamweaver
- Create and edit with specialized feed editors
 - [FeedForAll](#) (Mac)
 - [Feed Editor](#) (PC)

17

© 2013 rjerz.com

Notes about Apple’s iTunes Store

- Demo: Putting your podcast in the iTunes store
- iTunes and iTunesU
- iTunes is free to podcaster
- iTunes podcasts are free to users
- A cataloging service, not a container
- Big and easy audience
- Audited by Apple, no experimentation

18

© 2013 rjerz.com

Additional iTunes Requirements

iTunes Podcasts

Dear Podcast Provider,

1 Billion Podcast Subscriptions

To celebrate reaching 1 billion podcast subscriptions, we're highlighting some of the most popular podcasts of all time, as well as a collection of captivating new shows. Check it out: <http://www.itunes.com/podcast1b>

Thank you for being a part of this milestone. Please help us celebrate on Twitter by using the #Podcast1Billion hashtag or retweeting @iTunesPodcasts.

Cover Art Requirement

To be eligible for featuring on the iTunes Store, a podcast must have 1400 x 1400 pixel cover art in JPG or PNG format using RGB color space. The image URL must end in ".jpg", ".jpeg" or ".png" and the server hosting the image must allow HTTP HEAD requests. All podcast hosting servers must have byte-range support enabled to allow streaming playback. See our [technical spec](#) for details.

Cover art should avoid pixelation. Any text should be legible on all devices.

Regards,

The iTunes Podcast Team

19

© 2013 rjerz.com

Learning More

- [Apple Technical Specs](#)
- [\(Many\) Online resources](#)
- [Lynda.com](#)

20

© 2013 rjerz.com

Fun Stuff

- [Adding structure to audios and videos on your iPhone](#)

21

© 2013 rjerz.com

Questions?

22 © 2013 rjerz.com
