CMS.998/CMS.600: New Media Literacies
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Lecture Notes

Session 16, 4/11/07
Learning week: Podcasting

- Examples of podcasting:
    - Showcase and Celebrity: Adam Curry's Daily Source Code
    - Preview and Promo: The Literary Works of Cory Doctorow
    - Interview and Commentary: Hear the Future: IT Conversations
    - Fringe and Experimental: Benjamin Walker's Theory of Everything (TOE)
    - Personal and Informal: The Dawn and Drew Show
    - Storytelling and Documentary: Big Shed Documentaries
    - Public Broadcasting: NPR's Most Emailed Stories
    - Corporate Media: Fox's Family Guy
    - Music Industry: iTunes New Music Tuesday

- There are podcasts on every subject and in every style you can imagine
    - There are professional broadcasting companies and organizations, as well as people who just pick it up on their own and create personal podcasts, and everything in between
    - We're going to be focusing on audio podcasting, but it can also be done with video, or other media files

- What makes podcasts special?

- Origins of Podcasting
    - Christopher Lydon – radio host, Berkman fellow
    - Adam Curry – Adam Curry – MTV VJ, geek/entrepreneur
    - Podcasting is really very much like blogging
    - RSS – the link that makes podcasting more than just posting audio on the internet. It makes podcasting subscribable.
        - RSS lets you tell your computer to check for new podcasts and automatically download them
        - RSS: Really Simple Syndication

- What is Podcasting?
    - A standard for syndicating audio or video
    - A set of tools for doing so: web standards, user software, hardware
    - A cultural phenomenon and aesthetic encompassing a broad range of content

- How to Podcast
    - 1. Gather your audio

- o 2. Produce your episode
- o 3. Publish to the world
- o 4. Listen to the others

- Gather
  - o Recording in Audacity
  - o Capturing phone calls
  - o Other sources
    - Creative Commons licensed podcasts
    - Music: podsafe.com, CC search

- Produce
  - o See the tutorial at www.edhsonline.org/other/audacity/
  - o This tutorial gives you a sample audio file (from The Simpsons), and you can look at the sound wave
    - You can edit it, such as by removing the sound of the door slamming at the end
  - o There will be two waves if you're looking at a stereo file
  - o We'll combine a music file with the Simpsons file, so that they're in sync (the music starts as the talking tails off)
    - We'll use the fade in tool to make the music start out softly
    - You can use the magnify tool to be more sure about what you're cutting where

- Publish
  - o Upload
    - Send your file to the server (http://tobedecided.net/podcast/)
    - Click on the Upload Here button at this site
  - o Post
    - Publish your files via RSS (this will be done automatically)
  - o You can put the podcast on your iTunes, so that it will automatically check for new posts

- Example podcasts:
  - o Opinion Essay
  - o Comedy
  - o Performance
  - o Personal Diary
  - o Music Montage
  - o Audio Greeting Card
  - o Satire
  - o Adaptation
  - o Audio Tour
  - o How-to
  - o Call-in
  - o Radio Theater

- Make your own Podcasts
  - Let's choose a class theme
    - Let's think first about what might work well for the genre of audio podcasting.
    - In the next episode you'll each be making one episode that will be part of a larger podcast
    - We could talk about music, or make music for our podcasts
    - We're each going to make a podcast episode that deals with our favorite piece of media, whether it's music, film, or otherwise
  - Work on putting together your file
  - Export your file now, even if it's not yet exactly what you want.