

# Contents at a Glance

<i>Foreword</i> .....	<i>xvii</i>
<i>Introduction</i> .....	<i>1</i>
<b><i>Part I: Podcasting on a Worldwide Frequency</i></b> .....	<b><i>9</i></b>
Chapter 1: Getting the Scoop on Podcasting .....	11
Chapter 2: Getting the Gadgets That Make a Podcast Go .....	31
Chapter 3: Building Your Podcast's Digital Workstation .....	51
<b><i>Part II: The Hills Are Alive with the Sound of Podcasting</i></b> .....	<b><i>69</i></b>
Chapter 4: Before You Hit the Record Button . . . ..	71
Chapter 5: Interview-Fu: Talk to Me, Grasshopper .....	89
Chapter 6: So What Are You Waiting For? Record, Already! .....	105
Chapter 7: Cleanup, Podcast Aisle 7! .....	123
Chapter 8: Roll Camera: Video Podcasting .....	143
<b><i>Part III: So You've Got This Great Recording of Your Voice. Now What?</i></b> .....	<b><i>161</i></b>
Chapter 9: Shrink That Puppy and Slap a Label on It .....	163
Chapter 10: Move It on Up (To Your Web Server) .....	179
Chapter 11: Providing Show Notes .....	193
Chapter 12: Geeking Out on RSS .....	209
<b><i>Part IV: Start Spreadin' the News about Your Podcast</i></b> .....	<b><i>231</i></b>
Chapter 13: Speaking Directly to Your Peeps .....	233
Chapter 14: Fishing for Listeners .....	257
<b><i>Part V: Pod-sibilities to Consider for Your Show</i></b> .....	<b><i>271</i></b>
Chapter 15: Show Me the Money .....	273
Chapter 16: Podcasting for Publicity .....	289
Chapter 17: Podcasting for Passion .....	299
<b><i>Part VI: The Part of Tens</i></b> .....	<b><i>313</i></b>
Chapter 18: Top Ten Types of Podcasts to Check Out .....	315
Chapter 19: Top Ten Most Influential People in Podcasting .....	327

Chapter 20: Top Ten Reasons Why Podcasting Won't Kill Radio..... 335  
Chapter 21: Top Ten Reasons Why Podcasting Will Kill  
(Or Seriously Dent) Radio ..... 343  
***Index*** ..... **351**

# Table of Contents

*Foreword*..... xvii

*Introduction*..... 1

About This Book..... 1  
How to Use This Book..... 2  
Conventions Used in This Book..... 3  
Bold Assumptions ..... 3  
How This Book Is Organized ..... 4  
    Part I: Podcasting on a Worldwide Frequency..... 5  
    Part II: The Hills Are Alive with the Sound of Podcasting..... 5  
    Part III: So You've Got This Great Recording of  
        Your Voice. Now What?..... 5  
    Part IV: Start Spreadin' the News about Your Podcast..... 6  
    Part V: Pod-sibilities to Consider for Your Show..... 6  
    Part VI: The Part of Tens..... 6  
About the Companion Podcast..... 7  
Icons Used in This Book ..... 7  
Where to Go from Here..... 8

*Part I: Podcasting on a Worldwide Frequency*..... 9

**Chapter 1: Getting the Scoop on Podcasting** ..... 11

Deciding Whether Podcasting Is for You..... 12  
    You want to deliver audio content on a regular basis ..... 12  
    You want to reach beyond the boundaries of radio ..... 13  
    You have something to say ..... 14  
    You want to hear from your listeners ..... 14  
Creating a Podcast..... 15  
    Looking for the bare necessities..... 15  
    Recording your first podcast ..... 17  
    Compressing your audio files..... 17  
    Transferring your audio to the Web..... 18  
    Grabbing listeners ..... 20  
Catching a Cast with Your Podcatching Client..... 21  
    The catcher that started it all: Juice ..... 22  
    The 800-pound gorilla called iTunes ..... 24  
    Options, options, and more options ..... 25  
Quest for Podcasts ..... 27  
    iTunes..... 27  
    Podcast Pickle ..... 28



Podcast Alley.....	28
Zune .....	28
Digg.com .....	29
Other Podcast Resources .....	29

**Chapter 2: Getting the Gadgets That Make a Podcast Go . . . . . 31**

Finding the Right Mic .....	32
Mics on the cheap.....	33
Investing in a high-end mic.....	35
Podcasts Well with Others: The Mixing Board .....	41
The anatomy of a mixing board .....	41
Hooking up a mixer to your computer.....	43
Accessorize! Accessorize! Accessorize!.....	45

**Chapter 3: Building Your Podcast’s Digital Workstation . . . . . 51**

Budget-Friendly Software .....	52
Audacity: Who says you can’t get something for nothing? .....	52
Cakewalk’s Pyro for the PC: Podcasting is so HOT! .....	53
GarageBand: Moby in your Mac!.....	54
WireTap Studio Pro: Recording and editing made easier.....	56
The Sky’s the Limit: Big-Budget Software.....	58
Adobe Audition .....	58
Apple Soundtrack Pro .....	60
Gluings It Together with RSS.....	61
Simplify the process and get a blog!.....	62
Fine. Do it without a blog.....	64
Doing it by hand.....	66
Finding a Host for Your Podcast.....	66
Size does matter.....	67
Bandwidth demystified .....	67

***Part II: The Hills Are Alive with  
the Sound of Podcasting..... 69***

**Chapter 4: Before You Hit the Record Button . . . . . 71**

Choosing a Unique Topic for Your Podcast.....	72
Finding Your Voice.....	73
Deciding Whether You Needan Outline or Script.....	75
Determining a Length for Your Show.....	78
The hidden value of the short podcast.....	78
A little length won’t kill you.....	79
Finding that happy medium .....	79
I Hear Music (And It Sounds Like Police Sirens!).....	80
The powers that be.....	82
I can name that tune . . . I wrote it! .....	86
I’ll take the First: Free speech versus slander.....	87

**Chapter 5: Interview-Fu: Talk to Me, Grasshopper . . . . . 89**

I'll Have My People Call Your People: Interview Requests ..... 90

Preparing for Interviews ..... 90

    Asking really great questions ..... 91

    Avoiding really bad questions..... 92

    Feelin' the synergy..... 93

Recording Interviews with Skype ..... 94

    Recording using software ..... 94

    Recording using hardware..... 99

Prepping Your Green Room for Guests ..... 102

    Welcoming in-studio guests..... 102

    Meeting guests on their own turf..... 103

Ensuring Trouble-Free Recordings..... 103

**Chapter 6: So What Are You Waiting For? Record, Already! . . . . . 105**

Did Your Sound Check Clear the Bank?..... 106

    Understanding dB levels ..... 106

    Setting your levels ..... 108

Noises Off: Capturing Ambient Noise..... 110

    Identifying ambient noise ..... 111

    Minimizing ambient noise..... 111

Now Take Your Time and Hurry Up: Pacing and Clock Management... 113

    Take the potato out of your mouth and enunciate ..... 114

    And now let's take a break for station identification ..... 115

Concerning Tangents and Their Val — Oh, Look, a Butterfly!..... 117

    “Say, that reminds me of something . . .” ..... 117

    “But getting back to what I was saying earlier . . .” ..... 118

Recording!..... 120

    Getting started with GarageBand..... 120

    Getting started with Audacity ..... 121

**Chapter 7: Cleanup, Podcast Aisle 7! . . . . . 123**

A Few Reasons to Consider Editing..... 124

The Art of Editing ..... 125

    Editing with GarageBand ..... 126

    Editing with Audacity ..... 129

Making Your Musical Bed and Lying in It: Background Music..... 130

    Finding the right balance ..... 131

    Applying bed music the right way..... 132

    Setting volume levels for bed music..... 133

Making an Entrance: Intros ..... 138

    Theme music ..... 139

    Intro greeting..... 139

Exit, Stage Left: Outros ..... 140

    Leave the audience wanting more ..... 141

    Catch phrase sign off..... 141

    Credits roll ..... 141

    Coming soon to an MP3 player near you..... 142

**Chapter 8: Roll Camera: Video Podcasting . . . . . 143**

When to Go Video.....	144
The Price of Pretty Pictures .....	146
Sorry, we don't do windows (Media Player) .....	146
That file is how big?!.....	147
Burn, bandwidth, burn!.....	147
Lock and Load (Your Camera): Planning Your Shooting Schedule.....	148
iTarantino: Creating with iMovie .....	148
Capturing video with iMovie .....	149
Creating your episode with iMovie.....	151
DV on the PC: Podcasting with Windows Movie Maker .....	155
Capturing video with Movie Maker .....	155
Creating a video podcast with Movie Maker and QuickTime Pro .....	157

***Part III: So You've Got This Great Recording  
of Your Voice. Now What?..... 161*****Chapter 9: Shrink That Puppy and Slap a Label on It. . . . . 163**

A Kilobit of Me, and a Whole Lot of You: Understanding Kbps.....	163
Setting bitrates in Audacity .....	165
Changing bitrates in iTunes.....	167
Care for a Sample, Sir? (Audio Sample Rates) .....	168
Changing sample rates in Audacity .....	170
Changing sample rates in iTunes.....	171
ID3 Tags: They're Not Just for Music Anymore .....	171
Tell me about yourself: All about ID3 tags.....	172
IDentity crisis: Making ID3 tags work for podcasting.....	173
Creating and editing ID3 tags in Audacity .....	175
Creating and editing ID3 tags in iTunes .....	176

**Chapter 10: Move It on Up (To Your Web Server). . . . . 179**

Adopting an Effective Filenaming Convention .....	179
Understanding How FTP Works .....	181
Making Your Connection with an FTP Application .....	182
Step by step (or quack by quack) setup for Cyberduck.....	183
Step by step setup for FileZilla.....	184
A place on your Web server for your stuff .....	185
Uploading your files.....	186
Uploading with Command-Line FTP (Speaking of Old School . . .).....	188
Accessing Terminal on a Mac.....	188
Accessing the command prompt on a PC.....	189
Uploading your files.....	189
Uploading to a Podcast-Specific Host .....	191

<b>Chapter 11: Providing Show Notes . . . . .</b>	<b>193</b>
Show Note Etiquette.....	193
Planning the Post.....	195
It's all in the details.....	196
A picture is worth a thousand words.....	197
Posting Your Show Notes .....	198
Posting in WordPress .....	198
Posting on LibSyn .....	201
Using a wiki for your show notes.....	203
Boosting Search Engine Rankings with Good Show Notes.....	205
Loading up your titles .....	206
Soliciting backlinks .....	207

<b>Chapter 12: Geeking Out on RSS . . . . .</b>	<b>209</b>
Elements That Make the RSS Go 'Round .....	209
Do you have anything to declare? .....	213
What's on this <channel>? .....	213
Loading up on <item>s .....	220
Wrapping things up .....	226
Tweaking the Contents .....	226
Adding keywords and tags .....	227
Making newcomers feel welcome .....	227
Make your RSS feed easy to find .....	228
Multiple-Show File Strategies .....	229

## ***Part IV: Start Spreadin' the News about Your Podcast..... 231***

<b>Chapter 13: Speaking Directly to Your Peeps . . . . .</b>	<b>233</b>
Gathering Listener Feedback .....	234
Fostering Comments on Your Blog .....	234
Starting an Online Discussion Group .....	237
Yahoo! Groups.....	237
Google Groups.....	239
Publicizing your group .....	240
Focusing on Online Forums.....	241
Finding free, hosted forums.....	241
Gaining more control of your forum .....	243
Online Social Networking .....	246
MySpace .....	246
Facebook.....	246
Ning.....	247
Twitter .....	248
Using Voice Mail .....	248

Seeking Out the Comments of Others .....	249
Trying a general search.....	250
Using specialty search engines .....	250
Searching within a site, blog, or message board .....	253
When the Comments Are Less Than Good .....	254

## **Chapter 14: Fishing for Listeners . . . . . 257**

Getting Your Podcast Ready for Advertising.....	257
Polishing your presentation.....	258
Checking your bandwidth.....	258
Figuring out your USP.....	259
Exploring Various Advertising Options .....	261
Google AdWords .....	261
Blogads.....	263
Writing press releases.....	264
Promoting Your Podcast .....	266
Optimizing your site for search engines .....	267
Submitting promos to other podcasts .....	267
Recording your promo .....	268
Giving interviews .....	269
Generating buzz .....	270

## ***Part V: Pod-sibilities to Consider for Your Show* ..... 271**

### **Chapter 15: Show Me the Money . . . . . 273**

How Much Money Can You Make? .....	273
Convincing Advertisers to Give You Money .....	276
Developing a media kit .....	276
Establishing a rate sheet.....	278
Getting a Sponsor .....	280
Asking Your Listeners for Money .....	281
Gathering listener donations with PayPal .....	281
Selling stuff .....	284
Handling Fee-Based Subscriptions .....	285
Securing your feed.....	286
The path less traveled.....	288

### **Chapter 16: Podcasting for Publicity . . . . . 289**

Podcasting and Politics .....	290
Telling the World a Story, One Podcast at a Time .....	292
Keeping Good Company: Community and Sound-Seeing- Tour Podcasts .....	295
Putting together a sound-seeing tour of your favorite destination.....	295
Creating a podcast to bring together a community .....	296

**Chapter 17: Podcasting for Passion . . . . . 299**

The Philosophical Question for All Podcasters: Why Do We Do It? ..... 300  
 Gaining perspective on passion..... 300  
 Podcasting passion with a purpose..... 302  
 Planning out your passion ..... 304  
 Passion comes in all shapes and sizes ..... 305  
 A passionate love for the podcast ..... 306  
 Holding Interest: Keeping a Podcast’s Passion Alive..... 307  
 Podcasting on puree: Mixing it up ..... 308  
 Starting a second podcast ..... 309  
 Moving forward with a plan..... 310  
 Truth and Honesty in Podcasting..... 311

***Part VI: The Part of Tens..... 313***

**Chapter 18: Top Ten Types of Podcasts to Check Out . . . . . 315**

Tech Podcasts..... 316  
 Independent Music Podcasts ..... 317  
 Science Podcasts ..... 318  
 Educational Podcasts..... 319  
 Comedy Podcasts ..... 320  
 Slice-of-Life Podcasts..... 322  
 Spiritual Podcasts..... 323  
 Podcasts of the Pen..... 324  
 Passionate Podcasts..... 325  
 Podcasts about . . . Podcasting..... 326

**Chapter 19: Top Ten Most Influential People in Podcasting . . . . . 327**

Dave Winer ..... 327  
 Adam Curry ..... 328  
 Steve Jobs and Bill Gates ..... 329  
 Doug Kaye..... 330  
 Rob Walch ..... 330  
 Mur Lafferty..... 331  
 Joe Murphy..... 332  
 Brian Ibbott ..... 332  
 Grant Baciocco..... 333  
 Dave Chekan, Matt Hoopes, Marty Mulligan, and Dave Mansueto ..... 334

**Chapter 20: Top Ten Reasons Why Podcasting Won’t Kill Radio . . . 335**

The Undiscovered Country: Podcasting Awareness..... 335  
 Are You Sure You Want to Say That?: Benefits of the FCC..... 336  
 So Many Podcasts, So Many Choices ..... 337

Quality versus Quantity .....	337
I Can't Name That Tune: Music in Podcasting .....	338
A Prerecorded Show, Recorded Live: Live Remotes versus Remote Podcasting .....	339
Advertising: Show Me the Numbers .....	339
My Corner of the World: Local News .....	340
10-4, Good Buddy: Satellite Radio versus Podcasting .....	341
Audio for the People, by the People, but Not Necessarily Embraced by the People .....	341

**Chapter 21: Top Ten Reasons Why Podcasting  
Will Kill (Or Seriously Dent) Radio . . . . . 343**

Podcasters Don't Need No Stinking Transmitters .....	343
Podcasting Is Outside of 88.1 and 107.9 (And 530 and 1690) .....	344
The Rats Are Leaving the USS Commercial Media .....	345
Podcasters Don't Have to Care That Most People Don't Care .....	346
We'll Be Right Back after a Brief Word from Our Sponsors . . . . .	346
Podcasting Can Extend Public Radio .....	347
John Q. Public — Program Director .....	348
The Niche Shall Inherit the Podcast .....	348
Welcome to Your Own Reality .....	349
You Bought This Book, Didn't You? .....	350

***Index* .....** **351**