

Contents at a Glance

| | |
|---|-------------------|
| <i>Foreword</i> | <i>xix</i> |
| <i>Introduction</i> | <i>1</i> |
| <i>Part I: Podcasting on a Worldwide Frequency</i> | <i>9</i> |
| Chapter 1: Getting the Scoop on Podcasting | 11 |
| Chapter 2: Getting the Gadgets That Make a Podcast Go | 31 |
| <i>Part II: The Hills Are Alive with the Sound of Podcasting</i> | <i>63</i> |
| Chapter 3: Before You Hit the Record Button | 65 |
| Chapter 4: So What Are You Waiting For? Record, Already! | 95 |
| Chapter 5: Cleanup, Podcast Aisle 7! | 109 |
| <i>Part III: So You've Got This Great Recording of Your Voice. Now What?</i> | <i>127</i> |
| Chapter 6: Shrink That Puppy and Slap a Label on It | 129 |
| Chapter 7: Move It on Up (To Your Web Server) | 143 |
| Chapter 8: Posting Show Notes | 163 |
| Chapter 9: Geeking Out on XML and RSS | 177 |
| <i>Part IV: Start Spreadin' the News about Your Podcast</i> | <i>199</i> |
| Chapter 10: Of Pings and Directories | 201 |
| Chapter 11: Speaking Directly to Your Peeps | 215 |
| Chapter 12: Fishing for Listeners | 233 |
| <i>Part V: Pod-sibilities to Consider for Your Show</i> | <i>245</i> |
| Chapter 13: Show Me the Money | 247 |
| Chapter 14: Podcasting for Publicity | 261 |
| Chapter 15: Podcasting for Passion | 271 |

| | |
|---|------------|
| <i>Part VI: The Part of Tens</i> | 285 |
| Chapter 16: Top Ten Types of Podcasts to Check Out | 287 |
| Chapter 17: Top Ten Most Influential People in Podcasting | 299 |
| Chapter 18: Top Ten Reasons Why Podcasting Won't Kill Radio | 307 |
| Chapter 19: Top Ten Reasons Why Podcasting Will Kill (Or Seriously Dent) Radio | 317 |
| <i>Index</i> | 325 |

Table of Contents

Foreword.....xix

Introduction..... 1

About This Book.....1
How to Use This Book2
Conventions Used in This Book3
Bold Assumptions4
How This Book Is Organized.....5
 Part I: Podcasting on a Worldwide Frequency.....5
 Part II: The Hills Are Alive with the Sound of Podcasting5
 Part III: So You've Got This Great Recording of Your Voice.
 Now What?.....6
 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 Tens7
About the Companion Podcast7
Icons Used in This Book.....7
Where to Go from Here.....8

Part 1: 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 basis12
 You want to reach beyond the boundaries of radio12
 You have something to say13
 You want to hear from your listeners14
Creating a Podcast14
 Looking for the bare necessities15
 Recording your first podcast16
 Compressing your audio files17
 Transferring your audio to the Web.....18
 Grabbing listeners19
Catching a Cast with Your Podcatching Client.....21
 The catcher that started it all: iPodder22
 Stepping up your game with iPodderX.....23
 The 800-pound gorilla called iTunes.....25
 Options, options, and more options26
Quest for Podcasts.....28



- iPodder.org28
- Podcast Alley28
- Podcast Pickle.....29
- Yahoo.com Audio search.....29

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

- Finding the Right Mic.....32
 - Mics on the cheap32
 - Investing in a high-end mic34
- Expanding Your Studio37
 - Podcasts well with others: Mixing boards37
 - Accessorize! Accessorize! Accessorize!38
 - It's in the cards: Purchasing and installing an audio card40
- The Audacity of That GarageBand and Its Audio Hijack Pro:
 - Audio-Editing Software45
 - Audacity: Who says you can't get something for nothing?.....46
 - Cakewalk for the PC: This podcasting stuff is easy!.....47
 - GarageBand: Moby in your Mac!49
 - Audio Hijack Pro: Good software
 - with a bad-boy attitude.....51
 - The Sky's the Limit: Big-Budget Software.....52
- Gluing It Together with XML and RSS.....54
 - Simplify the process and get a blog!56
 - Fine. Do it without a blog.58
 - Doing it by hand58
- Finding a Host for Your Podcast.....59
 - Size does matter60
 - Bandwidth demystified.....60

Part II: The Hills Are Alive with the Sound of Podcasting 63

Chapter 3: Before You Hit the Record Button 65

- Choosing a Unique Topic for Your Podcast66
- Finding Your Voice67
- Deciding Whether You Need an Outline or Script.....69
- Choosing a Method for Recording Interviews71
 - Taping phone calls72
 - Recording conversations with Skype72
 - Ensuring trouble-free recordings.....78
- Prepping Your Green Room for Guests79
 - Welcoming in-studio guests79
 - Meeting guests on their own turf80

Preparing for Interviews81
 Surefire routes to happy, conversational guests81
 Surefire routes to outraged, uncooperative guests83
 Determining a Length for Your Show.....84
 The hidden value of the short podcast85
 A little length won't kill you85
 Finding that happy medium86
 I Hear Music (And It Sounds like Police Sirens!)88
 The powers that be89
 I can name that tune . . . I wrote it!93
 I'll take the First: Free speech versus slander94

Chapter 4: So What Are You Waiting For? Record, Already! 95

Did Your Sound Check Clear the Bank?.....95
 Understanding dB levels96
 Setting your levels98
 Fire Sign Podcasting: Volume and Projection99
 Noises Off: Capturing Ambient Noise101
 Identifying ambient noise you want to edit out.....102
 Minimizing ambient noise102
 Now Take Your Time and Hurry Up:
 Pacing and Clock Management103
 Take the potato out of your mouth and enunciate104
 And now let's take a break for station identification105
 Concerning Tangents, and Their Val — Oh, Look, a Butterfly!.....107
 “Say, that reminds me of something . . .”107
 “But getting back to what I was saying earlier . . .”108

Chapter 5: Cleanup, Podcast Aisle 7! 109

A Few Reasons to Consider Editing109
 The Art of Editing.....111
 Editing voice with GarageBand.....111
 Editing voice with Audacity113
 Making Your Musical Bed (And Lying in It): Background Music115
 Finding the right balance.....116
 Applying bed music the right way117
 Setting volume levels for bed music118
 Making an Entrance: Intros122
 Theme music.....122
 Intro greeting.....122
 Exit, Stage Left123
 Leave the audience wanting more124
 Catch phrase sign off124
 Credits roll.....125
 Coming soon to an MP3 player near you125

Part III: So You've Got This Great Recording of Your Voice. Now What? 127

Chapter 6: Shrink That Puppy and Slap a Label on It 129

| | |
|--|-----|
| A Kilobit of Me, and a Whole Lot of You: Understanding Kbps..... | 129 |
| Changing bit rates in Audacity | 131 |
| Changing bit rates in iTunes | 132 |
| Care for a Sample, Sir? (Audio Sample Rates)..... | 133 |
| Changing sample rates in Audacity..... | 134 |
| Changing sample rates in iTunes | 135 |
| ID3 Tags: They're Not Just for Music Anymore..... | 137 |
| Tell me about yourself: All about ID3 tags | 137 |
| IDentity crisis: Making ID3 tags work for podcasting | 138 |
| Creating and editing ID3 tags in Audacity | 140 |
| Creating and editing ID3 tags in iTunes..... | 141 |

Chapter 7: Move It on Up (To Your Web Server) 143

| | |
|---|-----|
| Uploading Your Files with FTP | 144 |
| Understanding the parts that make FTP work | 144 |
| Making your connection..... | 145 |
| A place on your Web server for your stuff..... | 148 |
| Adopting an effective filenaming convention | 149 |
| Uploading your files | 151 |
| Uploading to a Podcast-Specific Host..... | 151 |
| Using Your Blogging Software to Upload | 153 |
| Uploading with Command-Line FTP (Speaking of Old School . . .)..... | 153 |
| Setting up a folder for your podcast media file..... | 154 |
| Accessing Terminal on a Mac | 154 |
| Accessing the command prompt on a PC | 155 |
| Uploading your files | 155 |
| Advanced Hosting Options | 156 |
| BitTorrent | 157 |
| CoralCDN | 158 |
| Archiving Aging Media Files..... | 160 |
| Set up a rotating archive feed | 161 |
| Use the Internet Archive..... | 161 |
| Rent a new server and charge for access..... | 161 |

Chapter 8: Posting Show Notes 163

| | |
|---|-----|
| Show Note Etiquette | 164 |
| Planning the Post | 165 |
| It's all in the details | 165 |
| A picture is worth a thousand words | 166 |
| Posting Your Show Notes | 167 |
| Posting in Movable Type | 168 |
| Posting on Libsyn..... | 171 |

Boosting Search Engine Rankings with Good Show Notes173
 Loading up your titles.....173
 Soliciting backlinks175
 A Word on OPML Show Notes175

Chapter 9: Geeking Out on XML and RSS177

Elements That Make the RSS Go 'Round.....178
 Do you have anything to declare?.....181
 What's on this <channel>?.....181
 Loading up on <item>s.....188
 Wrapping things up.....193
 Tweaking the Contents.....194
 Making sure your episodes don't get skipped.....194
 Adding descriptive keywords194
 Making Newcomers Feel Welcome.....195
 Creating an introductory podcast.....196
 Understanding how it works.....197
 Multiple-Show File Strategies.....197

***Part IV: Start Spreadin' the News
 about Your Podcast 199***

Chapter 10: Of Pings and Directories201

Publicizing Your Podcast201
 Directories and listing sites explained202
 Pinging for publicity.....202
 Sending Pings to Directories and Listing Sites.....203
 Choosing which sites to ping.....203
 Totally automatic pings204
 Pinging manually (if you must).....206
 Drawing In Listeners from Directories208
 Targeting your audience: Large or small?209
 Finding the latest and greatest directories209
 Listing your podcast with directories210
 Keeping your listing relevant.....213

Chapter 11: Speaking Directly to Your Peeps215

Gathering Listener Feedback.....216
 Comments on Your Blog.....216
 Online Discussion Groups.....218
 Yahoo! Groups.....218
 Google Groups220
 Publicizing your group.....221
 Focusing on Online Forums222
 Finding free, hosted forums222
 Purchasing software to take more control of your forum.....223

| | |
|--|------------|
| Seeking Out the Comments of Others | 224 |
| Trying a general search | 225 |
| Using specialty search engines..... | 225 |
| Searching within a site or message board..... | 228 |
| Checking your server logs..... | 228 |
| Now that you've found the comments. . . | 231 |
| When the comments are less than good | 231 |
| Chapter 12: Fishing for Listeners | 233 |
| Getting Your Podcast Ready for Advertising..... | 233 |
| Polishing your presentation..... | 234 |
| Checking on your bandwidth..... | 234 |
| Figuring out your USP | 236 |
| Exploring Various Advertising Options | 236 |
| Google AdWords | 237 |
| Blogads | 239 |
| Writing press releases..... | 239 |
| Advertising without Spending Money | 241 |
| Optimizing your site for search engines | 241 |
| Submitting promos to other podcasts..... | 241 |
| Recording your promo..... | 242 |
| Giving interviews..... | 243 |
| Generating buzz..... | 244 |
| Part V: Pod-sibilities to Consider for Your Show | 245 |
| Chapter 13: Show Me the Money | 247 |
| How Much Money Can You Make? | 247 |
| Convincing Advertisers to Give You Money | 249 |
| Getting advertising money | 250 |
| Developing a media kit | 250 |
| Establishing a rate sheet | 253 |
| Setting advertising limits..... | 253 |
| Getting a sponsor | 253 |
| Asking Your Listeners for Money | 254 |
| Gathering listener donations with PayPal..... | 255 |
| Selling stuff..... | 257 |
| Fee-based subscriptions..... | 258 |
| Chapter 14: Podcasting for Publicity | 261 |
| Podcasting and Politics | 262 |
| Telling the World a Story, One Podcast at a Time..... | 264 |
| Keeping Good Company: Community and Soundseeing-Tour Podcasts | 267 |
| Putting together a soundseeing tour of your favorite destination..... | 267 |
| Creating a podcast to bring together a community | 268 |

Chapter 15: Podcasting for Passion271

The Philosophical Question for All Podcasters: Why Do We Do It?.....272
 Gaining perspective on passion272
 Podcasting passion with a purpose274
 Practice makes perfect passion.....275
 Passion comes in all shapes and sizes276
 Universal love for the podcast277
 Holding Interest: Keeping a Podcast’s Passion Alive.....277
 Podcasting on puree: Mixing it up.....278
 Starting from scratch279
 Reinventing yourself281
 Truth and Honesty in Podcasting283

***Part VI: The Part of Tens*285**

Chapter 16: Top Ten Types of Podcasts to Check Out287

Tech Podcasts288
 Independent Music Podcasts289
 Science Podcasts290
 Educational Podcasts291
 Comedy Podcasts.....292
 Husband and Wife Podcasts293
 Soundseeing Tour Podcasts.....293
 Serialized Novel/Short-Story Podcasts294
 Passionate Podcasts296
 Podcasts about . . . Podcasting297

Chapter 17: Top Ten Most Influential People in Podcasting299

Dave Winer300
 Adam Curry.....300
 Steve Jobs and Bill Gates301
 Doug Kaye302
 Rob Walch302
 Nicole Simon303
 Dave Slusher303
 Brian Ibbott.....304
 Ray Slakinski and August Trometer305
 Dave Chekan, Matt Hoopes, Marty Mulligan, and Dave Mansueto305

Chapter 18: Top Ten Reasons Why Podcasting Won’t Kill Radio . . .307

The Undiscovered Country: Podcasting Awareness308
 Are You Sure You Want to Say That?: Benefits of the FCC309
 So Many Podcasts, So Many Choices310
 Quality Versus Quantity311
 I Can’t Name That Tune: Music in Podcasting.....312

| | |
|---|------------|
| A Prerecorded Show, Recorded Live: Live Remotes Versus Remote Podcasting..... | 313 |
| Advertising: Show Me the Numbers | 313 |
| My Corner of the World: Local News | 314 |
| 10-4, Good Buddy: Satellite Radio versus Podcasting with Professional Drivers | 315 |
| Audio for the People, By the People . . . but Not Necessarily Embraced by the People | 316 |
| Chapter 19: Top Ten Reasons Why Podcasting Will Kill (Or Seriously Dent) Radio | 317 |
| Podcasters Don't Need No Stinking Transmitters | 318 |
| Podcasting Is Outside of 88.1 and 107.9 (And 530 and 1690) | 318 |
| The Rats Are Leaving the USS Commercial Media..... | 319 |
| Podcasters Don't Have to Care That Most People Don't Care | 320 |
| We Now Pause This Commercial for a Word from Our Sponsor | 320 |
| Podcasting Can Extend Public Radio..... | 321 |
| John Q. Public — Program Director | 322 |
| The Niche Shall Inherit the Podcast | 323 |
| Welcome to Your Own Reality | 323 |
| You Bought This Book, Didn't You? | 324 |
| <i>Index</i>..... | 325 |