

Index

A

- ACME 360 Podcast Series (ACT)
 - blocking process used in, 86–87*t*
 - manually creating RSS feeds for, 156–158
 - music and jingles used in, 116
 - as podcast format type, 84
 - production environment used for, 101
 - Project Charter of, 67, 69, 70*e*, 71
 - rehearsals used for the, 96
 - RSS feed for, 155–156
 - sample script for, 92*t*
 - software setup for, 108, 110
 - “A 360-Degree View of the ACME Growth Product,” 86
 - updating ID3 tags on, 151
 - See also* ATC (ACME Technology Company); Podcast formats
 - Adding
 - album art, 151–152
 - music, 137, 140, 141*fig*
 - silence, 131*fig*
 - Affinity diagram, 78*fig*–79
 - Album art, 151–152
 - The Amplify Feature of Audacity, 135*fig*
 - Analyze/design phase. *See* Pre-production (analyze and define) phase
 - Apple Computer, 7
 - ATC (ACME Technology Company)
 - participation request letter sent by, 68*e*
 - podcasting approach taken by, 64–65
 - topic selection process by, 79–81
 - See also* ACME 360 Podcast Series (ACT)
 - Attack, 102
 - Audacity
 - Amplify Feature, 135*fig*
 - Clips, 115*fig*
 - File Format Tab, 109*fig*
 - using LAME encoder in, 150–151
 - main recording screen, 107*fig*
 - Normalize Filter, 144*fig*
 - Quality Tab, 109*fig*
 - Waveform, 123*fig*
 - Audacity, I/O Tab, 108*fig*
 - Audience factor, 82–83
 - Audio description (storyboard), 89–90
 - Audio interface, 45
 - Audio recording
 - concepts and terms related to, 102–103
 - editing the, 122–140, 141*fig*
 - issues to consider, 101–102
 - mastering the, 140, 142–144*fig*
 - preparing to, 105–106
 - recording levels, 104–105
 - waveform, 103–104*fig*
 - See also* Silences; Sounds
 - Audio recording preparation
 - developing voice technique, 105–106
 - positioning, 105
 - talking to a group versus one person, 106
 - Audio recording software, 115
 - Automatic RSS creators, 159
- ### B
- Baby Boomers, 3
 - “Back to School 2.0,” 14

194 INDEX

- Bidirectional microphones, 36–37*fig*
Billboard (or rundown), 86
Blocking activity
 ACME 360 Podcast Series example of, 86–87*t*
 described, 85
 identifying and blocking show elements, 85–87, 88*fig*
 Media Requirements Checklist tool for, 87, 88*fig*
 See also Storyboard
Blog sites, 153, 154*t*
Blog software, 159
Blurring, 26
Business review team
 assembling, 63–67
 final review by, 144
 function of, 64
 project charter created by, 67–73
 Stakeholder Analysis Matrix tool for, 66e–67
 See also DMADDI phases
- C**
- Cables
 channel insert, 43*fig*
 described, 40–41
 See also Connectors
Capital One, 14
Cardioid unidirectional microphones, 34–36*fig*
Channel insert cable, 43*fig*
Clip After Being Moved, 133*fig*
Clip Before Being Moved, 132*fig*
Clipping, 104
Clips
 Audacity Clips, 115*fig*
 Audacity organizing of, 136
 deleting unwanted, 137
 description of, 114
 editing silence, 130, 132*fig*–133*fig*, 134
 GarageBand organizing of, 136–137, 138*fig*–139*fig*
 organizing the, 134, 136–137, 138*fig*, 139*fig*
 Sound Studio 3 organizing of, 136
Co-host/host factor, 83–84
Compression, 102
Computers
 Mac platform, 29–30, 31, 49
 PC platform, 29–30, 31, 49
Concept (define and measure) phase
 assembling a business review team during, 63–67
 creating project charter during, 67–73
 description of, 54*t*, 59
 DMADDI methodology used for, 55–56, 57*fig*
 major activities taking place during, 64*fig*
 Stakeholder Analysis Matrix tool during, 66e–67
Condenser microphones, 32–33, 34*fig*
Connectors
 FireWire (i.Link or IEEE 1394), 44–45*fig*
 mini plug, 43
 phone jacks, 42*fig*
 RCA (phono connectors), 41*fig*
 UBS, 44*fig*, 45
 XLR, 43*fig*
 See also Cables
Content elements (or segments), 85, 86, 87
Copyright issues
 Creative Commons license, 23
 fair use, 22–23
 government works, 22
 material is not protected by copyright, 21
 music used in podcast and, 84
 public domain material, 21–22
 summary of copyright law, 19–20
 when permission is not required for use, 20–21
Corporate culture factor, 83
Coughs Deleted, 129*fig*
Coughs Highlighted, 128*fig*
Creative Commons license, 23
Crosby, T., 14
- D**
- De-esser, 103
Define/measure phase. *See* Concept (define and measure) phase

- Deleting
 coughs, 129*fig*
 unwanted clips, 137
 unwanted silences and sounds,
 122–126
- Descriptive trademark use, 26
- Develop phase. *See* Production (develop) phase
- Developing and Measuring Training*
 The Six Sigma Way (Islam), 22, 57,
 144
- Digital hybrid, 46
- Dilution, 25–26
- Direct infringement, 25
- Distribution (implement) phase
 description, 54*t*, 61, 147–148,
 149*fig*
 DMADDI methodology used for, 56,
 57*fig*
 preparing podcast for distribution, 148,
 150–152*fig*
 uploading the podcast, 152–160
- Distribution preparation
 converting files to MP3 format, 148,
 150–151
 updating ID3 tags, 151–152*fig*
- DMADDI
 described, 55
 podcast development phases listed,
 55–57*fig*
 project charter sections, 67, 70*e*,
 72–73
 project organization, 57–58*fig*
 See also Business review team
- DMADDI phases
 1. concept (define and measure), 54*t*,
 55–56, 57*fig*, 59, 63–73
 2. pre-production (analyze and define),
 54*t*, 56, 57*fig*, 59–60, 75–97
 3. production (develop), 54*t*, 56,
 57*fig*, 60, 99–118
 4. post-productive (develop), 54*t*, 56,
 57*fig*, 61, 119–145
 5. distribution (implement), 54*t*, 56,
 57*fig*, 61, 147–161
 See also Podcast development
 process
- Downloading podcasts, 147–148*fig*
- “Drexel e-Learning Minute” (podcast),
 14
- Drexel University, 14, 18
- Dynamic microphones, 32, 33*fig*
- Dynamics, 102
- Dynamics compressor, 142
- E**
- Editing
 adding/fading out music, 137, 140,
 141*fig*
 adjusting the silences, 126–130
 deleting, 122–126, 129*fig*, 137
 eliminating unwanted silences and
 sounds, 122–126
 organizing clips, 134, 134–137,
 138*fig*–139*fig*
 overview of, 121–122
 sound levels, 130–134
- Elements
 ACME 360 Podcast blocking out,
 86–87*t*
 recording the audio, 101–103
 types of production, 85–86
- Employees. *See* Workforce
- The End User View (ACME topic list),
 80
- Equilization, 103
- “Everybody’s a CEO” (Otter Group
 podcast), 14
- eWeek* magazine, 6
- Expander, 102
- F**
- Fading music out
 described, 140
 in Sound Studio, 141*fig*
- Fair use, 22–23
- Fast Lane blog, 14
- Fast Lane radio, 14
- Feeder, 159
- Final review process, 144
- FireWire (i.Link or IEEE 1394)
 connector, 44–45*fig*
- Foam pop filters, 38
- Follow up training, 16
- Forrester Research, 12, 161

196 INDEX

G

Gain (volume), 102
GarageBand
 editing silence in, 130, 131*fig*, 132*fig*,
 133*fig*
 music clips and jingles included with,
 116–117*fig*
 organizing clips in, 136–137,
 138*fig*–139*fig*
 screen with tracks, 111*fig*
 waveform in, 126, 127*fig*
 Waveform with Silence screen,
 103–104*fig*
Gate (noise reduction tool), 102
General Motors (GM), 14, 18
Gilroy, K., 13
Government works, 22
Graphics (storyboard), 90
Guardian (newspaper), 5

H

Hammersley, B., 5
Hardware equipment
 cables and connectors, 40–46
 computer, 29–31
 headphones, 38
 headset, 39
 microphones, 31–38
 mixer, 39–40*fig*
 phone patches and digital hybrids, 46
 pop filter, 38, 39*fig*
 setting up the, 47–48
 See also Podcasting; Software
Headphones, 38
Headset, 39
Herbalife, 14
Highlighted Waveform, 124*fig*
Host/co-host factor, 83–84
HTML sites, 153, 154*t*
Hypercardioid microphones, 36, 37*fig*

I

IBM, 13, 18
ID3 tags
 adding album art to, 151–152
 creating, 151, 152*fig*
 updating, 151

IEEE 1394 (FireWire) connectors,
 44–45*fig*
i.Link (FireWire) connector, 44–45*fig*
The Industry Expert View (ACME topic
 list), 81
Industry factor, 83
Interviews
 digital hybrid to record remote, 46
 phone patch for recording phone, 46
 pop filter reducing unwanted sounds
 during, 32–33, 34*fig*
 production to-do list for, 112–114
 to-do list for conducting, 93–94
Islam, K. A., 22
iTunes Music Store (Apple Computer),
 7, 150–151, 152*fig*

J

Jingles
 ACME 360 Podcast Series use of, 116
 recording, 116–118

L

LAME encoder, 150–151
Learning tools
 examples of podcasting as, 13–14
 potential of podcasting as, 15
Legal issues
 copyright, 19–20, 84
 Creative Commons licenses, 23
 fair use of materials, 22–23
 using government works, 22
 material not protected by copyright, 21
 public domain material, 21–22
 publicity rights, 23–24
 trademark law, 24–26
 when permission to use is required,
 20–21
Limiting, 102

M

Mac computer
 podcasting using, 29–30
 requirements for, 31
 software for, 49
The Management View (ACME topic
 list), 81

- Mastering
described, 140
dynamics compressor for, 142
dynamics expander for, 142–143
normalize filter for, 143–144*fig*
- McDonald's, 25
- Measure phase (DMADDI), 56, 57*fig*
- Media Requirements Checklist,
87–88*fig*, 99, 101
- Microphones
cost considerations, 37–38
importance of, 31–32
pickup pattern considerations,
33–37*fig*
pop filter for, 38, 39*fig*
recording positioning from, 105
sound wave capture considerations,
32–33*fig*
XLR connector between mixers and,
43*fig*
- Millennials, 4
- Mini plug, 43
- Mixers
cable connecting effects processors to,
43
described, 39–40*fig*
XLR connector between microphones
and, 43*fig*
- MP3 format
converting podcast file to, 148,
150–151
expected household adoption of, 13,
161
podcast distribution through, 6
- MPEG-1 Audio Layer 3 (MP3) format,
150
- Music
adding, 137, 140
copyright issues of, 84
fading out, 140, 141*fig*
recording jingles and, 116–118
- N**
- Narration description (storyboard),
89–90
- “Negotiating Tip of the Week” (Harvard
podcast series), 13–14
- NoDerivatives license, 23
- Nominative trademark use, 26
- NonCommerical license, 23
- Normalizer, 103
- Notes (storyboard), 90
- O**
- Omnidirectional microphones, 34
- On-screen text section (storyboard), 90
- OS X operating system, 30, 31
- Otter Group, 13, 14
- P**
- Pal's Restaurants, 14
- Participation request letter (ATC), 68*e*
- PC computer
podcasting using, 29–30
requirements for, 31
software for, 49
- “Personal Learning Network,” 14
- Phone Jacks, 42*fig*
- Phone patch, 46
- Pickup patterns
bidirectional microphones, 36–37*fig*
omnidirectional microphones, 34
three options for, 33
unidirectional microphones, 34–36,
37*fig*
- Podcast development process
instructional approach to, 54–58*fig*
phases and tasks of, 53–54*t*, 58–61
See also DMADDI phases
- Podcast formats
design factors to consider, 82–84
putting things together, 84–85
selecting and developing the, 81–82
See also ACME 360 Podcast Series
(ACT)
- Podcast instructional approach
DMADDI project organization,
57–58*fig*
DMADDI Six Sigma methodology,
54–57*fig*
- Podcast recording
Audacity Clips, 115*fig*
Audacity Main Recording Screen,
107*fig*
music and jingles, 116–118

198 INDEX

- Podcast recording (*Continued*)
 - recording voices, 112–115
 - setting up for, 106
 - software for, 107–112, 115
- Podcast software setup
 - Audacity File Format Tab, 109*fig*
 - Audacity I/O Tab, 108*fig*
 - Audacity's Quality Tab, 109*fig*
 - steps in, 107–108
 - understanding how tracks work, 110–112
- "Podcasting: An Enterprise Hit" (*eWeek* magazine), 6
- Podcasting
 - described, 5
 - future trends on, 160–161
 - history of, 6–7
 - how it works, 7–8
 - legal issues related to, 19–27
 - training application of, 11–18
 - See also* Hardware equipment; Software
- Podcasts
 - attractive characteristics of, 5–6
 - definition of, 5
 - downloading, 147–148*fig*
 - increasing training use of, 12–15
 - pitfalls of training with, 18
 - preparing for distribution, 148, 150–152*fig*
 - RSS format used by, 8
 - as solution to workforce needs, 8–9
 - uploading the, 152–160
 - video, 116–118
- Pop filters, 38, 39*fig*
- Positioning, 105
- Post-productive (develop) phase
 - description of, 54*t*, 61, 119–121
 - DMADDI methodology used for, 56, 57*fig*
 - editing process during, 121–140
 - final review during, 144
 - optimizing the podcast during, 140, 142–144*fig*
- Pre-production (analyze and define) phase
 - affinity diagram completed during, 78*fig*–79
 - assembling or acquiring resources during, 92–95
 - block out the show activity during, 85–88*fig*
 - choose topics activity of, 76, 78–81
 - choosing podcast format during, 81–85
 - creating a schedule during, 95
 - description of, 54*t*, 59–60, 75–76
 - developing storyboard during, 88
 - developing the script during, 91–92*t*
 - DMADDI methodology used for, 56, 57*fig*
 - major activities listed, 75–76, 77*fig*
 - Media Requirements Checklist tool for, 87, 88*fig*
 - rehearsals during, 96
 - storyboard creation, 88–91
- Production (develop) phase
 - description of, 54*t*, 60, 99, 100*fig*
 - DMADDI methodology used for, 56, 57*fig*
 - Media Requirements Checklist used for, 99, 101
 - music and jingles recording, 116–118
 - recording a podcast, 106–118
 - recording the audio elements, 101–106
 - setting up the production environment, 101
 - to-do list for interviews, 112–114
 - video podcasts, 116–118
- ProfCast, 91
- Professional voice-over, 94–95
- Program on Negotiation (Harvard University), 13
- Project charter
 - ATC (ACME Technology Company) example of, 67, 69, 70*e*, 71
 - components of, 69, 71–72
 - description and functions of, 67–69
 - DMADDI example of, 67, 70*e*, 72–73
 - SMART evaluation of, 72
 - validating the, 72–73
- Project information (storyboard), 89
- Proximity effect, 35
- Public domain material, 21–22
- Publicity rights, 23–24

R

RAM (Read-Only Memory), 30, 31
RCA (phono) connectors, 41*fig*
Recording
 music and jingles, 116–118
 software used for, 107–112, 115
 voices, 112–115
Rehearsals, 96
Reinforce training, 15
Resources assembly
 process of, 92–93
 professional voice-over talent decision
 during, 94–95
 to-do list for conducting interviews,
 93–94
RMS normalizer, 103
RSS (Really Simple Syndication) feed
 advantages of, 9
 channel providing information about,
 154–155
 described, 8, 153–154
 items of channel, 155
 manually creating, 156–158
 sample text of, 155–156
 tools for creating, 159–160
Rundown (or billboard), 86

S

Schedule creation, 95
Screen label (storyboard), 89
Scripts
 ACME 360 podcast sample,
 92*t*
 developing, 91–92
Segments (or content elements), 85, 86,
 87
ShareAlike license, 23
Shield-style pop filter, 38, 39*fig*
Silence Deleted, 125*fig*
Silences
 adjusting the, 126–130
 editing in GarageBand, 130, 131*fig*,
 132*fig*, 133*fig*
 editing levels of, 130, 134, 135*fig*
 eliminating unwanted sounds and,
 122–126
 See also Audio recording; Sounds

Six Sigma

 described, 54–55
 DMADDI application of, 54–57*fig*
SMART project charter evaluation, 72
Software
 audio recording, 115
 blog, 159
 encoding for podcast distribution,
 150–151
 podcast applications of, 48
 selecting the right, 48–49
 setting up for podcast recording,
 107–112
 See also Hardware equipment;
 Podcasting
Sound cards, 45–46
Sound engineer, 106
Sound Studio 3
 fading out music in, 141*fig*
 organizing of clips, 136
Sound wave capture
 by condenser microphones, 32–33,
 34*fig*
 by dynamic microphones, 32, 33*fig*
Sounds
 digital hybrid to record from remote
 location, 46
 editing out the unwanted, 122–126
 editing the levels of, 130–134
 microphones for capturing, 31–38
 monitoring during podcast recording,
 47–48
 phone patch for recording from phone
 line, 46
 pop filter to reducing popping/hissing,
 38, 39*fig*
 See also Audio recording; Silences;
 Volume
Stakeholder Analysis Matrix, 66e–67
Stand-alone RSS applications, 159–160
Storyboard
 developing a, 88
 elements of the, 89–90
 how to create the, 90–91
 See also Blocking activity
Subject matter expert (SME), 104
Supplement training, 16
Sweeny, R., 4

200 INDEX

T

- Tarnishment, 25–26
- Teaser element, 86
- The Technical View (ACME topic list), 81
- Tests/examinations, podcasts to help prepare for, 16
- “A 360-Degree View of the ACME Growth Product,” 86
- Topic selection
 - ATC approach to, 79–81
 - example of topic lists of, 80–81
 - pre-production phase activity of, 76, 78–81
- Total Quality Management (TQM), 55
- Tracks
 - GarageBand with Tracks, 111*fig*
 - using multi-track tool, 110–112
 - normalizing, 143–144*fig*
 - post-production organizing of, 134, 136
 - understanding concept of, 110
- Trademark law
 - described, 24–25
 - on dilution, 25–26
 - on direct infringement, 25
- Training
 - benefits of using podcasting for, 11, 12
 - goals achieved through podcasting for, 15–16
 - increasing use of podcasts for, 12–15
 - pitfalls of using podcasts for, 18
 - podcast replacing content-only portions of, 16
 - Training Options Chart for, 17*t*
 - See also* Workforce
- Training Options Chart, 17*t*
- Transition elements, 85

U

- Unidirectional microphones
 - cardioid type of, 34–36*fig*
 - hypercardioid type of, 36, 37*fig*
 - pickup patterns of, 34
- Uploading podcasts
 - HTML sites versus blog sites, 153, 154*t*
 - issues to consider for, 152–153
 - manually creating RSS feeds for, 156–158

- using RSS feeds for, 153–1156
- tools for creating RSS feed for, 159–160
- U.S. Census, 3
- U.S. government works, 22
- USB (Universal Serial Bus) connectors, 44*fig*, 45

V

- Video podcasts
 - production elements of, 116–117
 - tips for shooting, 117–118
- Voice technique, 105–106
- Voice-over, 94–95
- Volume
 - definition of gain and, 102
 - dynamics compressor to reduce differences in, 142
 - dynamics expander to increase differences in, 142–143
 - editing levels of sounds, 130–134
 - normalize filter applied to, 143–144*fig*
 - See also* Sounds

W

- Waveform
 - described, 103
 - with silence, 103–104*fig*
- Web sites
 - downloading podcast to, 147–148*fig*
 - Feeder, 159
 - Forrester Research, 12, 161
 - podcast placed on, 8
 - ProfCast, 91
 - uploading to HTML versus blog, 153, 154*t*
- Weiss, J., 13
- Wikipedia, 5
- Workforce
 - changing nature of, 3
 - meeting the needs of the, 3–5
 - podcasts as solution to needs of, 8–9
 - See also* Training

X

- XLR connectors, 43*fig*
- XML files, 159, 160
- XML logo, 158