Podcasting
for Educators

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Resources: http://region12podcasting.wikispaces.com

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Podcasting for Educators

Agenda

Morning

Finding Podcasts

Subscribing to Podcasts

Listening to Podcasts

Lunch

Afternoon

Creating a Podcast

Publishing a Podcast

Podcasting Activity

Overview

Together the class will create a podcast. Each person/group will publish one episode. The name of the Podcast will be *Saving Our Environment*. Episodes may be created using Audacity on a PC or Garage Band on a Macintosh. Audacity is a free software program available for download from the web. Garage Band is included with the purchase of iLife for a Macintosh. Each person/group will select one of the following topics from *The Global Warming Survival Guide* published on the Time Magazine website to create an episode. The episode will consist of a very short summary of the article followed by your opinion of the idea. Upon completion, each person/group will upload the episode to the server and listen to it online.

Topics:

Introduction

1. Turn Food into Fuel
2. Get Blueprints For a Green House
3. Change Your Lightbulbs
4. Light Up Your City
5. Pay The Carbon Tax
6. Ditch the Mansion
7. Hang Up a Clothes Line
8. Give New Life to Your Old Fleece
9. Buy a Skyscraper
10. Turn up the Geothermal Heat
11. Take Another Look at Vintage Clothes
12. Capture the Carbon
13. Let Employees Work Close to Home
14. Ride the Bus
15. Move to a High Rise
16. Pay Your Bills Online
17. Open a Window
18. Ask the Experts For An Energy Audit
19. Buy Green Power, At Home or Away
20. Check the Label
21. Cozy Up to Your Water Heater
22. Skip the Steak
23. Copy California
24. Just Say No to Plastic Bags
25. Support your local farmer
26. Plant a bamboo fence
27. Straighten up and fly right
28. Have a green wedding
29. Remove the tie
30. Shut off your computer
31. Wear green eye shadow
32. Kill the Lights At Quitting Time
33. Rearrange the Heavens and the Earth
34. Rake in the Fall Colors
35. End the Paper Chase
36. Play the Market
37. Think Outside the Packaging
38. Trade Carbon for Capital
39. Make Your Garden Grow
40. Get a Carbon Budget
41. Fill'er Up With Passengers
42. Pay For Your Carbon Sins
43. Move to London's New Green Zone
44. Check Your Tires
45. Make One Right Turn After Another
46. Plant a Tree in the Tropics
47. If You Must Burn Coal, Do it Right
48. Drive Green on the Scenic Route
49. Set a Higher Standard
50. Consume Less, Share More, Live Simply
51. Be aggressive about passive

Getting Started

1. Direct your web browser to http://www.time.com/time/specials/2007/environment/
2. Click on the link entitled: **51 Things We Can Do to Save the Environment**
3. Click on **View All**
4. Sign up for the topic of your choice on the Workshop Teacher's paper sign-up sheet
5. Click on your topic on the Time Magazine web site
6. Use the Podcast Storyboard Template (at the back of this handout) to plan your podcast episode. Your episode will follow this introduction that is already posted on the Region 12 *Saving Our Environment* podcast located at http://region12pod.podomatic.com.

   This is Lisa McCray coming to you from ESC Region 12 in Waco, Texas, and it is time for *Saving Our Environment*. [Bumper music] This podcast features participants from the Podcasting for Educators Workshop at ESC Region 12 in Waco reviewing some of the best ideas from The Global Warming Survival Guide published online by Time Magazine. Thanks for joining us for these informative episodes. [Outro Music]

7. As you fill in the storyboard template, include a short summary of your article in the content section. After the summary, add your opinion. Would this be easy to do? Give us your take on it.
8. If time allows add music to the storyboard from the samples provided on the Podcasting Workshop CD.

Recording and Publishing a Podcast with Audacity 1.3.11

Written by Jake Ludington (With modifications added for Audacity 1.3.11 & Windows 7 by Lisa McCray)
http://www.jakeludington.com/podcasting/20050222_recording_a_podcast.html

Recording voice audio can be a complicated process, but it doesn't need to be. I'm getting frequent questions about how to record a podcast and ultimately share the end result with people. Ideally, you want to invest in some audio recording gear to make your podcast sound good, but to get started, you don't need anything fancy.

Required Tools:

An application to record your podcast: Audacity

Audacity is a great application. It's free. It works for Windows, Mac and Linux users, and it offers a solid compliment of editing features. In addition, it outputs MP3 format audio for distributing your podcast.

1. **Download and install Audacity** from http://audacity.sourceforge.net .
2. **You also need to download a copy of the LAME MP3 encoder** which is available at the same web location as Audacity. Adding LAME to Audacity allows you to save your podcast as an MP3 file instead of uncompressed WAV format audio or OGG.
   - To add LAME support to Audacity first download the latest stable version of the LAME codec and unzip the files to a folder on your hard drive. For simplicity, putting the files in a folder like C:\LAME makes them easy to find.
   - We will connect this file to Audacity in the Preparing to Record section of this guide.

A microphone
If your PC came with a Creative or Labtec microphone, start with that. Ultimately getting a good microphone should be the first upgrade on your list, but start out with something cheap to be sure you plan to stick with podcasting before investing a ton of money. If you don't own a microphone at all, there are several cheap solutions available from the local computer store for under $15 compatible with any platform.

Headphones
Headphones are important because you need to monitor the levels of your recording but you don't want to have the sound coming from a set of speakers being recorded by the microphone. Ideally, using headphones that cover your ears will do the best job of isolating sound in your recording from other audio distractions, but the ear bud headphones that came with your portable music player will work just fine.

A noise-canceling headset can be substituted for the microphone and headphones with better results.

Before You Record

There are a few steps required in setting up to record a podcast.

1. Connect the microphone to the microphone-in connection on your PC.

2. Connect your headphones to the stereo line out or headphone jack. This is often the same jack.

Note: A USB headset with microphone like those made by Altec Lancing or LogiTech enables you to record without using a separate headphone and microphone.

Configure the microphone as your recording and playback device

1. **Right-click on the speaker icon** in the task bar and choose **Recording devices**

2. With the **Recording tab** selected, set your **Headset Microphone** to the default device.

3. Click on the **Playback tab** and set your **Headset Microphone** to the default device.

4. Click **OK**.

5. **Right-click on the speaker icon** in the task bar and choose **Open Volume Mixer**

6. **Drag the slider** to set the sound level for the headset earphone and then **close** the window.

Preparing to Record

1. **Open Audacity** and then open the preferences from **Edit ➜ Preferences**

2. Click on **Devices** in the list on the left.

    a. Verify your sound card is selected as the device for both playback and recording and your microphone is selected as well.
    b. In the channels dropdown box under Recording choose 1 (Mono). Unless you've got two microphones, stereo simply doubles the same track, making the file size bigger.
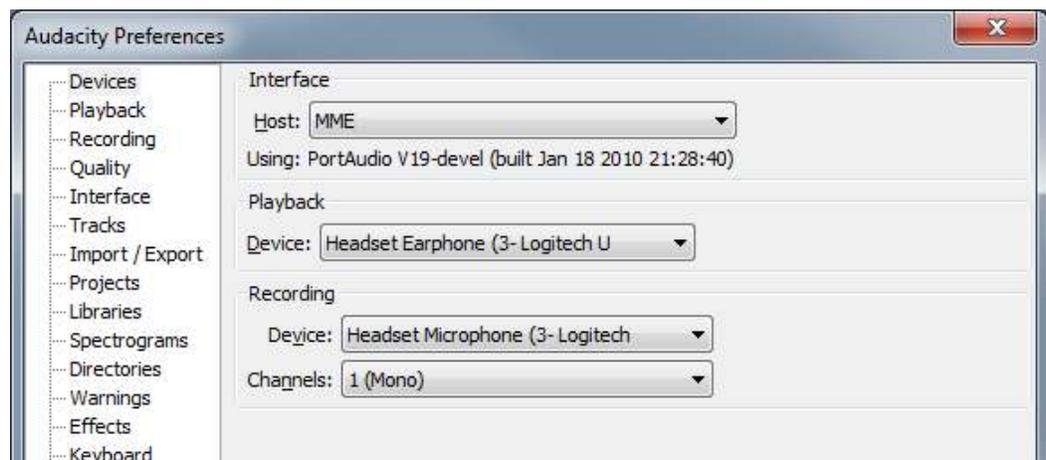
3. Click on **Quality** in the list on the left.

    a. Choose **44,100 Hz** as the **Default Sample Rate**

    b. Choose **16-bit** as the **Default Sample Format**.

       If you're just recording voice, anything higher than 44.1KHz and 16-bit sampling is overkill for most noncommercial purposes. If music factors heavily into your podcast, however, consider higher rates, but keep in mind the resulting file will be larger.
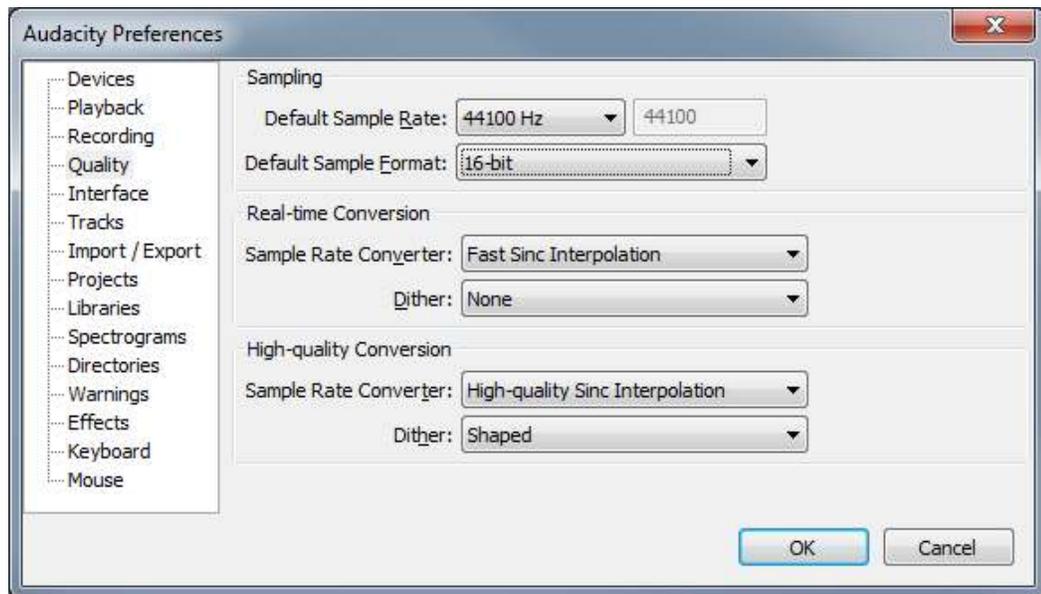

4. Click on **Interface** in the list on the left.

    c. Choose **96 dB (PCM range of 16 bit samples)** as the **Default Sample Rate**
       Some recommend **60 dB** for talk only, **96 dB** for talk with some music, and **120 dB** for mostly music.

5. Click on **Projects** in the list on the left.

    d. To avoid accidentally overwriting your audio files, select **Always copy all audio into project (safest)**

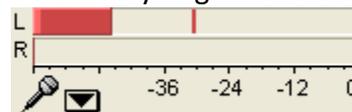6. Click on **Libraries** in the list on the left.

    e. Click on the **Locate** button beside MP3Library
    f. Click on the **Browse** button.
    g. Navigate to the **lame_enc.dll** and **double-click** on it to select it.
    h. **Click OK.**
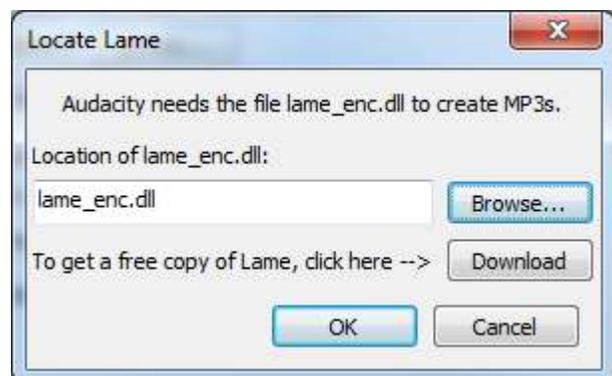
Recording

1. Have your Script ready.
2. **Click on the microphone icon** on the Audacity Meter Toolbar to turn on monitoring. You should see a red level indicator moving slightly as it picks up room noise.
3. **Talk into the microphone** and make adjustments to the volume until you get a level that bounces close to the top of the right edge without ever turning the far right solid red (which indicates you are clipping the audio). Once the level is adjusted, you're ready to record.
4. Push the **record button** and start talking. When you finish recording press the stop button.
5. The Choose **File ➜ Save Project**. Saving is important so you don't lose your recording.
6. Navigate to the location in which you wish to save your project.
7. **Enter a name** for the recording and click **Save.**
8. To import sound effects or music, choose **File ➜ Import ➜ Audio** or you can drag and drop the file into the Audacity window. Make sure the sounds/music you import is podsafe (can be legally used in a podcast and freely distributed online for others to download).

   To download free music loops go to:

   http://www.flashkit.com/loops   http://freesound.iua.upf.edu/index.php

   http://royaltyfreemusic.com   http://partnersinrhyme.com/

   http://macaudioguy.com   http://www.findsounds.com/types.html
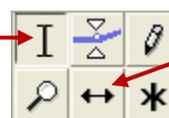
9. Navigate to your **sound file**, **click on it** and click **Open**. The file will be imported into a new track in Audacity.
10. At this point, it's time to edit the audio file and save it as an mp3 file for distribution as your first podcast.

Selection Tool ⟶   ⟵ Time Shift Tool

Editing

1. To **move a track of music**, click on the **Time Shift Tool** in the toolbar at the top of the screen. Then press and drag the music.
2. To make the sound fade in or out, click on the Selection Tool. **Press and drag to highlight** the **section of the sound** you would like to have fade and choose **Effect ➜ Fade In** or **Effect ➜ Fade Out**.
3. If you need to delete a section of an audio file, click on the Selection Tool. **Press and drag to highlight** the section of the track and press the **Delete** key on your keyboard.

4. To adjust the volume of an entire track, **press and drag the Gain slider** in the navigation menu located to the left of the track.

5. To adjust the volume of a section of the recording, press and drag to highlight it. Then choose **Effect ➔ Amplify**. Drag the Amplification slider to raise or lower the volume and then click **OK**.

6. To silence a section of the recording, press and drag to select the section and then choose **Generate ➔ Silence**.
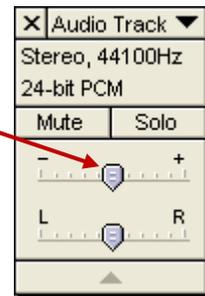
Optional:

7. To bring all your audio tracks up to the same level, you need to normalize them. Select the low audio you want to amplify, and then choose **Effect ➔ Amplify.** Drag the Amplification slider to raise or lower the volume and click OK.

8. Then select all the music and choose **Effect ➔ Normalize** and **click OK.**

Preparing for Publishing

1. Choose **File ➔ Export**.
2. Make sure **MP3 Files** is selected as the file type.
3. Navigate out to where you want to save the file and click **Save**.
4. Edit in the ID3 tags (Metadata) for the MP3 file.
   a. For the **Artist**, put **your name**.
   b. For the **Track Title**, put the **Episode #** and **name** of the podcast. Example: Episode #16, Pay Your Bills Online
   c. For the **Album Title**, put the **name of the podcast** (*Saving Our Environment*).
   d. For the **Track Number**, put the **Episode #**
   e. For the **Genre**, put **Podcast**.
   f. For **Comments**, put a **reduced version of the show notes**.
   g. Click **OK**.
5. Navigate out to the file you just saved and double-click on it to open it in Windows Media Player. Notice the title you added in the ID3 tags shows.

*You want to be sure that any listener can look at the information from their media player or on their iPod and know what your podcast is and where it came from. ID3 tags are used for this.

*Most music players, like Windows Media Player have built in tag editing. I personally like the shell extension AudioShell for editing MP3 files because I can right-click the file and quickly edit the Title, Artist, Album, Genre, Year and add comments about the file.

AudioShell is available for download at
http://www.topdrawerdownloads.com/download/104066.

6. **To edit ID3 tags using AudioShell:**
   a. Navigate out to the **mp3 file**.
   b. **Right-click** on it and choose **Properties**.
   c. Click on the **Details** tab.
   d. Click inside any box that needs to be edited and make the changes as needed.
   e. Click **OK** to close the Properties window.

   Optional: **To edit ID3 tags in iTunes:**
   a. **Import** the file into **iTunes**.
   b. Click on **Music** in the list of libraries in iTunes.
   c. **Right-click** on the file you just imported and **choose Get Info**.
   d. **Click** on the **Info tab** and fill in the data.
   e. It's important to use your tags properly so someone listening to the MP3 can immediately see what they're listening to and where they got it.

7. **To create & add cover art**
   a. Create an image file 300 x 300 to serve as your cover art for the podcast file. Use the directions provided by Tony Vincent on pages 22-23 in his **Podcasting for Teachers & Students booklet** available online at http://learninginhand.com/podcasting-booklet
   b. Navigate out to your **mp3 file** in the **Music** Library in iTunes.
   c. **Right-click** on it and choose **Get Info**.
   d. Click on the **Artwork** tab.
   e. Click on **Add.**
   f. Navigate out to the cover art file and double-click on it.
   g. Click **OK** to close the Properties window.

Publishing Your Episode Using PodOmatic

Publishing your podcast will vary slightly depending on which tools you use for blogging and where you host your audio files. At the most basic level you need enough storage space to host the podcast audio file, enough bandwidth to support the subscribers to your podcast, and an RSS 2.0 feed for people to subscribe to.

PodOMatic is a free online service that hosts your audio files and creates and hosts your podcast's website and RSS feed. In a few easy steps, you can have your podcast online and ready for listening in iTunes. PodOMatic gives a podcaster 500 MB of storage and 15 GB of bandwidth per month for free. PodOMatic keeps track of statistics so you can know how many times your podcast has been downloaded. Unfortunately, the free version of PodOMatic places ads on the website it hosts for your podcast. PodOMatic Pro accounts are free of advertisements and cost $8 per month. Upgrading to the Pro version gives a podcaster 2 GB of storage and 100 GB of bandwidth.

Logging In to PodOmatic

1. Go to http://www.podomatic.com
2. Click **Log In** (top right-hand corner)
3. Enter Username: **region12pod**
   Password: **region12pod**
4. Click **Login**
5. Once you are logged into the home page or profile page (it should say "Region 12 Podcasting" at the top.)

Adding the audio file

1. Click on the **My Podcast** button in the menu bar and select **Post an Episode**
2. Write a **title and description** for your podcast. Be sure to include your name as podcast creator in the description.
3. Click **Save & Continue**.
4. Select **Upload a file**
5. In the pop-up window that appears, click on the button entitled: **Select some files (Max 350 MB)**.
6. Navigate to your MP3 file, and **double-click** on it to automatically upload it to the Media Library. When the upload is complete, **close** the Podomatic Uploader window.
7. Click on **Select from your Media Library.**
8. Select your media file from the list.
9. Click **Save & Continue**.

Adding Artwork

1. The **Photo** page opens.
2. Click on **Upload a photo** (200 x 200 recommended) and then click on **Browse**.
3. Navigate to the image you want for your episode and double-click on it.
4. Click **Save & Continue**.

Adding ID tags

1. The **Tags** page opens.
2. **Add tags** to help people find your podcast. Suggested tags are listed on the page.
3. Click on the radio button just to the left of **Select 'Clean' if your episode contains no explicit language or adult content**.
4. Click **Save & Continue**.

Reviewing and Publishing

1. Review the information for your podcast.
2. Click **Save & Continue**.
3. Click on any of the links on the Promote page as needed.
4. To review posted episodes, go to http://region12pod.podomatic.com
5. To manage the podcast, click on the **My Podcast** button in the menu bar and then click on **Manage Podcast**. Login in if prompted.
6. Click on **Edit** to the right of the podcast episode to edit it.
7. Make changes as needed. Make sure you click **Save and Continue** on any screens where you make changes.
8. Click on the **My Podcast** button in the menu bar to return to the Management page.
9. In the **Promotional Tools** section, click on **Directories** to access your RSS URL.
10. Click on the **My Podcast** button in the menu bar to return to the Management page.
11. In the **Promotional Tools** section, click on **Podcasting Tips & Tricks** to get information on how to make your episode and future podcasts even better.
12. Click on the **My Podcast** button in the menu bar and then on **Manage Podcast** and then on **My Podcast Page** to view the all the episodes published for this podcast.

Podcast Storyboard

Work with a partner to record a podcast in the Audacity program to review the topic you selected for the Surviving Global Warming podcast episode from The Global Warming Survival Guide available online at http://www.time.com/time/specials/2007/environment/. Make sure both you and your partner's voices are recorded. Come up with an Episode Title.

Podcast (Program Name)	
Name (Episode Title)	
Artist (Your Names)	
Album Artist	
Composer (Music)	

Intro *Program Name, Short Description, Location*	**Music**
	Intro music: Music Loop #
Teaser/Overview *Host names and what this episode is about*	
	Bumper music: Music Loop #
Content *Script of this episode*	
	Bumper music: Music Loop #
Outro *Thanks, Goodbye*	
	Closing music: Music Loop #

Podcast Storyboard Sample

Work with a partner to record a podcast in the Audacity program to review the topic you selected for the Surviving Global Warming podcast episode from The Global Warming Survival Guide available online at http://www.time.com/time/specials/2007/environment/ . Make sure both you and your partner's voices are recorded. Come up with an Episode Title.

Podcast (Program Name)	Saving Our Environment
Name (Episode Title)	Wear Green Eye Shadow
Artist (Your Names)	Lisa McCray
Album Artist	Caroline Sayre
Composer (Music)	Royalty Free Music Loops

Intro *Program Name, Short Description, Location*	**Music**
Welcome to *Wear Green Eye Shadow in Review*. This episode was created for the Saving Our Environment Podcast during the Podcasting for Educators Workshop at ESC Region 12 in Waco, Texas in June 2008.	Intro music: Music Loop # 64
Teaser/Overview *Host names and what this episode is about*	
This is Lisa McCray and I'm going to review the strategy of using eco-friendly make-up to help save the environment. You have got to hear it to believe it!	Bumper music: Music Loop # 23
Content *Script of this episode*	
According to Carolyn Sayre in The Global Warming Survival Guide, bright green may not be in this season, but eco-friendly makeup has trend written all over it. In February, Cargo Cosmetics launched PlantLove, a botanical lipstick packaged in a 100% biodegradable tube made of polylactic acid—a corn-based renewable resource. When the tube is empty, plant it in the ground, and it sprouts flowers. The product represents only a sliver of the $50 billion industry in the U.S., but it's growing fast. The market for organic personal-care products will increase more than 8% this year. This is a very interesting concept. Who would have ever believed that our makeup could have other value after it is all used up. While I don't see this concept taking off like a rocket, I think there will be some environment conscious people who will give this a try.	Bumper music: Music Loop # 23
Outro *Thanks, Goodbye*	
Thanks for joining me for this first episode of Saving the Environment Podcast.	Closing music: Music Loop # 64