

## Creating Enhanced Podcasts

Spring 2007

Software applications that were used to create the MMC podcasts include:



**Keynote** or **Powerpoint** to create images that have a uniform background and appearance.



**Garage Band** and **iTunes** for sound editing and file conversion.



**Feeder** is used to create the XML based feed that users can use to subscribe to podcasts.

### Design Sequence

- Prepare a script.
- Prepare the images.
- Set up the hardware and test the system/software preferences.
- Open GarageBand and choose Podcast.
- Edit the voice track, then add in music and chapters.
- Create the RSS feed.



## Part One: Preparing to Create the Podcast

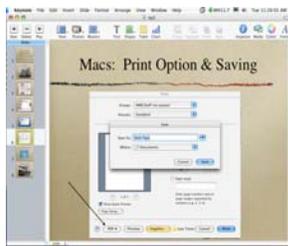
The first step in creating an enhanced podcast is to determine what you are trying to accomplish. Is it a tour, training session, general information, or a series of podcasts on a certain subject? This will determine the length of the podcast, what images you will need, and the music for the background.

Once you've decided on what type of enhanced podcast you wish to create, the second choice is whether or not to prepare and read from a script, or just improvise and record from some notes. The other important factor here is to consider who will be recording the podcast. You don't want it to sound like someone is read-

ing from a script like a robot. On the other hand, many podcasts sound like it's amateur hour at the local junior high school when a script isn't followed. Try to find someone who can read a script or from notes, but is able to use inflection in their voice. This will make a huge difference in the quality of your podcast.

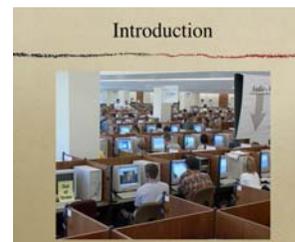
## Part Two: Preparing the Images

Each chapter or segment in an enhanced podcast can have an image attached to it that will be displayed during the audio playback. For consistency, it's best to have all



of your images displayed on a similar background. Using Keynote or Powerpoint, create a slideshow for your podcast using images and text. When finished, export the slides out as images into a separate

folder. These images will now be used when creating the chapters for the podcast.



## Part Three: Recording the Podcast

There are a large number of sound editing programs available for use, but for our podcasts we use Garage Band, which is easy to use and can be picked up quickly for first time sound editing. First, you must change the preferences on

both your System and in Garage Band to use whichever type of input device, or microphone, that you will be using.

When GarageBand first starts, choose Podcast from the list of options. Next, you need to eliminate the tracks that the program starts with and replace them with a New Basic Track. You can then choose Vocals, and then choose which type of

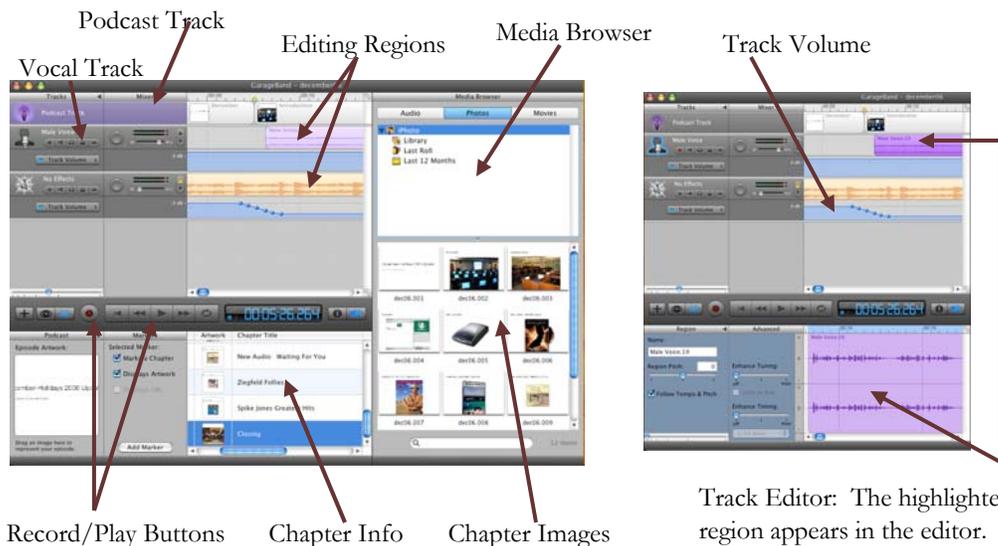
vocal you will be recording. To begin recording the podcast, press the red button. It's a good idea to try a few practice segments before recording the podcast to check your settings and volume.



**Sound Editing Hints**

- Make sure that your music soundtrack eases in and out of your transition points such as the intro, closing, and chapter intervals.
- Add some more reverb and echo to the voice track by clicking on the voice track, then Apple+I for a menu of track editing options.

*Part Four: GarageBand Overview*



For additional information or to view an enhanced podcast visit:  
[www.scl.utah.edu/podcast/podcast.html](http://www.scl.utah.edu/podcast/podcast.html)



**Enhanced Podcast Software**

Besides GarageBand 3, there are several other software applications that can create enhanced podcasts such as:

- Podcast Maker**
- Windows Media Encoder**
- Podcast AV**
- ePodcast Producer**

Besides Feeder, there are a number of programs that will create RSS feeds for the web. These include:

- FeedForAll**
- Radio UserLand**
- Tristana Writer**
- MyRSSCreator**
- ListGarden**

*Part Five: Editing & Converting the Audio*

Once you've recorded the speaking part of the podcast it will need to be edited. Any mispronunciation, periods of silence, restarts, etc. . . . , will need to be either edited out or re-recorded. Garage Band allows for easy sound editing, especially if you've never worked with audio software before.

Next, you will need to add a music soundtrack. Drag any

MP3, AAC, MP4, etc. . . . , track to the Garage Band screen and it will open up as a second track under your voice track. Then, by positioning the volume markers you can adjust the volume for the introduction, closing, and for in between chapters.

On the podcast track you can drag in images from the Media Browser to create the chapters.

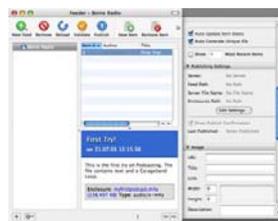
Finally, you can export your finished podcast directly to iTunes.



*Part Six: Creating the RSS Feed*

Setting up your first RSS feed can be difficult. Once it is set up, however, additional "episodes", if you're creating a series, can easily be added.

First, you must hit the New Feed icon at the top of the program. What follows are a series of dialog boxes that will ask for the Feed title, link to



the XML file, and descriptions. There are multiple dialog boxes that will present you with

a list of options for publishing, syncing with iTunes, images, and more.

Once the feed is ready you can use the Validate feature to

check and see if the file is accessible by RSS readers. Once it's checked you can then hit the Publish icon and the RSS feed will be created.

There are many RSS readers available and all of them have different methods of handling enclosures such as enhanced podcasts, so it's a good idea to check out your feed in several of them for problems.