



Ep. #008 & #009, Podcasting: The Greatest Way To Provide Media
Turning your media into a Podcast



Step-by-Step eTutorial

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PART I

Introduction to Podcasting & Setting up Your Podcast Feed

1. Getting Ready for Podcasting:

Conceptually:

There are many books, blogs and podcasts on the subject of creating valuable, popular and successful web-content. The web marketing fundamental, Content is king, applies to podcasts as well, but there is one critical element to optimizing content unique to Podcasting:

{SUCCESSFUL PODCASTS MUST HAVE LOYAL FANS AS OPPOSED PASSIVE VIEWERSHIP}

Successful podcast content tends to be more than passively entertaining viral videos or memes, it must possess the quality of a series; content that creates retention and loyalty. When I think of podcasting, whether audio or video, I think of a television series or radio show that packs a lot of value and entertainment into a small amount of time.

Technically:

While a podcast can be viewed/listened to on a number of "Podcast Clients" [[Click here for a list of Podcast Clients](#)], the technical specifications provided by Apple for their iTunes Podcast Client, can be considered the standard of measure. This is due in part to a combination of iTunes' popularity and that the formatting specifications apply pretty widely.

[[Click here for Apple's Podcast Resource explaining the technical specifications and requirements of podcasting media content](#)]

This Video Revolution eTutorial is meant to be the easiest and simplest way to create and maintain a Podcast including podcasting for iTunes. Because a lot of the techniques I will be sharing will eliminate/automate many of the steps iTunes includes, please refer to the iTunes Podcast Resource for a deeper understanding of the technicalities of Podcasting.

To stay up to date and receive tips about Podcasting, follow TVR on Twitter: [@TheVideoRevolution](#) or [Subscribe to our Podcast](#).

2. Getting Your Content Cyberized

“Cyberized” is a word I just made up to describe a very simple concept: In order for a Podcast Client to provide your content to a subscriber, your content must be available for that client to grab within a feed. A podcast client essentially is given an address (This address will from here on out be referred to as your FEED) of where to find your Podcast content. When it gets to that address, the client “rings the doorbell” or PINGS the feed. When pinged, the feed automatically provides the client with the most recent content along with all the necessary information (title, keywords, description, picture, etc.). Now the client is able to provide that feeds episodic content to the subscriber in a chronologically organized list of “episodes” that is updated automatically whenever the client pings the feed (the amount of times a feed gets ping can be set by the user).

There are a couple of options when it comes to creating a feed. You could create a feed from scratch, (which requires code and a lot of technical knowledge) OR you can create a blog.

For the sake of this tutorial being based in ease and simplicity, we will go with the latter option.

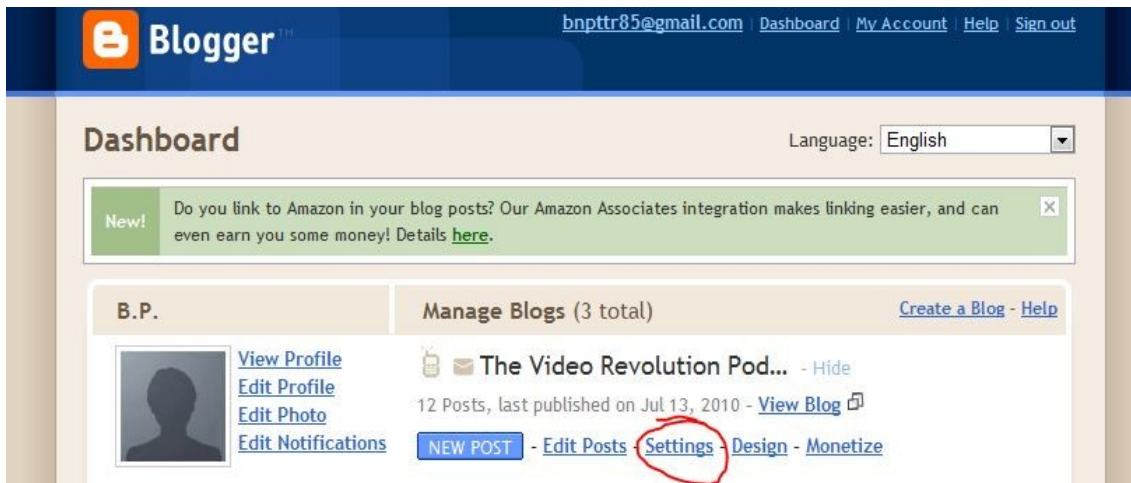
3. Setting Up Your Blog & Setting Up Your Feed:

Setting up your Blog:

There are a number of blog services out there that all offer different pros and cons to creating a feed for podcasting. I prefer [Blogger](#) because they make it the easiest. Blogger is Google’s incredibly easy to use and free blogging service.

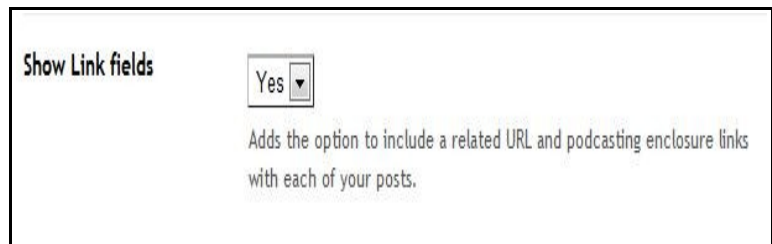
1. Simply go to [Blogger](#) to get started.
2. Register for Blogger like you would any other web-site.

3. Name the blog you create the same as your podcast.
4. When you have set-up your new blog (and what will soon be your podcasts feed) you should see it in your “Dashboard”. Now we need to make some adjustments to our blog’s settings.
5. Underneath your blog’s title you will need to click “settings” to get into your blog control panel:



6. Once in your blogs’ settings you will need to click the “Formatting” section :

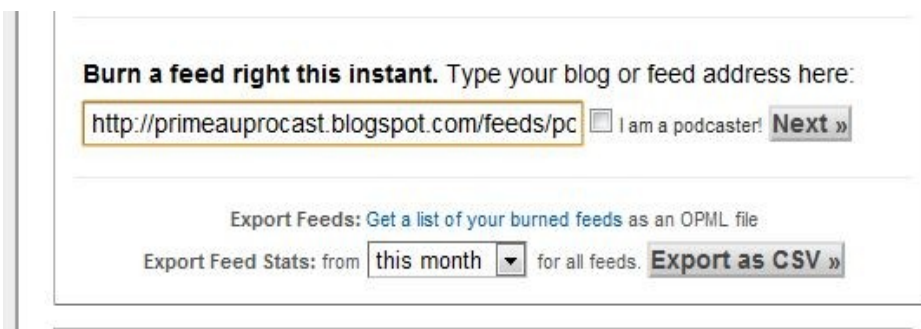
7. Scroll down to “Show Link Fields” and change it from “no”to “yes”:



8. Save Setting and click “view blog”, the next step will require you to find your blogs feed address so we can optimize it for Podcasting.

Setting Up Your Feed:

1. Somewhere on the Blog you have just created, there should be a link to “subscribe to posts” or “RSS feed”, it will be located in different places depending on the blogs theme.
2. When you click on the feed link, you will be taken to a page that allows people to subscribe to your blog via the feed address Blogger automatically creates.
3. Copy the URL (should look like this:
http://primeaprocast.blogspot.com/feeds/posts/default) in your browsers address bar (you’ll need that address in a second).
4. In a separate browser window, go to [Feedburner](#). Feedburner is a feed optimizer (also free and also provided by Google) We want to create a Feedburner feed using the default feed address Blogger provided. This new Feedburner address will be easier to customize for the technical specifications required for Podcasting.
5. Paste the feed URL we got from our blogger blog into the “Burn a feed right this instant” field and make sure to check the “I am a podcaster” check box. Click next:



Burn a feed right this instant. Type your blog or feed address here:
 I am a podcaster! **Next »**

Export Feeds: [Get a list of your burned feeds](#) as an OPML file
Export Feed Stats: from for all feeds. **Export as CSV »**

6. You will be asked to name your feed, the name you provide will be the podcast title that people see in their podcast clients and iTunes, so make it engaging and unique. You will not have to change the feed URL Feedburner provides. Once you have titled your podcast feed, click “next”.

7. You will be shown a set-up screen displaying the services Feedburner is providing your feed, the default services are fine. Familiarize yourself and then click "next".

8. The next page you will see is the page where you can now configure the "meta-data" or information that will tell iTunes and other clients how to list your podcast, this will include your podcast thumbnail, keywords, description, summary, categories and more. The information you provide in these forms is important for indexing your podcast and helping viewers know what your podcast is all about. While this section is relatively self-explanatory, iTunes provides a resource guide that will help you optimize these options for use in iTunes. The iTunes resource might be confusing because it is designed for people creating their own feed code, but the tags used in the resource are the same as the forms used in the Feedburner configuration. The below link will explain how each tag is used.

[\[iTune's RSS tag's specifications\]](#)

The below image shows how a podcast is seen within the iTunes store podcast client, the overlaid text explains how each section of the display corresponds to the tags/Feedburner configuration options you provide:

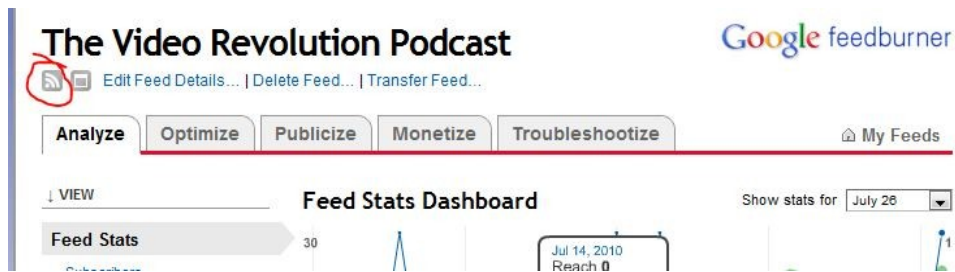
The screenshot shows a podcast page for 'This American Life' on Chicago Public Radio. The page includes a logo, a 'SUBSCRIBE' button, a 'PODCAST DESCRIPTION', and a list of 'LISTENERS ALSO SUBSCRIBED TO'. A table at the bottom shows a list of episodes. Orange lines connect various parts of the page to labels on the right side, which identify RSS feed elements.

Annotations on the right side of the image:

- channel <title>
- channel <itunes:author>
- channel <link>
- channel <itunes:category>
- channel <itunes:summary>
- item <title>
- item <itunes:author>
- item <itunes:duration>
- item <pubDate>
- item <itunes:subtitle>

Name	Artist	Time	Release Da	Description
#218: Act V	Chicago Public Radio	59:00	10/14/07	Inmates at a high-sec

- Once you have completed configuring your feed information, you can click next. The next two screens give you the option to utilize some of Feedburner's auxiliary services. You can do with this as you please. Once you have completed you will get to a page that has a message saying "you have successfully burned the feed", this means your feed is optimized and ready to be picked up by podcast clients and iTunes. You will be able to edit this and all other feed related information using Feedburner from now on.
- The last thing we need to do for our feed setup is re-direct the feed URL that Blogger automatically created to the podcasting optimized feed URL we just created with Feedburner. To do that we need to acquire the new feed URL which you can get by click the RSS icon on the Feedburner page we are currently on:

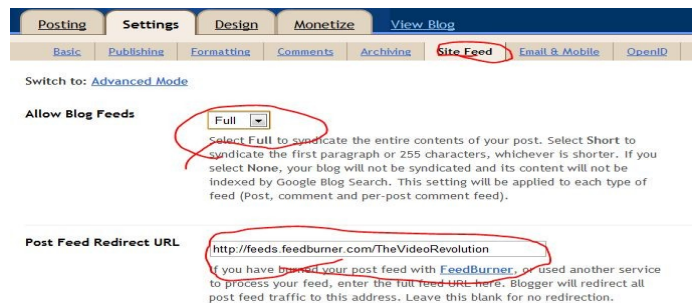


11. Copy the URL that will show up in your browser's address bar, because we will need to use this URL for re-directing our Blogger feed URL in the next step:



This page is the subscription options page users reach upon clicking your feed RSS Icon/"Subscribe" link. It allows users to choose their preferred client with which to view your podcast (includes iTunes).

12. Now we need to go back to our Blogger "settings" page and click on "site feed". We need to paste the copied Feedburner feed URL into the "post feed redirect URL" box. We also need to make sure the "Allow blog feed" option is set to full. Click Save settings.



13. Your Feed is now fully equipped and ready to be picked up by podcast clients. The next and final part is all about getting your podcast media in that feed.

Part II

Creating Podcast Content & Getting Your Podcast Up and Running

4. Hosting your podcast content

In order for a podcast client to play the media of your podcast, it has to be able to access it somewhere on the internet. To enable this, we must have our media hosted. There are a few ways to do this. One way is to purchase web-hosting through a host provider like GoDaddy.com and upload your content via FTP to your host. This method works, but costs money. The other option, and the option we will be using in this eTutorial is to use the free online content host, [The Internet Archive](#).

1. Go to the [The Internet Archive](#) and create an account. This account will enable you to upload content from your computer into the archive so that it will be live on the internet and accessible for the podcast client.

2. Once your account is created, you can click the “share” button, which will open your hard drive browser, where you can now choose the Video/Audio/etc. that you want to use for your podcast episode. Choose the file and begin upload:



3. While your media is uploading you will be able to enter the required information in the fields. This information will only be used within The Internet Archive, but for the sake of indexing and SEO, you might as well fill it out accurately. You will also have to pick the “Creative Commons” license you feel comfortable with.
4. Once your file has completed uploading, click the link provided and you will be taken to that piece of medias host page. This is where that item of media now exists in the internet and it is from here the podcast client will access it.
5. We now need to obtain that items specific enclosure link which is that items specific address. This URL is going to be the enclosure link we will copy and paste into our Blogger entry's enclosure link field. To obtain this URL you will right

click on the link corresponding to your video and choose “copy link address”:

Podcast Tutorial Video

This movie is part of the collection: [Community Video](#)

Producer: Primeau Productions, Inc. & Ben Potter
Keywords: [Podcasts](#); [Tutorial](#); [How To](#); [Making Podcasts](#); [RSS Feeds](#); [iTunes](#)
Creative Commons license: [Attribution-Noncommercial-Share Alike 3.0](#)

Individual Files

Movie Files	MPEG4	Ogg Video	512Kb MPEG4
Part One	70.4 MB	30.7 MB	34.6 MB
Part Two	68.9 MB	27.4 MB	30.6 MB
Image Files		Animated GIF	Thumbnail
Part One		141.7 KB	837.0 B
Part Two		155.0 KB	5.5 KB
Information			Format
PodcastsTheGreatestWayToProvideMediaPt.1Pt.2final_files.xml			Metadata

6. The link address you have just copied is the URL that we are going to paste into Blogger in the next steps.

5. Creating a Podcast Episode using Blogger

1. Open your Blogger account and choose “new post”, this new post is going to be seen as a podcast client as an episode. In order for the client to pull the media from the post, the media must be presented as an enclosure link.
2. To do this, click “add enclosure link”, delete the “http://” that’s already there (this is just to make sure it doesn’t occur twice), and paste the media items Archive URL into the form (ignore the “MIME” Type field, Blogger will complete this automatically):

The Video Revolution Podcast

Posting Settings Design Monetize View Blog

New Post Edit Posts Edit Pages Comment Moderation

Title:

Link: Use this to make your title link to a website. [Learn more](#)

[Hide enclosure links](#)

Enclosures

URL	MIME Type
<input type="text" value="http://"/>	<input type="text"/>

[Add enclosure link](#)

3. Now we the media file is enclosed within this blog post and the client will be able to play the media file when it reads the post. We now must provide the episodes title, description and keywords. The title we provide this blog post will be the seen as the title of the podcast episode with the podcast client, the

content we write in the entry space will be seen in the client as the episode description and the keywords will help index the episode within the client. Make sure your title is organized and poignant. I like to number each episode chronologically so as you create more and more episodes, they will be more organized and easy to reference by both you and the subscriber.

4. At this point we can publish the podcast by clicking “publish” and it will be ready to be pinged and viewed by subscribers in a podcast client. We also have the option to set a publish date, which I like to use for queuing up podcast episodes in advance. To set your publishing date click “post options” and set your date and time. When you have set the date, click “publish post” and it will be automatically posted on the date/time specified:



5. Testing your podcast

1. To test your podcast, simply open iTunes and click the “advanced” drop down option > Then “subscribe to podcast”:
2. In the field provided, paste the Feedburner feed URL we used before (to redirect the Blogger feed) > Click “OK”. Your iTunes should then start downloading the podcast episode you created, you can find it in the podcast section of your iTunes. If there is a rotating orange circle next to the episode title, your podcast works and you're ready to submit your podcast to iTunes. If there is an explanation point, something went wrong



[\[Click here for troubleshooting resources\]](#)

6. Getting your podcast available in iTunes

1. This final step is very easy. iTunes requires all podcasts to be submitted and reviewed before being available in the iTunes podcast directory. Simply go to your iTunes store > Click the “Podcasts” button on the top > Click “submit a

podcast" under quick links on the right:



2. Enter the podcast feed URL (the feed URL generated by Feedburner, the same one used to test feed) and follow the instructions from there. It takes about 1-2 days before your podcast will be available in iTunes.
3. Once your podcast is available in the iTunes Podcast Directory, you'll be able to get the quick link to your podcast channel by right clicking on your podcast's thumbnail and choosing "copy link". When clicked, the link will open up your podcast page and automatically open iTunes and begin downloading the most recent episode.

Houston, You're Ready To Podcast.

{Some final advice:}

- Be consistent with your updates, really try to provide new episodes on a regular basis. People are only going to follow your podcast if there is always something new and valuable.
- Make your podcast image/logo/thumbnaill unique and eye catching, and make sure it is extremely professional looking. The podcast image is definitely a vital part of people's decision making process when it comes to "should I subscribe?".
- Use your podcast to augment your other content platforms and online presence. Relate your podcast episode to a blog entry you did, talk about your Facebook in your podcast, etc. NEVER use the podcast for self-advertising or promotion. If you are promoting your other content, social media, etc., make sure there is value in it and it is done tactfully.
- Finally, encourage your subscribers to engage with your podcast. Use comment systems, give out your e-mail/Twitter/Facebook, ask viewers questions in your episodes, start conversations with your podcast content, give a shout-out to a viewer, etc.

Think of your podcast as a hit television/radio show that is connected to it's audience in a trusting, cherished and almost democratic relationship, that can be accessed instantly from almost anywhere anytime. The possibilities are endless and creativity is key. Go forth, create, aggregate, participate and appreciate.

The best suggestion for troubleshooting is to use:

[iTunes Podcast Resource Guide](#)

or

[\[iTunes Podcast Frequently asked questions\]](#)

Some other resources:



You can also:

[e-mail](#) us at Primeau Productions

Tweet [@TheVideoRevolution](#), use #podcasthelp in your Tweet

