

HOW TO MAKE YOUR PODCAST: FOM STUDY TOURS

1. **Write your script; aim for a 15-20 minute podcast (ideal length)**, 3-4 pages of double-spaced text.
2. **Record the audio for your podcast (Mixcraft or GarageBand are good easy-to-use programs)**. For a free alternative, *Audacity* is good too (<http://audacity.sourceforge.net/>) and works on both Mac and Windows platforms. Use the 1.2.6 version which works beautifully (not the 1.3.11 beta version, at least for now). After you have recorded it, use the sound editor program to edit out extra background noises or long silences, etc. If you like, you can add in some soft background music. (**or, if this sounds too daunting, book an hour at Patricia's and record it on her machine; she uses GarageBand and has the headset, etc.)
3. **Next, save the file (in MP3 or mp4 format) to your computer desktop**. Do not use special characters (such as # or % or ?) in the file name. The appropriate suffix (.mp3 or .mp4) should be generated automatically.
4. **Now create your RSS podcast feed**. Go to another free service **Podomatic** (www.podomatic.com) and create a free account under your name. Follow the very simple directions to add a picture (your "album" cover), a brief description of the contents of the podcast, etc. When you are done, you will have created a website that is easy to find where people can either listen to your podcast from the website, or download it to add to their iPod or MP3 or MP4 players to listen to either before (or during) our trip.
5. Send the link to the other members of the study tour for sharing as soon as possible.

EXAMPLE: Patricia's Study Tour podcasts can be found under the website listing:

<http://asiapodcasts.podomatic.com/> under the name "Asian Art & History podcasts".

Some of the pictures that accompany her podcasts don't look very good on the website but do display well on iPods so don't let the picture quality on the website dissuade you from downloading onto an iPod.

If you would like to "go professional" or share with a larger audience:

1. **Put your RSS podcast feed on the Internet**. Go to **Google Feedburner** (<http://feedburner.google.com>) and type in the URL of your podcast and click "I am a podcaster!" In the next screen, configure the elements for your podcast. These are the elements that directly relate to the podcast. Your feedburner feed **is now your podcast**.
2. **Make a post on your own blog/website - the title of the post should be the title of that episode of the podcast, and the content will end up as the "Shownotes" or "Description"**. Put in a little about what you talk about in your episode. At the end of the post, put a link directly to your media file.
3. **Wait a little**. In a few minutes, Feedburner should add this to your feed, and now you have an episode. You can submit it to **iTunes** or a number of other podcast directories if you like. You may want to wait, however, until you have some experience, so that your podcast will be compared as a fifth episode to another's first.
4. Ping the appropriate podcast directories when a new show is updated.
5. Put the appropriate subscription buttons on your website so people can subscribe to the RSS podcast feed.