YOUR STEP-BY-STEP GUIDE TO PODCASTING

Podcasting allows anyone with a computer and an Internet connection the chance to become a DJ or talk show host with a potentially vast audience. Creating a podcast of your own is almost as easy as listening to one.
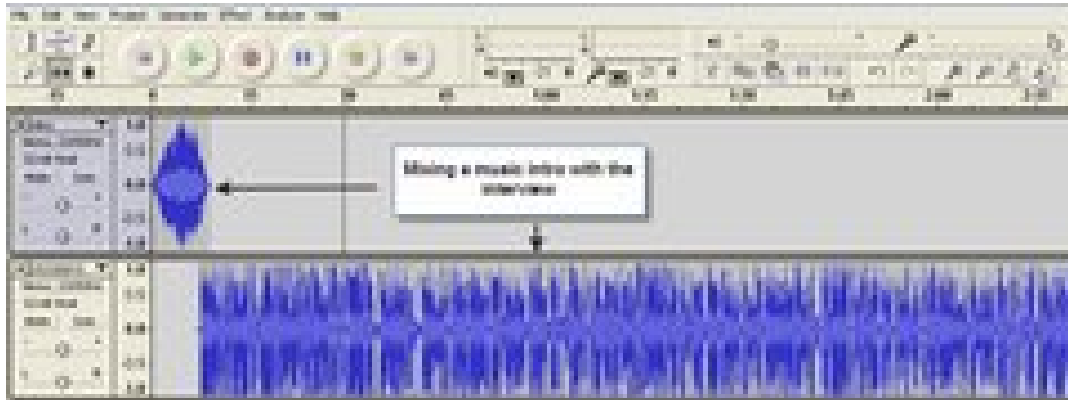
There are three steps to podcasting:

[1] RECORDING

I use an Olympus DS-330 recorder ($100 ó many other good devices available).

Options include a lapel microphone and telephone pick-up.

Transfer the files via a USB cable to your PC for editing.

[2] EDITING:

I use Audacity - free software for the PC: http://www.audacity.com

Sony Soundforge another good option, strong on file conversion.
Mac has Garage Band built in.

[3] PUBLISHING

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. Hosting options become complicated when you reach a large audience of subscribers. Most of the cheap Web hosting services aren't designed to handle transfer of large files. A dedicated podcast hosting service is like any other web hosting service but with one big difference - the

podcasts (like mp3, mov, wmv) are much larger in size than the standard html pages or the web images so you need larger storage space. If your podcast show is popular and more listeners subscribe, you will consume a huge amount of bandwidth as people download your creation to their iPod or hard disk. In fact, if you are not careful in choosing your podcast hosting provider, your site might go offline or you'll see many more zeroes added to your bandwidth bills. Here are some publishing options:

1. WORDPRESS.ORG + PODCAST PLUG-IN
- http://www.wordpress.org
- The option I use since I already had a Wordpress blog.
- See http://www.exec-comms.com/blog/category/podcasts/
- Free (apart from any web hosting fees for your site)
- Automatically posted to iTunes.
- I get 400-500 downloads over a 3-4 month period and have had no bandwidth issues. My podcasts are mostly under 10 minutes in length.

2. BLOGTALK RADIO
- http://www.blogtalkradio.com

3. LIBERATED SYNDICATION
- http://www.libsyn.com/
- $5/month on up depending on storage needs

4. HIPCAST:
- http://www.hipcast.com
- $9.95/month offers 500MB of space while $50 plan offers 5GB of server space..

[4] RESOURCES:
- Yahoo Group on Podcasting Technology (177 members):
  podcastingtechnology-subscribe@yahoogroups.com
- Subscribe to podcasts in iTunes Music Store