

## Podcasts

### Options for Audio

- In the studio, partner with a local tribal, community or public radio station  
**Lists of stations:**
  - Tribal - [www.nativepublicmedia.org](http://www.nativepublicmedia.org)
  - Community - [www.nfcb.org](http://www.nfcb.org)
  - Public - [www.npr.org](http://www.npr.org)
- Directly to your laptop
- Portable devices (file or media based)  
**Some suggested devices:** [Zoom H-2](#), [Marantz Professional PMD620](#), [M Audio MicroTrack II](#)  
**Other options:** Mini-Disc Recorder, DAT Recorder
- Other ideas  
Skype on your desktop computer (using [Pamela](#), [Hot Recorder](#), [Audio Hijack Pro](#)), via phone (i.e. [Gabcast.com](#)), your video camera

### Options for Video

- Webcam (i.e. Logitech, Built-In)
- Cell Phones
- QuickTime Pro (For converting videos)
- Video Camera  
**Some suggested cameras** (for online use only): Sony DCR-SR45E 30GB Hybrid HDD/Memory Stick Handycam, Sanyo Xacti HD 700

### Suggested Audio Editing Software:

- [Sony Sound Forge](#) - Many different versions depending on what you want to do with it and what you want to spend. Windows based. Not good for multi-track, but really easy to use audio editing software.  
[www.sonycreativesoftware.com/products/soundforgefamily.asp](http://www.sonycreativesoftware.com/products/soundforgefamily.asp)
- [Adobe Audition](#) - Solid piece of audio editing software. Can be expensive.  
[www.adobe.com/products/audition/](http://www.adobe.com/products/audition/)

- Garage Band - Apple users only. Part of iLife. Can add images for an enhanced podcast. [www.apple.com/ilife/garageband/](http://www.apple.com/ilife/garageband/)
- Audacity - Free audio recorder and editor. Works on Macs/Windows/Unix/Linux machines. Very basic, can't even save as an MP3. <http://audacity.sourceforge.net/download/>
- ProTools - Super expensive. Meant for advanced non-destructive multi-track audio editing. Takes forever to export audio. [www.digidesign.com](http://www.digidesign.com)

Many of the recording options record in the MP3 format and most of the editors simply have an option to "Save as MP3". If either one of these is the case you should be able to move to the next step in the process.

If not you can use the LAME MP3 Encoder to turn other audio files like .wav and .aiff into an MP3. [www.free-codecs.com/Lame\\_Encoder\\_download.htm](http://www.free-codecs.com/Lame_Encoder_download.htm)

## **Suggested Video Editing Software:**

- iMovie - Apple users only. Part of iLife. Limited, but very user friendly. [www.apple.com/ilife/imovie](http://www.apple.com/ilife/imovie)
- Final CutPro - This is meant more for actual filmmaking. It is expensive, so unless you are thinking of making films this might be more than you'd want to invest. [www.apple.com/finalcutstudio/finalcutpro/](http://www.apple.com/finalcutstudio/finalcutpro/)
- FinalExpress - Same as Final Cut Pro, however, it is less expensive and is best for standard definition video. FCE is not good for editing HD video, but great for web video. It sells for \$199 retail. [www.apple.com/finalcutexpress](http://www.apple.com/finalcutexpress)
- Vegas Video - Many different versions depending on what you want to do with it and what you want to spend. Windows based. [www.sonycreativesoftware.com/products/vegasfamily.asp](http://www.sonycreativesoftware.com/products/vegasfamily.asp)

Most of the software listed above can export to MPEG-4, MP4 or MV4 - the formats that are used for iPods. If your software doesn't export to these formats, you can use QuickTime Pro for converting a file to be "iPod ready" or you can drag into iTunes and convert (Advanced > Create iPod or iPhone version) and then find the iTunes folder and copy out of there. QuickTime Pro gives other options and is easier to use than going the round about way with iTunes. QuickTime Pro costs about \$30. [www.apple.com/quicktime/pro/](http://www.apple.com/quicktime/pro/)

Please also note that some of the subscription podcasting services will automatically convert your .mov file into "iPod ready" format as well.

## **Additional Tips:**

Don't forget to check for educational versions or other discounts when shopping for software. If you have a friend or organization that has the software, see if you can "test-drive" before buying your own version. Make sure that your system meets all the requirements before purchasing software.

## **Places that will host for a fee:**

- Various Internet Hosting Sites - Although some won't allow you to host audio or will charge outrageous rates for throughput (the bandwidth you use), so this is not usually a good option.
- Amazon Web Services - They have competitive pricing and are used a lot within the media industry. <http://aws.amazon.com/>

## **Places that will host and create a feed for you for a fee:**

- Liberated Syndication - Price is based on usage, changing monthly if needed. [www.libsyn.com](http://www.libsyn.com)
- Blubrry - Monthly rate of \$12. Gives usage statistics. Ad revenue options (it's up to them). [www.blubrry.com](http://www.blubrry.com)

## **Places that will host and create a feed for you for free\*:**

- PodBean - Free basic version with limits. Monthly subscription with less limits. [www.podbean.com](http://www.podbean.com)
- Our Media - Part of the Internet Archive project. Will charged based on usage and mission. May host a limited amount for free depending on the purpose. [www.ourmedia.org](http://www.ourmedia.org)
- blip.tv - Focuses on video, but will host audio too. Mainly a streaming video site, but because of their auto rss feed generator have become a popular site for podcasters. No limit on file sizes. No limit on bandwidth. Additional stats and will automatically convert to iPod format from .mov file if you pay for a monthly subscription. Ad revenue options. This is what we use for our video podcasts. We convert our .mov files to .m4v files by hand and then upload that way to save money.

## DIY / Partnerships:

You can also host your audio and or video on your own server or partner with others to do so, but make sure to check with them on bandwidth limitations and file type hierarchy (some networks put audio and video at the bottom of the priority list and you can end up having delays in your end user download experience).

If you want to create the rss feed using code. Here's the iTunes code that you can use which will work with other rss / podcast readers: [www.apple.com/itunes/whatson/podcasts/specs.html](http://www.apple.com/itunes/whatson/podcasts/specs.html) It also has some great tips and FAQs on podcasting in general, so you may want to check it out even if you use one of the services above.

We've coded our own audio podcasts since 2006.

## Tracking and Statistics

Some of the subscription podcasting services will track your subscribers and usage for you. Some include demographics. If you are not using a subscription podcasting service than make use of [feedburner.com](http://feedburner.com). It provides much of the same information and it is free.

Please note that [FeedBurner](http://FeedBurner) was bought out by Google and integrates with [Google Analytics](http://Google Analytics). If you already use [Google Analytics](http://Google Analytics) then you can use that account to manage your podcast statistics.

If you don't have Google Analytics account, get one [www.google.com/analytics](http://www.google.com/analytics) and while you are at it apply for a Google Grant (if you are or work for a non-profit) to get FREE Google Ads ... more info: [www.google.com/grants](http://www.google.com/grants)

## Promotion

### Register at these sites:

Make sure to use your FeedBurner or subscription podcasting service link when registering your podcast, so you can track your traffic.

- iTunes - Open iTunes > Click on "Podcasts" on the left hand side > Click on the "Submit Podcast" icon in the center of the page. Once you are approved and added you will get a link from apple.
- [Podcast Pickle](http://Podcast Pickle) - [www.podcastpickle.com](http://www.podcastpickle.com)

- [Podcast Alley - www.podcastalley.com](http://www.podcastalley.com)
- [Odeo - http://odeo.com/](http://odeo.com/)

## Link

Link to the podcast whenever you can (e-mails, blog posts, under embedded video on your site). Most browsers can read rss. You can also link directly to your iTunes listing.

## Branding

Come up with a signature image for your podcast. This will be used in your iTunes listings and elsewhere. We use a .png file (that's what iTunes prefers).

**Example** (Our image used for branding within iTunes):

