

Creating and Posting a Podcast

Step I – Plan the Podcast

Begin by identifying your message and your target audience. Next, decide if an audio, enhanced, or video podcast will be best for your message and audience. Finally, choose whether you will be creating a single-episode podcast or multiple episodes and how long each episode will be.

Step II – Write the Script

Use a clear, conversational tone with correct grammar. Short, declarative statements work best. Remember: “less is more.” Use approximate numbers and dates (instead of saying 2,123,128 say *more than two million*). Use full names and titles the first time and just last names afterwards. Avoid using acronyms unless they are common such as IRS, YMCA, etc.

Step III – Gather the Media

If you are creating an enhanced or a video podcast, you will need to gather your media and complete any cropping or other editing. The optimum image size is 300 x 300. When using GarageBand to create your podcast, it is recommended that you to store your images in iPhoto.

Step IV – Record the Script

Remember to speak slowly and enunciate clearly. The audience will not see you. So, observing your facial expressions and body language cannot help them to get the message. It’s good idea to practice reading your script. Don’t worry about mistakes while recording. Since the next step is editing, just pause for a moment and reread that part.

Step V – Edit the Script

Tighten up long pauses and cut out mistakes and verbal pauses. During this step, it may be necessary to re-record certain segments.

Step VI – Add Secondary Audio

Create, record, and add Intro and Closing “jingles,” plus any background music or sound effects. You may have to do adjust the beginning of the recorded script and do some additional editing.

Step VII Add Chapter Markers and Chapter Names

Identify natural segments of your podcast to make it easy for your audience to replay specific parts and where you may want to easily add images to enhanced podcasts.

Step VIII Insert images (enhanced podcasts) or video (video podcasts)

Drag images to the corresponding chapter artwork column and drag Episode (default) artwork to the designated area. If a chapter is to contain multiple images, adjust the images “playtime” in the podcast track and add additional images to the podcast track.

Step IX Export your podcast

Send your podcast to iTunes, to iWeb, or to your disk. At this point, it will only be available on your computer (but may be copied to other computers.)

In order to make it available to others, it needs to be posted on an Internet server that has RSS capabilities. If your ISP does not provide RSS, there are “free podcast storage” sites that you can use. Once it has been posted, you can submit it for free to the Podcast section of the iTunes Music Store to facilitate others subscribing to it.