

The Reinvention of Old Time Radio

Reaching Your Students with PODCASTS

Abbott: Well Costello, I'm going to New York with you. You know [Bucky Harris](#), the Yankee's manager gave me a job as coach for as long as you're on the team.

Costello: Look Abbott, if you're the coach, you must know all the players.

Abbott: I certainly do.

Costello: Well you know I've never met the guys. So you'll have to tell me their names, and then I'll know who's playing.

Abbott: Oh, I'll tell you their names, but you know it seems to me they give these ball players now-a-days very peculiar names.

Costello: You mean funny names?

Abbott: Strange names, pet names...like [Dizzy Dean](#)...

Costello: His brother Daffy.

Abbott: [Daffy Dean](#)...

Costello: And their French cousin.

Abbott: French?

Costello: Goofè.

Abbott: Goofè Dean. Let's see who we have on the bags, Who's on first, What's on second, I Don't Know is on third...

Costello: That's what I want to find out.

Abbott: I say Who's on first, What's on second, I Don't Know's on third.

Costello: Are you the manager?

Abbott: Yes.

Costello: You gonna be the coach too?

Abbott: Yes.

Costello: And you don't know the fellows' names?

Abbott: Well I should.

Costello: Well, then who's on first?

Abbott: Yes.

Costello: I mean the fellow's name.

Abbott: Who.

Costello: The guy on first.

Abbott: Who.

Costello: The first baseman.

Abbott: Who.

Costello: The guy playing...

Abbott: Who is on first!

Costello: I'm asking YOU who's on first.

Abbott: That's the man's name.

Costello: That's who's name?

Abbott: Yes.

Costello: Well, go ahead and tell me.

Abbott: That's it.

Costello: That's who?

Abbott: Yes.

Listening to stories on the radio was a national form of entertainment. Families would listen to Little Orphan Annie, The Lone Ranger, Orsen Wells, and more. The benefits were numerous. They provided a time of community and often provided information as well. That's podcasting.

Our objectives for podcasting are two: understanding what a podcast is, and learning how to create a podcast, from planning to publishing.

Podcasting is a method for creating radio-like content that can then be distributed over the internet. It provides you, as the content creator - that is, podcaster- with capabilities that were previously available only to professional broadcasters, and required expensive tools.

When you publish a podcast, you are on the forefront of technology. You make a product that is basically free to create. You provide a huge service to auditory learners. And, you put your voice out to be heard. So, if you've always wanted your own show, here's your big chance.

Podcasts can be used for students who are homebound. They can be used for In School Suspension. They can be used as make up work, extra credit, or any other creative idea that you might have.

There are four P's to podcasting: Planning, Producing, Publishing, and then Promoting.

Planning is probably the most important step in developing your podcast. Planning elevates your podcast to a whole new level. Even if you want to sound spontaneous and unrehearsed, the most important factor in your podcast success will be how well you prepare for your show. Show planning will also include what you are going to talk about and selecting the order in which various topics and elements of your show will be discussed. Planning your show gives you more confidence, improves the flow of your podcast, and it guarantees you won't overlook something. Also, it makes for an easier production.

Let's go on to Production. What do you need? Well, you don't need a fancy, new computer to produce a podcast. One necessary tool is a microphone. Some computers have microphones built into them. If yours doesn't, you can buy an inexpensive microphone. You can also use headphones if you would like. They are a nice option if you want to hear your recordings played back without additional desktop speaker noise.

In working with production, some computers have preloaded operating systems, like Microsoft Windows Media and iLife for Macs. Audacity is also a good choice because it's very simple to use and it's free. For legal reasons, though, neither Audacity nor Audio Recorder will save your work as an MP3 file. Look at GarbageBand that is

specifically for Macs. It was first designed as a simple way for people to record music; but, it works well for recording a basic audio podcast, and that is included in your iLife package.

Before you can begin recording, you might consider placing all of your show notes, and other materials you might need, somewhere you can access them easily and quickly. Go through your checklist one more time to make sure the settings on all your recording equipment and software are correct. And, check that the batteries of any battery operated equipment are fresh.

While recording your program, keep your eyes on your recording levels and maintain a mental picture of specific listeners.

If you are going to edit in postproduction, pause for a moment after a stumble.

MP3 is the standard format for podcasts. If you record in another format, some listeners may not be able to use your podcast. To maintain the broadest possible audience, seriously consider making the MP3 format your standard.

There are various suggested settings for your production depending on the type of show you're going to produce. If you are going to do class lectures, audio books, talk radio or music, music and talk combinations, or you just want good, quality music, look at your suggested settings to make sure they're accurate.

The next thing we want to do is publish. When your podcast files are prepared and ready, it is time to let the world hear what you've created. You want to save your work on your web server as an MP3 file. That way, everyone can hear and download your material.

Since your podcast targets are specific, identifiable groups of people, your promotional efforts should be focused on that particular community. Think about public relations. They can be used effectively within your niche. The key is to provide each publication with the type of content it wants. For instance, the school newspaper requires a different type of content than the school board meeting.

So, some final comments. Your podcast is your intellectual property the moment you create it. To develop into a great podcaster, consider becoming a consumer of podcasts. Whether it's news, talk shows, or sports, listen and subscribe to podcasts.

I've included a NASA podcast about Sputnik that's very interesting. NASA has put together a wealth of podcasts that are full of fascinating information.

In summary, podcasting is both similar to traditional radio broadcasting and a new and different medium all its own. Podcasts come in different formats that carry with them a wealth of benefits to many users. Remember: planning, producing, publishing, and promoting. Have fun! The future is in your hands.

For references, please download the reference file at the end of this presentation.