

# Chapter 1

## A Podcast in 15 Minutes

So now we have our toolbox, let us dive immediately into the creation of a true podcast. This will be a podcast according to the official definition, and it will be the most basic podcast we could possibly make, the simplest thing that could possibly work, just a few spoken words. It will also be “quick and dirty”; not the best nor most efficient workflow. I want to show you the ropes. Also, I want to send you a very important message: Podcasting does *not* have to be complicated.

Let us proceed.

### 1.1 Make a folder

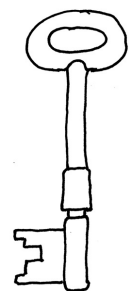
Lets ensure we’re getting into good habits. Create a folder somewhere on your machine just for this project - call it what you like. Put any files you create into this folder.

### 1.2 Write a *short* script

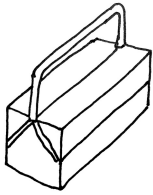
Using your text editor, open a text file and write what you’re going to say; something very short and very simple. A single sentence will be fine. Call the file something like script.txt. Take no more than 1 minute. It doesn’t matter what the sentence is; it can be as ridiculous or as way out as you want.

You’re wondering why I’m getting you to write a single sentence in a text editor when you could just remember and say it. Trust me, there’s method in my madness.

*REQUEST FOR FEEDBACK: I’ve just discovered posterous.com which allows you to email text and an MP3 to make a blog entry, complete with RSS feed, and a nice flash player for the audio. This mitigates the need for all this RSS and HTML faffing. Does the team think I should suggest Posterous instead.*



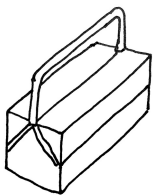
*KEY CONCEPT: Podcasting does not have to be complicated*



PODCASTING  
TOOLBOX:  
*microphone*

### 1.3 Record your message

If you have a separate microphone, plug it in now. Fire up Audacity. You'll first have to tell Audacity to use the correct microphone, see figure ???. On the Mac its Preferences → Audio I/O tab → Recording, Device. If you're using the built in microphone select "Built-in Microphone", if it's a 3.5mm plug in, it will be "Built-in Input", and if you're using a USB mic, there should be a fairly obvious option, probably the make of your mic.



PODCASTING  
TOOLBOX:  
*Audacity*

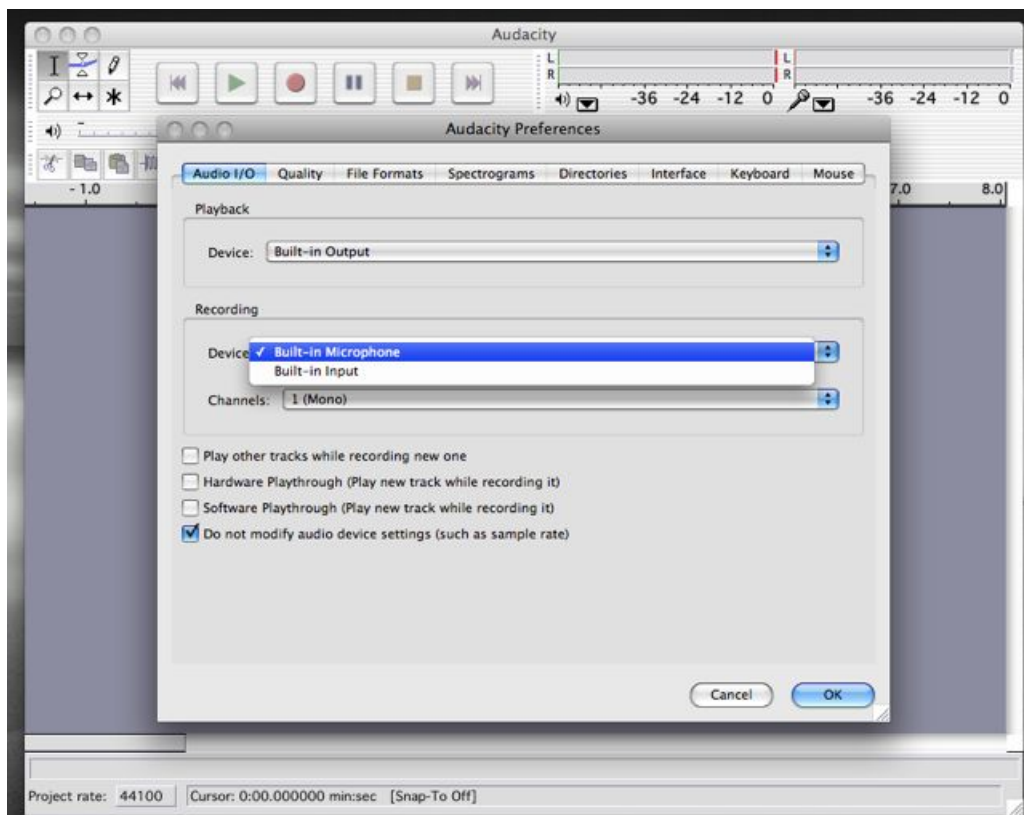


Figure 1.1: Selecting the correct input device in Audacity on the Mac

Now hit the red record button and start talking. Hit the square stop button when you've finished. Hit the triangular play button to listen back. Don't worry if you make some mistakes - in fact this will be good - you'll see why later. Save the project in your folder, File → Save Project. You'll need to enter a name for your project, call it "show001". When you save, you'll see a file called show001.aup and a folder called show001\_data appear in your folder, courtesy of Audacity.

## 1.4 Save your recording as an MP3 file

Now select File → Export As MP3. You'll be offered a box to enter a file path to your folder and a name. The name will default to the name of your project, "show001.mp3".

## 1.5 Write Feed File

*TODO: This may well end up as a downloadable file from the book website* Copy and paste the following code into a file called feed.xml, then replace the values in curly braces with appropriate values for you:

```
<?xml version="1.0"?>
  <rss version="2.0">
    <channel>
      <title>{Podcast title}</title>
      <link>http://{www.any-domain-that-represents-me.com}</link>
      <description>
        {Brief description of podcast series}
      </description>
      <language>en-us</language>
      <copyright>All rights reserved</copyright>
      <lastBuildDate>
        {Wed, 04 Feb 2009 12:03:32 GMT}
      </lastBuildDate>
      <generator></generator>
      <webMaster>{me@mydomain.com}</webMaster>
      <ttl>1</ttl>

      <item>
        <title>{First episode title}</title>
        <description>
          {Brief description of first episode}
        </description>
        <pubDate>
          {Thu, 31 Jan 2008 12:00:00 GMT}
        </pubDate>
        <enclosure
          url="http://{my-hosting-domain.com}/show001.mp3"
          length="{use numbers only - this has to be in bytes - e.g. 4523931}"
          type="audio/mpeg" />
        </item>
    </channel>
  </rss>
```

Take note of those date formats - you must stick religiously to them otherwise your feed will be invalid, use today's date for both of them.

You'll also need to find the size of your .mp3 file in bytes for one of the values. In Windows, right click on the file and select Properties. A small panel will appear and one of the parameters will be Size on disk, use this but remove the commas. On the Mac, select the file in finder, then press Cmd I. A panel will appear. Look for Size and you'll see the size in bytes in brackets - again don't include the commas. *TODO: how to find size of file in Linux*

## 1.6 Create a web page

*TODO: This may well end up as a downloadable file from the book website* Copy and paste the following code into a file called index.html, then replace the values in curly braces with appropriate values for you:

```
<html>
  <head>
    <title>{Podcast title}</title>
  </head>

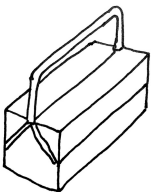
  <body>
    <h1>{Podcast title}</h1>

    <p>{Brief description of podcast series}</p>

    <h2>{First episode title}</h2>

    <p>{Brief description of first episode}</p>

    <p><a href="http://{my-hosting-domain.com}/show001.mp3"
      target="_blank">Play now</a></p>
  </body>
</html>
```



PODCASTING  
TOOLBOX:  
FTP program

## 1.7 FTP 3 files to server

Using your FTP program, copy your show001.mp3, index.html and feed.xml files to your chosen host.

## 1.8 Test it

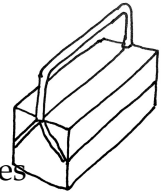
Using your browser, go to your web page. You should see a simple web page with a description and a link to your podcast. Clicking on the link

should, after a short pause, play your podcast in a separate browser window.

*TODO: picture of webpage and podcatcher*

Subscribe to your feed in your podcatcher , the feed address will be <http://whatever-your-hosting-account-url-is/feed.xml>. If you're using iTunes it's Advanced → Subscribe to podcast..., then type in your feed URL. It should immediately download your podcast so you can play it locally.

At this stage you will either be laughing or crying. If you're laughing, well done! Time to put the kettle on. If you're crying fantastic! You can now learn all about trouble shooting. *TODO: troubleshooting...*



PODCASTING  
TOOLBOX:  
*Podcatcher*