

# Podcasting with Purpose Workshop

A Podcast is a \_\_\_\_\_ of \_\_\_\_\_  
media delivered over \_\_\_\_\_.

How is podcasting different from simply posting files on a web page?



## Finding Podcasts

iTunes provides the most full featured environment for locating, subscribing, managing and listening to educational podcasts.

The Directory and Featured Podcasts

The Power Search

Subscribing vs Getting

*Can you find?*

Always On

The Princeton Review Vocabulary Podcast

Teen Critics Movie Review Podcast

TED Talks

Radio Willow Web

KidCast: Podcasting in the Classroom

## Evaluating Podcasts

<b>Content Quality</b>	
Purpose	
Voice	
Interaction	
Analysis	
Sequence and Logic	
Ethical Considerations	
Safety and Security	

<b>Production Quality</b>	
Branding	
Audio or Video Quality	
Enhancements	
Website Support	

## Producing Podcasts

### Keeping things in Balance

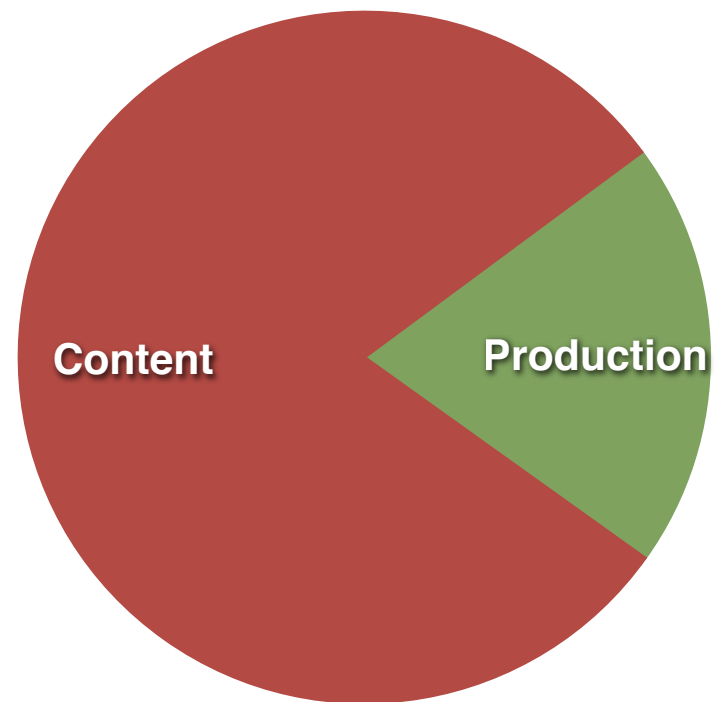
There is a temptation sometimes to jump right into the recording process. However, quality podcasts evolve from good questions, disciplined research and informed dialogue.

Podcasting is just the final mile in a journey that includes

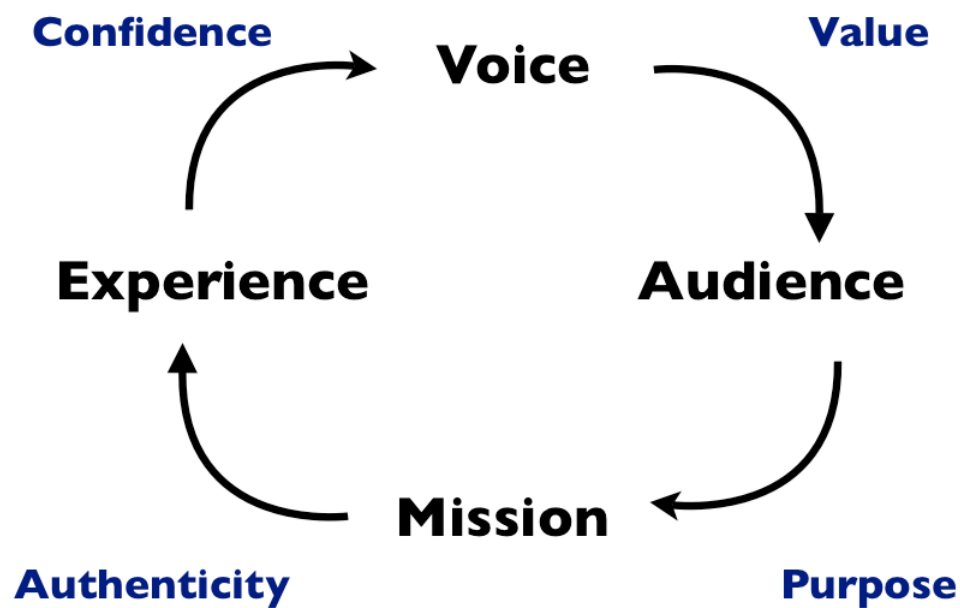
- Conceptualizing an inquiry,
- Developing questions
- Conducting research
- Analyzing
- Articulating “the story”

#### and finally

- Recording
- Editing
- Publishing
- Promoting



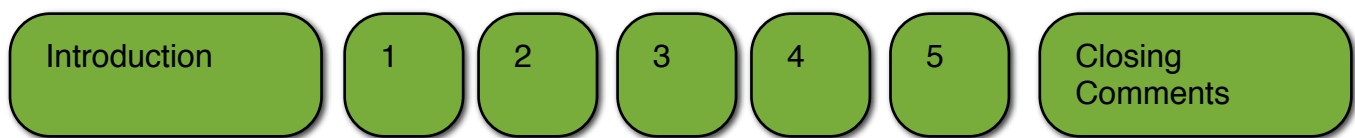
### What can podcasting do for students?



## The Five Things Podcast

Let's create a podcast series together. We'll focus on Wisconsin as our general topic and we'll aim our work toward an audience of potential tourists. Our research question is "What are five reasons people should consider visiting Wisconsin?"

1. **Brainstorm a list of potential answers**
2. **Research a some facts to support your list**
3. **Organize your content into a script or an outline**
4. **Record your show**
5. **Make any necessary edits or enhancements**
6. **Export and publish**



### Macintosh Production and Publishing

Record and Edit in GarageBand  
 Export directly to iWeb  
 Publish iWeb website

### Windows Production and Publishing

Record and Edit in Audacity (or similar)  
 Export as an MP3 file  
 Upload to server  
 Add new blog entry or page to website  
 Create new RSS podcast feed entry  
 Publish RSS feed and website

Consult with your school district's web manager and instructional technology personnel about the web and podcast publishing options available to you.

## Resources

Kidcast: Podcasting in the Classroom, Dan Schmit, FTC Publishing

Kidcast: Creative Strategies, Activities and Ideas, FTC Publishing

Intelligentic - <http://www.intelligentic.com>

Apple Learning Interchange - <http://ali.apple.com>

## Tools

GarageBand - Apple

iMovie - Apple

iWeb - Apple

Audacity - <http://audacity.sourceforge.net/>

WordPress - <http://www.wordpress.org>

Video Cue Pro - <http://telestream.net>