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PODCASTING PROCESS: EDITING

- **Editors:** Audacity, Garage Band, Myna, etc.
- Set to two channel stereo to mono
- Uncompressed or compressed (shrinks size)
- Export at 80 Kbps
 - Encode export for MP3 for most hosts
 - Encode export for OOG, WAV, or Advanced Audio Coding (AAC)

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PODCASTING PROCESS: HOSTING

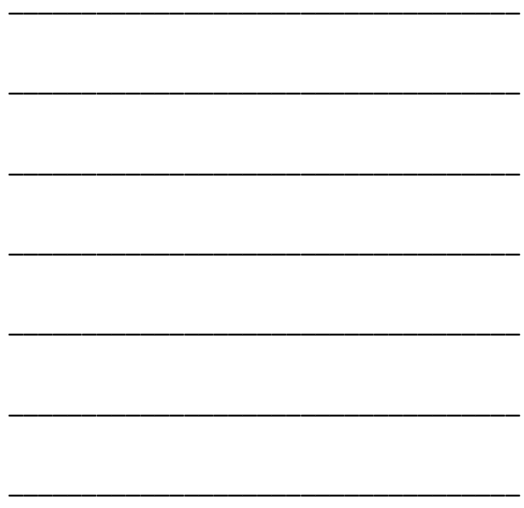
- **Video:** YouTube, Vimeo, Viddler, Daily Motion, etc.
- **Audio:** Sound Cloud, Libsyn, HipCast, Podomatic, CC Publisher (Internet Archive), GoDaddy Quick Blogcast, etc.
- **Both:** Content Distribution Network (CDN)
 - Get embed code and paste it in post

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PODCASTING PROCESS: SYNDICATION


- Website/Blog post
 - Shownotes
 - Transcription (optional but required in some countries)
 - Published in separate Podcast Category (feed)
- Syndication through Feed:
 - iTunes, Miro, Google Music, Zune Marketplace

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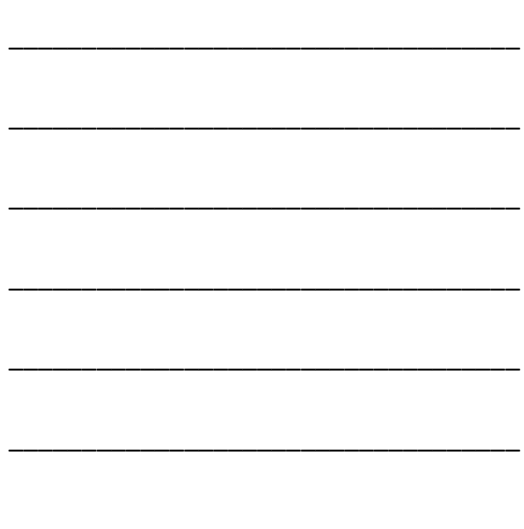


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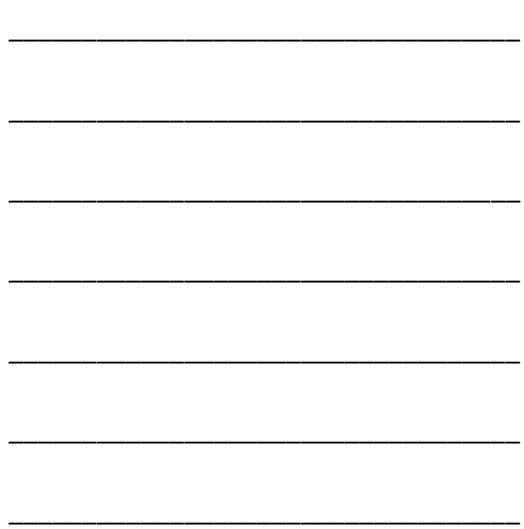
PODCAST SYNDICATION



- Separate Bandwidth – Offsite Hosting
 - Audio hosted on Cloud or CDN (Content Distribution Network) server (BluBerry, Libsyn, Amazon S3, etc.)
 - Video hosted through YouTube, Viddler, Vimeo, Daily Motion, etc. or CDN
- Separate category feed ("podcast" or "show")
- Manual submission to iTunes, Miro, Zune (album art)
- Manual embed or WordPress Plugin for podcasting
 - PodPress or PowerPress (Blubrry)



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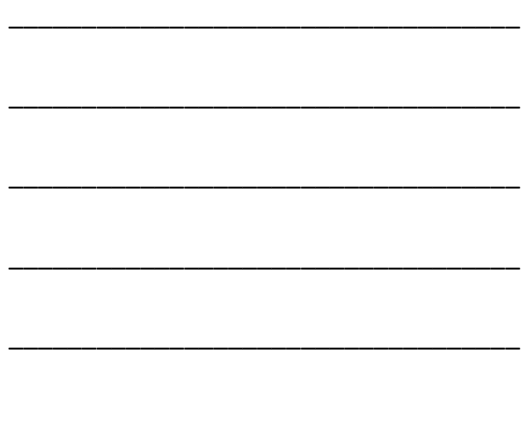
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PODCAST THEME DETAILS

- Subscribe Options Promoted Everywhere
- Episodes in their own category (and feed)
- Podcast promoted distinctly from other content
- Download/Listen/Player Buttons
- Social Media Integration critical
- Highly visual content or highly contextual – Theme must complement
- Podcasters (authors) promoted in sidebar and menus



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The Stories of Our Journeys
begins with you.

bitwire media

WordCast
Your source for blogging, social media & WordPress

Taking Your Camera on the Road
with Lorelle and Rose Halverson

Lorelle's FAMILY HISTORY

makingmylife
the possibilities are endless

Blog Herald
SINCE 2003 THE BLOGGERS' LATEST ONLY
