

Publishing a Podcast

Once you have recorded your podcast it has to be delivered to a target audience. This is one way this can be achieved:

Storing your recording

For listeners to download a recording it needs to be stored online, in an environment that has an RSS Feed. RSS will allow people to subscribe to your recordings, so they are automatically downloaded every time you release a new Podcast.

This could be a private/institutional server that has the RSS facility. Alternatively there are several online services that provide this service. A few examples are:

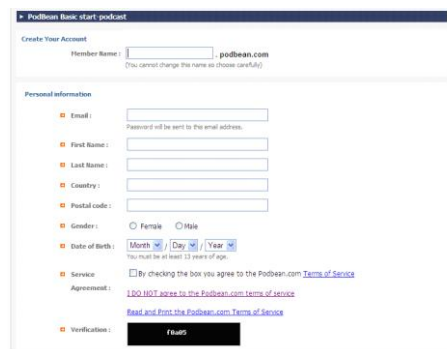
- Big Contact - <http://v2.bigcontact.com/>
- My Podcast - <http://www.mypodcast.com>
- Odeo - <http://odeo.com/>
- Podbean - <http://www.podbean.com/>

This example will be using the Podbean service.

Podbean Account

Go to <http://www.podbean.com/>. Select 'Free Sign up Now'

The setting up of an account is similar for most of these services, where you will need to register a username and supply some further details.



The screenshot shows the 'Podbean Basic start podcast' registration form. It includes fields for Member Name (with a note that it cannot be changed), Email (with a note that a password will be sent to it), First Name, Last Name, Country, and Postal code. There are radio buttons for Gender (Female/Male) and a date of birth selector (Month, Day, Year). A 'Service Agreement' checkbox is present, along with links to the 'Terms of Service'. A 'Verification' field with a 'Verify' button is at the bottom.

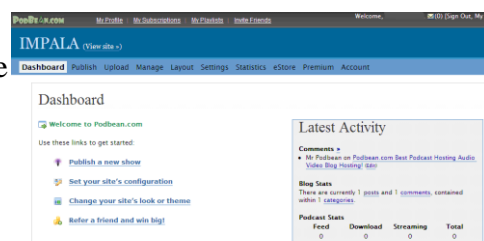
Log-in and Account Details

Once you have completed the sign up process your password will be emailed to the email address you had supplied. Log-in to Podbean with these details.

You will then be asked if you would like to supply an image that will be displayed alongside your podcast. Upload one if you wish, by using the *Browse* button and locating an image on your computer.

Podbean Dashboard

Once all the sign-up and account set-up steps are complete you are taken to your **Podbean Dashboard**. From here you can make any further configurations you may wish, but most importantly 'Publish a new show'.

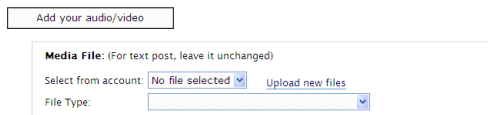


The screenshot shows the Podbean user dashboard for a user named 'IMPALA'. It features a navigation menu with options like 'Dashboard', 'Publish', 'Upload', 'Manage', 'Layout', 'Settings', 'Statistics', 'eStore', and 'Premium Account'. The main content area includes a 'Welcome to Podbean.com' message, a 'Publish a new show' button, and links for 'Set your site's configuration', 'Change your site's look or theme', and 'Refer a friend and win big!'. A 'Latest Activity' section shows 'Comments' and 'Blog Stats'.

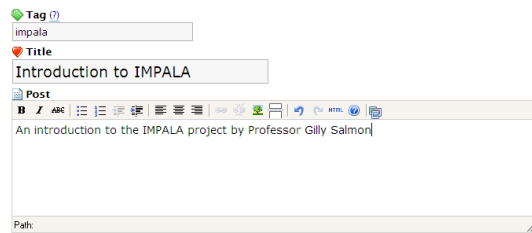
Publish a Podcast

Once you have selected the 'Publish a Podcast' option you are required to fill in some detail about the episode. These include:

- **Tag:** which is a keyword that summarises the podcast content
- **Title:** the full title of your podcast episode
- **Post:** A short description of the podcast.



Write Post / Episode

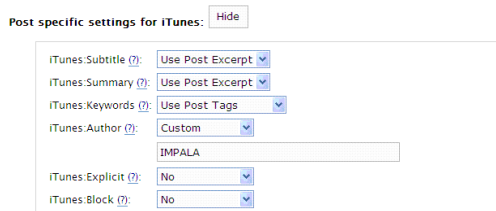


To add the podcast sound file, select the 'Add your audio/video' button. If you have already uploaded the file, select it from the drop down list. If not select 'Upload new files'

This will take you to the **Media Manager** screen. Select the Upload button. Then use the option to browse for the file on your computer.

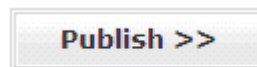


Once you have done this return to the **Publish a podcast screen**. Frustratingly this may require you to re-enter the detail you supplied before. This time in the 'Add your audio/video' option, select your podcast from the drop down menu.



Then set the iTunes setting for your podcast. The majority of this information can be copied from the excerpt you have written. However you may wish to customise some, the most important options are to say whether your podcast is 'explicit' and if you would like to block it from going on iTunes.

Once you have completed these steps 'Publish' your podcast.



Podcast Summary

Once the podcast is published you will be presented with a summary screen. To share your podcast with potential listeners, you could distribute the URL for this page. On this page people have the option to subscribe to the podcast via a range of RSS aggregators, including iTunes.

Putting Your Podcast on iTunes

To submit your recording to the iTunes Library, visit the iTunes Store, via the software. On the front page of the *'Podcasts'* section of the store is an image stating *'Submit a Podcast'*. Select this.



This takes you to a screen asking you to *'Submit a URL feed'* for a podcast. The URL you require can be found on the **Podcast Summary** page on Podbean by selecting the *'Post'* feed in the top right hand corner of the page.



Copy the URL (ending in *'/feed'*) of the page into iTunes, and continue.

This will present a **Review** of your podcast. When you hit *'submit'* your Podcast will then appear in the iTunes search, allowing a larger audience to subscribe to your recording, and to any future Podcast.