Podcasting In Education

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http://sn005.k12.sd.us/

What is a Podcast?

- What! A podcast? I know what you're thinking. Sounds complicated. Sounds expensive. Sounds, well, technical.
- The truth is, creating or listening to podcasts or watching videocasts in your classroom couldn't be easier--or cheaper.
- If you have a computer, a microphone, and an Internet connection, you already have all the equipment you need.

What is Podcasting?

- Podcasting is a method of communication allowing anyone to create audio files and post them to the Internet for others to download and listen to at any time. These audio files can be downloaded to a personal computer or handheld device such as an iPod.

What is a Podcast?

- A digital recording of a radio broadcast or similar program, made available on the Internet for downloading to a personal audio player
- The word podcast itself is a combination of the words

What is a Podcast?

- You don't need an iPod or any portable music player to listen to podcasts
- Downloadable audio files are sometimes called podcasts
- True podcasts allow users to subscribe to "feeds" to automatically receive new episodes of the show

Podcast vs. Audio File

- Podcasts
  - Regularly updated
  - RSS Feed
  - Can subscribe to podcasts
- Audio files
  - May or may not be updated
  - Usually hosted on a website
  - No RSS or subscribing

Podcasting in the Classroom

- This session will give teachers an overview on starting a student-produced Podcast in the classroom.
- Podcasts can take on multiple themes.
  - Some teachers are using Podcasting as an alternative to student produced newspapers and television shows.
  - Others are using the medium to reproduce lessons for absent students or for students to present oral presentations of reports and assignments.
  - There are multiple possibilities for using the Podcasting medium.

Podcasting…

- Integrates reading, writing, speaking, listening, and viewing skills
- Allows students to use their own voices to convey their thoughts.
- Utilizes 21st Century Skills
- Utilizes a Global Audience
- Encourages students to discover, develop, intensify, apply, and extend their creativity.

Podcasting…

- Gives students the opportunity to find and use a new and compelling voice.
- Empowers students to create in a medium that is meaningful to them.
- Provides a visual/audio context for learning new information.
- Addresses the different learning styles associated with a diverse student population.
- Capitalizes on students' natural attraction to multimedia.

Building 21st-Century Skills

- Creativity and inventive thinking
- Critical Thinking and Problem Solving
- Multiple intelligences
- Higher-order thinking (lessons learned)
- Information literacy
- Visual literacy
- Sound literacy
- Technical literacy
- Effective communication (oral, written, and digital)
- Teamwork and collaboration
- Project management
- Enduring understandings

Incorporates New Learning Environments

Traditional Learning **Environments**	New Learning **Environments**
Teacher-centered instruction	Student-centered learning
Single sense stimulation	Multisensory stimulation
Single path progression	Multipath progression
Single media	Multimedia
Isolated work	Collaborative work
Information delivery	Information Exchange
Passive learning	Active/exploratory/inquiry-based learning
Factual, knowledge-based learning	Critical thinking and informed decision-making
Reactive response	Proactive/planned action
Isolated, artificial context	Authentic, real-world context

New Blooms Taxonomy

Hardware Requirements

- Computer with Internet access
- USB microphone

The Microphone

- The microphone is the most important element in the recording chain, other than your voice - the way listeners hear your voice is greatly affected by the quality of your mike.
- You don't need to spend a lot for a mike
  - Many podcasters use USB headsets that are designed for both voice chats and recording.
  - Logitech has an excellent line of USB headsets that range up to $50 in price, each with noise-cancelling microphones, which help filter out the ambient noise in your room or outside the windows.

Software Requirements

- **Recording Software**
  - One of the most popular programs among podcasters is Audacity, which can record, edit and post-process your audio. It has several advantages:
    - It is multi-platform (Windows 98 and later, Mac OS 9 and X, and Linux)
    - It's free.
    - It's easy.
      - Podcasters can record their shows, edit their recordings, and combine other recordings (such as intros, jingles or music, sometimes made with other programs) to create finished shows.

Phases of Podcasting

- Planning/Preproduction!
- Recording
- Editing
- Publishing

Planning/Preproduction

- Decide on Topic
- Decide on Audience and Length of podcast
- Format of the podcast
  - Who will be heard in the recording?
  - Should you have a host?
  - What segments will you have in the show?
    - Radio WillowWeb segment planning sheets
    - Segment Resources for Writers
- How often will the podcast be updated?
- Create Script or Outline- sample script
- Name your podcast. The more creative, the better!

Developing a Slogan

- Our City Podcast: "Learn about places from the kids who live there."
- Radio WillowWeb: "Radio for Kids, by Kids."
- Grammar Girls: "Friendly tips to improve your writing."
- This Week in Tech: "Netcasts you love from people you trust."
- TravelCommons: "More about the journey than the destination."
- Sticks and String: "A podcast by an Australian bloke who knits."
- The Mr. Brown Show: "Don't let your next family gathering be your funeral."

Student Safety

- Establish a rule for your students to provide personal safety that no last names are to be used.
- If they like try using pseudo names, something like "DJ Toad", this can add another level of fun.
- Also make sure the students don't give any details that reveal their schedules, for example, if they ride their bike down a certain street, or even if they wear particular clothing.
- Parental Permission for posting podcasts

Typical Script

- Intro music jingle (repeat for each show so listeners identify the jingle with your show) 15-20 seconds
- Introduction: Welcome to the NAME OF YOUR PODCAST. This is your host, YOUR NAME. Maybe share a brief motto. Provide a quick overview of some of the topics that will be discussed, any guests that might be on the show. 30-60 seconds
- Segment 1 (1-2 minutes)
- Segment 2(1-2 minutes)
- Segment 3 (1-2 minutes)
- Closing Remarks (30-60 seconds)
  - Be sure to thank the audience for listening, thank guests, and briefly share the topic for the next show
- Closing music jingle (suggest same as Intro music jingle) 15-20 seconds

Production

- Recording
  - Practice Makes Perfect
  - Keep the mike quite close to your mouth
  - Speak slowly and take pauses to breathe
  - Speak clearly and vary the tone
  - Hold paper still because the mike picks up the sound of rustling paper
  - It's best if students record short portions of audio at a time. There will be fewer mistakes and re-recordings. When the portions are played right after another, the listener won't realize that some things were recorded separately.

Recording

- **Do…**
  - Enunciate clearly.
  - Speak at a normal volume.
  - Practice, practice, practice!
  - Reduce background noise.
  - Pause recording to take short breaks.
  - Smile while speaking!

Recording

- **Don't…**
  - Talk too quickly.
  - Drop off the ends of words.
  - Try to sound like a radio D.J.
  - Pop p's into the microphone.
  - Get too close to the microphone.
  - Touch the microphone or its cord.

Production (continued)

- Recording
  - Record the introduction last for a couple of reasons.
    - First, recording last allows you to introduce exactly what will be in the podcast because it has already been recorded.
    - Second, students have had practice in front of the microphone and are more comfortable. They'll record a much better introduction, and after all, the introduction should hook the listeners!

Download Audacity

- Audacity software (free!) to record and edit podcasts. Download Audacity (and the LAME converter needed to turn Audacity work files into mp3 files) here. Download instructions for using Audacity here.

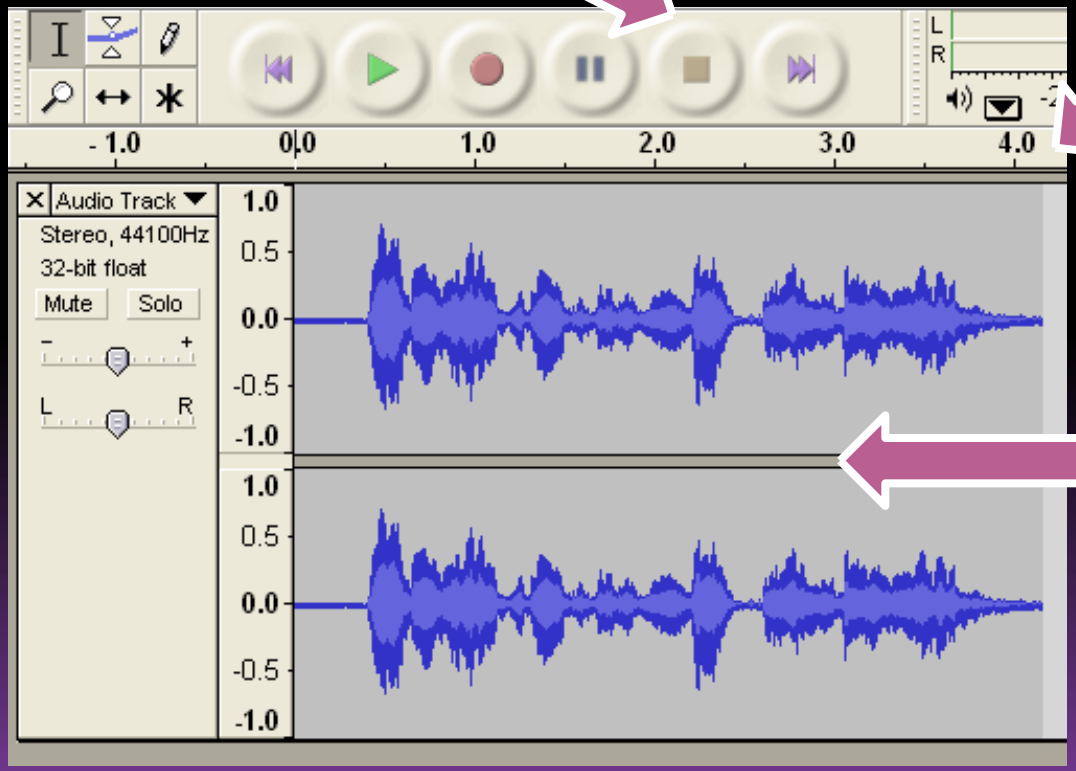
Audacity

LAME MP3 Encoder

Audacity

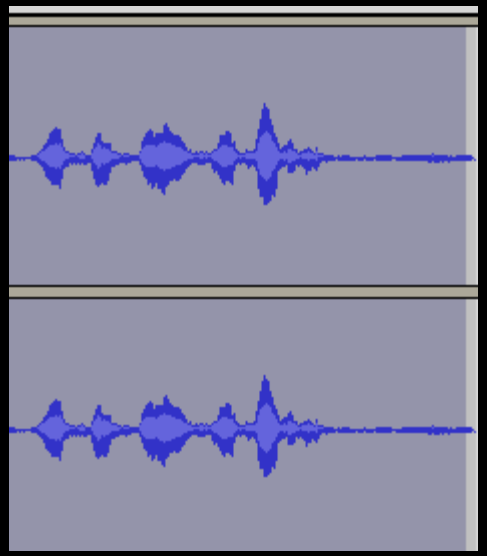
record

stop



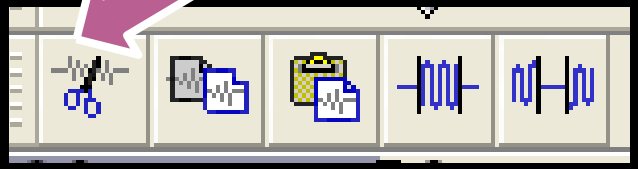
Timeline in seconds

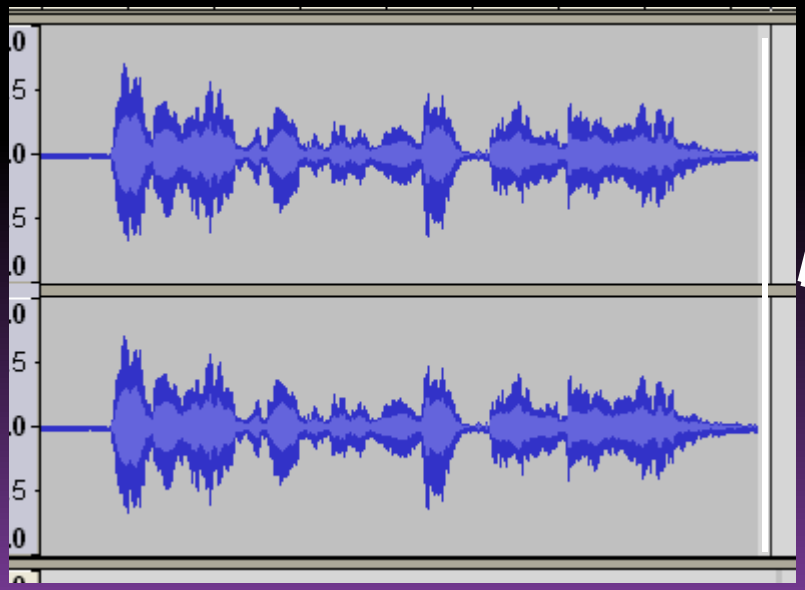
Track 1 in Stereo sound



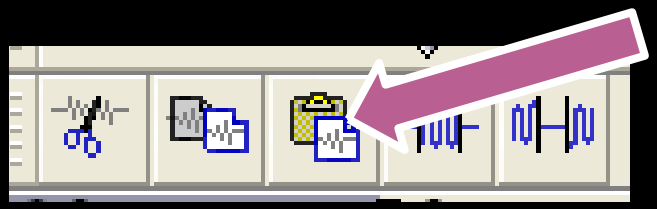
Highlight the track 2

Click Cut

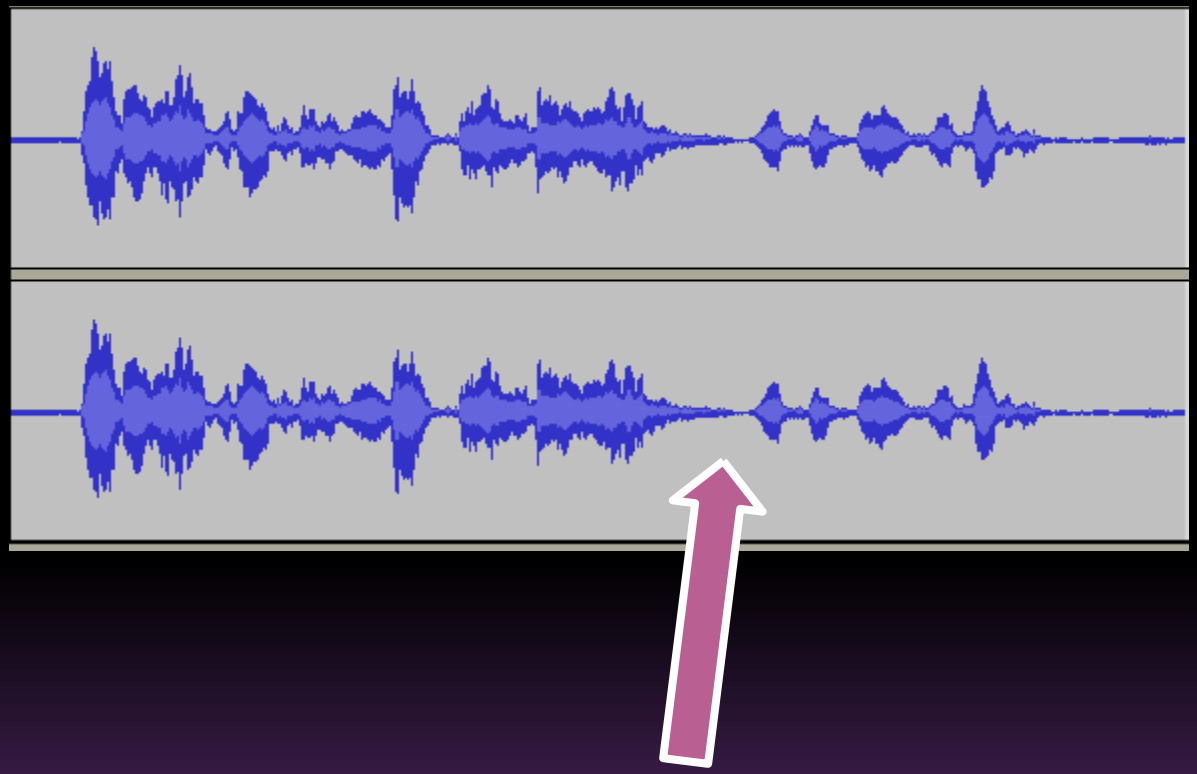




Click just after track 1

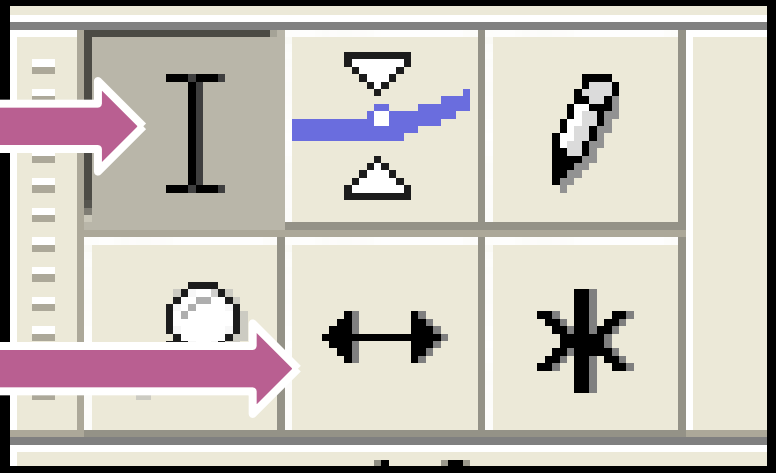


Click paste



The tracks are now stuck together

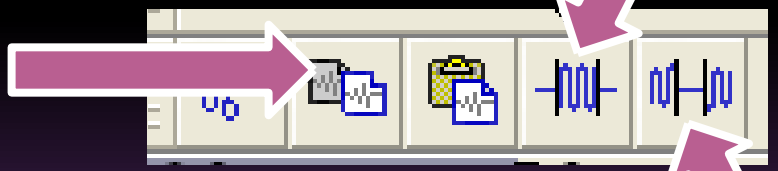
Select audio



Move audio
along timeline

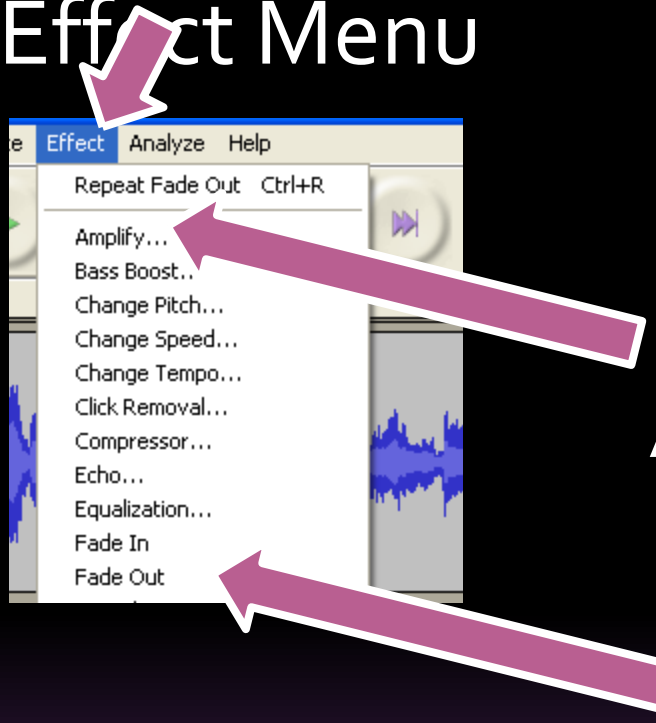
Mute either side of
selected audio

Copy



Mute selected
audio

Effect Menu

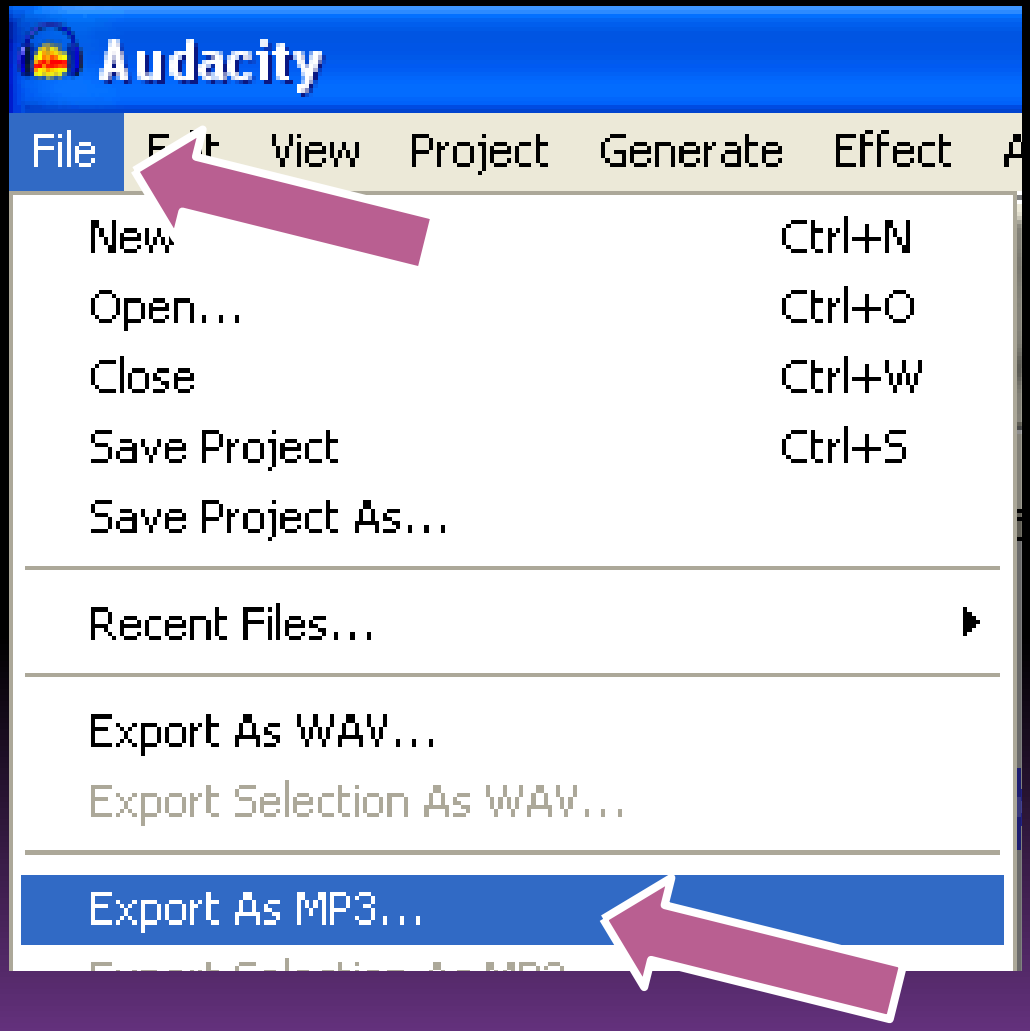


Highlight audio then select…

Amplify: Make louder

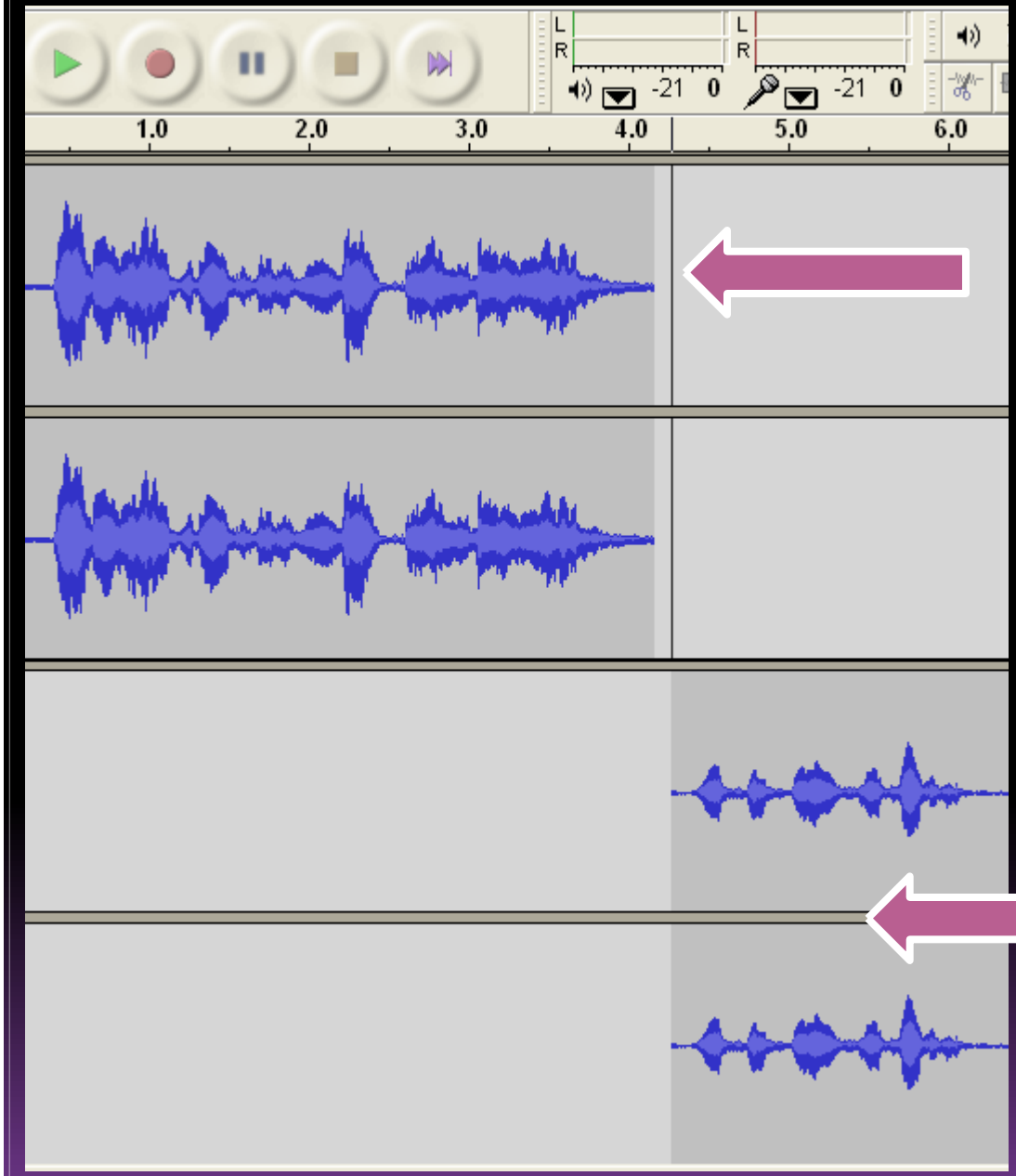
Fade In/Out: Useful for start or finish of sound track

To save your track.



File menu

Export as MP3



Click on the time line

New recording on track 2

Editing

- You may not have recorded the audio in order, so the first priority is to make sure all audio is in the correct order.
- Clips can be trimmed to delete any unnecessary pauses or interruptions.

Postproduction

- Music and sound effects can be added in postproduction.
- Make sure you use "podsafe" music. Podsafe music is the term for music that can be legally used in a podcast and freely distributed online for others to download.
- Podsafe Music Content is generally distributed under the Creative Commons licenses that allow podcasters to freely use the music as long as they give credit to the original author of the soundtrack.

Copyright in Education

Here are some sites for podsafe music:

- The Free Sound Project
- Garage Band
- SoundSnap
- Flash Kit - Sound FX
- Podcast Bumper Music
- fOUR bEES Free Media
- Podsafe Audio
- Mutopia
- ACIDplanet offers a free 8-pack of loops each Friday.

Copyright

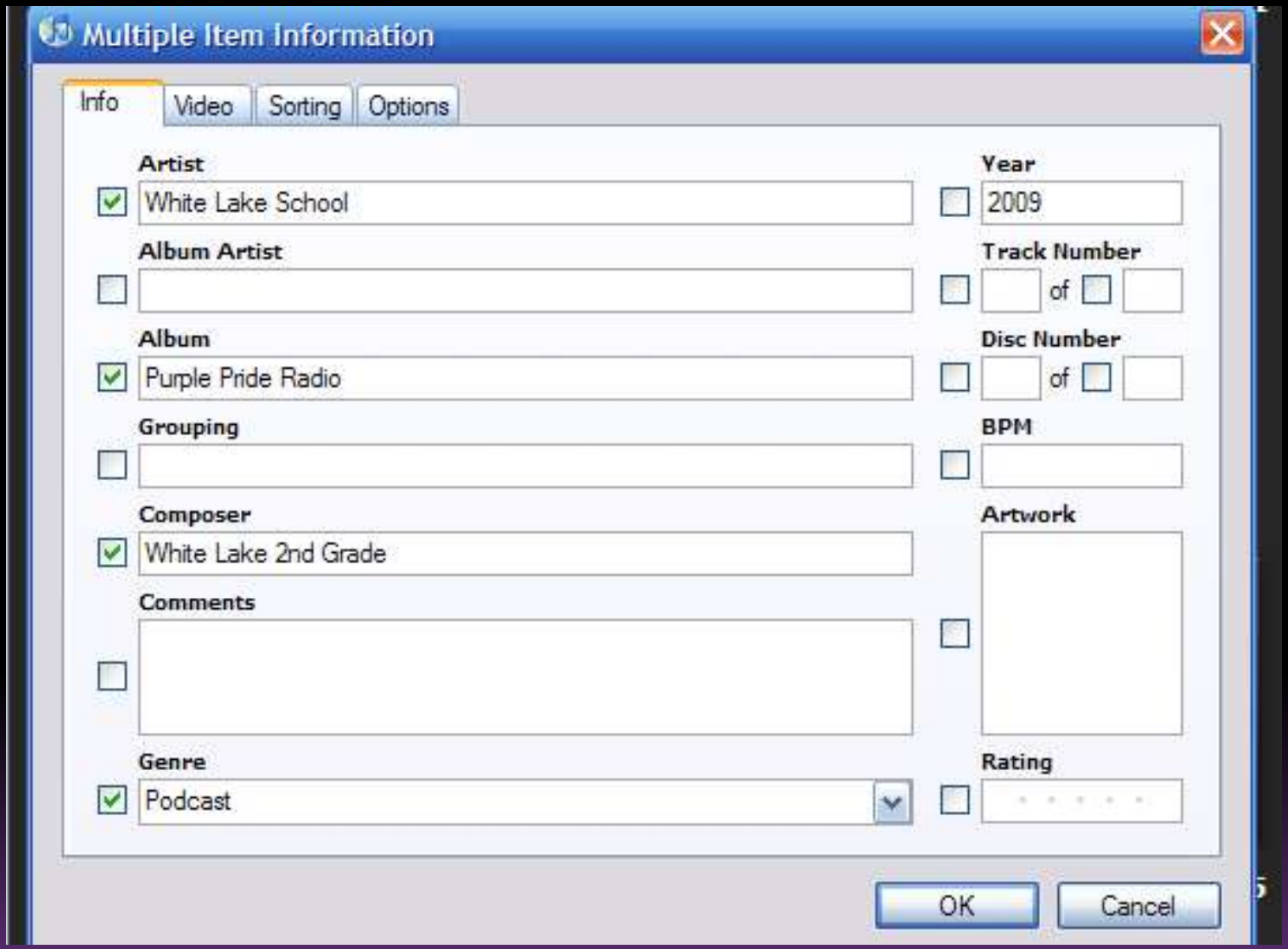
- Using one's own voice and existing personal archival material has the advantage of being copyrighted by you as the author.
- By using other's music, you are also likely crossing into the territory of deciding what should be the appropriate fair use of the copyrighted material.
  - Put simply, if you are going to make money directly or indirectly by the presentation or distribution of the piece you have created, then you should have the composer's permission to use the music.
- Fortunately, numerous companies have developed copyright-free music collections and software to assist you in designing a soundtrack that is wholly yours.

Read Education World's five-part series on copyright, fair use, and new technologies:

- Copyrights and Copying Wrongs
- Is Fair Use a License to Steal?
- Copyright Law and New Technologies
- Applying Fair Use to New Technologies
- District Liability and Teaching Responsibility

Publishing

- Once the podcast sounds just the way you want it, it's time to publish it.
  - You can export to an MP3 in Audacity
  - Then double-click on the MP3 file to open it in iTunes.
  - Select the file you opened in iTunes and select *Get Info* from the *File* menu. Click Yes if it asks you if you're sure you want to edit. Complete the fields. It's best to make sure this information is consistent in each podcast produced. Make sure you choose Podcast as the Genre.


Multiple Item Information
Info
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Sorting
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Artist
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2009
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Track Number
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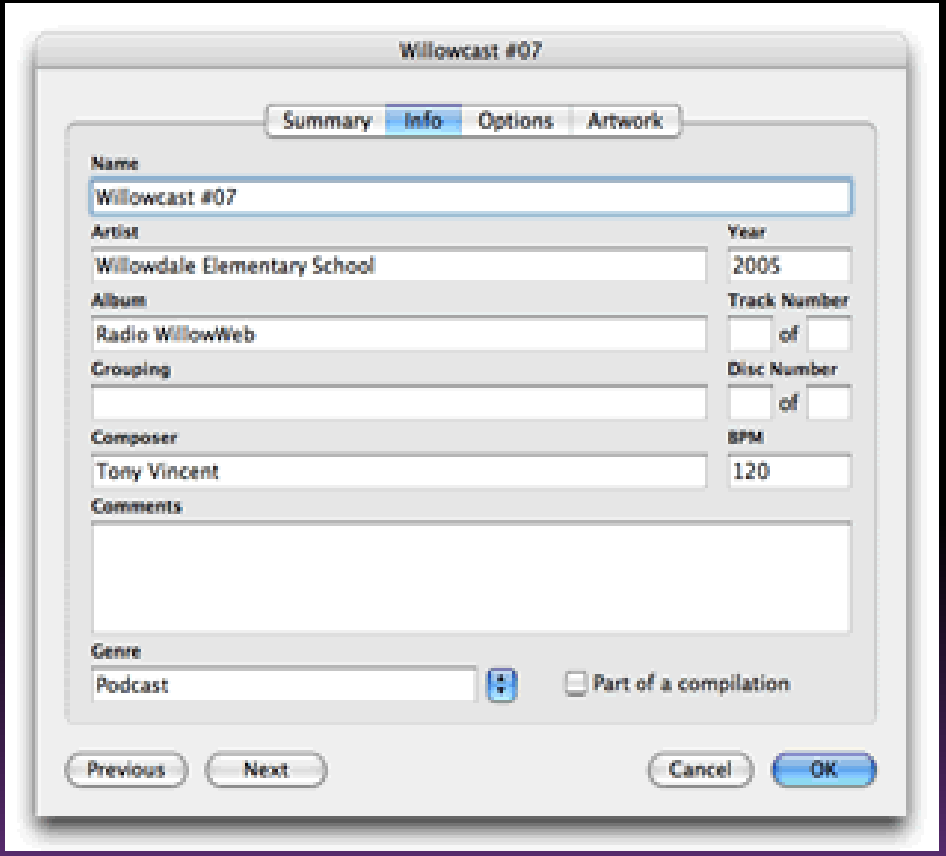
Album
Purple Pride Radio
Disc Number
of
Grouping
BPM
Composer
White Lake 2nd Grade
Artwork
Comments
Genre
Podcast
Rating
OK
Cancel

Publishing (continued)

Once you have the fields completed the way you want them, then click OK.



Publishing (continued)

- Publishing is the most technical part of the entire process.
- Gcast Podcasting is a site that lets you create and store podcasts. By using code from Gcast you can even add your own podcasts to your Web site. You will need to sign up for a free account with Gcast.

Publishing (continued)

- Gcast- http://www.gcast.com/user
  - Register for free.
  - Every account comes with its own podcast channel, and you can edit or create additional channels at any time.
  - Name your channel. Mine is "Purple Pride Radio". I list the author as "White Lake School" and the category as K-12. Also, list some keywords to make your podcast searchable.
  - Then from your personal Gcast home, you are able to upload your podcast by clicking the "Upload new audio files".
- Submit the web address of your RSS feed (your personal Gcast page) to podcast directories, including iTunes, to tell the world about the podcast! You can find a link on your Gcast "Edit your podcast channel" page that will help you find the podcast feed URL to submit to iTunes.
- Learn how to link to your podcast in iTunes so web visitors can easily subscribe.

Review of Publishing your Podcast

The basic idea is that you need to have a place where your podcast is stored (Gcast) for people to download it, and then create a web link that other people can use to find the file.) Once you have the feed URL, load iTunes (podcast directory), go to the iTunes Music Store, click the Podcasts link in the left-hand column, and look for the Publish a Podcast link on the left of the Podcasts page. Click that link, enter the URL for your podcast (your Gcast site), then click Continue.

Publishing to iTunes

- At this point, you'll have to sign in to your iTunes Music Store account. While you can browse, subscribe to and download podcasts without an iTunes Music Store account, you cannot submit any unless you have an account in the store you want to add them to.
- If you do have an iTunes Music Store account, the rest is simple: iTunes automatically picks up any comments and descriptions you've added to your RSS feed; you cannot edit them once the podcast is added to iTunes

Podcasting-As Easy as 1-2-3

1. Create your MP3 using Audacity

Audacity allows you to make MP3s quickly. Remember to use music clips and keep your podcasts entertaining and short!

2. Post your MP3 to an Internet location that uses an RSS feed to syndicate (or send out) your audio

Locations like podOmatic or Gcast provide a type of feed (called RSS) which sends your podcasts out to subscribers automatically each time you post a new MP3.

3. Choose a host that will 'grab,' store, and update your podcast list every time you post to RSS location.

Sites like iTunes or iPodder 'gather' and host podcasts on their server for easy download by subscribers.

Podcasting-As Easy as 1-2-3

- Create MP3s with Audacity
- Post MP3s with Gcast
  - Go to your Gcast home page and click on Edit Podcast Channel. Then under iTunes Music Store URL click "Feed" to iTunes. Copy the address that shows up. Log onto iTunes and open the iTunes Store. Click on Podcasts. Then way on the bottom left, click Submit Podcast. Then paste in the URL. You must have an iTunes account with credit card info, but it doesn't cost anything.
- Podcatch with iTunes

Three Must-know Podcasting Terms

RSS Feed

An RSS feed (really simple syndication*) is a file format that *syndicates* regularly changing content (text, audio, or video), allowing us to *subscribe* to it. Locations like Gcast provide RSS feeds which you use to send your podcasts to subscribers automatically.

XML

XML is the language encoding your RSS feed; it is one standard for textual information exchange between applications on the Internet. XML combines text and extra information about that text (structure, layout, etc.). It helps users share data across information systems—in our case, the Internet.

AGGREGATOR

An aggregator (iTunes is one example) checks RSS feeds to which you have subscribed—reads them, and 'grabs' the new information for you. This way, you only have to check one site for updates on your favorite blogs, news feed, or in our case, podcasts.

Podcast Checklist

Podcast Checklist:

Planning:

- ☐ Choose format or genre of podcast with group
- ☐ Read and clarify understanding or podcast format chosen
- ☐ Choose an audience (age group, gender?)
- ☐ Brainstorm ideas for podcast
- ☐ Create rough and develop final copy of script
- ☐ Podcast has a clear beginning, middle, and end
- ☐ Find and/or practice sound effects/audio/jingle
- ☐ Ensure all group members have a speaking role and no one person dominates
- ☐ Have you confirmed your guest, if you have one?
- ☐ If you are in a remote location, do you have a portable recorder, batteries, microphone, etc.?

Production:

- ☐ Jingle is used for the intro and outro
- ☐ Each speaker has been introduced
- ☐ Purpose of the podcast is clearly stated
- ☐ Speech is easily heard and makes sense
- ☐ Copyright free or permission granted for use
- ☐ Podcast has a clearly stated purpose
- ☐ Podcasts keeps to the topic
- ☐ Information is accurate, relevant, and interesting
- ☐ Editing responsibilities are shared
- ☐ Podcast length is less than 4 minutes

Resources

- Jamestown Elementary

- Podcasting for Teachers
  - Compilation of Student Created Podcasts
- Radio WillowWeb
  - This is an excellent resource for how to podcast.

Podcast Directories

- iTunes
  - Easiest way to find and subscribe to a podcast
- Podscope.com
- Education Podcast Network
- Podcastalley (not recommended for students)
- Learninginhand
- Educate

Integration Ideas

- Share book reviews
- Document a field trip
- Classroom news
- Record a class discussion
- Review curricular content
- Anything Musical, Instrumental
- Interviews with Authors, Local Celebrity(although this isn't easy with Audacity)
- Oral Histories of Veterans, Native Americans, others
- Newsletters to parents
- Learning in Hand

More Integration Ideas

- A Mini Series is something to consider if you don't want to commit to long term podcasting
  - A consistent set of music, artwork and formats. You want the series to be identified as a set with a sense of unity. If the series is a special project of an ongoing podcast, tie your show's identity pieces (logos, etc) together with the special artwork of the mini series.
  - An introductory episode that details the scope of the series. What question(s) will you be exploring? What will listeners be able to take away from the experience? What can they look forward to in upcoming episodes?
  - An episode for each of the central questions or angles you or your students explore.
  - A summary show co hosted by all the contributors in which the lessons of the previous episodes can be tied together.

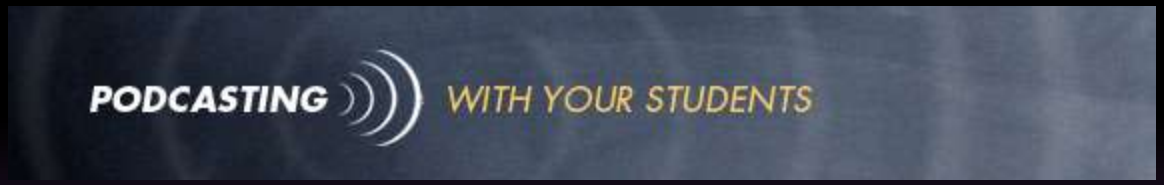
Mini Series Ideas

- Animal Adaptations - How does an environment affect animal apprearance or the way they behave?
- Life Cycles - How do animals grow and change throughout their lives? Are there similarities between different animal life cycles?
- The Census - Why is the census important to our government? What can we learn about the past and future by looking at census data?
- 10 Inventions that Changed the World
- Creative writing - telling a story as a serial
- Pillars of Character
- Community Institutions
- Biographies

If you are interested in trying podcasting with your students, but don't know where to start, Our City Podcast was designed to help you with all of this! Our City Podcast is a collection of individual podcasts by students from different cities. There are teacher resources, a planning packet, and a sample script to help you get started.

Cool Free Technology Resources

- http://bighugelabs.com/flickr/
  - Use your photos to make motivational posters, pop art, magazine covers, mosaics, puzzles, collages, framed photos, calendars, bead art, trading cards, CD covers, cubes, etc
- http://www.wordle.net/
  - Wordle is a toy for generating "word clouds" from text that you provide. The clouds give greater prominence to words that appear more frequently in the source text. You can tweak your clouds with different fonts, layouts, and color schemes. The images you create with Wordle are yours to use however you like. You can print them out, or save them to the Wordle gallery to share with your friends.
- http://www.picnik.com/
  - Picnik makes your photos fabulous with easy to use yet powerful editing tools. Tweak to your heart's content, then get creative with oodles of effects, fonts, shapes, and frames.
    It's fast, easy, and fun.
  - http://fotoflexer.com/
- Fofoflexer is a free online image editor. Add effects, shapes, text, doodles, distortions, layers, retouches, as well as more advanced editing.

Thanks for Coming!

Have Fun…