

# **The Why and How of Podcasting**

EDUCAUSE Southwest Regional Conference 2007  
Strategic Collaboration Is the Competitive Advantage  
Track 3 - Technology Tools and Infrastructure  
Thursday, February 22, 2007 / 2:30 p.m. - 3:15 p.m.  
Lonestar Room - 2nd Floor

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# The Why and How of Podcasting

## Agenda

- A. What university podcasting departments are being asked to do, with examples
- B. The step-by-step process of podcasting
- C. The technical requirements of podcast studios with setups for different budgets

# **The Why and How of Podcasting**

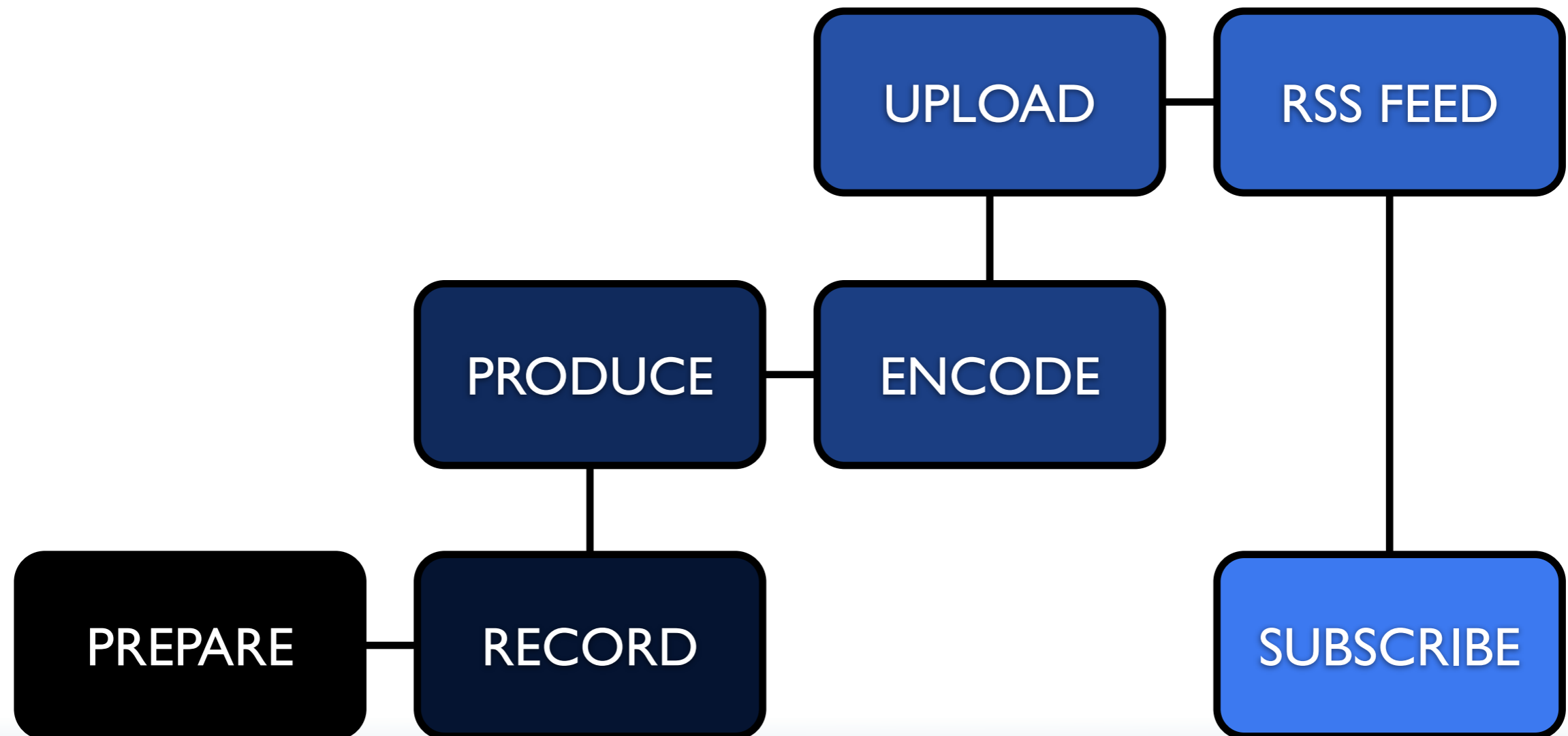
## **A – University Podcasting Depts**

### **1. Why Podcast?**

- Courses of course!
- 5. Faculty Information Dissemination
- 4. Staff Development and Morale
- 3. Anything from Students
- 2. Development and Alumni
- 1. Enrollment and Recruiting

# The Why and How of Podcasting

## B – The Step-By-Step Process



# The Why and How of Podcasting

## C – Podcast Studios

- **Technical Requirements**
  - Prepare - computer, pad and pencil
  - Record - audio/video recorder, interface
  - Produce - mixer, software, a/v workstation
  - Encode - encoding software/hardware
  - Upload - hosting agreement, server
  - RSS Feed - xml editor, test website, server
  - Subscribe - iTunes or other podcatcher

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## Questions and Contact Info

- **Presentation Available at:**
  - <http://jdfrey.wordpress.com/presentations>
- **Questions? Contact Me:**
  - [jdfrey@rice.edu](mailto:jdfrey@rice.edu) / 713-348-5827
- **Please Fill Out an Evaluation**
- **Podcasting Course**
  - at Rice University School of Continuing Studies Starting in April