

The What, Why, and How of Podcasting

Communications Conference
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Episcopal Diocese of Texas, Houston, TX

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Podcasting: What, Why and How Jeffrey D. Frey

- IT Manager at Rice University
- Web Services: Data, Development, Design
- Recording Studio in New Orleans
- Music Video quality Videography
- Course at Rice University School of Continuing Studies on Podcasting
- Podcasting: Job, Hobby, Help Non-Profits

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Podcasting: What, Why and How First, some questions...

- Thinking about podcasting?
 - Been asked to podcast?
 - Coming up with it yourself?
- Are podcasting?
 - Just started?
 - Been doing it for a while?
- Not Podcasting?
 - No idea or just not thinking about it?

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Podcasting: What, Why and How Second, what is a podcast...

- A podcast is a collection of digital media files which is distributed over the Internet, often using syndication feeds, for playback on portable media players and personal computers.
- Basically, a set of audio or video files people can subscribe to using their computer.
- Can also download them to a portable unit.

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Podcasting: What, Why and How Third, abstract and agenda...

In this session, you'll get a brief introduction of what a podcast is, **find new answers as to how it can benefit you and your subscribers**, and understand the **step-by-step process** of creating a podcast. Speaker, Jeff Frey, will also give you **equipment recommendations** for your podcasting studio with specific **setups for a range of budgets**.

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Podcasting: What, Why and How Agenda

- A. Answers to how it can **benefit** you and your subscribers
- B. The **step-by-step process** of podcasting
- C. Equipment recommendations for **podcast studios** with setups for a range of budgets

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Podcasting: What, Why and How A – Benefits

We're going to talk about the 5 main benefits to podcast, compiled through surveys of churches and institutions as well as personal experiences.

- 1. Reaching More - Sermoncasting**
 - Sermoncasting is definitely the main reason
 - Examples
 - main services, for people who can't attend
 - guest speakers, as an archive

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Podcasting: What, Why and How A – Benefits

- 2. Going Deeper - After the Sermon**
 - extra research that went into the message
 - more thoughts, more personal
 - answers to questions, interview?
 - connection with the speaker
 - Examples
 - the basis for a sermon series
 - why that scripture

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3. Discipleship - Daily Instruction

- short, topical and relevant
- different people, topics, and resources
- create a following of listeners
- Examples
 - daily scripture reading
 - devotional plus reading
 - prayer and music could be added

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4. Care - Health and Theology

- specifically targeted to the congregation
- congregations are a small cross section of larger society
- heal and instruct
- Examples
 - topical discussions on specific issues
 - what does the Bible / God say about ____

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Podcasting: What, Why and How A – Benefits

5. Marketing and Advertisement

- short descriptions of what's going on
- disseminate information to congregation
- let the community know what your doing
- Examples
 - this week at (insert your church here)
 - upcoming events podcast

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Podcasting: What, Why and How A – Benefits

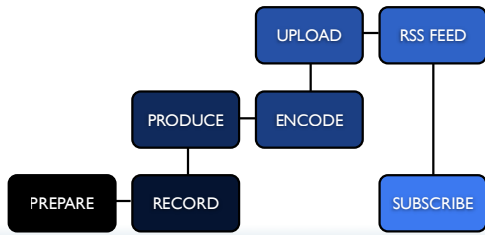
Why Podcast?

1. To Reach More with Your Sermons
2. To Go Deeper After the Sermon
3. To Disciple with Daily Instruction
4. To Care for People's Health with Theology
5. To Let People Know What's Going On

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Podcasting: What, Why and How B – The Step-By-Step Process



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Podcasting: What, Why and How 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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Podcasting: What, Why and How C – Podcast Studios

- **No Budget**
 - Focusing on Audio
 - Public Library?
 - Internet Cafe?
 - Record on the Computer
 - Tape Recorder and \$2.50 patch cable
 - Free Internet Podcasting Host
 - bswusa.com when you're ready to buy

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Podcasting: What, Why and How C – Podcast Studios

- **Almost No Budget**
 - The Samson C01U USB
 - Atlas DS5 mic stand
 - Sennheiser HD202 headphones
 - Software for Mac or PC
 - \$150



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- **Kinda No Budget**
 - The Blue Snowball
 - Audacity for Mac or PC
 - Garage Band for Mac
 - Earbuds (listen to your podcasts on other systems)
 - \$200



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- **Low Budget**
 - Audio-Technica AT2020 studio mic
 - Alesis MultiMix8 USB
 - Atlas DS7 mic stand
 - ProCo 5 ft. mic cable
 - USB cable
 - \$250



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- **Medium Budget**
 - Audio-Technica AT3035 mic
 - Yamaha MG8-2FX mixer w/ effects
 - dbx 266XL compressor
 - Edirol UA1EX USB audio capture device
 - \$600



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- **Portable Podcasting**
 - Marantz PMD670 Compact Flash
 - USB connection
 - Sennheiser MD46 interview mic
 - \$800



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- **Portable Podcasting**
 - Zoom Handy H4
 - USB connection
 - Built-in mics
 - SD Card
 - \$300



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Podcasting: What, Why and How C – Podcast Studios

- **High Budget**
 - Electro-Voice RE-20
 - Mackie Onyx 1220 mixer (FireWire)
 - dbx's pro 1066 compressor
 - \$1700



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Podcasting: What, Why and How C – Podcast Studios

- **High Budget: \$1700 & still need:**
 - pop filter
 - computer software to edit
 - headphones
 - another microphone
 - phone interface for interviews
 - keep adding and adding...
 - <http://jdfrey.wordpress.com>

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Podcasting: What, Why and How Contact Info and Questions

- **More Info is Available at:**
 - <http://jdfrey.wordpress.com>
- **Contact Me:**
 - jdfrey@rice.edu
 - 713-348-5827
- **Questions?**

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