

# Podcasting 101

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# What is Podcasting?

## (iPod + Broadcasting = Podcasting)

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### Podcasting

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From Wikipedia, the free encyclopedia.

**Podcasting** is a term used to describe a group of technologies for distributing audio or video programs over the [Internet](#) using a [publisher/subscriber model](#). It differs from earlier online delivery because it [automates](#) the transfer of digital media files to the user's computer for later use. Podcasting enables independent producers to create self-published, syndicated "shows," and gives broadcast radio or television programs a [new distribution method](#).  
Subscribing to podcasts allows users to collect individual programs from a variety of sources for listening or viewing at the user's convenience. In contrast, traditional broadcasting provides only one source at a time, and the time is broadcaster-specified. "Streaming" media files from the Internet removes the specified-time restriction, but is still limited to a single source. ["Aggregating"](#) programs from multiple sources is a major part of the attraction of podcast-listening.

Any [digital audio player](#) or [computer](#) with audio-playing software can play podcasts. From the earliest RSS-enclosure tests in 2000 and 2001, feeds have been used to deliver video files as well as audio, and other media such as photographs and text are transferable by podcast. The term "cast," however, still refers largely to audio distribution.

Podcasting's essence is about creating content (audio or video) for an audience that wants to listen when they want, where they want, and how they want.

[Listen to this article · \(info\)](#)

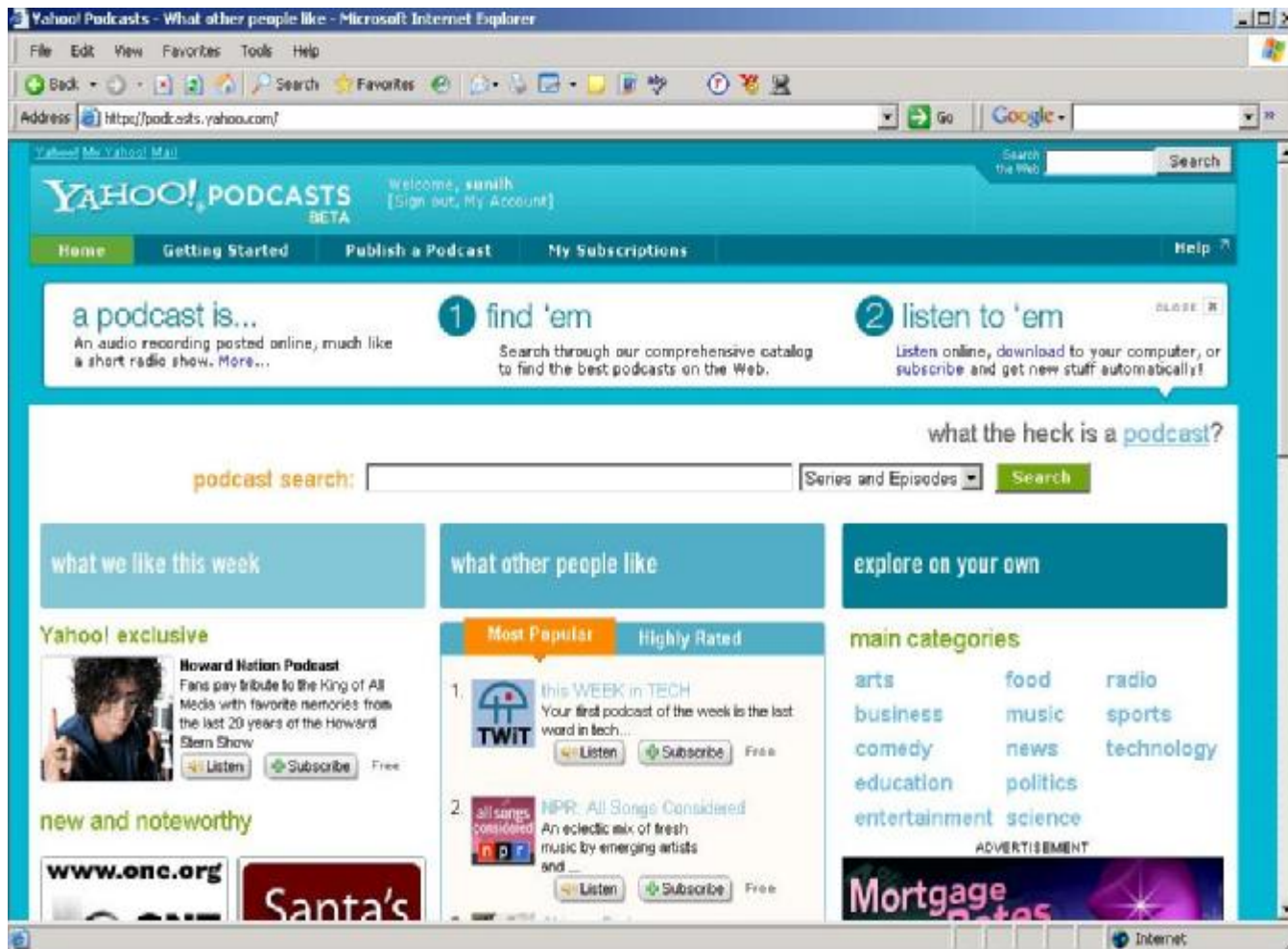


This audio file was created from the revision dated [2005-12-05](#), and does not reflect subsequent edits to the article. ([audio help](#))

[More spoken articles](#)

# iTunes





# Searching for Podcasts

The screenshot shows the 'Replay Guide' website interface. At the top, there is a navigation bar with icons for Back, Forward, Home, Shows, Stations, Podcasts, TV, Community, Account, and Help. Below this is the 'Replay Media Guide' header, followed by the 'Applian Technologies' logo. A central section features a magnifying glass icon over a radio and the text: 'Welcome to the Replay Media Guide, the best way to Find and Record great Online Radio and Video.' Below this is a link: 'Click here to learn more about this Guide.' To the right, there is a 'FEATURED SHOW' section titled 'This Week in Tech' featuring 'TWiT' with a description: 'Leo LaPorte and his top notch guests give great insight into the week's tech news and trends. Well worth a listen!' and an 'INFO' button. Below the featured show, there is a 'Get Started Now!' section with a list of features: 'Pick from 1182 Radio Shows. Record them automatically with Replay Radio!', 'Find 2118 Online Radio Stations. Record them with Replay Radio or simply tune-in and listen live directly from the Media Guide.', 'Search 13836 Podcasts, and 260263 Podcast episodes. Easily subscribe to all of your favorite Podcasts with one click with Replay Radio.', 'Browse 512 Internet TV stations. Watch right from the Media Guide.', and 'Find shows recommended by 2158 Members. Click the Account button to join our growing community.' At the bottom, there is a direct link to the guide: 'www.replaymediaguide.com' and a copyright notice: '© Copyright 2005 Applian Technologies Inc. All Rights Reserved.'





Back
 Forward
 Home
 Shows
 Stations
 Podcasts
 TV
 Community
 Account
 Help



[Find](#) | [Top Rated](#) | [Categories](#) | [Recent](#) | [Enter XML](#) | [More Guides](#) | [Help](#)

# Find Podcast

Searching 13836 Podcasts

You can also search:

- [Top Rated Podcasts](#)
- [Categories](#)
- [Text within episode show notes](#)
- [Audio within episodes](#)
- [Broadcast Radio Shows](#)

Podcast Name:

search descriptions too

- |  |  |  |
|--|--|--|
|  |  | American Consumer Credit Counseling Education Podcasts           |
|  |  | EdTechTalk.com - Educational technology that talks -             |
|  |  | Education and Technology Today                                   |
|  |  | Educational Technology   |
|  |  | Financial Aid Podcast, Daily Education and Consumer Finance Podc |
|  |  | Forex Education and Trading Podcast                              |
|  |  | Indiana Department of Education Podcast                          |
|  |  | PodcasterNews.com Education PodcasterNews                        |



Replay Guide

Replay Media Guide

Back Forward Home Shows Stations Podcasts TV Community Account Help

Find | Top Rated | Categories | Recent | Enter XML | More Guides | Help

Podcasts

## Education and Technology Today

ADD RATE XML

Category: **Talk - Education**  
*Information on technology in education*

### Previews (All Active Shows)

PLAY MP3 ITUNES FAV **Ethics in School Administration: Dr. Robert Kimball**  
 Mon, 28 Nov 2005 15:04:21 -0600 (20.6 Mb)  
 Dr. Robert Kimball a specialist in ethics in urban education and training school administrators to be ethical

PLAY MP3 ITUNES FAV **Dennis Odell new curriculum for teaching music**  
 Mon, 28 Nov 2005 15:04:21 -0600 (18.6 Mb)  
 A series of questions which bring out the details of this radical new approach to music instruction

PLAY MP3 ITUNES FAV **Can Computers Replace Textbooks**  
 Mon, 28 Nov 2005 15:04:21 -0600 (19.5 Mb)  
 Can Computers Replace Textbooks

# Replay Radio

(Content Aggregator)





# Creating content (Publisher)

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*“Great podcasts come from having great content, not expensive equipment”*

1. Create MP3 file
2. Upload to web host and Link to the MP3 in the blog description
3. Use blogging software (such as MovableType) to distribute file using RSS (XML based) feed for access by news aggregator clients such as FeedDemon, Newsgator, or Doppler.

# Q&A

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