

## Audio and Video Podcasting (& RSS Feeds too)

### Library 2.0

Mt Wachusett Community College, Leominster, MA campus

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### What is RSS?



Really Simple Syndication or Rich Site Summary, RSS is an XML (eXtensible Markup Language) format for syndicating and broadcasting web content. Anything can be broadcast, text, digital audio, PDF files, video files, and more. Learn more about RSS feeds at [wpi.edu/+Library/Help/Self/rss.html](http://wpi.edu/+Library/Help/Self/rss.html).

### What are Podcasts and Vodcasts?

Podcasting usually means distributing *audio* content over the Internet using RSS feeds. Video podcast (vidcast or vodcast) is online delivery of video clip content via RSS enclosures. People sign up for a feed & use their favorite aggregator ([iTunes](#), [Bloglines](#), [Google Reader](#), etc) to get the content when you post it. Users don't have to visit a specific web site to get content, it's pushed to them. View movie clip at [www.cnet.com/av/video/flash/rss\\_tutorial.html?tag=video](http://www.cnet.com/av/video/flash/rss_tutorial.html?tag=video).

### How are Libraries Using Podcasts & RSS Feeds?

See Library Success Wiki - [libsucccess.org/index.php?title=Podcasting](http://libsucccess.org/index.php?title=Podcasting)

### Resources for Creating Your Own Podcast

1. **Computer microphone and/or headset w/mic (from \$5-500)**
  - a. We use Plantronics USB Stereo Headset with mic (\$60) OR Samson CO1U USB Condenser Mic (\$75)
2. **Software to create audio or video**
  - a. We use Audacity: Free Audio Editor and Recorder or TechSmith Camtasia (\$299)
  - b. Other options for creating/storing audio or video podcast content:
    - i. [www.screencast-o-matic.com](http://www.screencast-o-matic.com) (you can upload to their site, which makes it freely available or export in QuickTime format .mov – FREE option, java-based)  
Sample movie: [Facebook Page Manager for libraries](#)  
<http://www.screencast-o-matic.com/watch/ciXUXtsM>
    - ii. Create a movie using Windows Movie Maker, Adobe Premier, or other software and upload to Google Video, YouTube or other free video sharing sites (if you don't mind it being publicly accessible):  
<http://video.google.com/videoplay?docid=-6828353478644078943>

### 3. Host your audio or video content

- a. We save podcasts to folder on own web server and/or streaming media server, or Blackboard (we have [Learning Objects](#) Podcast LX)
- b. Other Free upload sites to try such as if you don't have accessible server space and the links to these audio files or movies you've created
- c. Gabcast (record by calling 1-800 # up to 100MB free – no mic needed) <http://www.gabcast.com> ([Sample](#))

### 4. RSS feed to broadcast your podcast to other

- a. Generate XML or Feed by posting your links using [blogger](#), [del.icio.us](#), or other site that offers **feeds** already of stuff you add  
Within Blogger, enable in settings then add atom.xml to the end of your blogspot address: <http://wpilibrary.blogspot.com/atom.xml>
- b. Poderator - <http://www.poderator.com/> will help you create an RSS feed but you will have to have web space to host it

### 5. Test with RSS Readers (such as iTunes, [Google Reader](#) or [Bloglines](#))

#### How is WPI Using Podcasts & RSS Feeds?

Since August 2005 WPI has been podcasting short digital audio files on information sources, research strategies, events, and exhibits. See [wpi.edu/+Library/Borrowing/Podcasts](http://wpi.edu/+Library/Borrowing/Podcasts) for the archive. Since August 2006 our news & events have been “fed” to subscribers. Since August 2007 we have been experimenting with Video Podcast.

To sign up for feeds:

- [Library Audio & Video to Go: Podcast - Library Wisdom for the MP3 Masses](http://www.wpi.edu/Academics/Library/Borrowing/Podcasts/wpiaudiotogo.xml)  
<http://www.wpi.edu/Academics/Library/Borrowing/Podcasts/wpiaudiotogo.xml>
- [What's New @ Gordon Library](http://www.wpi.edu/Academics/Library/About/Newsletter/librarynews.xml)  
<http://www.wpi.edu/Academics/Library/About/Newsletter/librarynews.xml>
- [Events & Activities @ Gordon Library:](http://www.socialweb.net/Clients/WPI/library.lasso?format=rss)  
<http://www.socialweb.net/Clients/WPI/library.lasso?format=rss>

or at WPI - <http://www.socialweb.net/Clients/WPI/?format=rss>

## How are our Podcasts Created at Gordon Library?

First, we contacted our Web Development Office to assure large MP3 files could be stored on web site. Also, we contacted Academic Technology Center to gain space on the campus media server for streaming video.

Technology/Software: We use an existing PC in our staff conference room but had to purchase a quality headset/microphone (\$90) and iPod 20G & Griffin Talk Device (\$340). Beforehand, we explored [RSS feeds](#) and readers/aggregators and learned how to write a very basic XML file. We use a [validator.w3.org/feed](http://validator.w3.org/feed) to assure our feed works each time we update it. We also archive our files by adding each file to our podcast web page (using basic HTML).

Creating podcasts: We develop ideas, script them, record & test MP3 files using free [Audacity](#) software & LAME encoder to create & edit MP3 files. We test using [various readers](#) (Google reader, Bloglines, iTunes, etc.). Since August 2007 we have been using Camtasia 4.0 to create MPV videos which can be viewed on the video iPod.

Marketing: posters, web site, brochure, word of mouth

Note: Right now library news feeds are manually coded in XML, but we are moving to a Content Management System which will automatically create a feed after entering news info in a simple WYSIWIG form.

Looking for an easy way to create a feed? Many blog sites such as blogger.com allow you to distribute content as a feed. Poderator.com is another site worth a try.

## Possible Future Uses with *Instruction Bias*

We are always talking with faculty about how to improve the integration of library instruction and multimedia content into the curriculum. We already integrate “archived” audio & video clips into myWPI course sites, but there is much potential for RSS feeds.

- Push *How To ... Instructional Movies* [wpi.edu/ Library/Help/Self/Movies/](http://wpi.edu/Library/Help/Self/Movies/) via feed posting within myWPI blackboard course sites.
- Consider use of *RSS to Javascript* to autofeed content added to any useful blog or RSS feed relevant to course, or one that you’ve created (see <http://www.rss-to-javascript.com>).
- Integrate audio/video into our Research Circuit online tutorial and push this along with audio tour of library to incoming first year students
- Offer sequence of video podcasts by topic: “Learn *Chemical Engineering Resources* over 6 weeks on your iPod.”
- Your ideas?



### QUESTIONS?

Christine Drew  
Manager of Instruction & Outreach  
[cdrew@wpi.edu](mailto:cdrew@wpi.edu) | 508.831.6163  
[users.wpi.edu/~cdrew](http://users.wpi.edu/~cdrew) ▶ presentations