

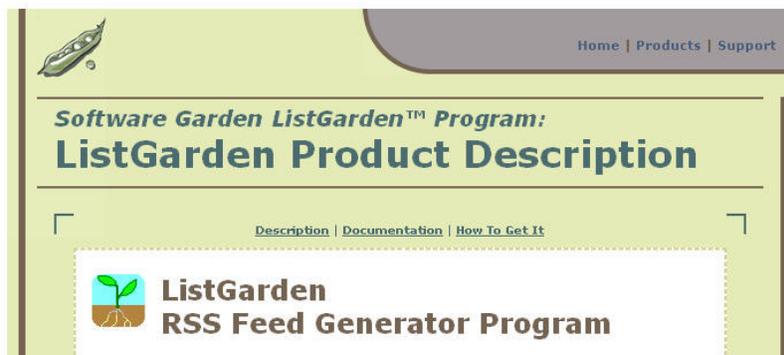
Podcasting

Barnabas Road Media

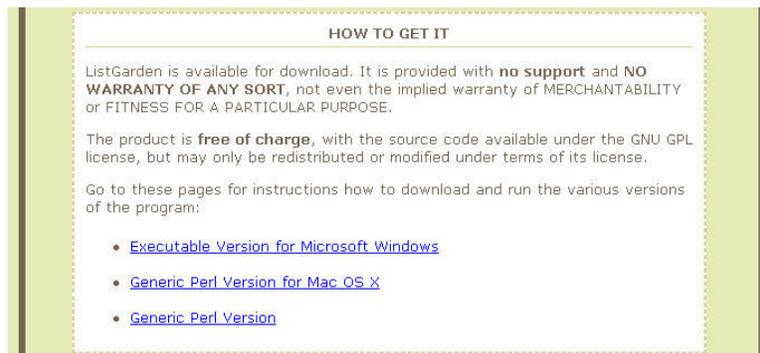


Step 1 Encode all audio files that you wish to PodCast into Mpeg Layer 3 (MP3) format.

Step 2 Open Internet Explorer or the Internet browser of your choice, copy the following link, <http://www.softwaregarden.com/products/listgarden/>, and paste it into the address line of your browser.



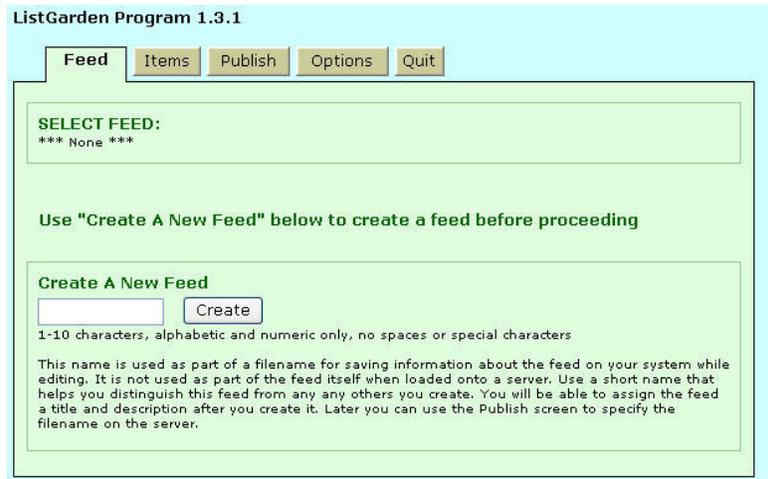
When you arrive at the Software Garden ListGarden Program page, click on the “How To Get It” link.



Click on the “[Executable Version for Microsoft Windows](#)” link. Read the documentation then click on the “[DOWNLOAD](#)” link.

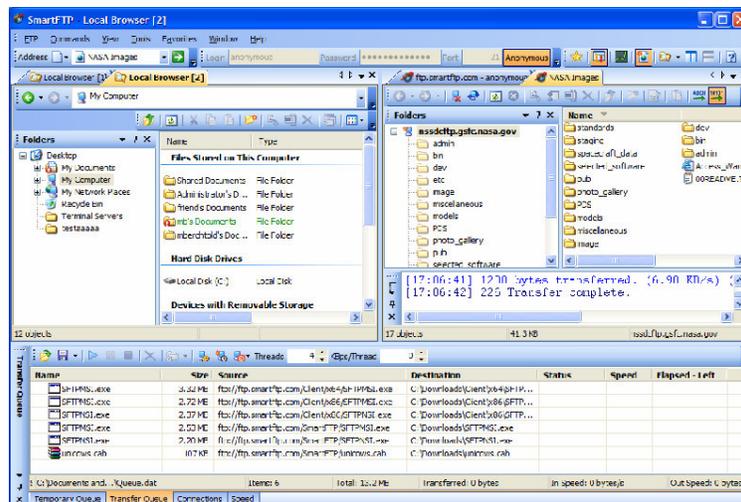


Hit "Save" when prompted to "Run, Save, or Cancel" by the installation wizard. Save the download in your Program Files or at another more convenient location on your PC since **you will use this program every time you add or make changes to your PodCast.** After the download completes and you are prompted to "Run, Open Folder, or Cancel", select "Run". Then select "Run" again when the Security Warning comes up. You should now see a green and brown icon down in the right hand bottom corner of your screen to the left of the clock. Double click this icon. It will open an internet browser and take you to the ListGarden website.

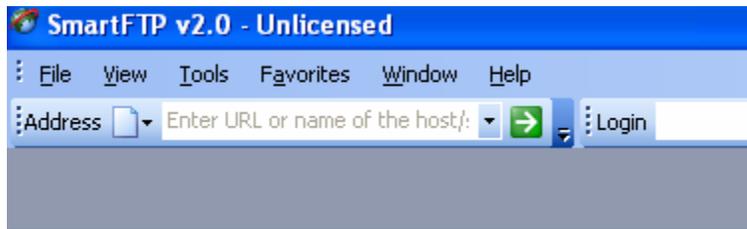


This is where you will create your RSS file. The List Garden program will write the XML file that you will need on your website in order for your listeners to download your MP3 encoded audio files. You will just have to input the correct information. Of course this whole step can be skipped if you are comfortable writing XML code yourself.

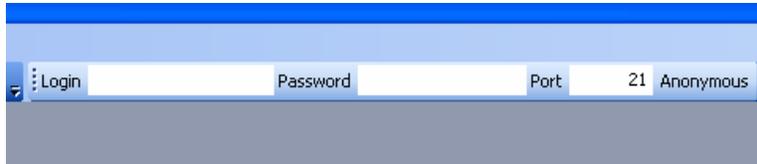
Step 3 To get your MP3 files onto the internet you will need to FTP them to a website. If you are familiar with FTP this should not be difficult for you. However, if you are not familiar with it, we suggest that you use an FTP client such as [SmartFTP](#).



Once you download and install your FTP client, open the application, go to "File", and click on "New Local Browser". You can use the local browser to navigate to the folder where your MP3 Files are stored.



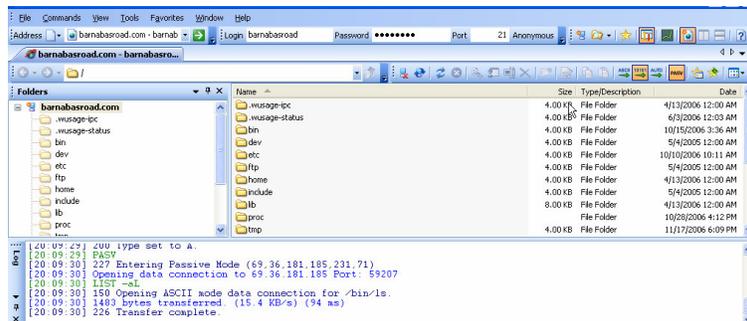
Then in the Address line type the URL of the website where you want to upload the MP3 Files. If you are planning to PodCast from your station's current website, that is the URL you will type and you will use your username for your website in the "Login" and your password.



If you will be referencing your MP3s from a BRM website we will give you the URL to type into the Address line as well as your "Login" and Password to use for uploading files.

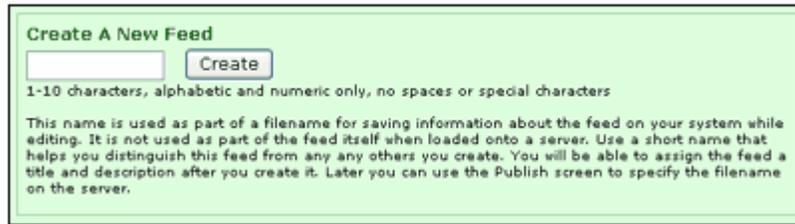


Clicking on the green "Go" arrow to the right of the address will open a second window within the application.



This is your Remote Browser. Once you have opened both a Local Browser and a Remote Browser, a file transfer is as simple as dragging the MP3 you want to upload from the Local Browser and dropping it into the Remote Browser. Now that you have Audio Files on the internet ready to be downloaded, you are ready to create your RSS file in ListGarden.

Step 4

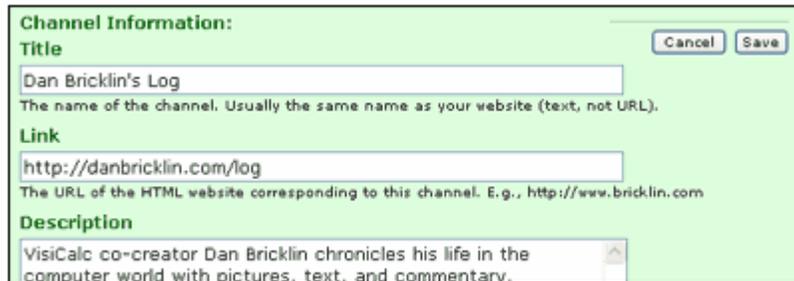


Create A New Feed

1-10 characters, alphabetic and numeric only, no spaces or special characters

This name is used as part of a filename for saving information about the feed on your system while editing. It is not used as part of the feed itself when loaded onto a server. Use a short name that helps you distinguish this feed from any others you create. You will be able to assign the feed a title and description after you create it. Later you can use the Publish screen to specify the filename on the server.

In ListGarden you will be asked to “create a new feed”. The name you type in here is not terribly important; it just cannot be more than 10 characters in length. Something like your station call letters and followed by “Audio” (WWWW Audio) might be a good way to go. After you have typed the feed name, click “Create”.



Channel Information:

Title

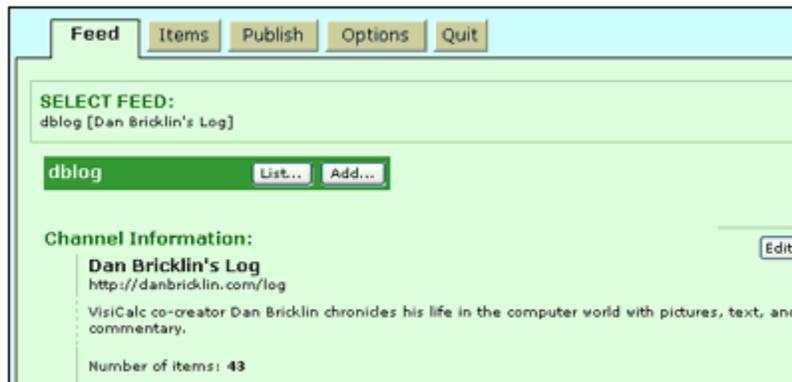
The name of the channel. Usually the same name as your website (text, not URL).

Link

The URL of the HTML website corresponding to this channel. E.g., http://www.bricklin.com

Description

You will be prompted to fill in a “Title”, a “Link”, and a “Description”. The Title will be the title of your PodCast. A good title will tell your listeners what they are downloading and identify your station as the provider of this content. Here is an example, WBRM Bill and Jill in the Morning Daily PodCast.



Feed

SELECT FEED:

dblog [Dan Bricklin's Log]

dblog

Channel Information:

Dan Bricklin's Log
http://danbricklin.com/log

VisiCalc co-creator Dan Bricklin chronicles his life in the computer world with pictures, text, and commentary.

Number of items: 43

The “Link” is the URL of your station’s website, and the “Description” is anything you feel would be nice to communicate to your listeners. Once you have typed this information, click “Save”.

Step 4a Next, click the “Item” tab and select “Add”.



This is where you will tell your listeners where to go to find your MP3 Files. The “Title” here is the actual title of each individual PodCast, for example, WBRM Bill and Jill in the Morning 01-01-06. This tells your listeners that they are downloading the morning show for January 1, 2006. The link here is the actual location of the MP3 file and as is indicated in ListGarden, it is optional. The “Description” here is of this particular PodCast, so it can give your listener a brief overview of what Bill and Jill talked about, or what they did on this particular day, or list their special guests for the day. The really important thing to have filled out here, though, is the “Enclosure”. Without this your listeners will not be able to download your PodCast. In the “Enclosure” line, type the actual URL for the PodCast. You also must have a specified length and type. The length is the size of your MP3 file as it appears in “KB”, for example, a 46.6 MB file is 47,791KB and would be shown as being 47791 in the “length” space. The “type” is the type of file your listener is going to be downloading and should be filled out as audio/mpeg. Everything below this can be left blank and you can select “Add Item”. You will need to repeat step 4a for every MP3 File you want to PodCast.



Step 4b Click on the “Publish” tab and select “Edit”. The FTP URL is the URL of your website. The FTP Filename is the name that you wish the file we have just created to be given. We would suggest that you attach your station’s call letters followed by an underscore and the letters “rss” followed by .xml (WBRM_rss.xml).

However, a simple rss.xml will suffice. "FTP Directory" is the directory into which you wish to load this RSS file. It will always start with a forward slash, "/", and could be something like this:

/home/www/thenameofyourstation'swebsite

The Username and Password are the username and password for your website. You can scroll down and hit "Save" unless you also want to create an HTML page to coincide with your XML page. To do this, check the box that says "Fill In The Following Fields Only If You Want The Optional HTML File" and fill in the appropriate information. The "RSS File URL" is the location of the RSS file that we have created. It will be your station's website, forward slash, the name of the RSS file, like this:

ftp://www.wbrmamfm.com/WBRM_rss.xml

The "HTML Filename" is the name that will be given to this HTML file. It can be identical to the name of the RSS file. The only difference will be the suffix will be .html instead of .xml. The "HTML Directory" is the directory where this file will be stored and can be identical to the "FTP Directory" above. Everything below this can be left blank and you can scroll down and hit "Save". Clicking "Publish FTP" will publish the file on your website and is the next to last step in launching your station into the new world of PodCasting. Just a note: You have to click "Publish FTP" every time you make changes to your RSS file like adding additional episodes to your PodCast before those changes will take effect. If you do not click "Publish FTP" your new episodes will not be viewable by the public.

Step 5 The final step in getting your station PodCast compliant is to notify your listeners where they can go to download your PodCast content. They will need to have a PodCast aggregator like Apple iTunes and the web address of the RSS file, like this:

http://www.WBRM.com/WBRM_rss.xml

They can then select Subscribe to PodCast and type in this address and they will be able to download your MP3 audio files and listen to your content at their convenience.

Congratulations! You are now PodCasting!