

Six steps to creating a senior video podcast


If you are already creating slide shows for your senior clients, one easy way to create some buzz about your studio and products is to make your slide shows available for download as video podcasts. Podcasts are free in the iTunes store and once downloaded are playable from within iTunes or can be copied to any video capable iPod.

Bear in mind, that once posted to the iTunes store, anyone will be able to download your podcast. There are obvious pluses and minuses to this, so you'll have to determine if your clientele will be happy to have their slide show available to anyone searching the iTunes store.

Also note that if you use a Mac and have a mobile me account (formerly .mac) these instructions are not the easiest way to do this. Apple has tutorials on their web site for creating and posting podcasts to mobile me using their iLife software suite.

Step one: Create your content.

There are plenty of ways to create your content for your podcast including iDVD on a mac and Proshow on a PC. If you are already creating slide shows for DVD, all you need to be able to do is export a Quicktime video file that's compatible with iTunes and the iPod. Apple's Quicktime Pro (Mac or PC) will convert many file formats to a compatible format, but it's not free.



The screenshot shows the Animoto website interface. At the top, there's a navigation bar with links for 'features', 'pricing', 'case studies', 'faq', and 'sign up'. The main content area is titled 'Animoto for Photography' and includes a 'Welcome to the end of slideshows' section with a 'Sign Up' button. Below this, there are several promotional boxes: 'Fast & easy' (upload photos or video clips), 'Completely unique' (no templates), 'Animoto For Photographers Newsletter — Free!' (with a 'Subscribe' button), 'Share with ease' (social media sharing), 'Best slideshow' (winner 2010), and 'Top Photographers Love Animoto' (with a 'Read More' link). At the bottom, a banner reads 'Let Animoto bring your photography to life. Buy Now.'

Apple has lots of info on this at:

<http://www.apple.com/itunes/store/podcaststechspecs.html#formattingvideo>

My favorite way to create content, and by far the easiest is to use the Animoto video creation web service. Animoto will automatically create an MTV style music video in a few simple steps.

First, you'll need to go to Animoto's web site and sign up for an account. This is the only step that costs money. You can sign up for a free account to play around, but you're limited to a 30 second video and the final product is not licensed for commercial use, so for our purposes we'll need an "Animoto for Photographers" account. The current pricing is \$99.00 for three months or \$249.00 annually to create an unlimited number of videos licensed for commercial use.

Once you get signed up, the site is very simple and straight forward to use. You'll upload a set of images, pick royalty free music from the site or upload your own and hit go. There are a few tips on the site such as how many images to use for a video and the optimal file size for uploading. The standard quality video is a 240x432 pixel mpeg4, perfect for a video podcast to be played on an iPhone or iPod! You can also upgrade to DVD quality video (480x864) so you can offer your senior a copy on DVD as well as the podcast if you choose.

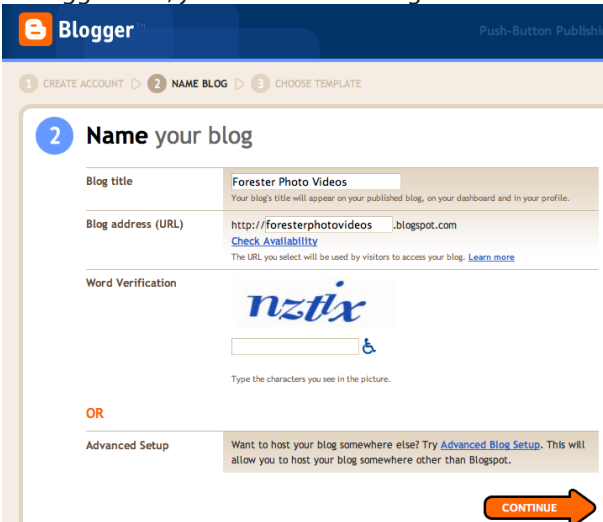
Step two: Get your content online.

If you have an ftp site this is a simple matter of uploading the content to you site. If not, there are several free hosting services available. The one I have used with success is www.archive.org. They don't place any of the restrictions on file size or bandwidth that most free services do. After you get your video uploaded somewhere on the web make a note of the complete url, you'll need this later.

web site used: <http://www.archive.org>

Step three: Create your blog post.

If you already have a blog, you can use it to post your video. If you don't, or if you want to keep the video blog separate, you can create a new blog specifically for your podcast. If you have never created a blog before, the best place to start is blogger.com, you need a free Google account in order to create a blog on blogger.com (if you have a gmail account,



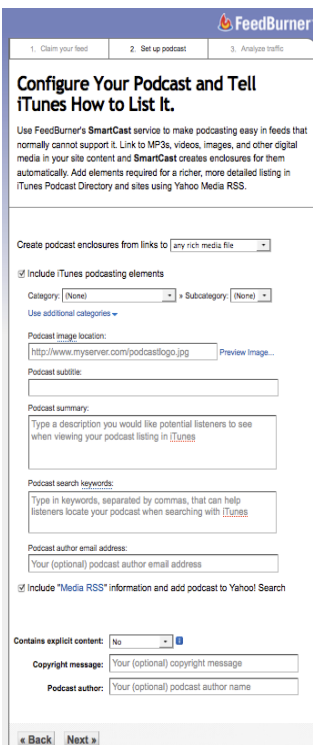
The screenshot shows the Blogger 'Name your blog' setup page. It includes a progress bar at the top with three steps: 1. CREATE ACCOUNT, 2. NAME BLOG (current step), and 3. CHOOSE TEMPLATE. The main form has the following fields: 'Blog title' with the value 'Forester Photo Videos'; 'Blog address (URL)' with the value 'http://foresterphotovideos.blogspot.com'; 'Word Verification' with a CAPTCHA image showing the word 'nztix'; and 'Advanced Setup' with a checkbox for 'Want to host your blog somewhere else?'. A 'CONTINUE' button with a right-pointing arrow is at the bottom right.

you can use that). Here is where you'll name your podcast (the blog name, not the url) and designate the "author" of your podcast (your "display name" under edit profile).

Once your blog is set up, go into "Settings" click on the Formatting tab and scroll down until you see "Show Link Fields" change this to "yes". While in Settings click on the "Site Feed" tab and make sure "Allow blog feeds" is set to "Full". Save your settings. Now you're ready to create a new post. This can be as simple as the name of the senior in the title field. If you changed your settings correctly to "Show link fields" you should now see "show enclosure links" click this and you'll see a field where you can paste the url of the video that you uploaded in step 2. Paste or type the full url there, leave the "mime type" empty and publish the post.

web site used: <http://www.blogger.com>

Step four: Create your podcast.



The screenshot shows the FeedBurner 'Configure Your Podcast' setup page. It has a progress bar at the top with three steps: 1. Claim your feed, 2. Set up podcast (current step), and 3. Analyze traffic. The main form has the following fields: 'Create podcast enclosures from links to' with a dropdown menu; 'Include iTunes podcasting elements' with a checked checkbox; 'Category' and 'Subcategory' dropdown menus; 'Podcast image location' with a text input field and a 'Preview Image...' button; 'Podcast subtitle' with a text input field; 'Podcast summary' with a text input field; 'Podcast search keywords' with a text input field; 'Podcast author email address' with a text input field; 'Contains explicit content' with a dropdown menu; 'Copyright message' with a text input field; and 'Podcast author' with a text input field. 'Back' and 'Next' buttons are at the bottom.

The term podcast refers to an "RSS feed with enclosure". An RSS feed is the final step in transforming your blog posts into a video podcast. With feedburner's service, you can convert it to an RSS feed with enclosure - a special link found only in your feed - that programs like iPodder, iTunes and NetNewsWire recognize. Google Reader and several other online readers also recognize enclosures and offer a playback link or audio control when they encounter them.

To create this feed, go to www.feedburner.com. Feedburner was recently purchased by Google, so you'll have to login to your google account (or create one) to start burning your feed. Once logged in you can start the process of "burning" your feed by typing in your blog address right on the main page. Just make sure to select "I'm a podcaster" before you click next. If you did it right, the following page will confirm that your feed was created and show your full feedburner address. Take note of this, you'll need it later. The next three steps are fairly straightforward and Feedburner's help pages are there to help. The most important settings you need to modify are on the second setup page "Set Up Podcast" These are most of the iTunes specific settings, and effect how your Podcast is displayed in iTunes. Click through the three set up pages and you'll end up on the main feed page where you verify that your feed is indeed working.

Once your feed is set, go back to Blogger and go into settings once more, click on the "Site Feed" tab and go to "Post Feed Redirect URL". Here you need to post your complete feed url from feedburner. Save settings and your done

web site used: <http://www.feedburner.com>

Step five: Test your feed in iTunes.

You should now test your feed to see if it works with iTunes. The feedburner address is your podcast address.

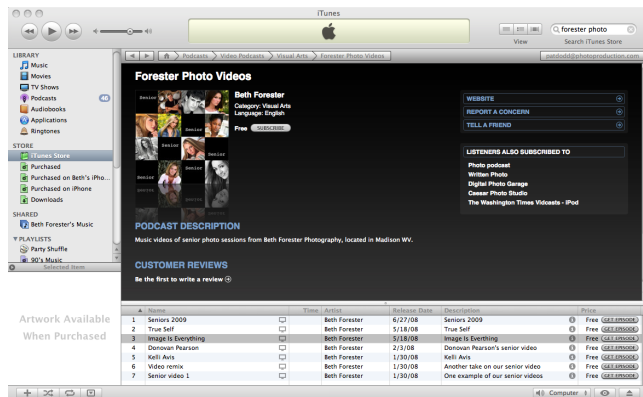
1. Launch iTunes.
2. In the Advanced menu, select Subscribe to Podcast.
3. Enter your feed URL in the text box and click OK.

iTunes displays your Podcast playlist, which shows all of the podcasts to which you have subscribed. Next to the new podcast subscription, you should see an orange circle, which indicates that iTunes is downloading your most recent episode. When the orange circle disappears, you should be able to see your podcast title, a list of all the episodes referenced in your feed, and a check next to the most recent episode, indicating that it has been successfully downloaded. Double-click on the episode to play it in iTunes. If you can successfully play the episode, then your feed is working and you can submit your podcast to iTunes.

If the orange circle is replaced by an “i” in a black circle, iTunes encountered a problem with your feed or episode. You should troubleshoot your episode and feed before submitting it.

If you don't want to get your podcast included in the iTunes store then you're all done. You can now subscribe to your podcast in iTunes or any other podcasting client that will read an RSS feed with enclosure. The only advantage to getting in the iTunes store is that your podcast will be searchable from within the iTunes store (and it makes you look cool).

Step six: Submitting your podcast to the iTunes store.



If you can successfully subscribe to your feed using the Advanced menu in iTunes, you're ready to submit your feed. Do not submit your feed until you can successfully subscribe using the Advanced menu.

Launch iTunes.

In the left navigation column click on the iTunes Store. In the upper navigation bar of the iTunes Store click on the Podcasts link to go to the Podcasts page.

In the right column of the Podcasts page go to the box labeled "Podcast Quick Links", click on the "Submit a Podcast" link.

Follow the instructions on the Submit a Podcast page. The url you submit here is the full url from feedburner. For more info use the links on this page.

Note that you will need a valid iTunes account, and you will need to be logged into iTunes. If you are not logged in, iTunes will prompt you to do so before accepting your submission.

Depending on the volume of submissions to iTunes the approval can take several days.

software used (version 9.03) :
<http://www.apple.com/itunes/>

Hope this helps.