

Building Your Media Empire

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[Handouts at www.infinitethinking.org]

The RSS Revolution

- Finding & Subscribing to RSS Feeds
 - Subscribing to Feeds
 - Look for the  feed or   
 - Find the NY Times feed: <http://www.nytimes.com/>
 - Copy/paste feed location into “aggregators”, “readers”, “players”
 - Browsers: Safari & Firefox
 - Aggregators: Google Personal Page, Google Reader
 - Players: iTunes & Miro Player
 - Podcast Directories
 - Podcast.net - <http://www.podcast.net/>
 - Yahoo Podcasting Directory - <http://podcasts.yahoo.com/>
 - iTunes Store (within iTunes)
 - Education Podcast Network - <http://epnweb.org/>
- Exploring the Blogosphere for Education Podcasts
 - Education News & Stories
 - Merrow Report – <http://www.pbs.org/merrow/podcast/>
 - Community Outreach
 - Carrollton-Farmers Branch ISD - http://www.cfbisd.edu/cfbisd_rss_directions.htm
 - Penn Manor School District - <http://www.pennmanor.net/podcast/>
 - Professional Development
 - Memphis City Schools - http://www.memphis-schools.k12.tn.us/admin/tlapages/podcast/index_directory.asp
 - Greater Manchester Prof. Dev. - <http://www.gmpdc.org/podcasts/index.shtml>
 - Orange County Dept of Ed - <http://feeds.feedburner.com/ocdedigitalaliens>
 - Students
 - Room 208 - <http://bobsprinkle.com/blog/C1697218367>
 - Radio Willow Web – www.mpsomaha.org/willow/radio/
 - Higher Education
 - Berkeley iTunes U - <http://itunes.berkeley.edu/>
 - Paradise Valley Community College - http://www.pvc.maricopa.edu/studentlife/blog/?page_id=4
 - Great Ideas
 - Infinite Thinking Machine – <http://www.infinitethinking.org>
 - Teach 42 - <http://www.teach42.com/>
 - Connect Learning - <http://davidwarlick.com/connectlearning/>
 - Etc.
 - School 180 – <http://www.school180.com>
 - My Trivia Contest - <http://www.mytriviapodcast.com/>

Planning Your Podcasts

- Start with the end in mind
 - Set clear goals
 - Why do you want to do this?
 - Who will benefit?
 - Create a show that fills a niche/need
 - Know your audience and give them what they want
 - Find your voice: what experience, insight, and passion can you bring?
 - Create a “format” for the show with a unique personality, but allow it to evolve
 - Classroom lectures or presentations
 - News reports or interviews
 - Talk show with guests
 - Editorials or topical discussions
 - Reports from correspondents
 - User-generated content (segments produced by others)
 - Scripted drama or comedy
 - Announcements or event marketing
- Production tips
 - Create an outline or a script for each show
 - Keep the format simple – it’s about ideas & information not glam
 - Be concise and keep your podcast episodes short (7-10 minutes)
 - Longer podcasts (20-50 minutes) are fine if they are fast paced or entertaining
 - Be yourself & talk naturally - don’t sound scripted
 - A little music to open and close the show is great, but don’t get carried away with background music or sound effects
 - Do a “pilot”
 - Get comfortable with the microphone and hearing your own voice
 - Practice with the technology for recording, editing, posting
 - Find a technical producer to handle the recording, editing, and publishing
 - Tech coordinators, teachers, **students**, parents
 - Find synergy around existing projects/events that already generate content
 - Get feedback from listeners!
 - Keep the momentum going! Dedicate time to produce a show on a regular basis.

More Resources

Royalty Free Music

- Internet Archive - www.archive.org (no restrictions)
- FlashKit - <http://www.flashkit.com/index.shtml> (no restrictions)
- FreePlay Music - <http://www.freeplaymusic.com> (free for education but can't broadcast)
- Podsafe Music Network – <http://music.podshow.com/>(no restrictions)
- CC Mixer - <http://ccmixter.org/> (no restrictions)

Basic Sound Editing Software

- Garage Band (Mac only, part of iLife Suite) - <http://www.apple.com/ilife/garageband/>
- Audacity (FREE) - <http://audacity.sourceforge.net/>

Microphones

- Samson USB Microphone CO1U - <http://www.samsontech.com/>
- Snowball by BlueMic - <http://www.bluemic.com/>
- LogiTech USB Headset 350 - <http://www.logitech.com/>

> Listen to tests of these microphones at [Technology Ted](#)

Hosted Blogs/Podcasts/Media

- Blogger.com – <http://www.blogger.com/>
- LiveJournal - <http://www.livejournal.com/>
- Odeo - <http://www.odeo.com/>
- PodShow - <http://www.podshow.com/>
- Podomatic - <http://www.podomatic.com/>
- Libsyn.com - <http://www.libsyn.com/>
- OurMedia.org - <http://www.ourmedia.org/>
- VideoEgg – <http://www.videoegg.com>
- Google Video – <http://video.google.com>
- YouTube – <http://www.youtube.com>
- Ustream.TV – <http://www.ustream.tv>

Open Source Blogging & CMS Server Software

- Word Press - <http://wordpress.org/>
- Drupal - <http://drupal.org/>
- Joomla - <http://www.joomla.org/>

VOIP Communication

- Skype - <http://www.skype.com/>
- Google Talk – <http://www.google.com/talk/>

> Record your VOIP conversation with HotRecorder – <http://www.hotrecorder.com/>

Producing the Infinite Thinking Machine (Internet TV Show)

Camera

- Canon XH A1 High Definition

Tripod

- Manfrotto 515

Sound

- Sennheiser EW100 wireless kits with an SKP hand microphone
- Shure SM58 with pop guard
- Electrovoice RE50/B omnidirectional microphone
- Sony ECMS907 stereo digital microphone

Lighting

- Lowell Pro-Light
- 2 Totas
- 1 Omni light

Studio Space

- ITM Episodes 1-5 filmed at KidzOnline studio in Los Angeles, CA
- Current ITM episodes filmed at WestEd Interactive “studios” (an extremely small office in San Francisco, CA)
- Green screen from Backdrop Alley

Post-Production

- Final Cut Studio Pro
- Adobe After Effects

Web Publishing

- Flash streaming provided by Google Video
- Blog produced with Blogger publishing tools
- Blog/website hosted and maintained by WestEd Interactive
- RSS Feeds published and managed by FeedBurner



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