

Podcast101

CREATING AND HOSTING AN AUDIO PODCAST

2014

Rob Walch



Introduction

“Podcasting is not just about delivering audio content over the internet - it is about delivering audio content over the internet in a manner that is convenient for the audience”

Rob @ podCast411 - December 2004

If you want to learn to podcast and want to do it for very little money, you made the right download. This iBook is designed to show you that anyone can podcast. While there are many steps involved these individual steps are not complicated, there are just a bunch of them and they require using multiple services and products.

While there are other products and services you could use in place of some of the items listed, I felt at the time this was created/updated that the services mentioned offered an advantage in ease of use and/or performance over the other services I was aware of.

Please note that I am always looking for new services that offer an advantage over those listed here and your feedback is strongly encouraged, as I do plan to make this a living, breathing iBook that is updated based on your feedback. So please direct any feedback to:

rob@podcast411.com

When it comes to podcasting NOBODY knows everything, but I do assure you that if you follow the instructions in this iBook, that a few hours from now you can have your first podcast up, and you will have done it without paying a consultant for help.

Who is this iBook for?

It is for anyone using a Mac or a PC and looking to create and distribute an audio podcast, but does not want to waste a lot of money doing so. This iBook is perfect for comedians, marketers, indie producers, students, educators, churches and those with little to no technical experience. Even if you have never had a website before by following this iBook you will be able to have a podcast up in a few hours from now.

I also realize that many people just want to test the waters of podcasting and then decide if they want to take it to the next level. It is because of this that this iBook was designed in a way that allows you to switch your hosting service as you desire without changing anything on your listeners end, future proofing the podcast so you are not locked into any one service provider.

Who is this iBook NOT for?

Those looking to podcast 100% from their iOS device - That is a future iBook I am working on - For now here is a [link](#) to a Presentation I did at NMX (New Media Expo) on how to podcast 100% from an iOS device - [PDF](#). I hope to have that iBook out shortly.

Software and Services Used:

The following are a list of items and services we will be using during this iBook.

NOTE: The services and software listed in this iBook work for both Macs & PCs unless otherwise specifically stated.

Full Disclosure: I work for libsyn for my Day job. That being said, I hosted my podcast with libsyn for two and a half years before working for them. I recommend the libsyn hosting service as much now as I did then.

There was no payment, favors or any other form of compensation made for any product or service mentioned anywhere in this iBook. All products were picked on their merits and can and will be replaced if I come across a product or service I feel is better than one already listed.

I reserve all rights to determine what I feel makes one product better than another.

Hardware:

Your Current Mac or PC

Microphone - the built in mic or the one that came with the computer (not really recommended).

If you do not have a mic - here are some popular ones:

[Blue - Yeti Mic](#) - The mic I use for [Today in iOS](#)

[Audio-Technica - ATR2100-USB Mic](#)

[Samson - Meteor Mic](#)

Software:

[Audacity](#) - For Recording and Editing

[Levelator](#) - For Fixing Levels

[iTunes](#) - For Encoding to MP3 format and editing ID3 tags

Feedback Services:

[K7.net](#)

[gmail](#)

Sources for music:

[IODApronet](#) - Podsafe music from indie Labels.

[musicalley.com](#) - Podsafe music from indie Artists.

[ccMixer.org](#) - Creative Commons music, great for sound beds.

Hosting and Online Services:

[libsyn.com](#)

Feed Services:

[feedvalidator.org](#)

Directories:

<http://www.podcast411.com/page2.html>

Outline:

The key steps we will be covering in this iBook are the following

Chapter 1: Creating and Editing an Audio Recording

Chapter 2: Recording an Interview by phone

Chapter 3: Setting up Listener feedback

Chapter 4: Levelating the Podcast

Chapter 5: Encoding to MP3 format

Chapter 6: Adding ID3 Tags

Chapter 7: Setting up the hosting service

Chapter 8: Controlling Your Feed

Chapter 9: Validating the feed

Chapter 10: Submitting the feed to iTunes, Zune, Blackberry & Stitcher

Chapter 11: Submitting your feed to all the other podcast directories

Before we move onto **Chapter 1**, you will need to make sure you have the following programs installed on your computer:

[Audacity](#)

[Levelator](#)

[iTunes](#) (Which of course you already have)

The links above will take you to the download pages for each program. Again these programs are available for both Macs and PCs.

Once you have the programs downloaded and installed on your computer you are ready for **Chapter 1**.

Chapter 1

Creating and Editing an Audio Recording



Creating and Editing an Audio Recording

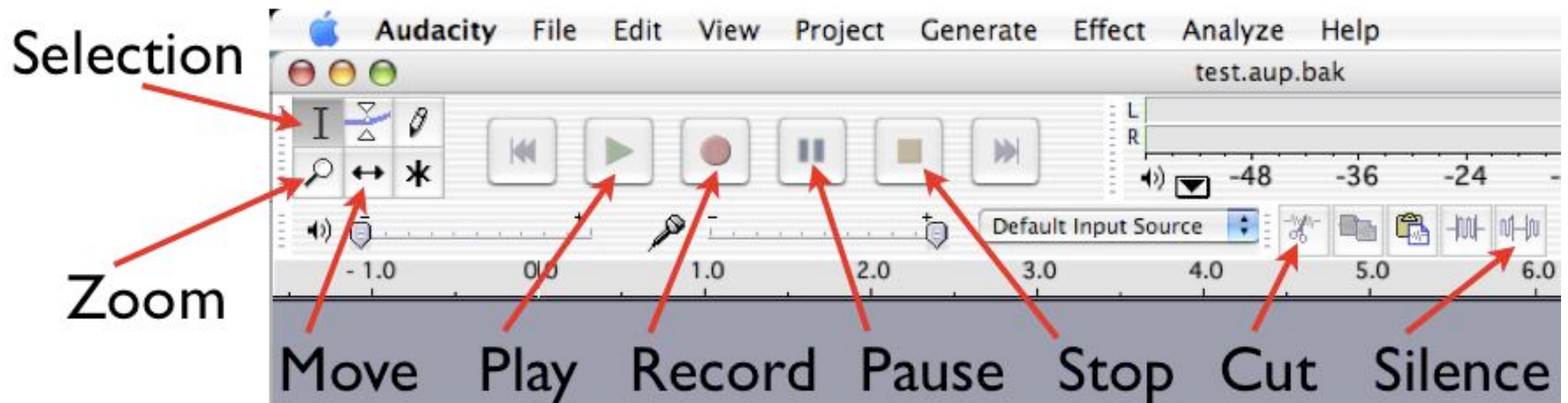
NOTE: Turn your iPad to Landscape Orientation to See the images for this iBook

If you already know how to make and edit an Audio Recording and you already have your own mic you really like, you can skip ahead to [Chapter 2: Recording an Interview by phone.](#)

NOTE: At the end of this Chapter are some examples of recordings from different USB Mics.

The information in this chapter is a basic tutorial on using Audacity with screen shots. The purpose of this tutorial is not to make you a power user of Audacity, but rather just to give you the base knowledge so that you can make a simple recording and edit that recording. (Here is a link I came across to a ScreenCast using Audacity - <http://net.educause.edu/Screencasts/Audacity/Untitled.html>)

The first screen shot shows the basic tools you will be using in Audacity.



The primary tools you will use to start with are the following:

Selection - Used to select part of the recording track. When editing out Ahhs and Umms you simply select the part of the track you want removed and then hit delete.

Zoom - Used to zoom in and out (shift click) on the waveform. This is very helpful when trying to edit out clicks and pops.

Move - This allows you to move the entire content of a single track back and forth in time. This is used to align up multiple tracks. Say where one track is your intro to a song and the next track is the song.

Play - This plays the audio in the different tracks

Record - This starts the recording. Each time you hit record it creates a new track. So do not hit stop, but rather Pause if you need to pause during a recording. Else when you hit record again it will start up in a new track and you will have to copy and paste if you want to combine into one track.

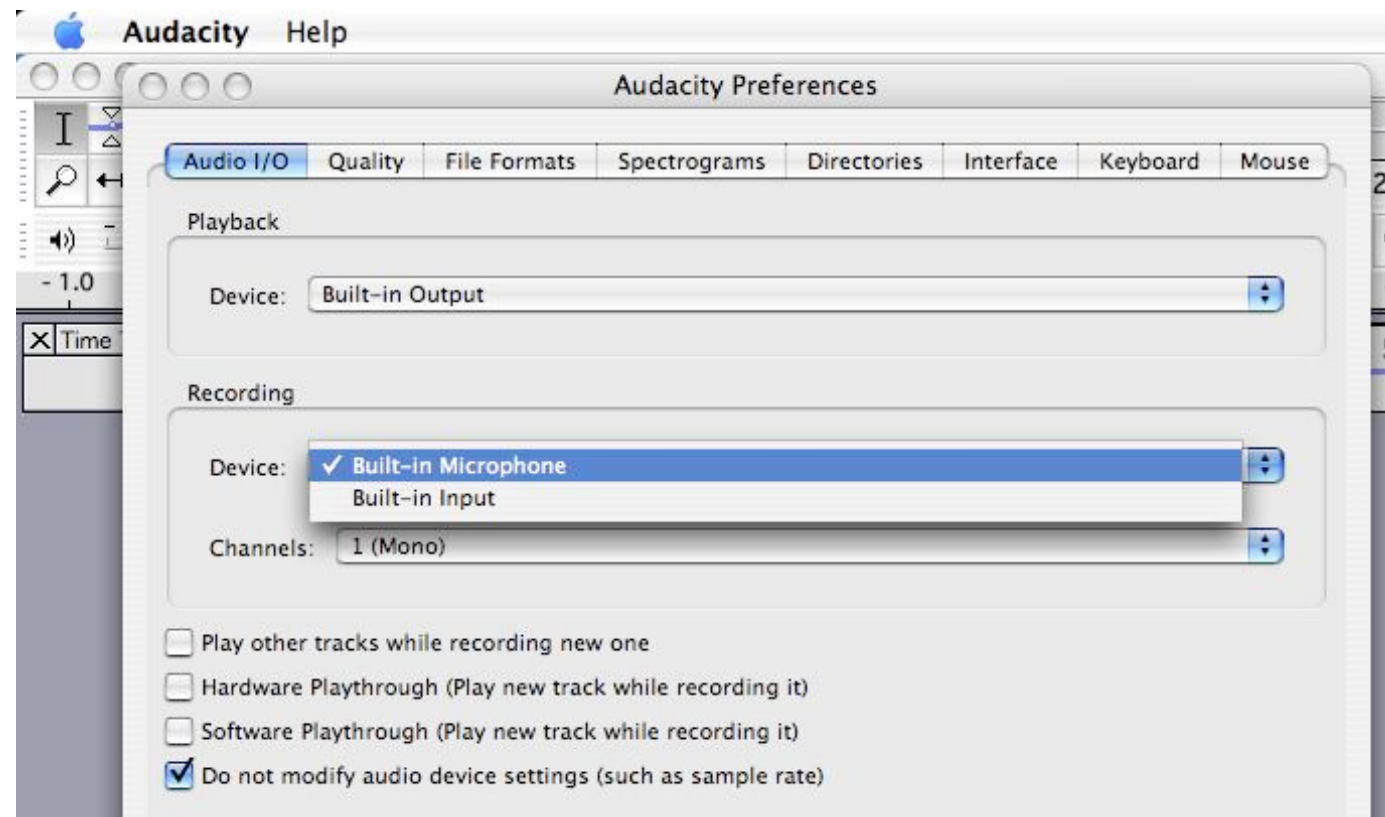
Pause - Use this when recording a track and you need to stop for a second, but don't want to start back up in a new track.

Stop - This stops the recording or playback.

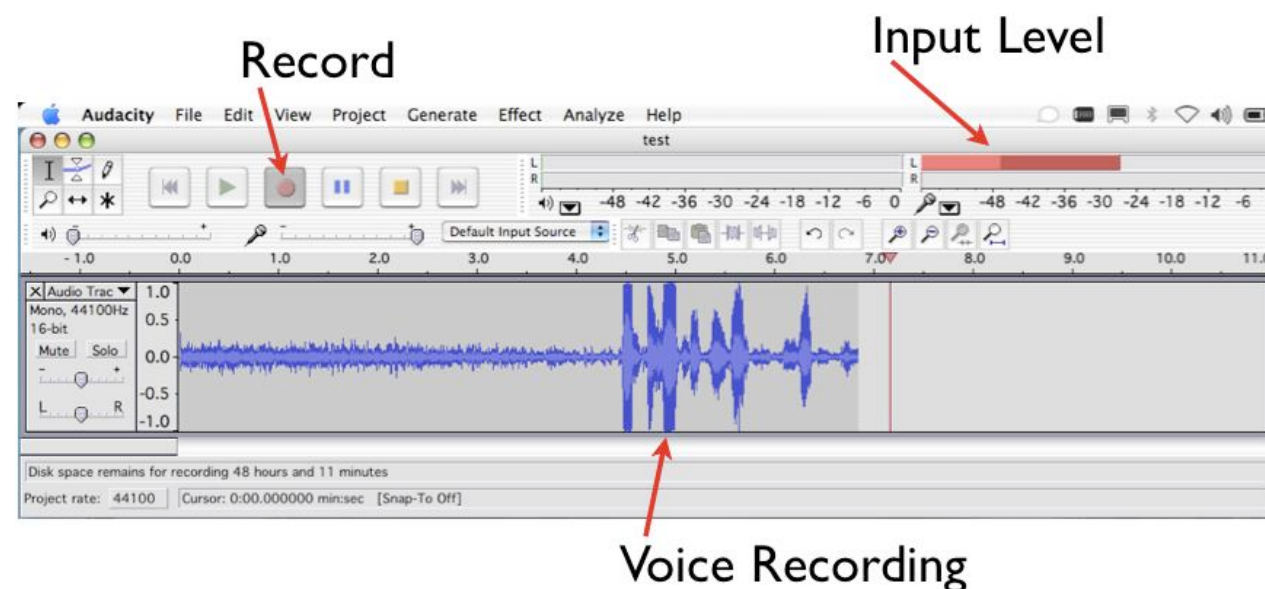
Cut - This cuts the part of the track you selected with the selection tool. This is used when you want to move audio from one point in time on a track and paste it at another point or on another track.

Silence - This will delete out the selected audio. This is often used where you want to remove the sound of someone breathing in, but don't want to edit down the length of time during the breath. This is a personal choice, some feel you should just delete out the breath and shorten the space between the two words. Others think you should leave the natural pause in there from when the person took the breath, just that the sound of the breath should be removed. Again it is a personal choice and there is no right or wrong choice.

Before you record anything, you need to make sure that in Audacity you have selected the correct Microphone to record from. You will need to go into Preferences in Audacity and then under the Audio I/O tab - select the Recording device bar and select the Microphone you want to use. See Image below.



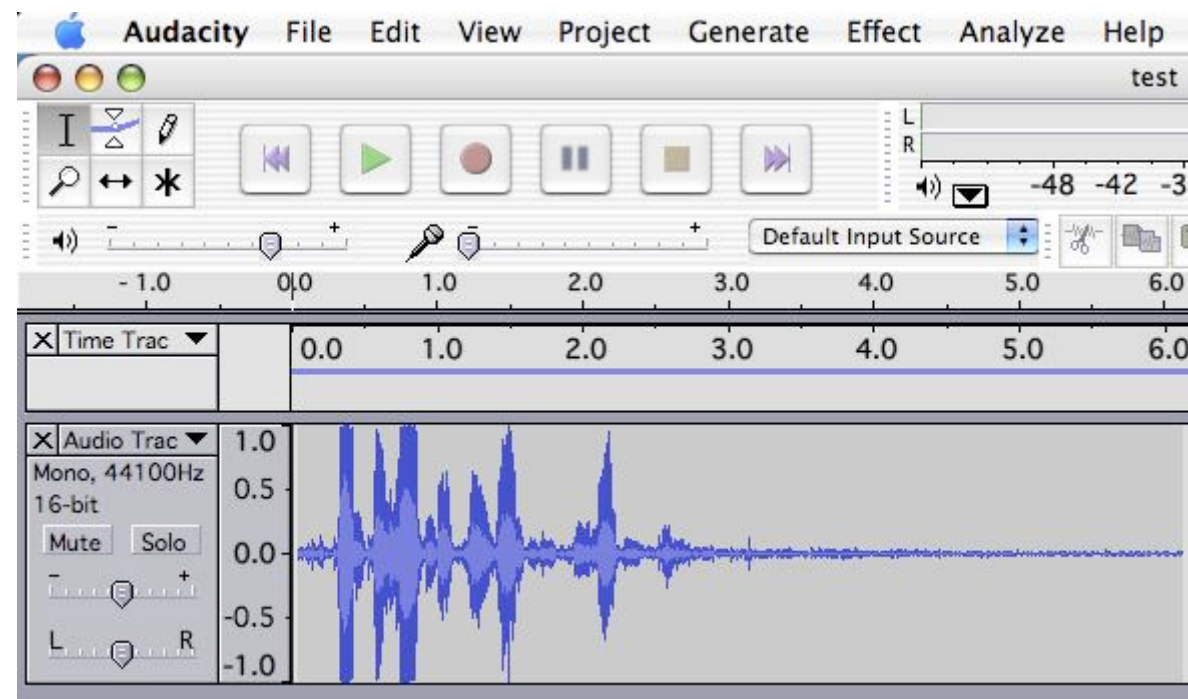
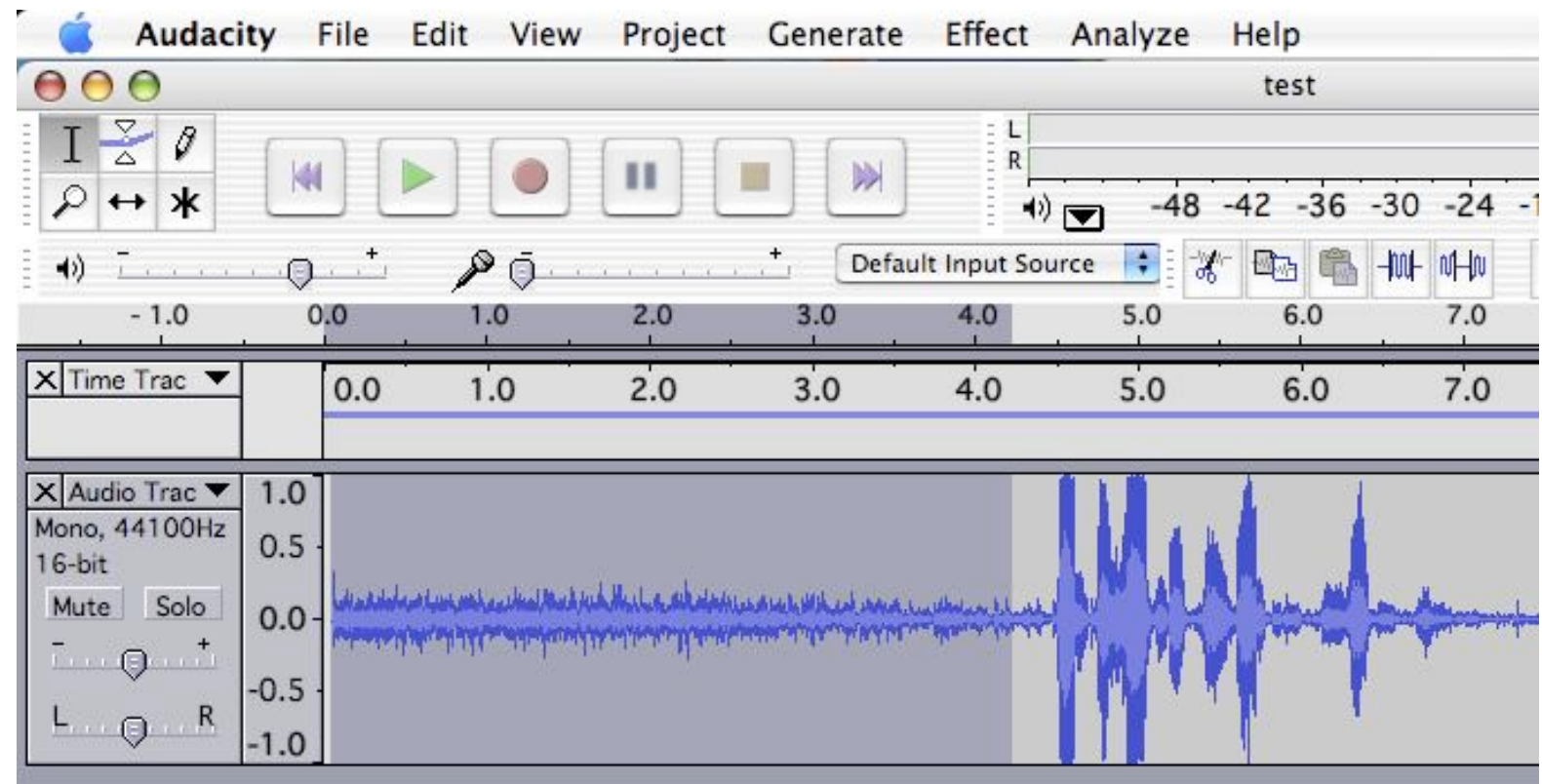
Once you have selected the correct microphone, you can do your first recording. Simply click the Record button.



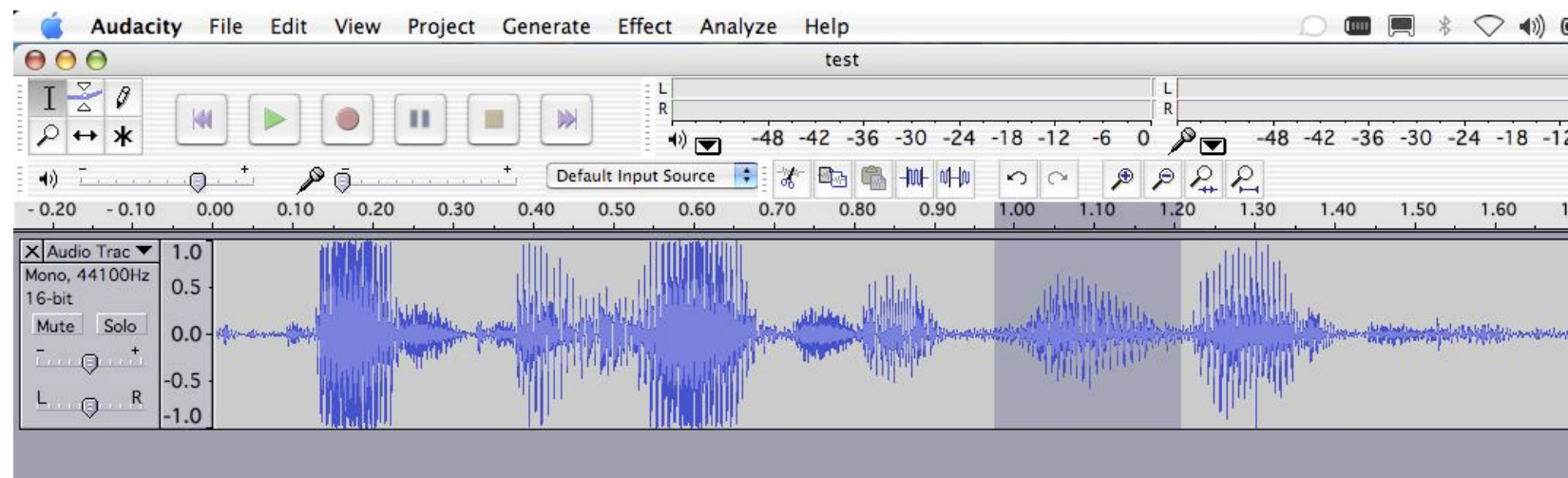
If everything is working correctly you will get a waveform that looks something like that above. If you speak into the mic when recording and you do not see any activity for the input level, you will want to check to make sure your mic is turned on and connected correctly to the computer.

After you have recorded a little bit, you may want to go back and review what you recorded and do some editing. In the recording to the right you may want to take out the dead air at the beginning. To do this use the selection tool and highlight the part you want to remove.

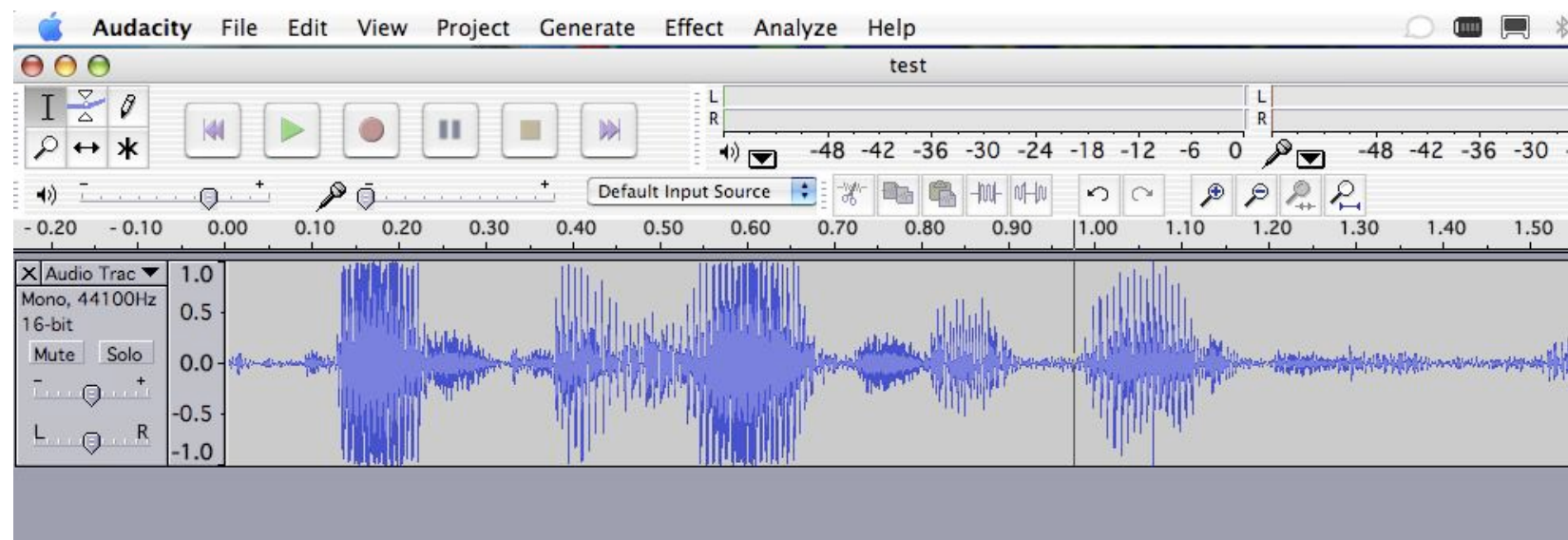
Then just hit the delete key and the part selected will be removed and the recording that remains to the right of the deletion will slide left.



Lets say that after listening to the recording there is an - ahhh - or some other word we want to remove. First use the zoom tool to zoom in a little to make it easier to edit. And then select the word or sound you want to remove



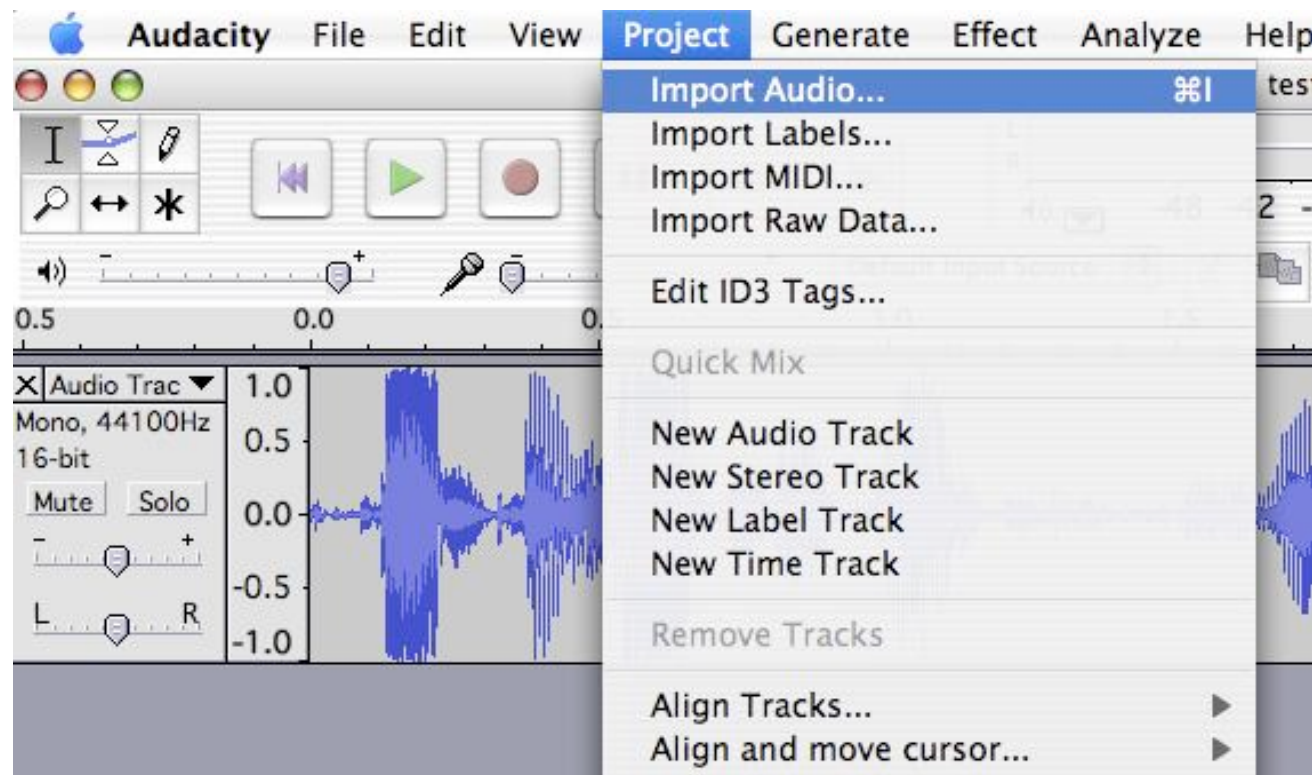
Then hit the delete key and the word or sound will be removed and the remaining audio to the right of the edit point will slide left.



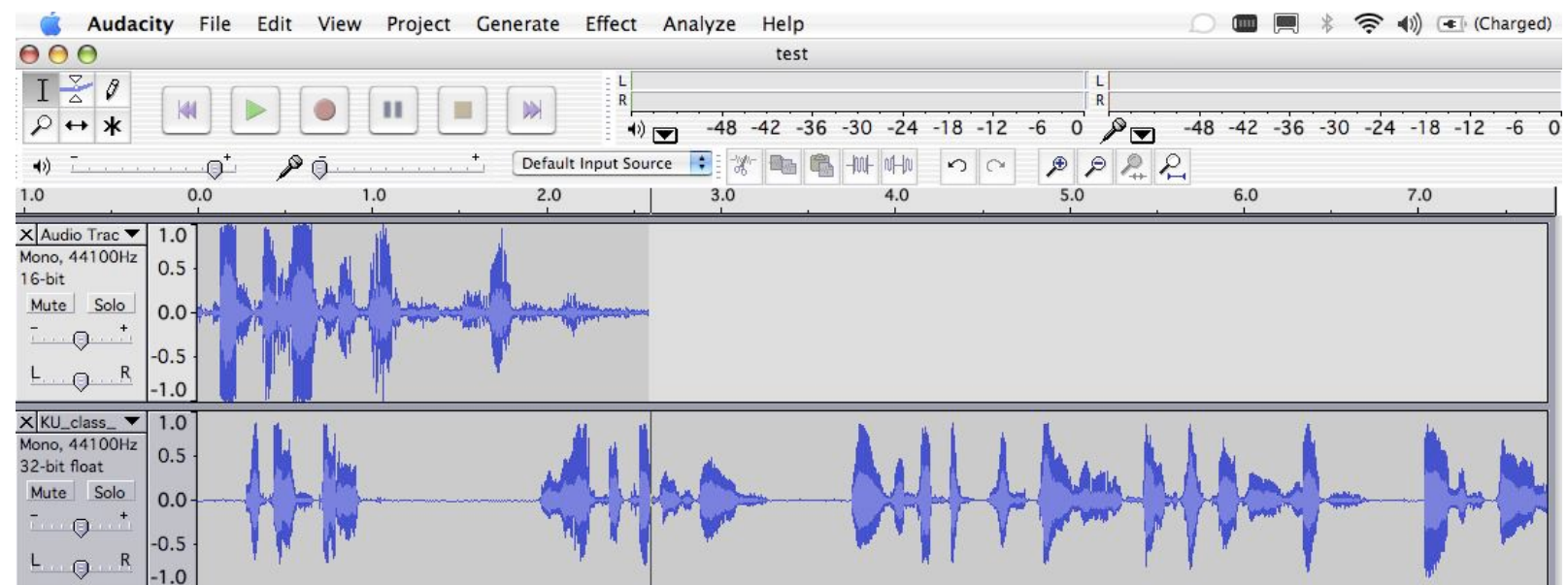
It is advised to save your project (often) when editing, especially if it is a long recording. Audacity is a free program and is known to crash from time to time. Not to mention the issues with certain operating systems that are also known to crash taking down all open applications at the time.

Importing a previously recorded sound clip / audio file:

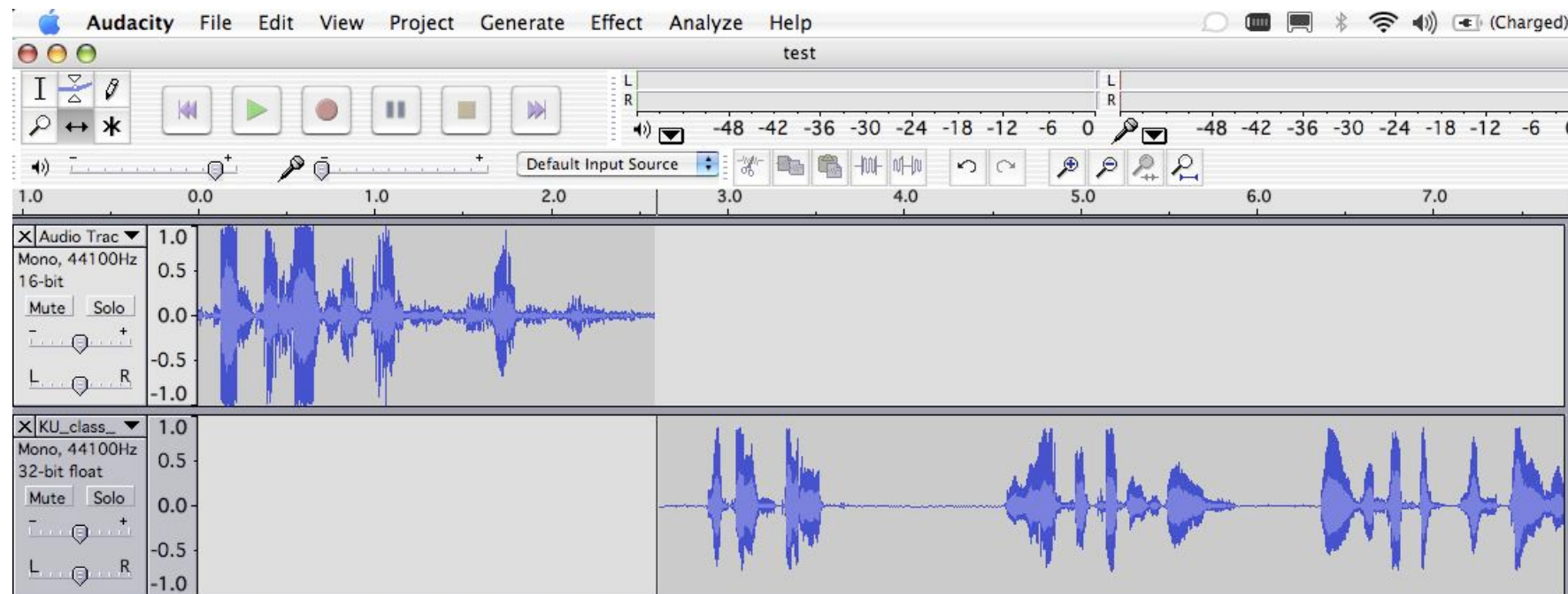
One thing many people will want to be able to do is to be able to import in an audio file. Whether it be a music clip, a previous recording you did or listener feedback, there are plenty of times where using a pre-existing audio clip is desired and/or needed.



To import an audio file you go to - Project - and then select - Import Audio. The imported audio will be added to its own audio track. See to the right.



Once the audio has been added in you may want to move the audio to line up with the end of another audio track. What you want to do here is switch from using the Selection tool and click on the Move Tool. Once you do this, select inside the track you want to move, in this case it is the bottom track (imported audio) and then click and drag the audio to the position you desire.

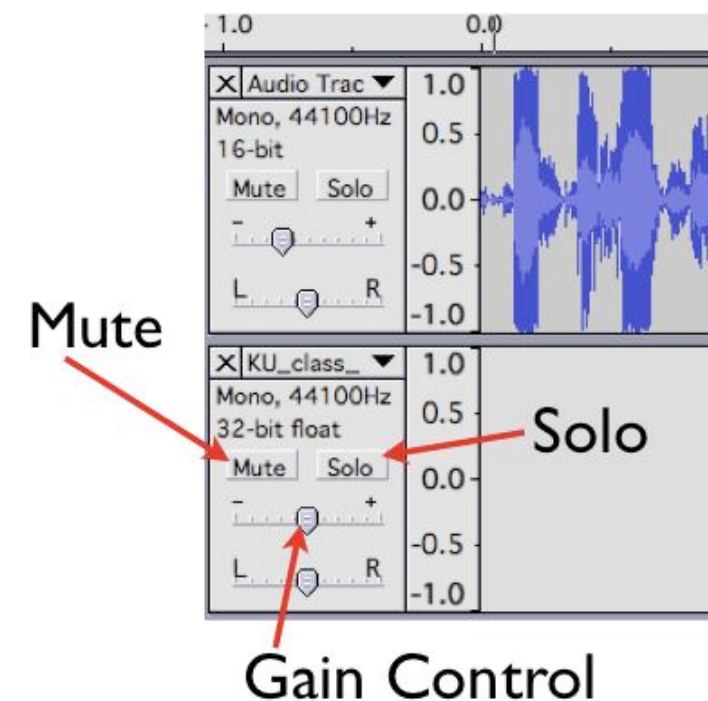


That is all you need to do to line up the audio tracks.

The screen shot to the right shows some additional tools you will use quite a bit and these are located within the individual tracks.

Mute - This mutes just the track that this option is selected on. So when you playback the audio, the tracks you select mute for will not play back.

Solo - This mutes out all the other tracks and only plays back the track Solo is selected for.



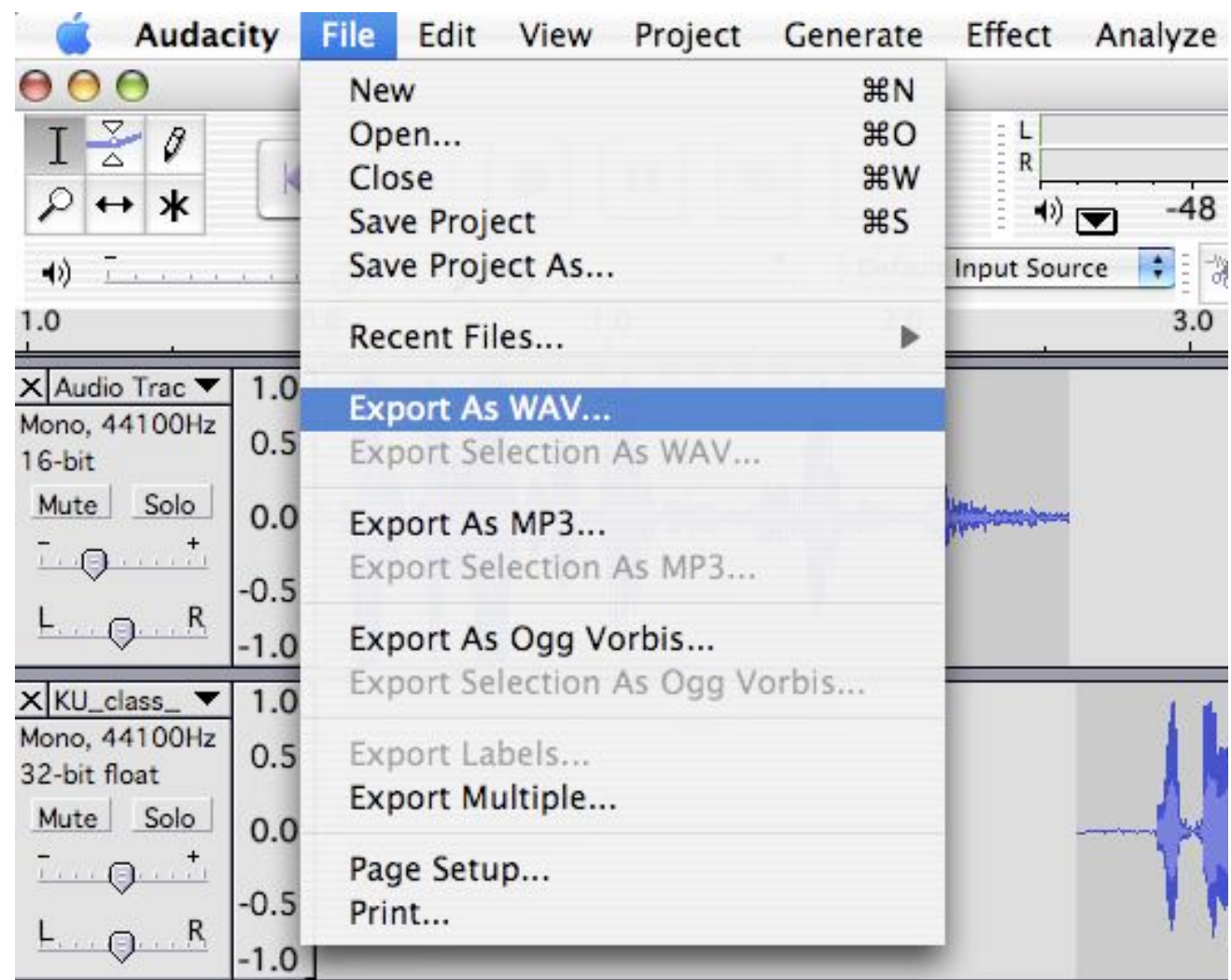
Gain Control - This allows you to increase and decrease the overall audio level for the entire track. You will use this to adjust the audio levels on one track to get it close to the audio levels of the other tracks. This is also used when the initial recording level was done on the low side and you want to bring the audio up on that recording.

I will talk more about Audio Levels in the [Chapter 4: Levelating the Podcast](#) - but it is always best practice to match up your audio levels on all your tracks as close as possible prior to exporting as a Wav file.

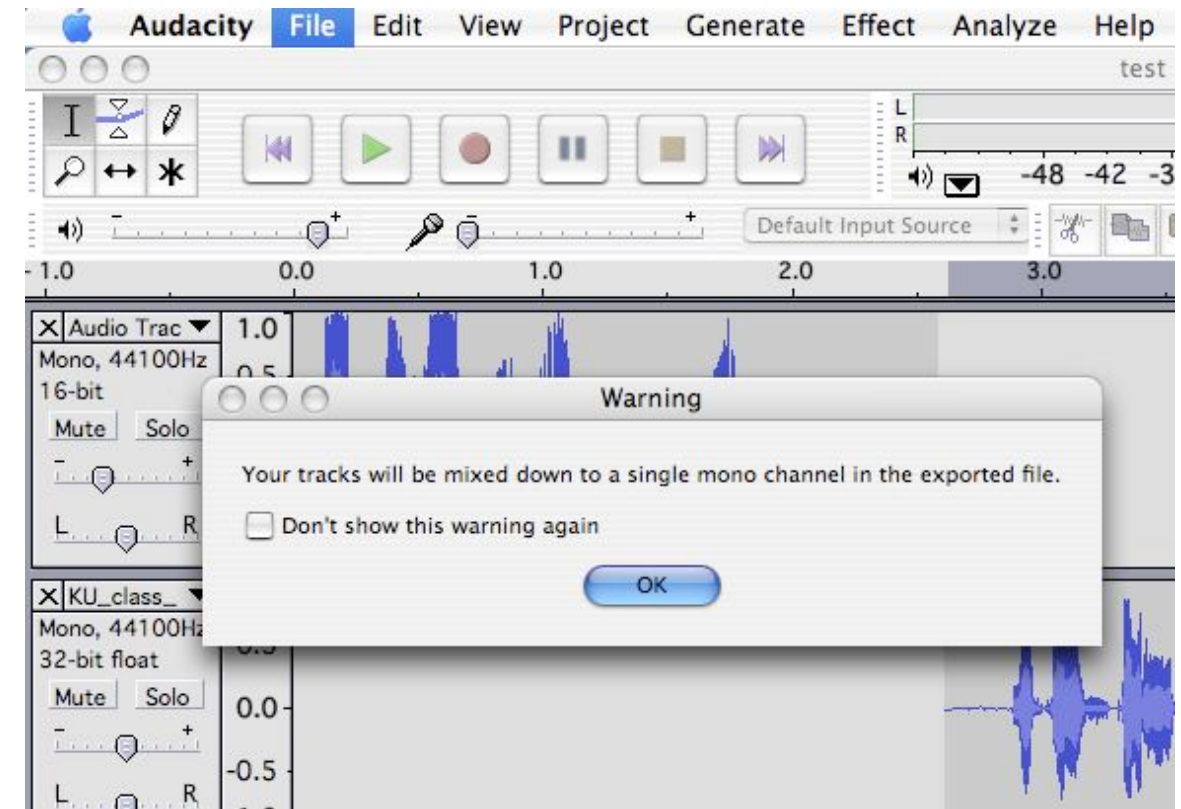
Exporting the Recording:

And speaking of exporting the file. At this point if you are happy with your recording and you have done all your editing and you have imported all your audio clips and you have matched up your audio levels, then you are ready to export the recording.

Select "File" and then - Export As Wav. We are exporting as Wav as this is the format we will need the recording to be in so that in [Chapter 4](#) we can Levelate the recording.

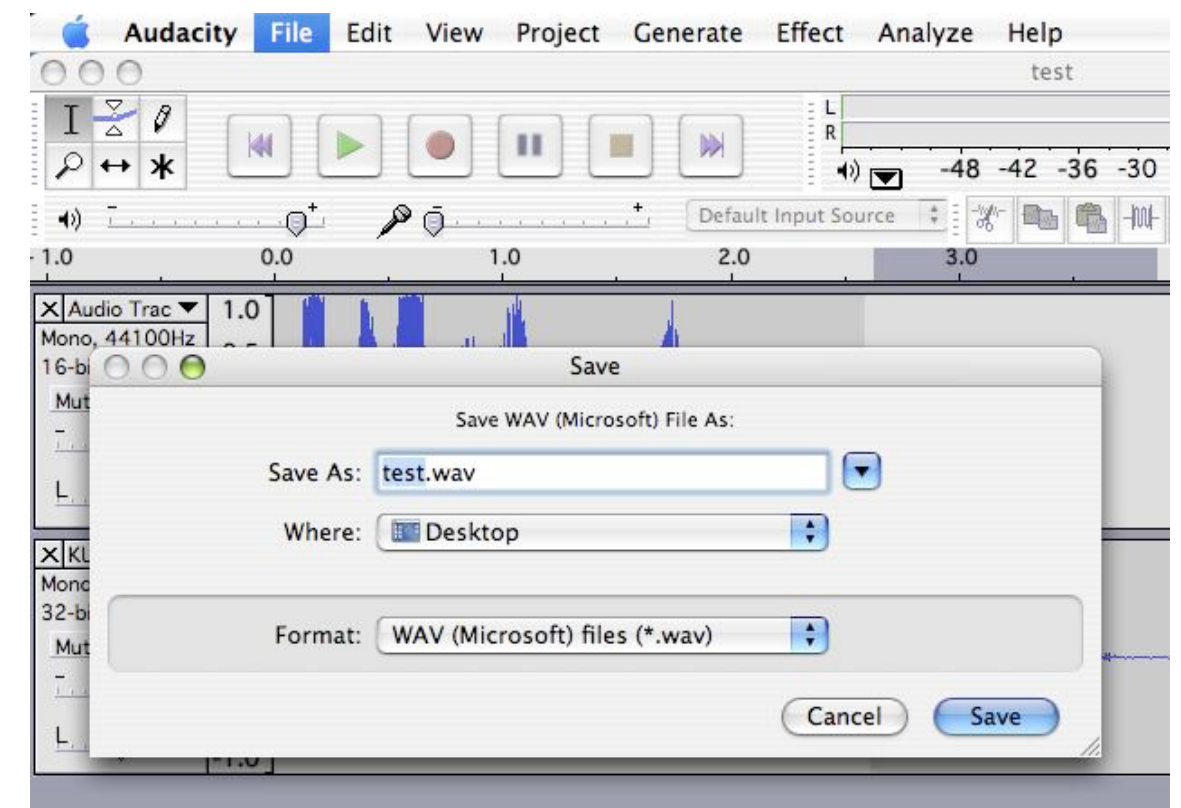


You may see the warning to the right. If you do Check “Don't show this warning again” - and then click - OK.



Next save the file to the location of your choosing. Again make sure you are saving as .wav format. You are now ready to levelate the recording per [Chapter 4](#).

[Chapter 2](#) deals with Recording phone conversations for free and [Chapter 3](#) deals with setting up different services to allow listeners to provide audio feedback. If neither of these fit in with what you are doing with your podcast then go and jump ahead to [Chapter 4](#). That said I strongly suggest at a minimum you make it possible for people to send in audio feedback for you to play on your show. Getting interaction with your audience is one of the most important things you can do to help grow a loyal audience.



USB Microphone Examples:

Samson - Meteor Mic

Typical Pricing = \$65

[Link to Meteor Mic at B&H Photo](#)



Audio-Technica ATR2100-USB

Typical Pricing = \$60

[Link to ATR2100-USB at B&H Photo](#)



Blue - Yeti Mic

Typical Pricing = \$100

[Link to Yeti Mic at B&H Photo](#)



For All three recordings above they were fed into the same device and recorded and encoded at the same levels. Any differences in volume levels is due to the mics themselves.

NOTE: The links to B&H are NOT affiliate links - it is just typically B&H has lower prices then most others - however it is always good to look around and compare pricing before purchasing. B&H is one place I buy from and they are highly reputable. Typical pricing listed was as of March 2014 - pricing does change.

Chapter 2

Recording an Interview by Phone



Recording an Interview by Phone

Many podcasts are either based around doing interviews (such as podCast411) or they use interviews from time to time to bring in additional content. Other shows may be a round table discussion with multiple guests or co-hosts. In most cases your guest(s) will not be local, so you will be forced to do a remote interview.

There are many different ways to do remote interviews. On podCast411 my preferred method is skype to skype, where I use the setup at this [link](#). While skype to skype calls are free, the setup is not, so we will not go over that setup here. I just pointed it out for future reference.

The method we are going to talk about is the simplest one I have found that also offers fairly good sound quality and is of course free. Here is a link to an interview with [Michael Arrington formerly of TechCrunch](#) fame that we did using a service called Free Conference Calling. This is the service I will be covering in this step of the tutorial.

podCast411 Interview of Michael Arrington

The only equipment you will need to use this service is your standard telephone (land line or Cell phone - but we recommend you and your guest(s) use landline phones as they typically sound better than cell phones) and then your computer afterwards to access the file that is stored on their server. With this service you will be able to record the phone conversation and have it saved on their server without the need for you to have any recording device what so ever.

To sign up to this service go to their site at:

<http://www.freeconferencecalling.com/>

Under Free Sign Up type in:

Your First Name

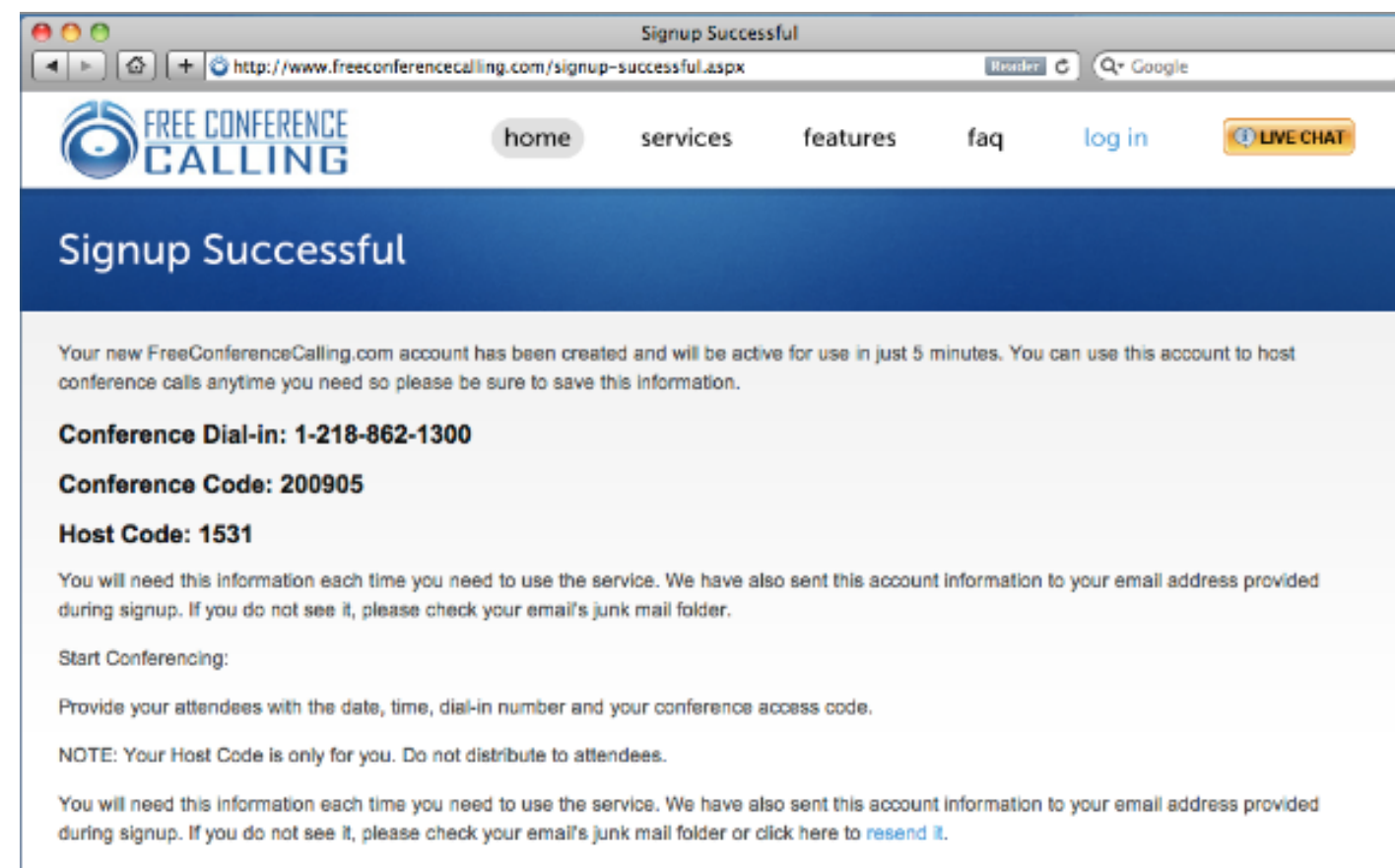
Your Last Name

Your Email Address

And then click - Instant Access

You will then be taken to a screen that confirms you have created a new account and gives you the dial in number for your account, the bridge number and the Moderator Pin. (unlike what I did - do not give out the Pin number as that is your password)

Next MAKE SURE YOU PRINT OUT THIS PAGE!!!!



There are a few different features listed on this page.

The most important one is - 5* - This is the feature that starts and stops the recording. This service does not automatically record all calls, you must manually start and stop the recording.



At this point feel free to sign up for a free account. It will then take about 5 to 10 minutes for the account to be available. Once it is available to start a conference call:

1. Dial-In to your Conference Number 1-xxx-xxx-xxxx
2. Enter your Conference Bridge Number: xxxxxx
3. Enter your Moderator PIN: xxxx
4. Once in Hit 5 then * on your keypad. The recording will then start
5. Hit 5 then * to stop the recording.
6. Hang up.

Note: You do not need to have another person on the line to do a recording - as is the case with some other services I have looked at. This means you could use this service to make recordings from the road if you wanted. But that is outside the scope of this step.

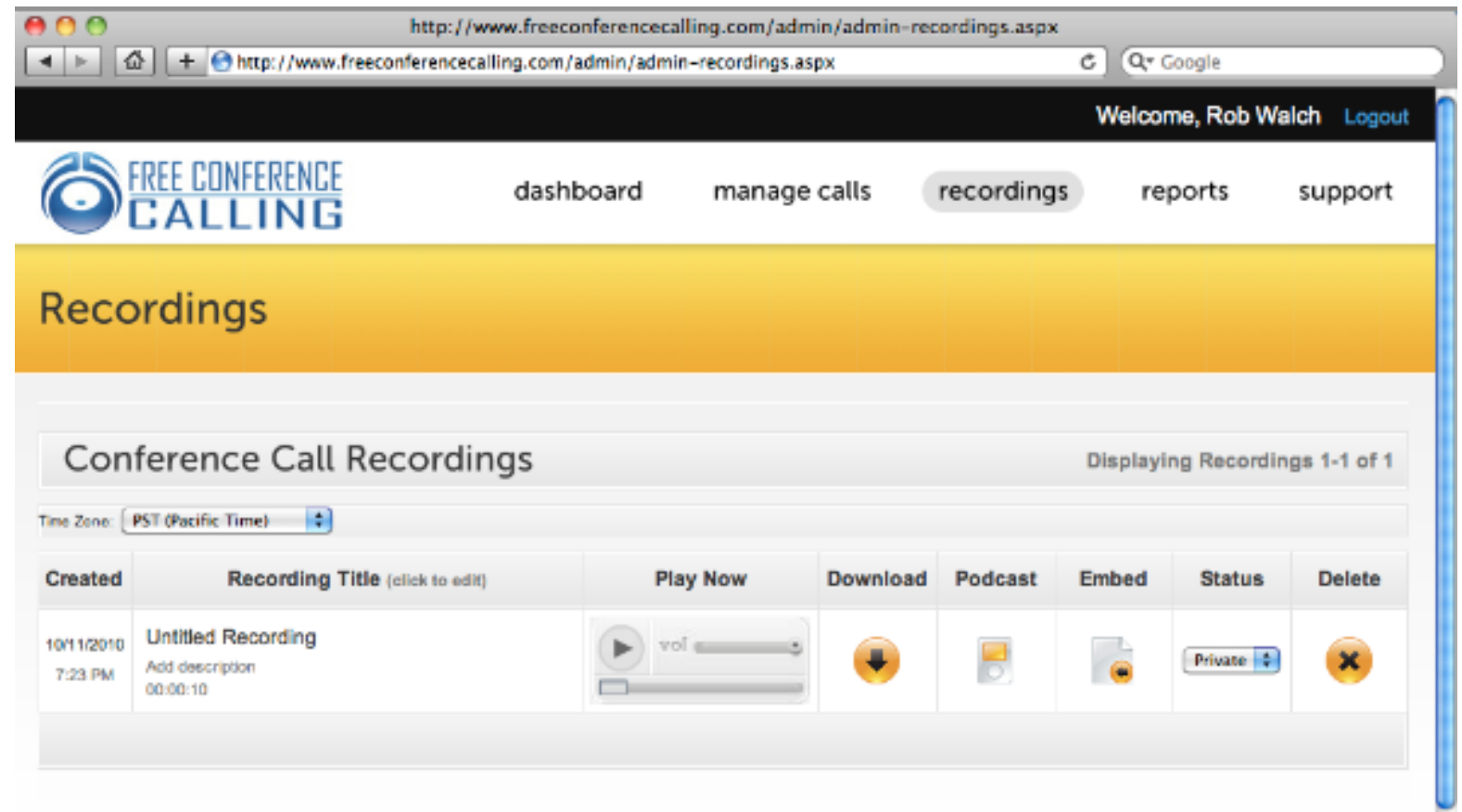
To have a guest(s) join in simply give them the dial in number and the Conference Bridge number. DO NOT give them the Moderator Pin Number. After about an hour or so your recording will be made available on their server. To access the recording you will need to go to their site.

<http://www.freeconferencecalling.com/>

and log in in the upper right using your Conference Bridge Number and your Moderator Pin number.

If your recording is available the screen will look something like that to the right. Again it may take up to an hour after you conclude the call before the recording is made available. The longer the recording the longer the wait before it is available.

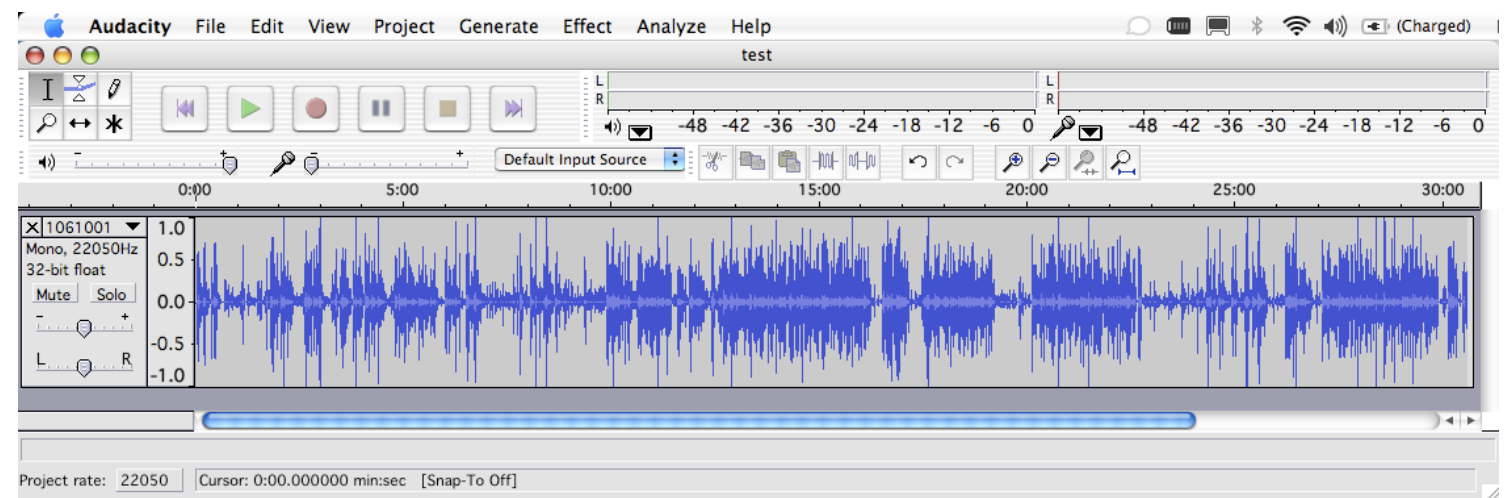
To download the recording, Simply click the Arrow under Download for the recording you want to download.



To edit this file you will want to import the audio file in Audacity as we showed in [Chapter 1](#).

Once the file has been imported it will look something like this to the right.

You are then ready to edit the file as described in [Chapter 1](#).



Sometimes this service will record the voice levels of the multiple guests at different levels. By using Levelator as will be shown in [Chapter 4](#) you can fix any issues with one person being too loud or too soft. This issue is likely to show up as you add in more and more guests or co-hosts.

Setting up Listener Feedback



Setting up Listener Feedback

There are two common free ways podcasters get audio feedback from their listeners.

1. [K7.net](#)
2. [gmail](#)

Lets look at setting up an account with each one.

K7.net:

If you listen to many podcasts you may have heard the podcaster asking for feedback and for you to call a number such as 206-666-4357 (this podCast411's call in line). In many cases those call in numbers start with 206. The reason why is that they are likely using a free service called K7.net.

Signing up to this service is simple. Simply click on "sign up".



Fill in all the information they ask for.

Under "How would you like to receive your messages?" I prefer to just have them email me the recordings. This means I do nothing other than wait for listeners to leave a message and those messages are automatically sent to my email and there is no issue of messages getting bumped off the site.

Under "In what file format do you want to listen to your K7 messages?" Make sure you select "PCM" this will give you a better quality recording.

When you are done click "Submit"

One thing I need to point out is the message at the bottom of the last screen.

Warning: If a K7 number is inactive for 30 days (use is determined as a call or fax message to that number), we may terminate the account for non-use. A maximum of 20 messages can be stored on the web site. After which, the newest message erases the oldest. Messages will be saved for only 7 days on the web site.

They mean this on the warning. If you do not receive a voice mail message for 30 days, your number goes back into pool for others to take. This has happened to quite a few people. If you find a number you like but are not ready to launch the show, set up a reminder in your calendar to call the number every two weeks to keep it active. You might also want to keep doing that even after the show launches just to be safe.

K7 Signup

http://voicemail.k7.net/signup/

K7.net
Unified Messaging

about | FAQ | sign up | my K7 | home

Forgot Password? | Tell a Friend About K7

Web-Based Unified Messaging

Sign up here for your free inbound fax to email service!

Please fill out the form below and click the submit button when finished.

Email:

Re-enter Email:

Security Code: 4 digits (numeric only)

How would you like to receive your messages?

☐ Send my messages to my email and store them on K7 web site so I can access them.

☐ Do not send them to my email address. I will retrieve them on the K7 web site.

☒ Send them to my email address only. Do not post them on the K7 web site.

In what file format do you want to listen to your K7 messages?

☐ GSM: a small file with lower sound quality but faster download.

☒ PCM: a larger file with better sound quality but slower download.

How would you like your account set up?

☐ Fax and Voice Mail (personal greeting and default message)

☒ Fax and Voice Mail (personal greeting only if available)

☐ Fax Only (fax tone only, no message)

Select a plan:

☒ Regular Nationwide Plan (can receive calls from anywhere)

☐ WA State Only Plan (can only receive calls from Washington State)

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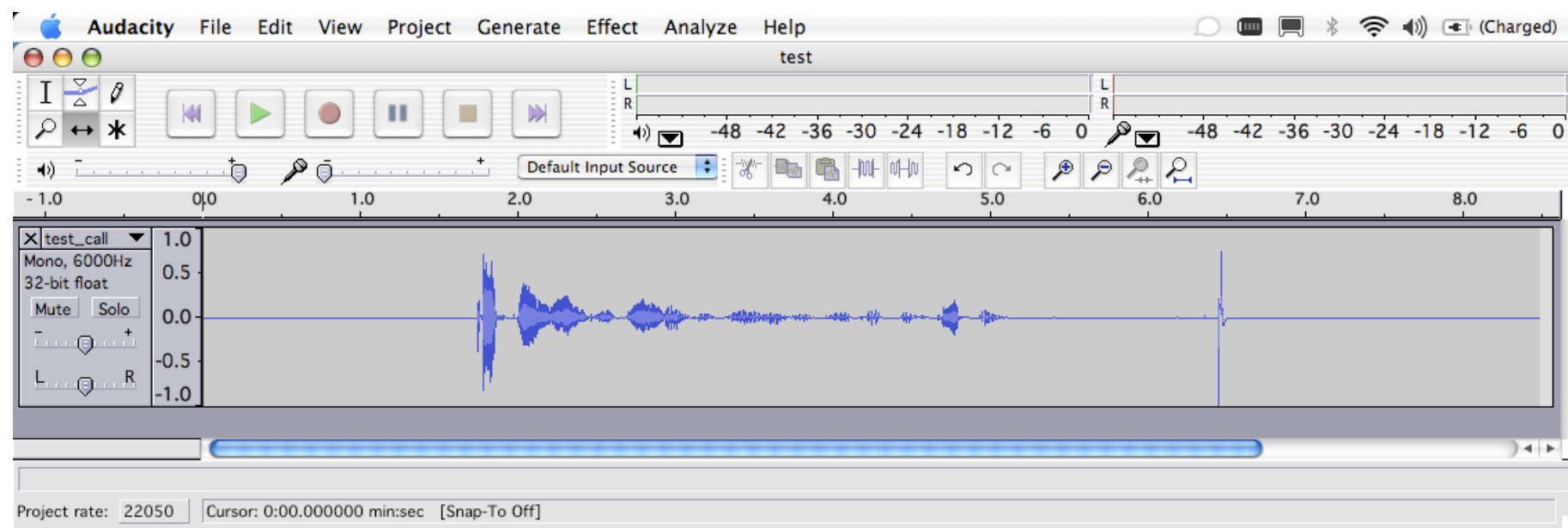
Type the two words:

Submit Clear All

Please click "Submit" only once and wait for account to generate. **If a K7 number is inactive for 30 days (use is determined as a voice message or fax message to that number), we will terminate the account for non-use.** If your account ever does become terminated, you can register online for a new account. An account can also be terminated immediately, if use of the service is in opposition to the Laws governing transmission of documents, or use for illegal purposes of any kind. A maximum of 20 messages can be stored on the web site. After which, the newest message erases the oldest. Messages will be saved for only 7 days on the web site.

After you click submit above you will be taken to a confirmation screen. There are additional things you can do with your account like setting up a personal message. But I will not go over those now, but I do suggest you read the email they send after you set up your account for additional information.

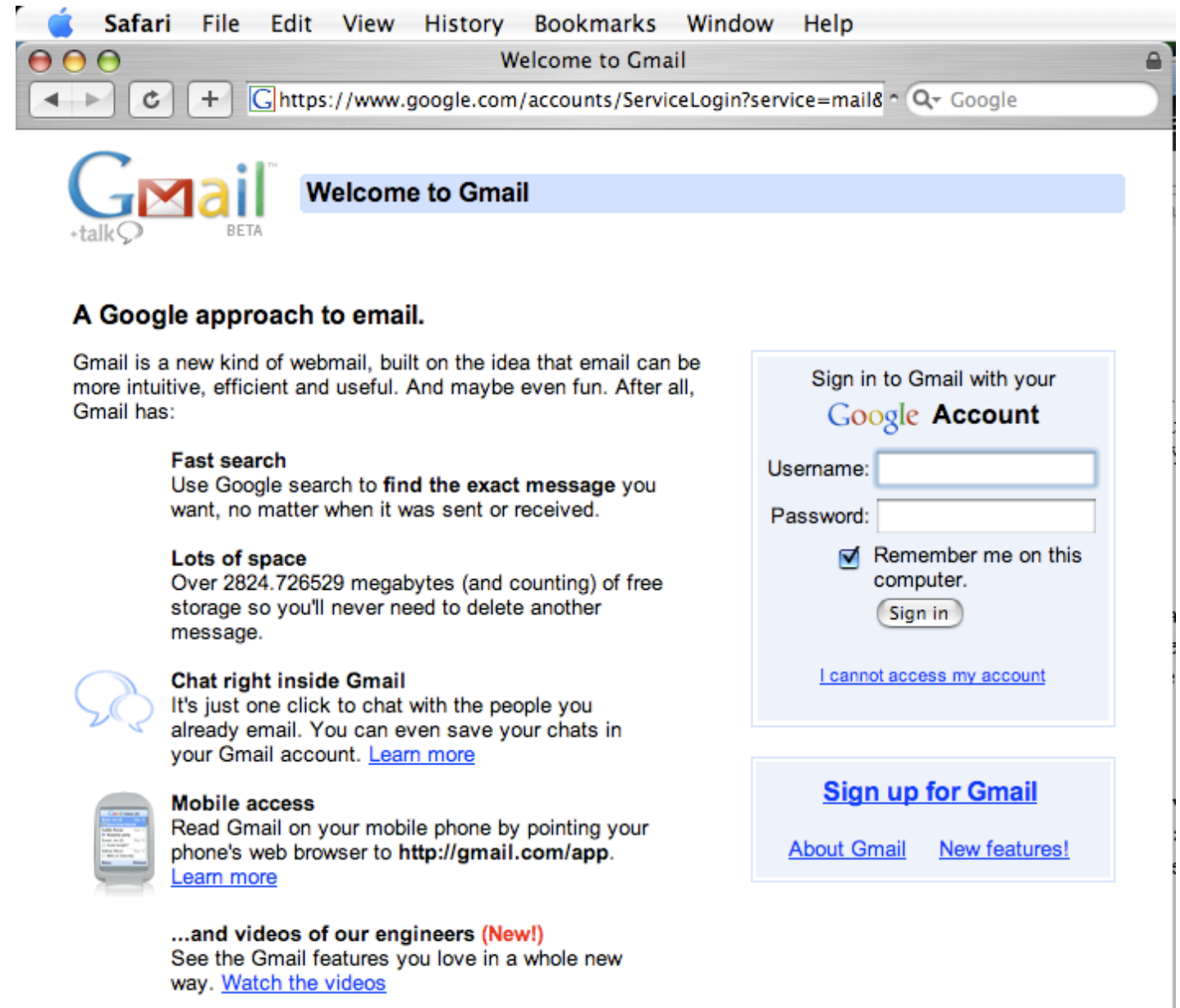
Once the account is setup - make a test call to see if it is working. After you are done with the call you will receive an email to the address you registered. That email will have an attachment with the voice mail message. Simply choose "Save As" from the email with a .wav extension to a folder of your choice and then per [Chapter 1](#) on importing an audio file go ahead and import the recording for editing.



Gmail:

The reason to recommend a gmail account is because of the large storage size you get with your gmail account. This will be needed if you have your listeners sending you audio comments they record on their computers. Additionally it is a good idea to register for a gmail user name that goes along with your podcast. In my case it is podcast411@gmail.com. This makes it easy for people to remember where to send you audio feedback.

Registering for a gmail account is now open to anyone, so you no longer need to be invited by someone that already has an account. Just go to www.gmail.com



In the lower Right hand side - click on "Sign up for Gmail". You will then be taken to a screen that look like the following.

The screenshot shows a web browser window titled "Google Accounts" with the URL <https://www.google.com/accounts/NewAccount?service=mail&t=5>. The page header includes the Gmail logo and the text "Create a Google Account - Gmail". A "Change Language" dropdown menu is set to "English".

Create an Account

Your Google Account gives you access to Gmail and [other Google services](#). If you already have a Google Account, you can [sign in here](#).

Get started with Gmail

First name:

Last name:

Desired Login Name: @gmail.com
Examples: JSmith, John.Smith

Choose a password: [Password strength:](#) _____
Minimum of 6 characters in length.

Re-enter password:

☒ Remember me on this computer.

Creating a Google Account will enable Search History. Search History is a feature that will provide you with a more personalized experience on Google that includes more relevant search results and recommendations. [Learn More](#)

☒ Enable Search History.



This section contains the final steps of account creation:

Security Question: Choose a question ...
If you forget your password we will ask for the answer to your security question. [Learn More](#)

Answer:

Secondary email:
This address is used to authenticate your account should you ever encounter problems or forget your password. If you do not have another email address, you may leave this field blank. [Learn More](#)

Location: United States

Word Verification: Type the characters you see in the picture below.

 
Letters are not case-sensitive

Terms of Service: Please check the Google Account information you've entered above (feel free to change anything you like), and review the Terms of Service below.
[Printable Version](#)

Google Terms of Service for Your Personal Use

Welcome! By using Google's search engine or other Google services ("Google Services"), you agree to be bound by the following terms and conditions (the "Terms of Service"). As used in this agreement,

By clicking on 'I accept' below you are agreeing to the [Terms of Service](#) above and both the [Program Policy](#) and the [Privacy Policy](#).

Simply fill in the information they are asking for and pick a user name that goes with your podcast. Then click on "I accept, Create my account"

That is it - you will then have a Gmail account setup and ready to receive listener feedback.

Chapter 4

Leveling the Podcast



Levelating the Podcast

One of the most important tools you can use to make your podcast sound more professional is a free program called Levelator from Gigavox.com. This tool levels out all of the volume levels throughout your podcast to give you one consistent audio level throughout the entire podcast. Without getting too techie about how this works I will say it works and it works very well. But as with any tool it needs to be used at the right time and for the right reasons.

This is not a tool you will want to use if there is lots of noise in the background as it will bring up that noise. You will want to make sure your background noise is to a minimum before using this. All that being said this tool is great and when used in most cases it will greatly improve the overall feel of the podcast.

To get this program go to the website for [Gigavox](http://Gigavox.com), then download and install your free copy.

Levelator is available for Mac OS 10.4 or greater, Window XP, Vista and 7 and Linux. To use this program you will need to export your recording into .WAV or .AIFF format. For this tutorial we will stick with .WAV format.

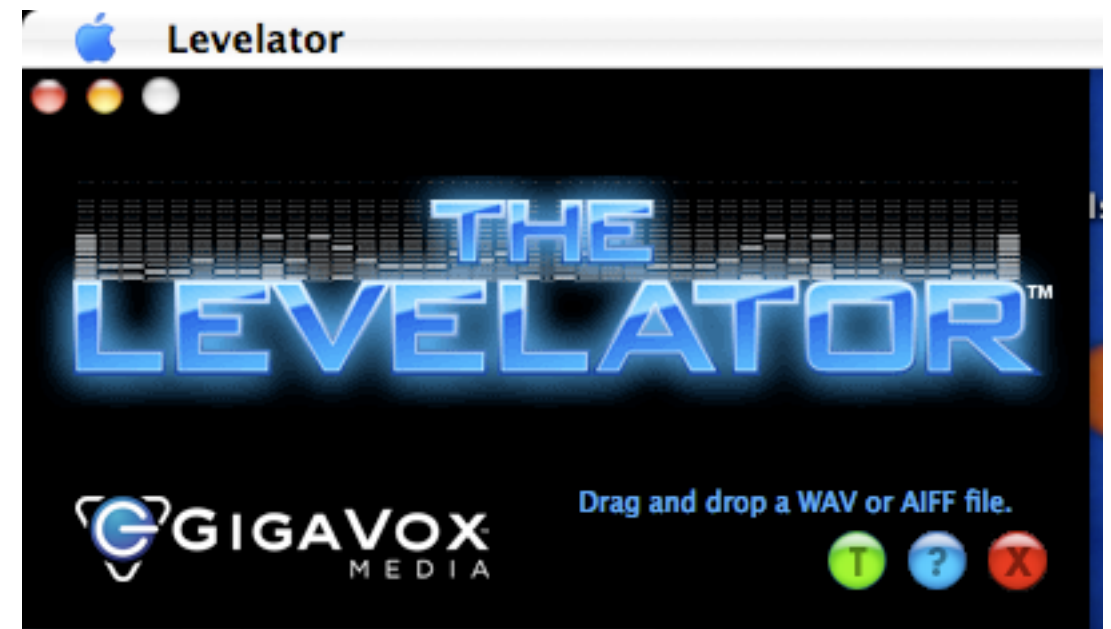
Please Note - Levelator does not work with .MP3 format.



If you want to levelate the recording you did with Live Office Free Conferencing mentioned in [Chapter 2](#) you will need to first import that file into Audacity and then export back out as .WAV file. See [Chapter 1](#) for additional information about exporting to WAV format using Audacity.

After you install Levelator you will need to launch the program. It will look like that to the right when opened. There are no settings to adjust and / or preferences to adjust. When you launch it for the first time it is all setup and ready to be used.

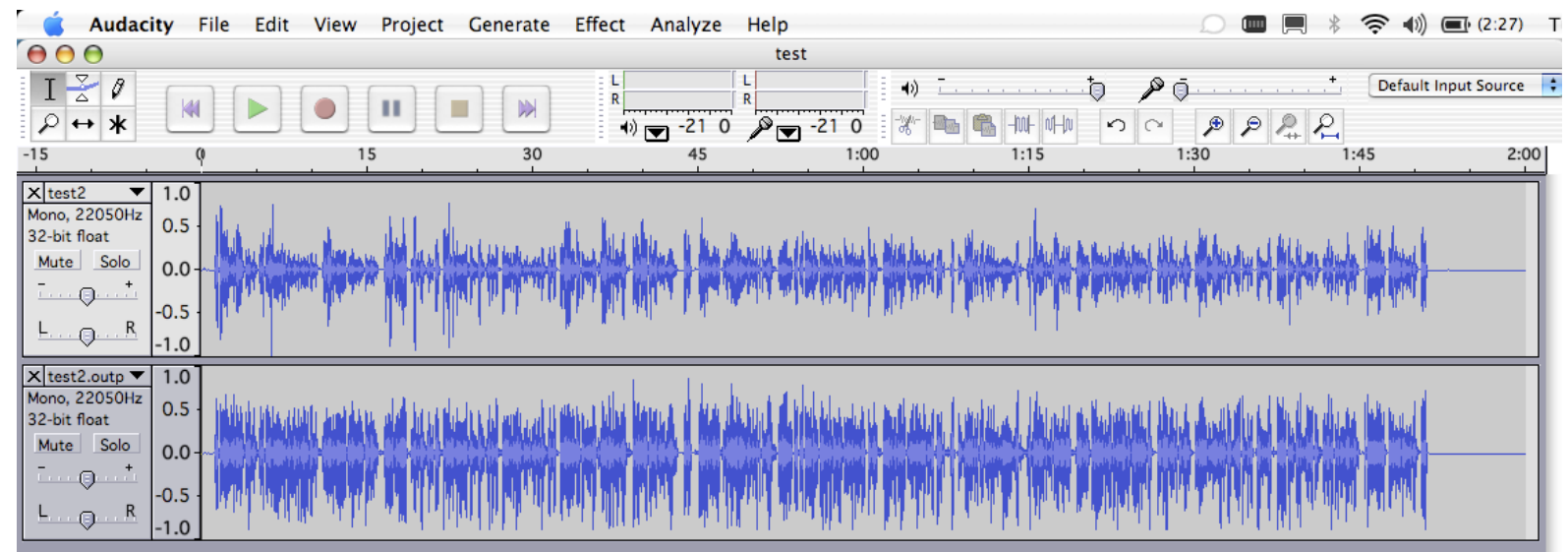
As it says on the application simply drag and drop the file you want to levelate. In this case the file I chose is called test2.wav. That is all you need to do, Levelator will do the rest. You will see a progress bar in Levelator that will let you know how much of the file has been levelated.



When it is done, there will be a new file created. In this case the new file is called test2.output.wav. The original file test2.wav is still available and is left unchanged.

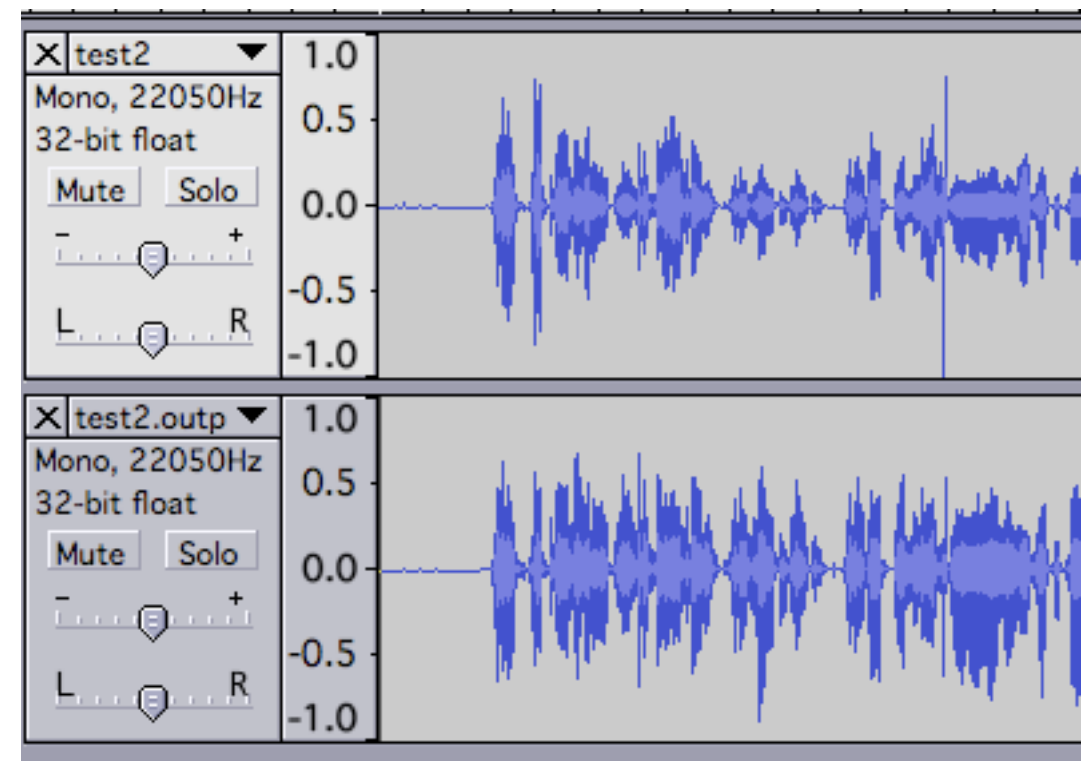


The screen shot to the right shows the original file and the new leveled file side by side. As you can see the leveled file (on the bottom) has a more consistent peak level across the entire recording.



If we zoom in on one are in the recording the changes are even clearer. Levelator not only brings lower volume levels up, it also reduces spikes. In the top file you can see a single pop (spike) on the right side, this is greatly reduced on the bottom file,

At this point we are ready to take the leveled file and convert it from .WAV format to .MP3. format, which we cover in [Chapter 5](#), this is also called Encoding the file into .MP3 format.



As of the end of 2012, the Levelator is no longer supported or being updated by The Conversations Network. We have therefore stopped accepting donations.
Please continue to download and use the most-recent versions.

NOTE: As the note to the bottom left indicates - Levelator as of the end of 2012 is no longer being actively supported. That said it is still available for download and still working and still worth using. So for now this section will remain in this iBook. It really is a great tool and one that has saved me hours and hours of post production work. If you are doing interviews it is a must have tool in your tool kit.

Podcast 201 TIP: Another service that does something similar is [Auphonic](#) - but this service does require you upload your files to them for processing.

Chapter 5

Encoding to MP3 Format



Chapter 5

Encoding to MP3 Format

When it comes to Audio Podcasts MP3 format is by far the default standard with well over 95% of all Audio Podcasts in MP3 format. In this Chapter we will show you how to convert a WAV file into MP3 format using iTunes.

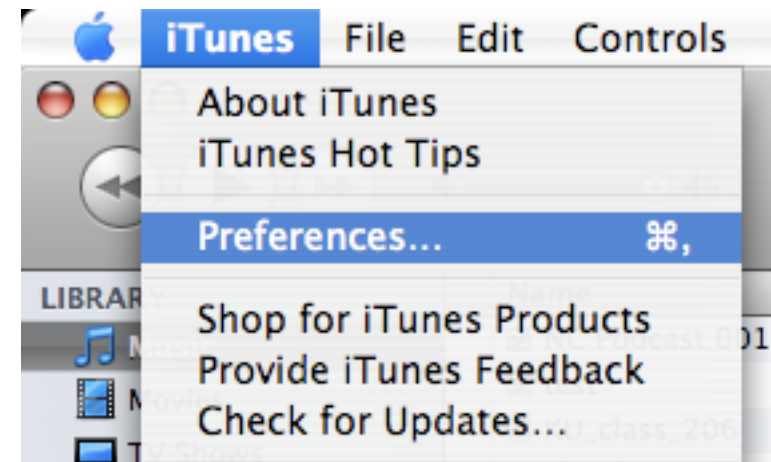
NOTE: Before anyone sends me an email asking about the lame encoder in Audacity - We choose iTunes for three reasons, One, This gets people in the habit of exporting from Audacity into WAV format so that they can run the final exported file through Levelator ([Chapter 4](#)). Two, The next step will be adding in ID3 tags and iTunes does a much better job for that.) Three, iTunes has a better sounding encoder than Lames.

NOTE 2: Before anyone asks about doing an enhanced podcast (AAC / M4A), We do not recommend them as they will not play on Blackberry Podcasts service and will not play on about 25% of the MP3 players - only iPod's and Zunes play AAC / M4A. So stay away from AAC / M4A (Enhanced Podcasts). If you feel you need pictures in your podcast - do a video podcast and encode as MP4 or M4V - it is more compatible.

iTunes can be downloaded from the Apple site by going to this [link](#) and clicking on Download. Once you have installed iTunes and have launched it we will need to change some of the preferences.



On the Mac "Preferences" are located under "iTunes" in the menu bar.
On the PC it is located under "File"



Once "Preferences" is open, select "General" then "Importing Settings"

In the new Pop up box change "Import Using:" to "MP3 Encoder". Then for Settings change to "Custom". A new pop up window should appear.

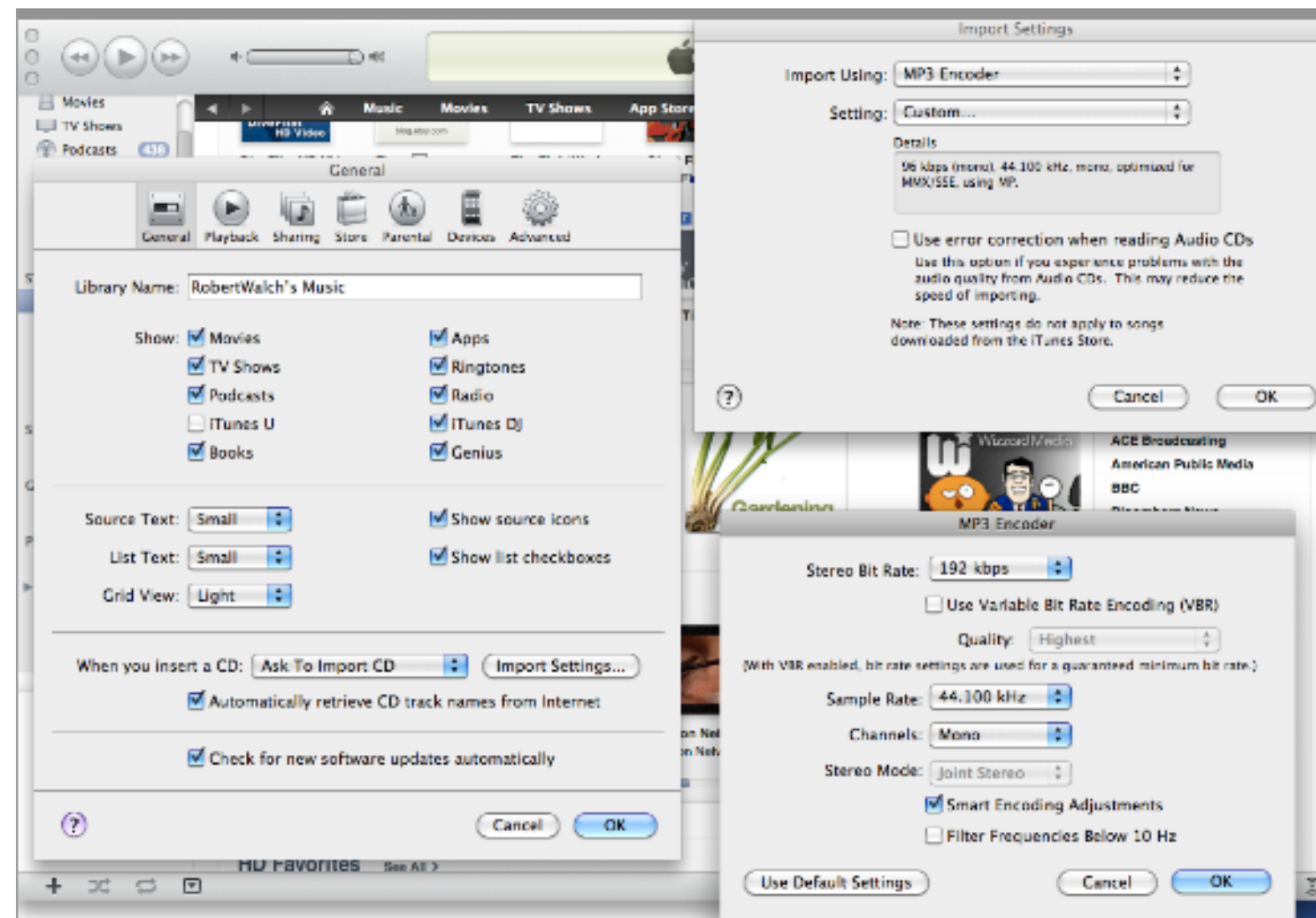
Choose the settings per the type of show you are doing:

Spoken Word Shows:

Stereo Bit Rate: 196 kbps (In Mono this gets cut in half)

Sample Rate: 44.1 kHz

Channels: Mono



Music Shows:

Stereo Bit Rate: 128 kbps

Sample Rate: 44.1 kHz

Channels: Stereo

Stereo Mode: Joint Stereo

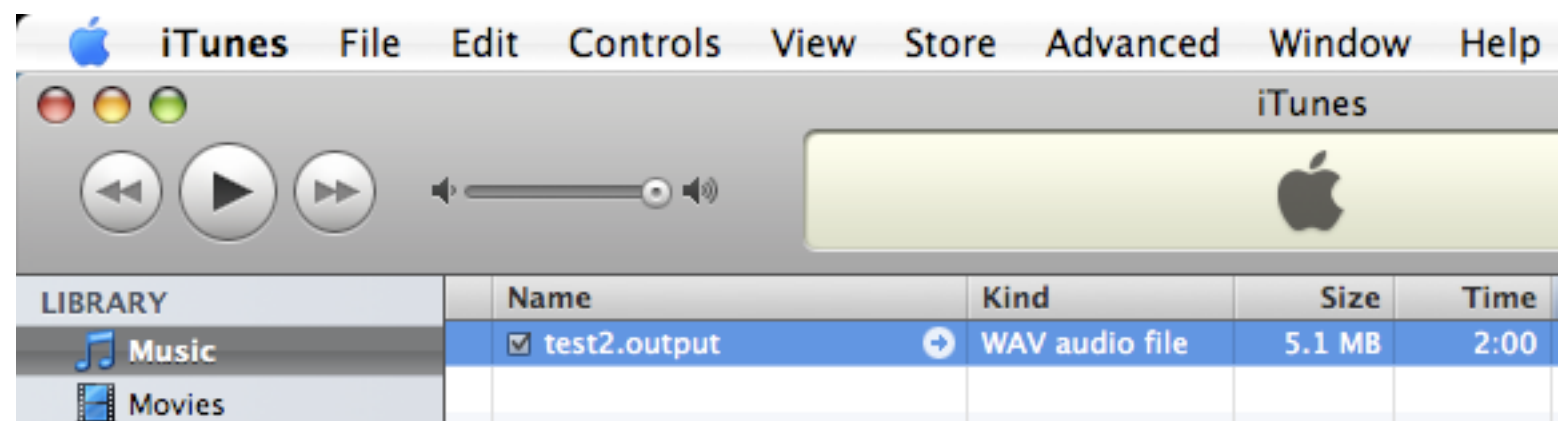
DO NOT - Repeat - **DO NOT** select the box next to "Use Variable Bit Rate.." You do not want to use VBR (Variable Bit Rate) - you want your MP3 files to be CBR (Constant Bit Rate). VBR = Bad. CBR = Good. Enough said.

Once you make the changes - Click "Ok" and then "Ok" again.

Note: It is very very important to make sure the Sample Rate is set to 44.1 kHz. If you choose any other setting, your recording will not play correctly on some of the flash players found at various podcast directories.

You are now ready to import the WAV file into iTunes.

To import the file drag the WAV file into iTunes. It will place the file in the Music Section of iTunes. As can be seen above for this example the file Kind is WAV audio and the size is 5.1 MB. Click once to select the file (This will highlight the file).



To convert this file Select "Advanced" from the menu bar and then "Create MP3 Version".

It will take a few seconds to convert the file. When it is done you will hear an audible ping. You can see there is now a second file with the same name as the first. But the Kind is MPEG audio and the size is 1.9 MB versus the original 5.1 MB. Actually file size will vary depending on the Bit Rate chosen.

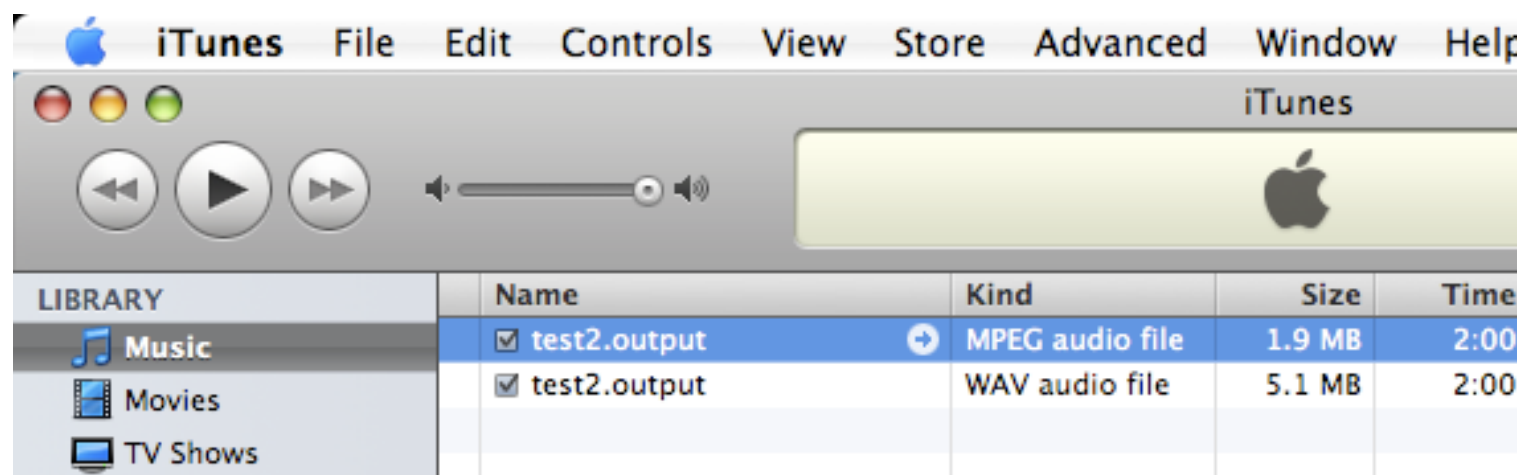
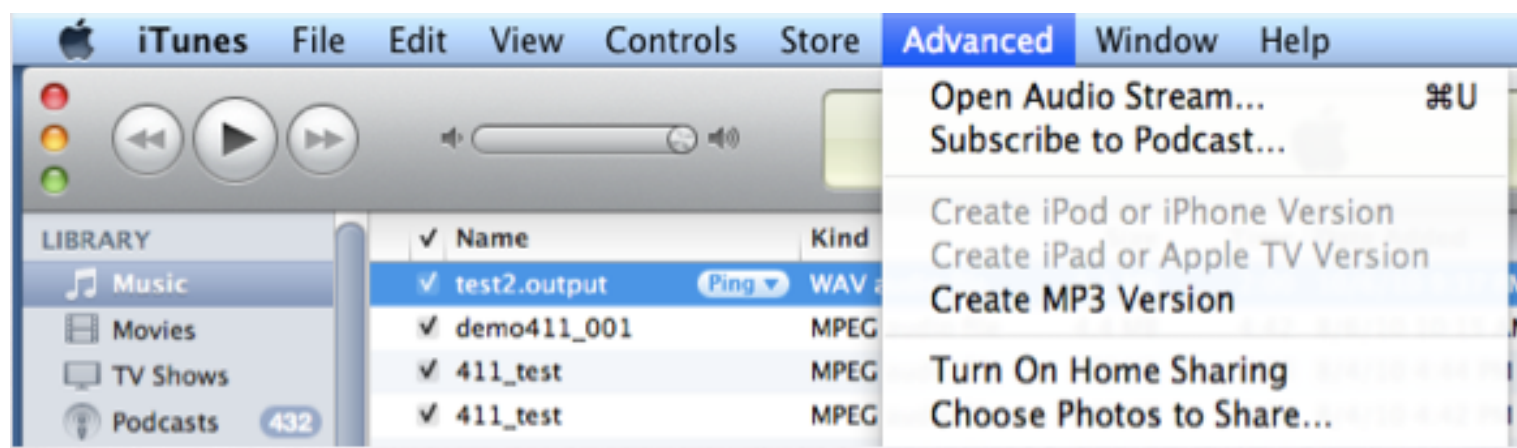
Here is a quick rule of thumb for file size based on Bit Rate vs length of recording:

64 kbps = 0.5 MB per minute

96 kbps = 0.75 MB per minute

128 kbps = 1.0 MB per minute

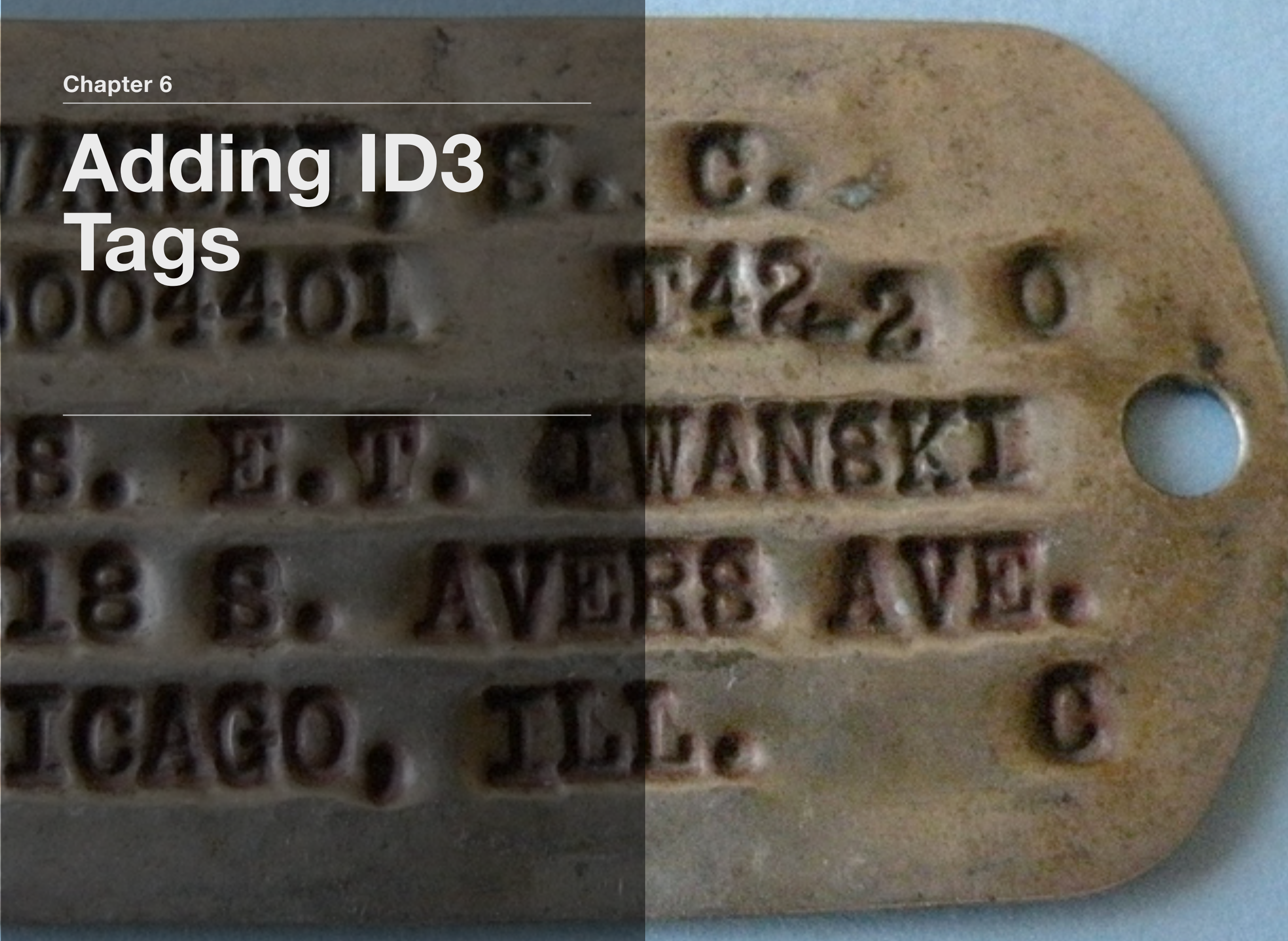
Note: Sample Rate does NOT effect file size so do not change the 44.1 KHz sample rate to a lower setting thinking it will save on file size - it will not. I would not recommend going below a Bit Rate of 64 kbps as most people will start to hear digital artifacts in the recording. Also there is no reason to go above 128 kbps because most people will not be able to tell the difference in a 128 kbps file vs a 320 kbps file. My recommendations are 96 kbps for Spoken word podcasts and 128 kbps for podcasts with lots of music.



If you encoded the file per the above settings the file is now successfully encoded into MP3 format and with settings that will allow it to play correctly on the many different flash players and MP3 players out there.

In the next **Chapter** we will show you how to add in ID3 tags from within iTunes.

Adding ID3 Tags

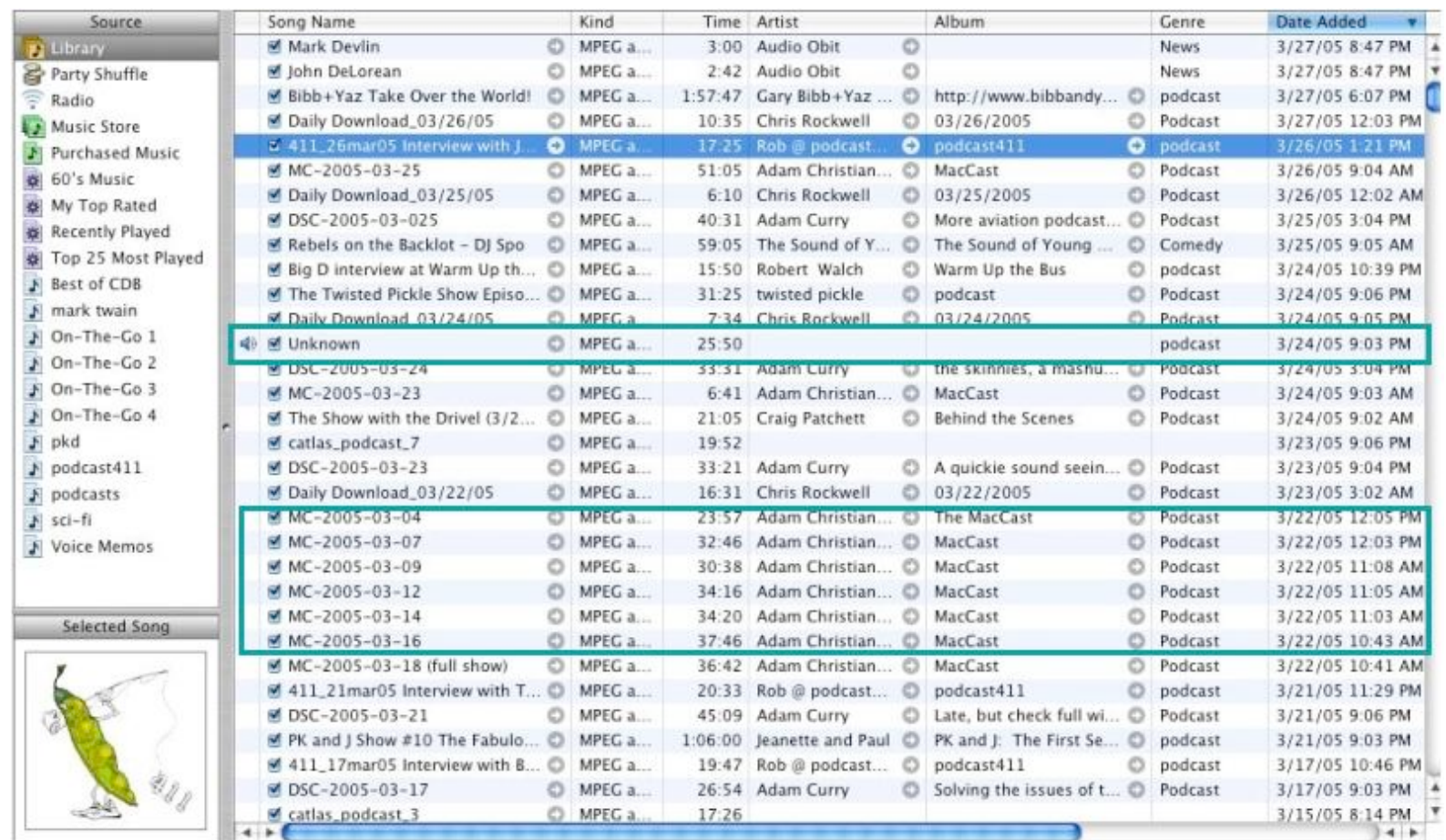


Adding ID3 Tags

Some of you may wonder what are ID3 Tags and why should anyone care?

Well ID3 tags are the information in an MP3 file that is displayed in iTunes or on your listeners iPod or MP3 player. Because the vast majority of people using a MP3 player are on an iPod we will limit our discussion to the iPod (well that and the fact it is the only type of MP3 player we own - So if iRiver or Sony or anyone else wants some publicity send an e-mail to rob@podcast411.com and we will tell you where to mail that free MP3 player). For adding/editing ID3 tags we will talk only about using iTunes - As it is a free program for both Windows and Mac.

To the right is a screen shot of my iTunes window. The first item highlighted is our podcast from the 26th of March. You will notice in the lower left our logo is showing up. Next you will see a Box around a podcast with a song name of "Unknown" and finally there is a box around 6 podcasts of the MacCast. We will refer back to all of these.



Source	Song Name	Kind	Time	Artist	Album	Genre	Date Added
Library	✓ Mark Devlin	MPEG a...	3:00	Audio Obi...		News	3/27/05 8:47 PM
Party Shuffle	✓ John DeLorean	MPEG a...	2:42	Audio Obi...		News	3/27/05 8:47 PM
Radio	✓ Bibb+Yaz Take Over the World!	MPEG a...	1:57:47	Gary Bibb+Yaz ...	http://www.bibbandy...	podcast	3/27/05 6:07 PM
Music Store	✓ Daily Download_03/26/05	MPEG a...	10:35	Chris Rockwell	03/26/2005	Podcast	3/27/05 12:03 PM
Purchased Music	✓ 411_26mar05 Interview with J...	MPEG a...	17:25	Rob @ podcast...	podcast411	podcast	3/26/05 1:21 PM
60's Music	✓ MC-2005-03-25	MPEG a...	51:05	Adam Christian...	MacCast	Podcast	3/26/05 9:04 AM
My Top Rated	✓ Daily Download_03/25/05	MPEG a...	6:10	Chris Rockwell	03/25/2005	Podcast	3/26/05 12:02 AM
Recently Played	✓ DSC-2005-03-025	MPEG a...	40:31	Adam Curry	More aviation podcast...	Podcast	3/25/05 3:04 PM
Top 25 Most Played	✓ Rebels on the Backlot - DJ Spo	MPEG a...	59:05	The Sound of Y...	The Sound of Young ...	Comedy	3/25/05 9:05 AM
Best of CD8	✓ Big D interview at Warm Up th...	MPEG a...	15:50	Robert Walch	Warm Up the Bus	podcast	3/24/05 10:39 PM
mark twain	✓ The Twisted Pickle Show Episo...	MPEG a...	31:25	twisted pickle	podcast	Podcast	3/24/05 9:06 PM
On-The-Go 1	✓ Daily Download_03/24/05	MPEG a...	7:34	Chris Rockwell	03/24/2005	Podcast	3/24/05 9:05 PM
On-The-Go 2	✓ Unknown	MPEG a...	25:50			podcast	3/24/05 9:03 PM
On-The-Go 3	✓ DSC-2005-03-24	MPEG a...	55:51	Adam Curry	the skinnies, a masnu...	Podcast	3/24/05 3:04 PM
On-The-Go 4	✓ MC-2005-03-23	MPEG a...	6:41	Adam Christian...	MacCast	Podcast	3/24/05 9:03 AM
pkd	✓ The Show with the Drivel (3/2...	MPEG a...	21:05	Craig Patchett	Behind the Scenes	Podcast	3/24/05 9:02 AM
podcast411	✓ catlas_podcast_7	MPEG a...	19:52				3/23/05 9:06 PM
podcasts	✓ DSC-2005-03-23	MPEG a...	33:21	Adam Curry	A quickie sound seein...	Podcast	3/23/05 9:04 PM
sci-fi	✓ Daily Download_03/22/05	MPEG a...	16:31	Chris Rockwell	03/22/2005	Podcast	3/23/05 3:02 AM
Voice Memos	✓ MC-2005-03-04	MPEG a...	23:57	Adam Christian...	The MacCast	Podcast	3/22/05 12:05 PM
	✓ MC-2005-03-07	MPEG a...	32:46	Adam Christian...	MacCast	Podcast	3/22/05 12:03 PM
	✓ MC-2005-03-09	MPEG a...	30:38	Adam Christian...	MacCast	Podcast	3/22/05 11:08 AM
	✓ MC-2005-03-12	MPEG a...	34:16	Adam Christian...	MacCast	Podcast	3/22/05 11:05 AM
	✓ MC-2005-03-14	MPEG a...	34:20	Adam Christian...	MacCast	Podcast	3/22/05 11:03 AM
	✓ MC-2005-03-16	MPEG a...	37:46	Adam Christian...	MacCast	Podcast	3/22/05 10:43 AM
	✓ MC-2005-03-18 (full show)	MPEG a...	36:42	Adam Christian...	MacCast	Podcast	3/22/05 10:41 AM
	✓ 411_21mar05 Interview with T...	MPEG a...	20:33	Rob @ podcast...	podcast411	podcast	3/21/05 11:29 PM
	✓ DSC-2005-03-21	MPEG a...	45:09	Adam Curry	Late, but check full wi...	Podcast	3/21/05 9:06 PM
	✓ PK and J Show #10 The Fabulo...	MPEG a...	1:06:00	Jeanette and Paul	PK and J: The First Se...	podcast	3/21/05 9:03 PM
	✓ 411_17mar05 Interview with B...	MPEG a...	19:47	Rob @ podcast...	podcast411	podcast	3/17/05 10:46 PM
	✓ DSC-2005-03-17	MPEG a...	26:54	Adam Curry	Solving the issues of t...	Podcast	3/17/05 9:03 PM
	✓ catlas_podcast_3	MPEG a...	17:26				3/15/05 8:14 PM

Adding a Logo

First lets look at how to add in your logo to the ID3 tags. From iTunes if you right click (cntrl click) on the podcast you want to add the logo to and then select "get info" - You will get a pop up window where you can edit the ID3 Tags.

From there choose Artwork. You can upload a picture (jpg or gif) into the ID3 tags by simply clicking "ADD".

After you have uploaded the picture click ok and you are done. That is all you need to do to add your logo onto the MP3 file.



Editing Names and other Fields

Lets refer back to the Podcast with the Song Name of Unknown, with no other information about what the podcast might be. Many listeners to your podcast are going to be subscribed to many other podcasts. So when something like this comes in - there is a good chance it is going to be ignored. So all your work to clean up audio and script out a show and everything else you did will be wasted because your listeners did not even know your podcast had arrived. Below you can see that Artist and Album are blank.

	Song Name	Kind	Time	Artist	Album	Genre	Date Added
<input checked="" type="checkbox"/>	Unknown	MPEG a...	29:50			podcast	1/27/05 12:07 AM

If you were to right click on this and get info to the right is what you would see under "info"

Well at least she labeled it as a podcast. But unless I start playing the podcast I would have no idea what it is and who it is by. This is also the screen where you will be editing your ID3 Tags. We recommend you enter as a minimum information for Name, Artist, Album and Genre. We also add in some information in Comments. Below is a completed form from one of our recent podcasts. Also per comments from Owyn - we would also suggest you add in the Track number - have it be the same as your episode number. So below this was the 148th show we did.

Tii - iTem 0148 - That's a Fact Jack

Summary Info Video Sorting Options Lyrics Artwork

Name
Tii - iTem 0148 - That's a Fact Jack

Artist
Today in iPhone

Year
2010

Album Artist
Today in iPhone

Track Number
148 of

Album
Today in iOS Podcast - The Unofficial iOS, iPhone, iPad and iPod

Disc Number
of

Grouping
Podcast

BPM
120

Composer
rob @ podcast411

Comments
visit www.todayiniphone.com
email - todayiniphone@gmail.com
call 206-666-6364

Genre
Podcast

☐ Part of a compilation

Previous Next Cancel OK

Unknown

Summary Info Options Artwork

Name
Unknown

Artist

Year

Album

Track Number
of

Grouping

Disc Number
of

Composer

BPM

Comments

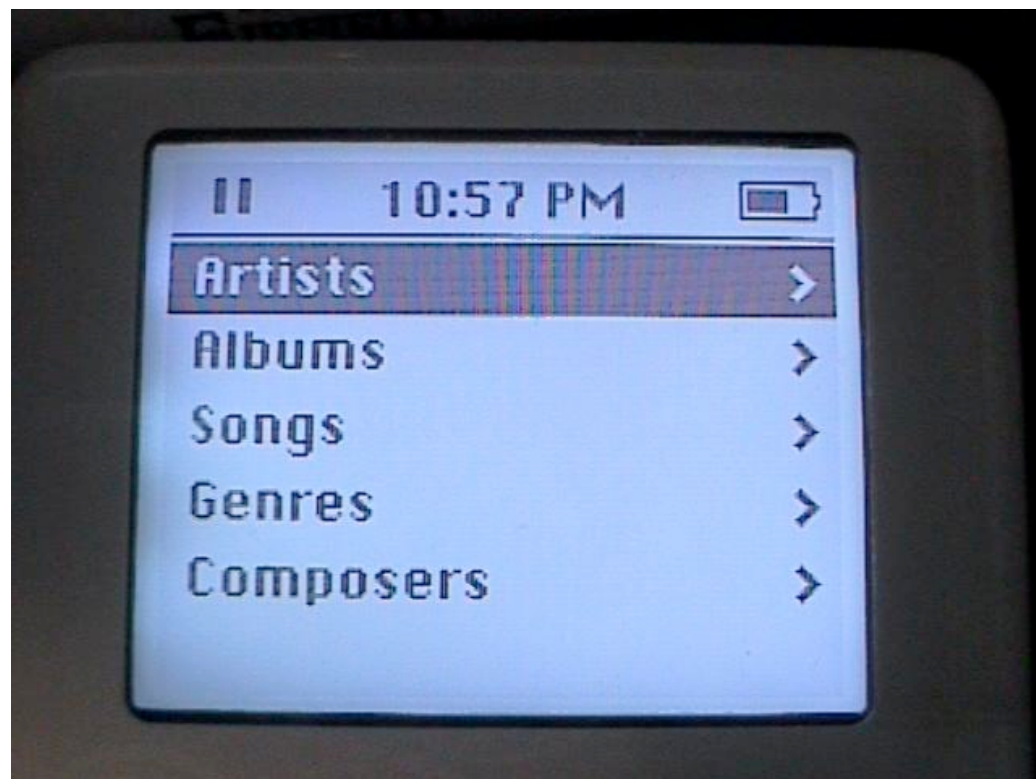
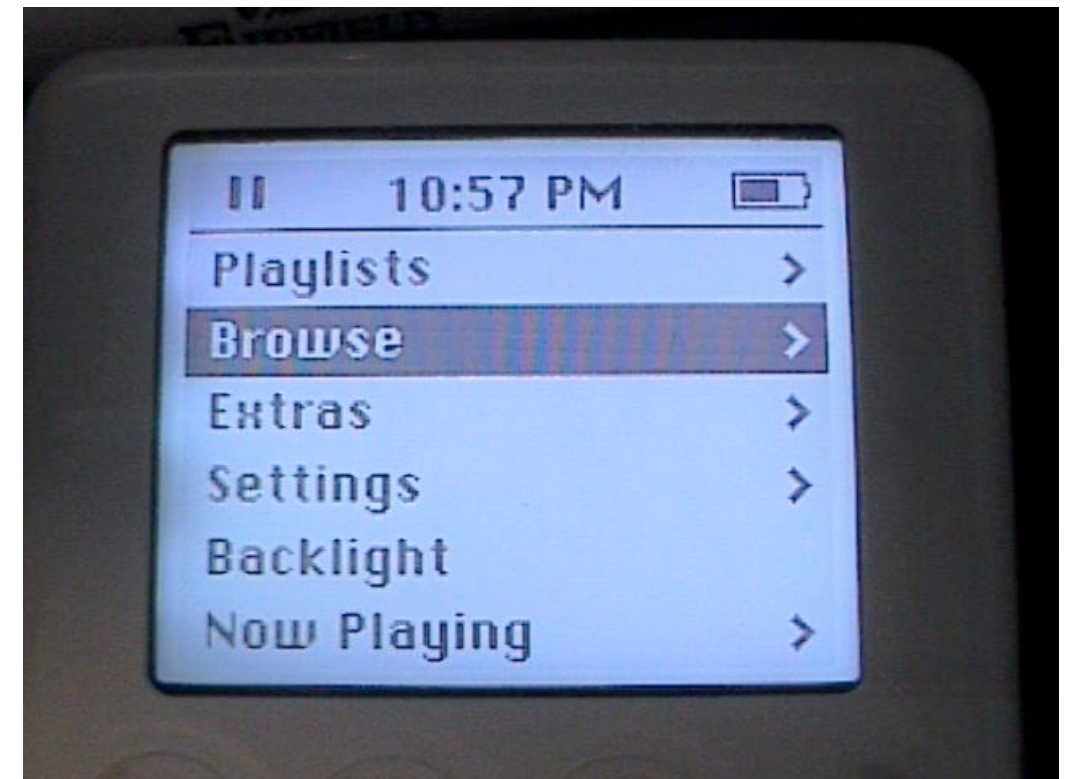
Genre
podcast

☐ Part of a compilation

Previous Next Cancel OK

In addition to filling in the information above it is important to keep the descriptions in information in Album, Artist and composer the same from show to show. Why is this important? Well if you are using an iPod to search for a song. Your options are to start with Playlist or Browse (see right).

Your options if you choose Browse are per below



By keeping your Artists, Albums & Composers names the same from podcast to podcast, it will make it much easier for your listener to find your latest podcasts.

Designing the Name Field for iPods

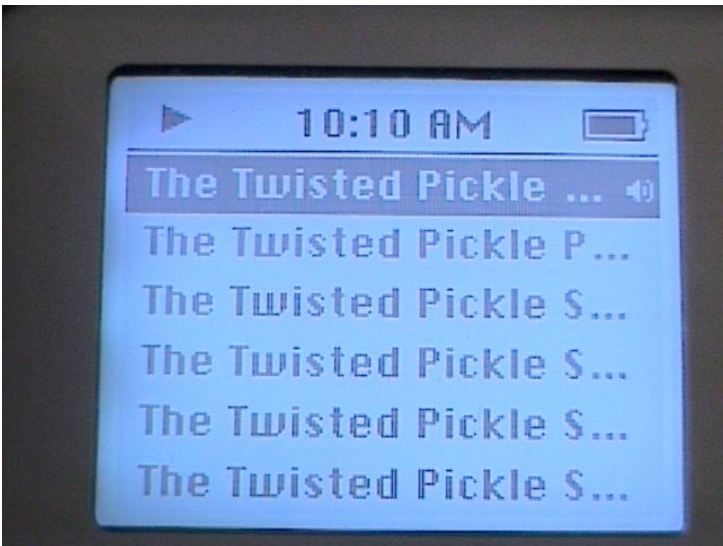
To the right is a list of Episodes from the Twisted Pickle as they appear in iTunes.

Song Name		
<input checked="" type="checkbox"/>	The Twisted Pickle Episode 2	
<input checked="" type="checkbox"/>	The Twisted Pickle Podcast - Episode #1	
<input checked="" type="checkbox"/>	The Twisted Pickle Show Episode #6	
<input checked="" type="checkbox"/>	The Twisted Pickle Show Episode #7	
<input checked="" type="checkbox"/>	The Twisted Pickle Show Episode 4	
<input checked="" type="checkbox"/>	The Twisted Pickle Show Episode 5	

Now lets look at this list of Episodes on the iPod.

As you can see you have no idea on the iPod which episode is which.

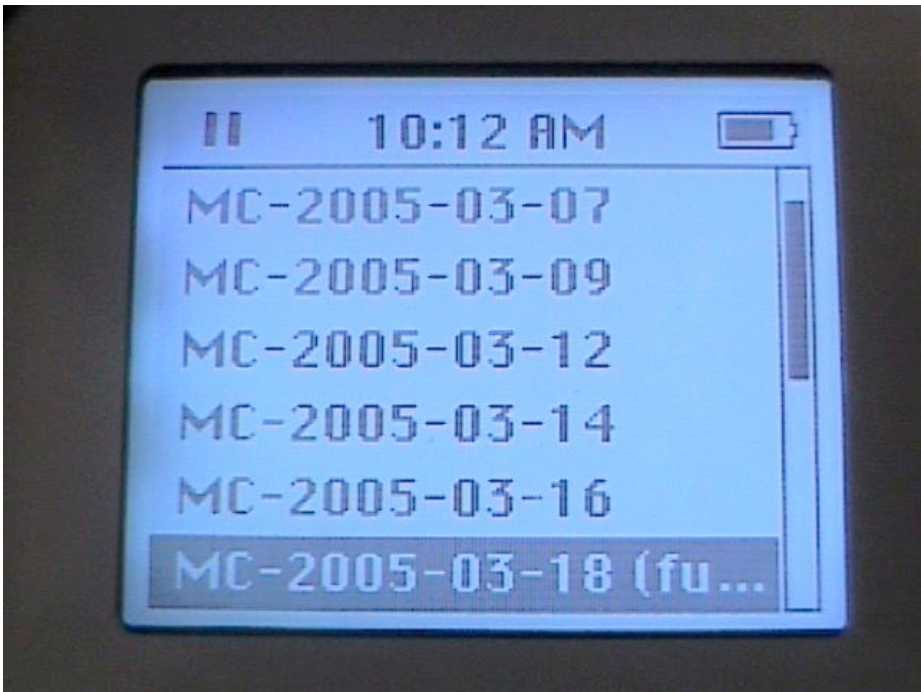
(Note: I would like to thank Corby for being a good sport and letting us use this info - and he has since changed his format.



If you refer back up to the box with the 6 different Podcasts from MacCast - The

<input checked="" type="checkbox"/>	MC-2005-03-04
<input checked="" type="checkbox"/>	MC-2005-03-07
<input checked="" type="checkbox"/>	MC-2005-03-09
<input checked="" type="checkbox"/>	MC-2005-03-12
<input checked="" type="checkbox"/>	MC-2005-03-14
<input checked="" type="checkbox"/>	MC-2005-03-16

name fields look like this in iTunes.



To the right is what the MacCast podcasts look like on the iPod.

Why did Adam choose this format. Because Adam knew that on the iPod you only have 16 characters that will display in the menu (Actually if your name is exactly 17 characters long they will all fit, if however the name is 18 characters or more in the spot of the 17th character there will be a ...). We would suggest taking the date field to six of those characters. In this format YYMMDD. This will allow for sorting by name that matches the date.

There is no reason to go with 2005 (Although it does read better - so I guess that is actually a reason but I digress). We are well past 1999 and at this time it is safe to say you do not need to worry about 2100. So a simple 060407 to represent 2006, April 7th. Will work. This leaves you with 10 characters for your podcast name. (It should be pointed out that up until April 11th - we had not followed this advice as we used a 15apr05 format - But that format does not sort well and we have switched to the format of YYMMDD going forward.)

Remember these podcasts will end up on someones iPod with 5, 10, 100+ other podcasts from you - You need to make it easy for the listener to pick out your most recent podcasts.

If you do not like Dates - You can simply have a number at the end such as

TT Pickle 001

TT Pickle 002

TT Pickle 003

Finally - We are not saying you have to limit the name of the podcast to under 17 characters. You actually have 255 characters that will scroll in the display. But it is the first 16 that show up in the menus. So you could do something like this for the name of the podcast.

"pdCast411_050209 On todays show our guests will be Paul and Jeanette from the PK and J show. This is a great show and we recommend you check out their show at..."

The entire text would scroll on the iPod as the podcast is playing. But in the menu view they would just see "pdCast411_050209.."

One other item in your ID3 tags is the Lyrics tag. The Lyrics information will show up on an iPhone when you play an audio episode in the iPod App. I use this to put in my show notes and contact information. Just click on the "Lyrics" tab and then enter your information and click "ok"

Once you click "ok" your information is saved in the MP3 file. You then need to drag the file out of iTunes and onto your desktop - there it can be uploaded to your podcast hosting solution - which we cover in [Chapter 7](#).



Note: The following part of the chapter is not exactly podcast101 - more podcast 201.

Podcast 201 Tips:

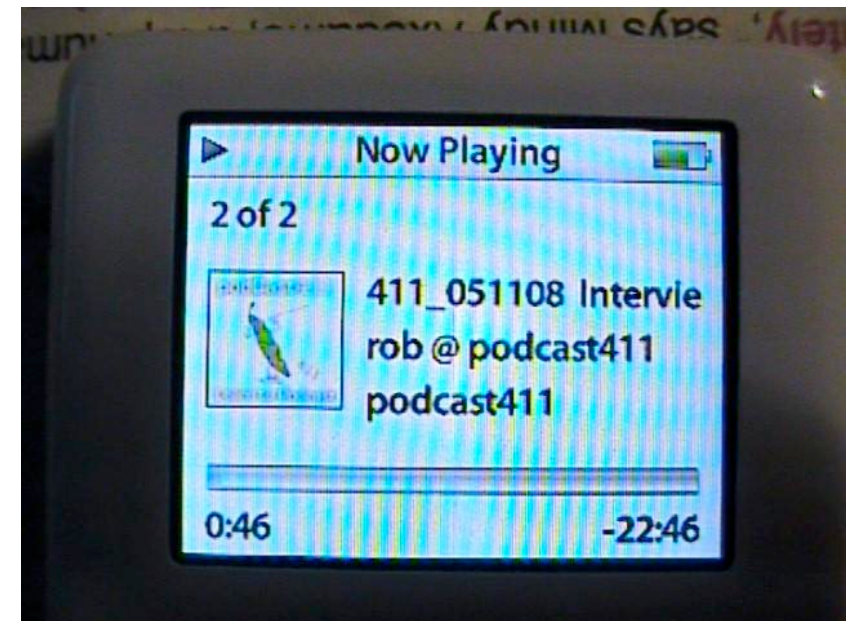
The above ID3 tags work great for all of your subscribers not using iTunes. However iTunes has decided to take your ID3 tags and replace them with other information from your feed. Specifically - The Name tag is replaced with the Title Tag from the Item in your RSS feed. The Album tag is replaced with the Title Tag from the Channel in your RSS feed. See the picture below, The first item is from iTunes subscription the second one is from iPodderX. The ID3 tags are correct for the second one.

	Name	Kind	Time	Artist	Album
1	411 Item 103 Small World Podcast In...	MPEG a...	23:32	Rob @ podCast411	podCast 411 - Learn about Podcasting and Podcasters
2	411_051108 Interview with Joe fro...	MPEG a...	23:32	rob @ podCast411	podcast411

When you are playing a song on your iPod (that has a display), you will see the Name, Artist and Album information displayed for a podcast downloaded with an aggregator other than iTunes and Name, Album and Date for a podcast subscribed to in iTunes. See Pictures to the right.

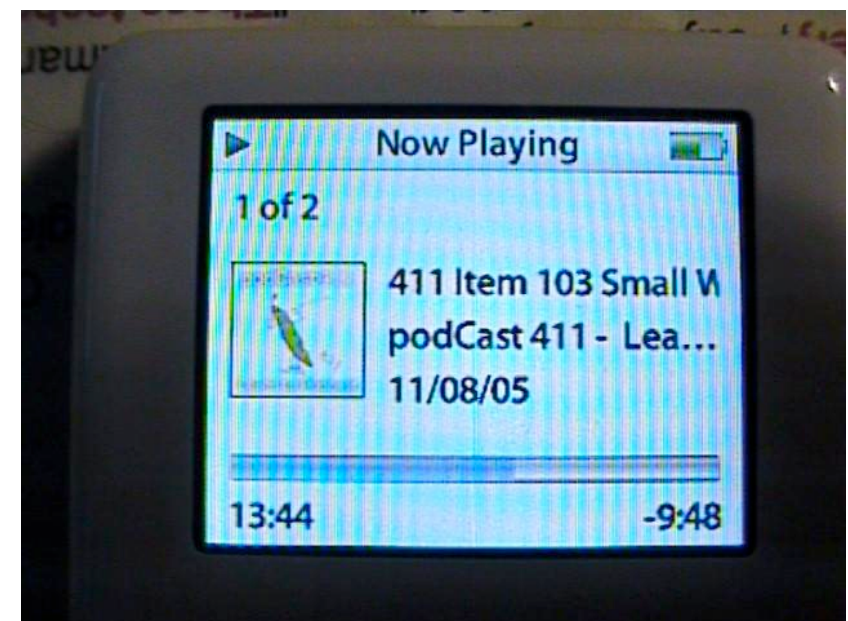
Subscribed through iPodderX

Name
Artist
Album



Subscribed through iTunes

Name --> From Item Title in RSS Feed
Album --> From Channel Title in RSS Feed
Date



Below is part of the RSS feed. In there you can see what we are talking about when we talk about the Channel Title and the Item Title.

```
<?xml version="1.0" encoding="UTF-8"?>
<rss xmlns:itunes="http://www.itunes.com/DTDs/Podcast-1.0.dtd" xmlns:pp="http://www.pupuplayer.com/ppexplanation-rtf" version="2.0">
  <channel>
    <title>podCast 411 - Learn about Podcasting and Podcasters</title>
    <link>http://www.podcast411.com</link>
    <language>en-us</language>
    <copyright>Copyright 2005</copyright>
    <lastBuildDate>Tue, 08 Nov 2005 01:00:00 -0500</lastBuildDate>
    <pubDate>Tue, 08 Nov 2005 01:00:00 -0500</pubDate>
    <webMaster>rob@podcast411.com</webMaster>
    <itunes:author>Rob @ podCast411</itunes:author>

    <item>
      <title>411 Item 103 Small World Podcast Interview - Voicemail line 206-666-4357 </title>
      <link>http://libsyn.com/media/podcast411/411_051108.mp3</link>
      <enclosure url="http://libsyn.com/media/podcast411/411_051108.mp3" length="11314671" type="audio/mpeg"/>
      <category>Podcasts</category>
      <pubDate>Tue, 08 Nov 2005 01:00:00 -0500</pubDate>

      <itunes:author>Rob @ podCast411</itunes:author>
      <itunes:category text="Technology">
        <itunes:category text="Podcasting"/>
      </itunes:category>
      <itunes:explicit>No</itunes:explicit>
    </item>
  </channel>
</rss>
```


</channel>

When you are picking your Item Title for your RSS feed you need to name it as you would for your Name in the ID3 tags.

One additional recommendation would be that if you have a Call in number for your listeners to leave feedback such as a k7.net account. You should include the number in your Name tag for ID3 tags and your Title Tag from the Item section in your feed. This will allow a listener on an iPod to easily find your call in number to leave feedback. Remember chances are if the listener is listening on an MP3 device they do not have access to email, but they should have access to a cell phone. So while they are thinking of giving you feedback, by putting the number where they can easily find it should help increase your listener feedback. I had thought about recommending that you put the call back number in the Artist field on the ID3 tags, but with iTunes that would also mean putting it as the Title in the Channel of the RSS feed and that is not something you would want to do.

I am not sure why Apple decided to replace some of the ID3 tags with information from your RSS feed. Maybe they felt some people (ie. The Governor of California) would not put in any ID3 tags and this was a way to populate those fields. Whatever the thought process was it was wrong for Apple to replace the information in your ID3 tags. But they are the 800 pound gorilla and we must try to get along.

Chapter 7

Setting up the Hosting Service



Setting up the Hosting Service

At this point the MP3 file is completed with all the proper ID3 tags, but what do you do with the file? That is a common question. First we need to drag the MP3 file out of iTunes and to a place on your computer where you can easily locate it later. (I always just drag it to my desktop and keep it there until after I am done uploading it)

Note: You will need to rename the file as when you drag it out, all of the info in the name tag, then becomes the filename. Just rename to something shorter and WITHOUT SPACES. I rename my files as "411_0230.mp3" Where 0230 is the episode number. I use that format because it sorts better in my folders. **Only LETTERS / NUMBERS / DASHES / UNDERSCORES are allowed in filenames.**

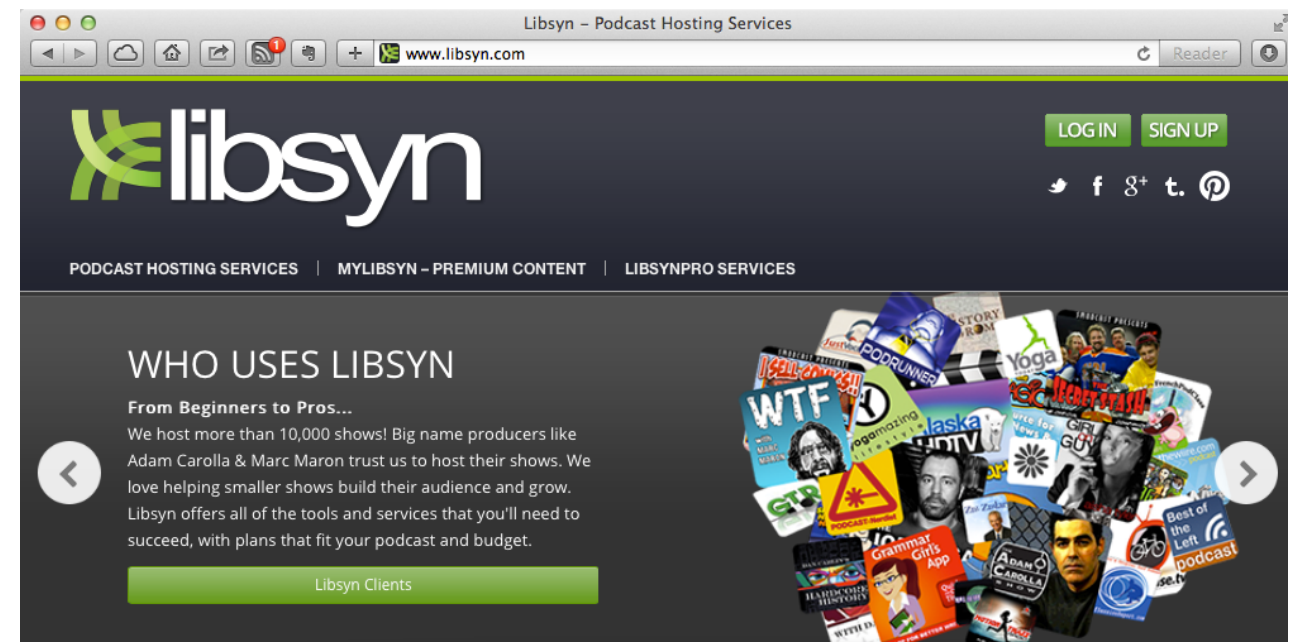
It is important to understand that Apple / iTunes Store does not host any Podcasts files - to get into iTunes you need to find a 3rd party podcast host and one that supports byte range requests. The service we are going to recommend / show you in this tutorial is libsyn.com, which was the first podcast hosting provider and is very easy to use. I use libsyn.com to host the MP3 files for both my podcasts - podCast411 and Today in iOS. libsyn is a pay for service that starts out at \$5 a month and increases based on how much you plan to upload each month.

You do NOT pay for bandwidth usage - so if your show gets 5 downloads or 5,000 or 500,000+ downloads a month you pay the same rate. This means no fear for you if your show gets popular. Additionally, the total storage increases - on the first of each month all the files uploaded in the previous month are "moved to archive" which just means they no longer count against your upload quota - but the files are all still available for download. This is great because you never have to take down files. Finally, libsyn offers great accurate stats. It is for those three key reasons I highly recommend libsyn. Plus if it is good enough for the [NFL](#) for all their podcasts that says a lot.

Before we go any further - you do need to make sure you have a good looking 1,400 x 1,400 pixel .jpg (RGB) or .png (RGB) logo for your show - with a file size <500 kb in size. This is something that should look good and be readable when shrunk to 57 x 57 pixels. You are also going to need the MP3 file ready from the past few steps

You must have at least one episode on your RSS feed before you can submit your RSS feed to iTunes and the other directories.

To start, go to libsyn.com and then click on "sign up" in the upper right. That will take you to the screen shot below.



libsyn - sign up

account information

first name*

last name*

email*

password* ?

retype password*

show slug*

http:// .libsyn.com

Your RSS feed and web pages will be located at this domain.

credit card information

card holder's name*

card number*

expiration

January 2014

cvv number* ?

zip/postal code*

PCI compliant Libsyn is compliant with PCI Security Standards pcisecuritystandards.org

Have questions concerning billing? billing@libsynsupport.com

Then fill in the Account and Credit Card Information.

For "Show Slug" this is a unique account name for your show across the 16,000+ shows on libsyn - so many common words are taken. The show slug needs to be at least 5 characters long - starting with a letter - and have only letters and numbers - no spaces or special characters. The show slug will be in your RSS feed and your libsyn webpage. It is best to pick something short and related to your show. *Note: the show slug cannot be changed once you sign up.*

Next select the service level you need.

Back from Chapter 5 - for File size:

64 kbps = 0.5 MB per minute

96 kbps = 0.75 MB per minute

128 kbps = 1.0 MB per minute

Assuming you go with 64 kbps (0.5 MB per Minute) - If you were to release one new show a week and it was 20 minutes long - then the 50 MB account (libsyn Classic 50) would be fine.

If you release one show a week and it is 60 minutes (file size about 30 MB) then you would need the 250 MB account (Libsyn Classic 250).

If you also wanted advanced stats and a smartphone app for your show - then the 400 MB account (Libsyn App 400) would be suggested.

subscription options

- ☐ Libsyn Classic 50 - \$5.00/month
- ☐ Libsyn Classic 50 + stats - \$7.00/month
- ☐ Libsyn Classic 250 - \$15.00/month
- ☒ Libsyn App 400 - \$20.00/month
- ☐ Libsyn App 400 + Extra 200MB - \$30.00/month
- ☐ Libsyn App 800 - \$40.00/month
- ☐ Libsyn App 800 + Extra 200MB - \$50.00/month
- ☐ Libsyn App 1500 - \$75.00/month

[compare plans](#)

terms of service

Before you proceed, please take a moment to review the Liberated Syndication policies and terms of service.

Liberated Syndication Terms and Conditions of Use

[Downloadable PDF](#)

Web Site Terms and Conditions of Use

Review the terms and conditions for use of Liberated Syndication's ("Libsyn") services and product offerings. These Terms and Conditions of Service ("Terms of Service") apply to offerings ("Service") delivered via the Libsyn websites located at [HYPERLINK "http://www.libsyn.com"](http://www.libsyn.com) www.libsyn.com, and [HYPERLINK "http://www.libsynpro.com"](http://www.libsynpro.com) www.libsynpro.com and all associated sites linked to these by Libsyn, its subsidiaries and affiliates, including Libsyn sites around the world (collectively, "Site"). The Site is the property of Webmayhem, Inc. doing business as Liberated Syndication and as Libsyn and its licensors. Webmayhem, Inc. is a wholly owned subsidiary of FAB Universal Corp.

These Terms of Service are a legally binding Agreement between you and Libsyn, governing the use of the Service. By use of the Site, you agree to abide by and are therefore bound by the Terms, together with all updates, additional terms, distribution licenses and all of Libsyn's rules and policies that collectively constitute the Agreement. If you do not agree to these Terms or do not have full power and authority to enter into this Agreement, do not use the Site or Service

I. AGREEMENT TO THE TERMS AND CONDITIONS

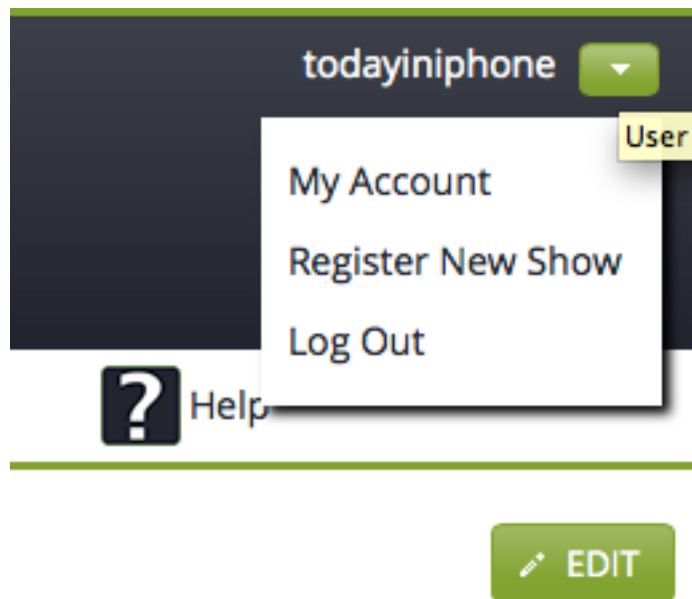
Again, BY USING THE SITE, YOU AGREE TO THESE TERMS OF SERVICE; IF YOU DO NOT AGREE, DO NOT USE THE SITE.

☒ I have read, understand, and agree to the Liberated Syndication policies and terms of service

Sign Up

Next read the Terms of Service (TOS). Once you read the TOS check the box indicating you have done so. Then click on "Sign Up" and follow the instructions.

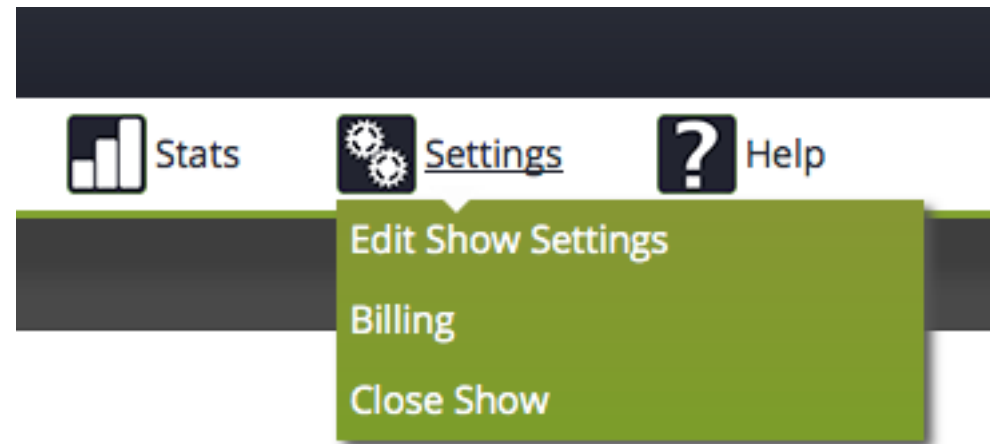
Once you complete the sign up process. You will want to go back to libsyn.com and log in with your email address and password.



The first time you log in you will want to go to "My Account" in the upper right and then set your time zone. The time zone will be used when publishing. If you select Central Time zone - and later on select an episode to publish at 12:05 AM - it means it will publish at 12:05 AM Central Time.

That said, stats, archiving and all other functions in the libsyn system are based on GMT. Per your stats - a new day is based on 12:00 AM GMT. Not based on your time zone. Your time zone is just for when episodes get published to your feed and other destinations. However it is best to set your local time zone right away to make publishing less confusing.

Next in the tool bar - mouse over “Settings” and select “Edit show Settings”.



Edit Show Settings

Required Information

Show Title*

Today in iOS Podcast - The Unofficial iOS, iPhone, iPad and iPod Touch N

Show Slug ?

tii

Show Description*

The podcast that keeps you up to date on the latest happenings with the iPhone, iPad, iPod Touch, Apple TV, iOS and iPhone Apps . We have news, tech tips, hacks, App reviews and interviews all centered around the iOS, iPhone, iPad and iPod Touch.

*This description may be used in several places including the [Libsyn directory](#) and possibly your show's web page. **This description will not appear in iTunes.** iTunes will use the "summary" field from your feed destination.*

Enter your show title. This can be changed any time - and is what appears for your show in iTunes. iTunes search results are heavily skewed towards what is in your title. If there are two or three key words you think your potential audience would be searching for - get them in the title of your show.

The show slug cannot be changed as mentioned earlier.

Your show description is used by all other RSS feed services and should be entered here - but it is not used by iTunes - Your show description for iTunes is entered into the summary tag under your feed destination. Which we will go over shortly.

Other information to enter for your show is under “Recommended Information”.

Tags/Keywords are single words - coma separated. Keep this to less than 255 characters.

The Website Address is the link that will appear on your iTunes store page for your show.

Make sure to add in an email address where listeners can contact you.

If you are going to use the libsyn blog page make sure to select “Moderate Comments” it helps keep the spammers away.

We mentioned earlier you need Artwork - and currently the requirements from Apple for your Artwork are:

1,400 x 1,400 pixels
.jpg (RGB) or .png (RGB)
<500 kb file size

If your specs are different then the above there is a very good chance your artwork will never show up in iTunes. To upload the artwork click the “Upload New” button and select your artwork from your computer. Good looking artwork is one of the most important things you can do for your show. Apple will not feature a show with ugly artwork. Take some time and get some artwork that helps sell your show to those browsing through iTunes.

NOTE: Your artwork can NOT have pictures of any Apple products in it - no iPhones, or iPads, or ... allowed in your artwork.

Recommended Information

Tags/ Keywords ?7,apps,ios,ipad,iphone,ipod,os,podcast411,tii,touch

Website Address ?http://www.todayinios.com

Public Contact Email ?todayinios@gmail.com


Default Show FeedBlog Feed

Copyright NoticeCopyright 2014

Moderate Comments☒To turn comments on and off, you must do so at the destination level.

Currently SelectedUpload NewRemove

Artwork



tii_show_artwork7.png

For best results, please upload a high res jpeg or png file. Square images at least 1,400 x 1,400 px work best. Please change the file name for new uploads from previous uploads.

At this point your artwork is uploaded and your basic info about your show is entered. Since this is a 101 tutorial - we will not go over “Sync/import feed” or “Custom Domains”. However, if you want to use your own custom domain with your libsyn account you can. More info is [here](#).

You can now click “Save”.

Sync/Import Feed

Enable Sync with an External Feed ☐

Custom Domains

Custom domains can be added to your show for \$2.00/month. This allows you to uniquely brand your podcast with "mypodcastdomain.com" instead of the usual "titi.libsyn.com". In order to setup your domain you must have already registered it with an accredited domain name registrar.

[EDIT CUSTOM DOMAINS](#) (NOTE: Save any unsaved changes in this form before clicking this button)

[SAVE](#)



Next you need to add in the RSS feed specific info - especially for iTunes. Click on “Destinations in the tool bar:

Destinations

Feed

- Libsyn Classic Feed

Player

- Wizzard Player

Webpage

- Libsyn Classic Blogpage

[ADD NEW DESTINATION](#)

This is where you configure the settings for your various publishing destinations including: your RSS feed, Blog Page, Flash Player, and for some users Podcast Companion App.

There are 4 publishing destinations setup for this show.

Quick Links

Libsyn Classic Blogpage

<http://nakedscientists.libsyn.com/>

Libsyn Classic Feed

<http://nakedscientists.libsyn.com/rss>

All Destinations

[ADD NEW](#)

Libsyn Classic Blogpage	VIEW PAGE	EDIT	REMOVE
Libsyn Classic Feed	VIEW FEED	EDIT	REMOVE
Wizzard Player	GET EMBED CODE	EDIT	REMOVE

In the Libsyn UI you have multiple destinations to choose from. To start with there are three:

Libsyn Classic Blogpage (Website)

Libsyn Classic Feed (RSS Feed)

Wizzard Player (HTML5 Media Player)

We are interested in editing the RSS feed at this time so click on “Edit” for the “Libsyn Classic Feed”

57

For “Owner Name” just use what you have for Author. And for Owner Email - this is a semi-private email Apple would contact you at. Then click “Save”

58

NOTE: Up to this point in Chapter 7 - you have been setting up your hosting for the RSS feed. This is something you only do one time. The following part of Chapter 7 is what you will do each time you have a new episode. Sometimes people get confused and think you have to do everything all over again when you have your next episode - that is not the case. You just need to repeat the parts relating to the actual upload of the MP3 file.

At this point your RSS feed is set up - but you can not submit to iTunes yet. To submit an RSS feed to iTunes you must first publish an episode to your feed. iTunes will reject any feed that does not have at least one Podcast episode live.

Note: Apple defines a Podcast episode as an Audio, Video or PDF file.

To publish your first episode - mouse over “Content” in your tool bar and select “Add New Episode”

With libsyn you can upload episodes one of three ways:

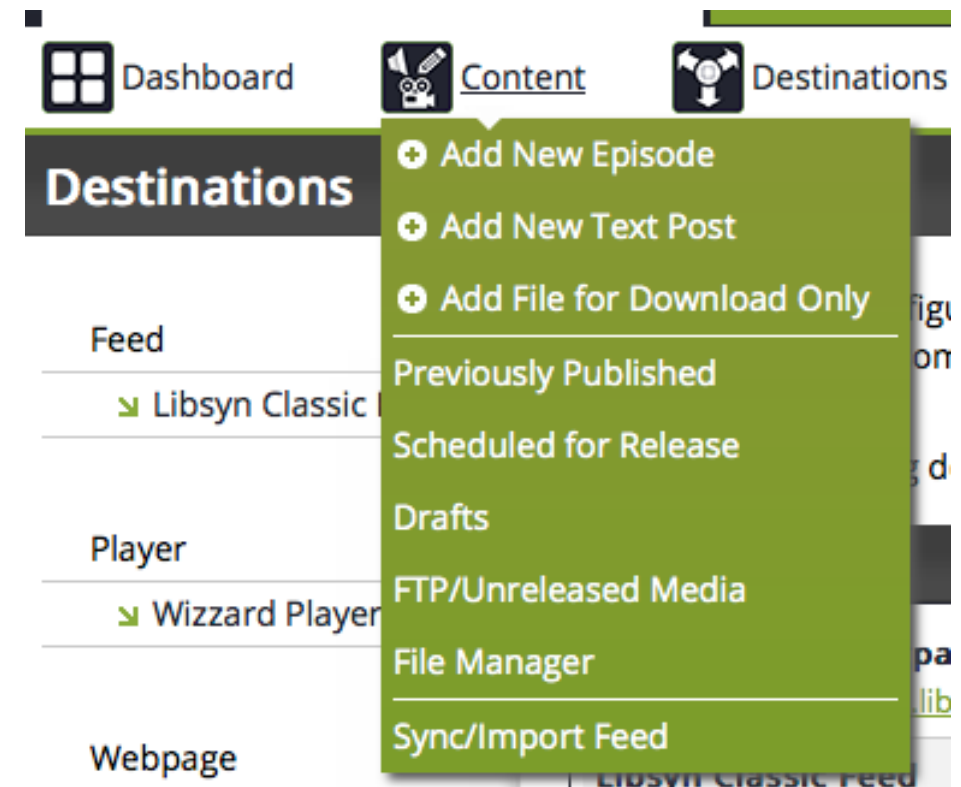
Web Browser

FTP [\(more info\)](#)

Direct URL

For this tutorial we will just go over uploading via your web browser.

1. Click on “Upload” and then click on “Choose File”. Then from your computer select the file you would like to upload and select “Choose”. You will then see a status bar giving your the update of the upload.



New Content

Media - Upload / Choose Media Files

Upload your media here. If you'd like to make a "blog post," leave this area empty.

Current Choose from FTP/Unreleased Copy URL Upload Remove

Choose File no file selected

Master File ?

Following successful upload, the "Current" media will update within a few seconds. The file will be uploaded and saved at that point, but will NOT be set as the chosen media until you save the entire form.

NOTE: If you're using a smartphone or tablet, you may be limited to your pictures/videos folder. This is a restriction of the device.

Alternate Versions

Episode-Level App Extras

2. As the upload is progressing you can enter a Title for the episode. This is required. And a subtitle - which is optional.
3. It is also recommended you add in a description for the episode - this can be the show notes for the episode and include links. *NOTE: Do not copy the show description from a word document. Word docs add special hidden characters which can break RSS feeds - also do not add java script into the description. **Do not have any profanity in your description.***
4. If you have episode specific artwork - you can upload it as a Thumbnail - click on "Upload New". *Note: Make sure the Thumbnail image is smaller than 300 x 300 pixels. This image will be added into your feed - but you still want episode images to be in your ID3 tags as well - see chapter 6 for info on ID3 tags.*
5. For "Category" you can put in a custom category for this episode. If you plan to do both blog posts and podcast posts - maybe just call this "podcast" (Optional)
6. Tags / Keywords - coma separated. In iTunes these do not appear to have any influence on search results - but they may in other services. (Optional)
7. Ratings - If your episode is explicit - you MUST label it as such. Apple does not care what you say on your show - they do care if you do not label an episode as explicit. What is explicit content - Any of George Carlins 7 dirty words - and if in doubt - better to label as explicit. Apple will kick your podcast out of the iTunes Podcast section if they get a complaint and you don't have proper tagging. (Optional if not explicit - Required if explicit)

Details - Edit Title, Description, and Info about this Content

Title*

Subtitle

Description

FILE EDIT INSERT VIEW FORMAT TOOLS

↶ ↷

B *I* U ~~S~~

FONT SIZES

A

A

🔗 🖼️ ☰ ☷ ☰ ☷

<> 🔄

p

Thumbnail ?

Currently Selected Copy URL Upload New Remove

No current selection.

Blog Thumbnail ?

☒ Do not use thumbnail on blog

☐ Use normal thumbnail (set above)

☐ Use different thumbnail for blog (custom)

Category ?

Select a previously used category or type in a new one

general

Tags/Keywords

Tags are individual words that should be separated by commas or spaces and should contain only letters and numbers.

NOTE: iTunes no longer recognizes episode tags/keywords, so we recommend weaving your tags/keywords into your episode title, subtitle, and description.

Permalink Points to

Show's blog page

Enable Comments

☒

Rating

iTunes Style

☒ Not Set

☐ Explicit

☐ Clean

8. Click “Publish” - that is it - your first episode is now live and on your RSS feed.

Repeat steps 1 to 8 each time you have a new episode to publish.

If you want you can jump to [Chapter 8](#) to move forward with getting your RSS feed into iTunes. The rest of this chapter is about setting up your webpage, HTML5 player, Social Media destinations and smartphone apps.

Schedule Release/Expiration

Advertising

Advanced Options

PUBLISH

SAVE AS DRAFT

CANCEL

Schedule Release/Expiration

None

Basic Release/Expiration

Advanced

Download Availability

☒ Media files are always available

☐ Media files are available based on release schedule

Set each destination's settings individually:

<input type="checkbox"/>	Destination Name	Status	Release Date	Expiration Date
<input checked="" type="checkbox"/>	iPhone Podcast App		<div><div><input checked="" type="radio"/> Release immediately on publish</div><div><input type="radio"/> Set new release date</div></div>	<div><div><input checked="" type="radio"/> Never expire</div><div><input type="radio"/> Set new expiration date</div></div>
<input checked="" type="checkbox"/>	Libsyn Classic Blogpage		<div><div><input checked="" type="radio"/> Release immediately on publish</div><div><input type="radio"/> Set new release date</div></div>	<div><div><input checked="" type="radio"/> Never expire</div><div><input type="radio"/> Set new expiration date</div></div>
<input checked="" type="checkbox"/>	Libsyn Classic Feed		<div><div><input type="radio"/> Release immediately on publish</div><div><input checked="" type="radio"/> Set new release date</div></div> <div><div></div><div></div><div>12:02 PM</div><div></div></div>	<div><div><input checked="" type="radio"/> Never expire</div><div><input type="radio"/> Set new expiration date</div></div>
<input checked="" type="checkbox"/>	Wizzard Player		<div><div><input checked="" type="radio"/> Release immediately on publish</div><div><input type="radio"/> Set new release date</div></div>	<div><div><input checked="" type="radio"/> Never expire</div><div><input type="radio"/> Set new expiration date</div></div>

Podcast 201 - TIP:

If you select “Schedule Release / Expiration” - you can select the specific day / time (down to the minute) when you want an episode to go live in the future or the past.

Click on “Advanced” and then select “Set new release date” for the Libsyn Classic Feed. This is nice if you create three or four episodes at once and want to schedule them throughout the month - or even if you just create an extra episode to go live when you are on vacation.

Per changing the date to the past - this is done if you want to change the order you have episodes showing in iTunes. iTunes will show episodes in reverse chronological order with the most recent episode at the top of the list. Sometimes you may find it makes sense to have any episodes post date changed to a date / time in the past - and this is how you do it.

With your Libsyn account you also get a Web Page / Blog page.

Here are some examples of what others have done:

<http://wtfpod.libsyn.com/>
<http://tii.libsyn.com/>
<http://sofadogs.libsyn.com/>
<http://trampledbat.libsyn.com/>
<http://cspodcast.libsyn.com/>
<http://romeo.libsyn.com/>
<http://todayinpodcasting.libsyn.com/>
<http://tdf.libsyn.com/>
<http://thecrushpodcast.libsyn.com/>
<http://eatmypodcast.libsyn.com>
<http://jofaudio.journeyoffaith.tv/audio>

To modify one of the libsyn templates you would need to know HTML and CSS.

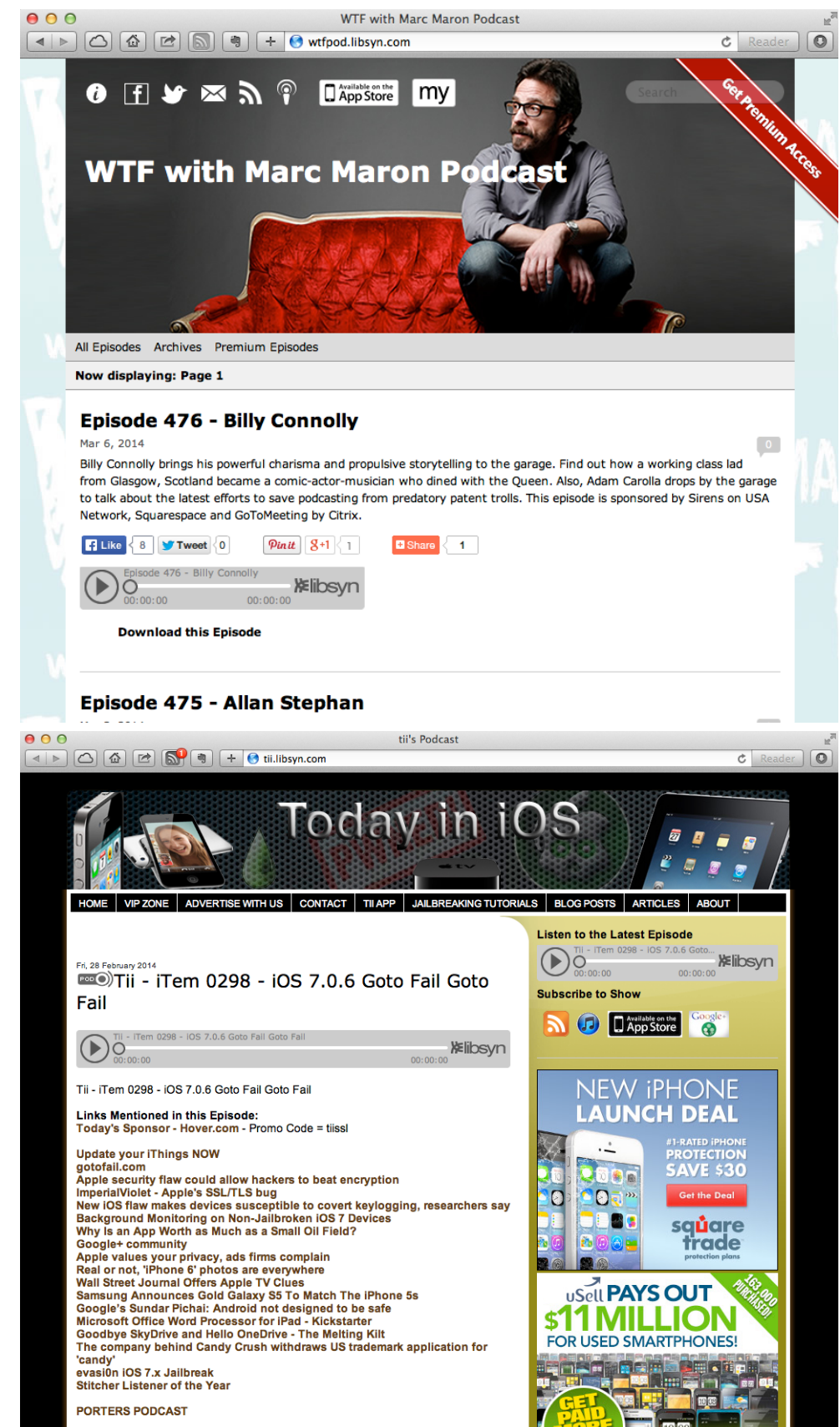
That said the WTFPod site above is a good looking template that you just need to upload artwork to modify for your needs. That one actually you can not change the look of - but the others are ones that are derived from the basic templates. (If you want the WTFpod template - email - support@libsyn.com and let them know.)

Podcast 201 TIP: If you want to use your own custom domain name for your webpage you can - more info is [here](#) .

Here are some tutorials libsyn has about modifying and setting up the blog page for their standard templates.

<http://support.libsyn.com/faqs/the-blog-setup/>

<http://support.libsyn.com/faqs/the-blog-advanced-hints-and-tips/>



To Select / Edit your Webpage template in the libsyn Tool bar select “Destinations”
Then for “Libsyn Classic Blogpage” click on “EDIT”

Getting the right look and feel for your blog page does take a little testing of the options. In the Basic Settings there are options for having an image for the title and for displaying the description at top of the page. Depending on the template you choose these features may not look the best.

Per the Comments - if you plan to allow them - then select all three options.

Clicking on “Choose New Template” will open up a tool box where you can see the basic templates to choose from. Once you select a new template the basic code is placed in the “Edit HTML Code” - this means it overwrites any custom code you have done before. *Note: If you do any custom coding for your webpage template - it is always best to copy the code in a text edit / note pad document for back up.*

After you select the template you like you can edit the Blogpage HTML Code to get your site to look specifically how you like. *NOTE: This is not for the faint of heart and does require understanding of HTML Code.*

If you see one of the previous examples which are custom edited templates that you like and would like the code for one of those pages email rob@libsyn.com and indicate which page you want the code for. Some of those producers have agreed to share their edited code.

One other thing that is highly recommended is putting a player into your blog page. Select the check box next to “Embed Player in blog posts”

LIBSYN Classic Blogpage

REMOVE

Destination Name ?

Libsyn Classic Blogpage

Basic Settings

Page Extension* ?

http://your-show-url/

webpage

Use Image for Title ?

☐

Display Show's Description at Top of Page

☐

Comments

Display comments and allow visitors to leave comments

☐

Moderate Comments (This setting affects all destinations)

☐

Email me when comments are left (This setting affects all destinations)

☐

Web Page Template

Edit HTML Code

```
!DOCTYPE html>

!--
original template design by Chad Connally of positive.com. Template converted for use on Libsyn.com by Pa
-->
html>

head>
title>[[podcast_name_text]]</title>
meta http-equiv="Content-Type" content="text/html; charset=utf-8">
meta http-equiv="image toolbar" content="no" />

!--
Make sure to edit the META tags!
```

Choose New Template

Available Templates

ANDREAS08

CONNALLY

KU-BLUE

ORIGINAL

SUNNY

Player

Embed player in blog posts ?

☐

Advanced Options

SAVE

CANCEL

This will open up the settings for the player for your blog posts.

Select the check box for “Safe embed” this will prevent the player from being embedded if you have iframe or script html tags to prevent duplicate players.


Select if you want the player to be at the top of the blog post or the bottom. If you also set your image tag to be in the post - it is best to have the player at the bottom.

Select the player you want to show up on your blog (see below for the three options).

Then enter in the Width and Height you want for each one (min width is 200 for each - min height per each is below).

After you make all your selections click “Save”


Legacy



00:00:00 00:00:00

Min. Height: 75


Standard



00:00:00 00:00:00 libsyn

Min. Height: 45

Standard Mini



libsyn

Min. Height: 26

Player

Embed player in blog posts ☒

Safe embed ☒

Player Settings

You can customize the player for different types of media. The minimum height for each player is dependent on the chosen theme. Open the help dialog next to "Theme" to see the designs and minimum heights. The minimum width for all players is 200.

Note: The player menu will only show if the height is at least 360.

Player Position ☒ Above Text ☐ Below Text

	Video Player	Audio Player
Theme <input data-bbox="1874 771 1901 791" type="button" value="?"/>	<div>Legacy</div>	<div>Legacy</div>
Width	<div>480</div>	<div>200</div>
Height	<div>360</div>	<div>75</div>
Include thumbnail image <input data-bbox="1874 1075 1901 1095" type="button" value="?"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Preview player	<div>PREVIEW VIDEO</div>	<div>PREVIEW AUDIO</div>

Advanced Options

SAVE

CANCEL

With your Libsyn Account you also can manage your HTML5 Media Player.

To Select / Edit your HTML5 player in the libsyn Tool bar select “Destinations”
Then for “Wizzard Player” click on “EDIT”

Select the player size and features you would like.

Note: You can make the player any Width and Height you would like. Just click in the box for each and over write with the dimensions you need.

You can set up the player to have a thumbnail image - recommended if you are using the player for both Audio / Video and have a min height of 360.

Don’t be that person that selects “Automatically start player once it loads” no one likes going to a webpage where the player starts playing on its own.

In most cases you will want the Playback Direction to be newest to oldest - but there are cases - such as tutorials and audio books - where you want the oldest episode to be listed and played first. Make sure when selecting from oldest to newest - that you select a min size of 550 x 360 - as that is what is needed so that the Menu option will show up (see next page).

Wizzard Player

REMOVE

Destination Name ? Wizzard Player

Player Theme* ?

Legacy

00:00:0000:00:00

Features

MenuVisible timeMin. height: 75

Standard

00:00:0000:00:00libsyn

Features

Smaller than legacy themeMenuVisible timeEpisode titleMin. height: 45

Standard Mini

libsyn

Features

Smallest themeMin. height: 26

Player Size

Width ? 640

Height ? 360

Other Settings

Use Thumbnail ? ☒

Automatically Start Player Once it Loads ☐

Playback Direction ☒ Play episodes from newest to oldest ☐ Play episodes from oldest to newest

Advanced Options

PREVIEW PLAYER

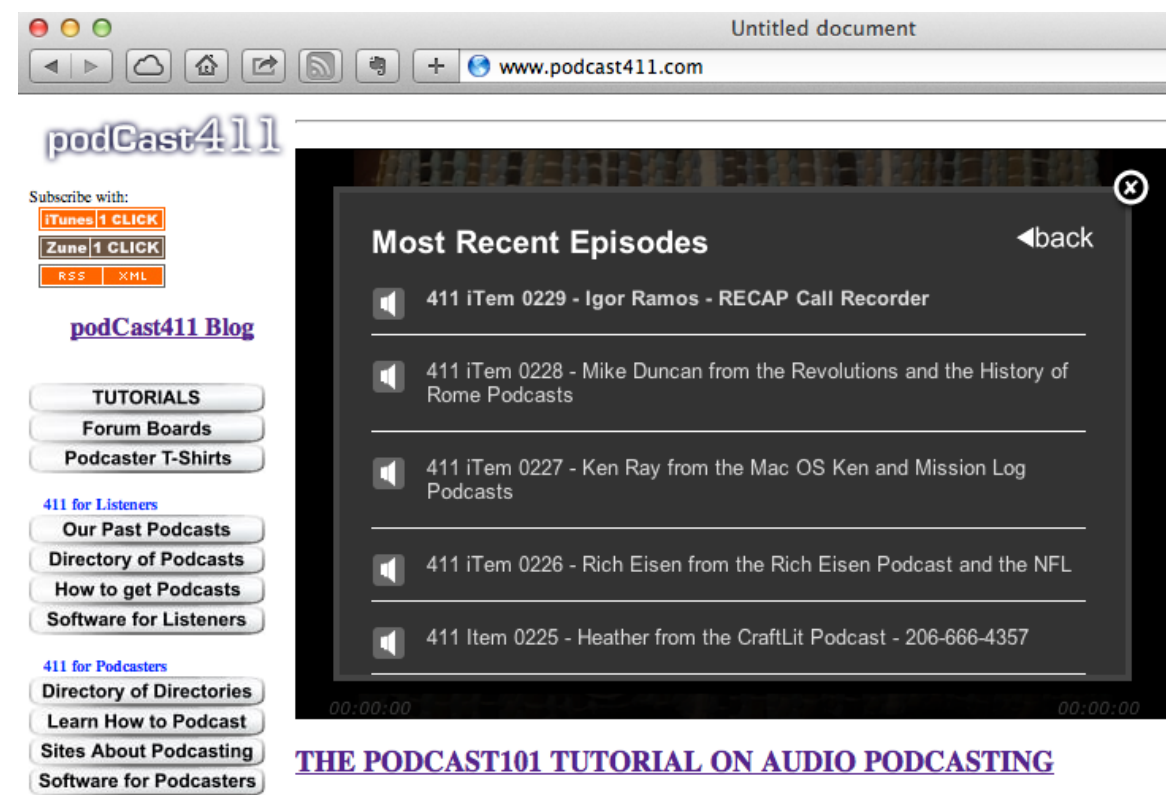
SAVE

CANCEL

Clicking on “Menu” will take you to the image in the lower left.

Then clicking on “More Episodes” will take you to the image in the lower right.

This allows access to all your past episodes. But again you need need to set the size to a min of 550 (w) x 360 (h).



Podcast 201 TIPS:

With Libsyn there are many “Destinations” you can set up. This includes publishing blog posts directly to:

Wordpress - [tutorial for setting up](#)

Blogger - [tutorial for setting up](#)

Tumblr - [tutorial for setting up](#)

This allows you to manage your RSS feed at libsyn - but also have new blog posts created on your blog at the services above when you create a new post. *NOTE: NEVER ever manage your podcast feed on a Wordpress site. The number one reason for having a Wordpress site is for the plethora of plugins - but those plugins can/will eventually break podcasts feeds managed on Wordpress. Using the libsyn on-publish to Wordpress setup eliminates that issue and frees you up to use all the Wordpress plugins you want.*

In addition to putting full posts out - with your libsyn account you can also connect to your social media accounts to put out messages about new episodes. The services supported are:

Facebook - [tutorial for setting up](#)

Twitter - [tutorial for setting up](#)

Linkedin - [tutorial for setting up](#)

All Destinations		
➕ ADD NEW		
Android Podcast App	✍ EDIT	🗑 REMOVE
Audio Player	↔ GET EMBED CODE	✍ EDIT
Blog Feed	🔗 VIEW FEED	✍ EDIT
Facebook OnPublish	✍ EDIT	🗑 REMOVE
iTunes	🔗 VIEW FEED	✍ EDIT
Libsyn Classic Blogpage	🔗 VIEW PAGE	✍ EDIT
LinkedIn OnPublish	✍ EDIT	🗑 REMOVE
Microsoft Windows App	✍ EDIT	🗑 REMOVE
Podcast Companion App	✍ EDIT	🗑 REMOVE
Podcast Feed	🔗 VIEW FEED	✍ EDIT
Podcast Page Dev	🔗 VIEW PAGE	✍ EDIT
Podcast.com	✍ EDIT	🗑 REMOVE
Twitter (podcast411)	✍ EDIT	🗑 REMOVE
Video Player New	↔ GET EMBED CODE	✍ EDIT
VIP Blogpage	🔗 VIEW PAGE	✍ EDIT
vip_player	↔ GET EMBED CODE	✍ EDIT
Wizzard Player	↔ GET EMBED CODE	✍ EDIT

Additional destinations in libsyn include those for iOS, Android, Windows Phone 8 and Windows 8 Apps.

Having your own smartphone app for your show is one of the best ways to grow your audience, especially if you make the app free to the end users. Over 62% of all downloads were directly to Mobile devices in Feb 2014, and 63% of Podcast listeners listen to 3 or fewer podcasts according to Edison research (March 2014). Having your own stand alone app makes consuming your podcast much easier for the majority of listeners just listening to a few shows. More importantly for Android users there is no native way for them to discover podcasts - the only way to get your show discovered natively by Android users is to have your own app for your show in the Google Play and Amazon App stores.

Here are examples of some apps to check out:

iOS - [podCast411 App](#), [WTF with Marc Maron App](#), [Ben Greenfield App](#)

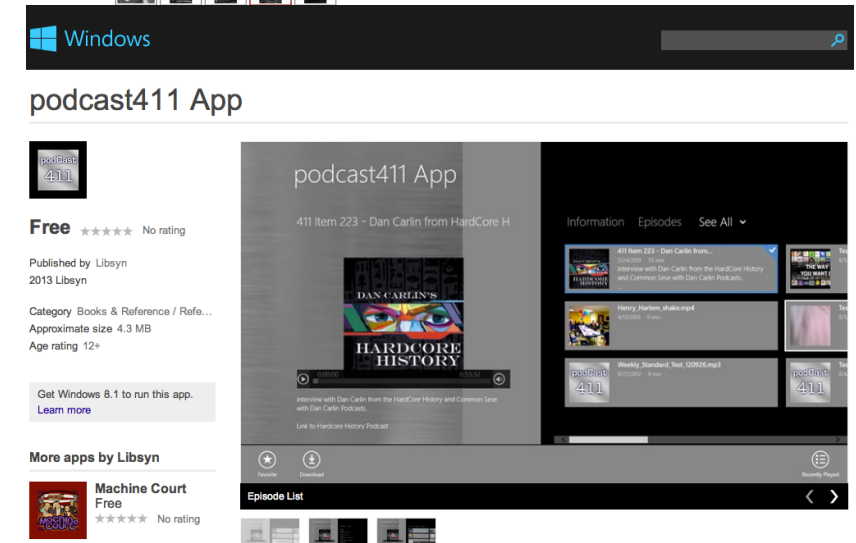
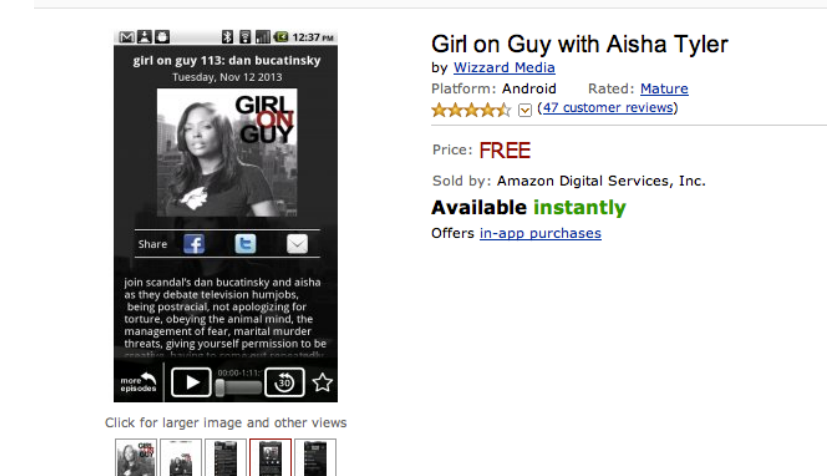
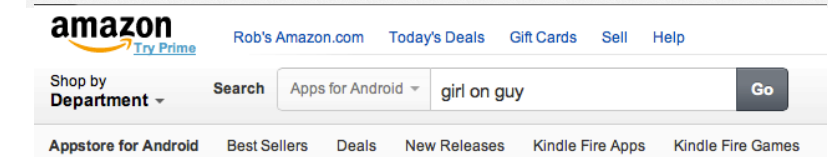
Android - Google Play - [WTF with Marc Maron App](#), [Mohr Stories with Jay Mohr](#)

Android - Amazon App store - [WTF with Marc Maron App](#), [Girl on Guy with Aisha Tyler](#)

Windows Phone 8 - [podCast411 App](#), [Gamertag Radio App](#), [Hamish & Andy App](#)

Windows 8 - [podCast411 App](#), [WTF with Marc Maron App](#), [Gamertag Radio App](#)

If you want to get your own smartphone App created for your podcast contact rob@libsyn.com for more info.



Chapter 8

Controlling Your Feed



Controlling Your Feed

In [Chapter 7](#) we set up hosting with [libsyn](#). In addition to hosting the MP3 files libsyn also creates a RSS feed for you.

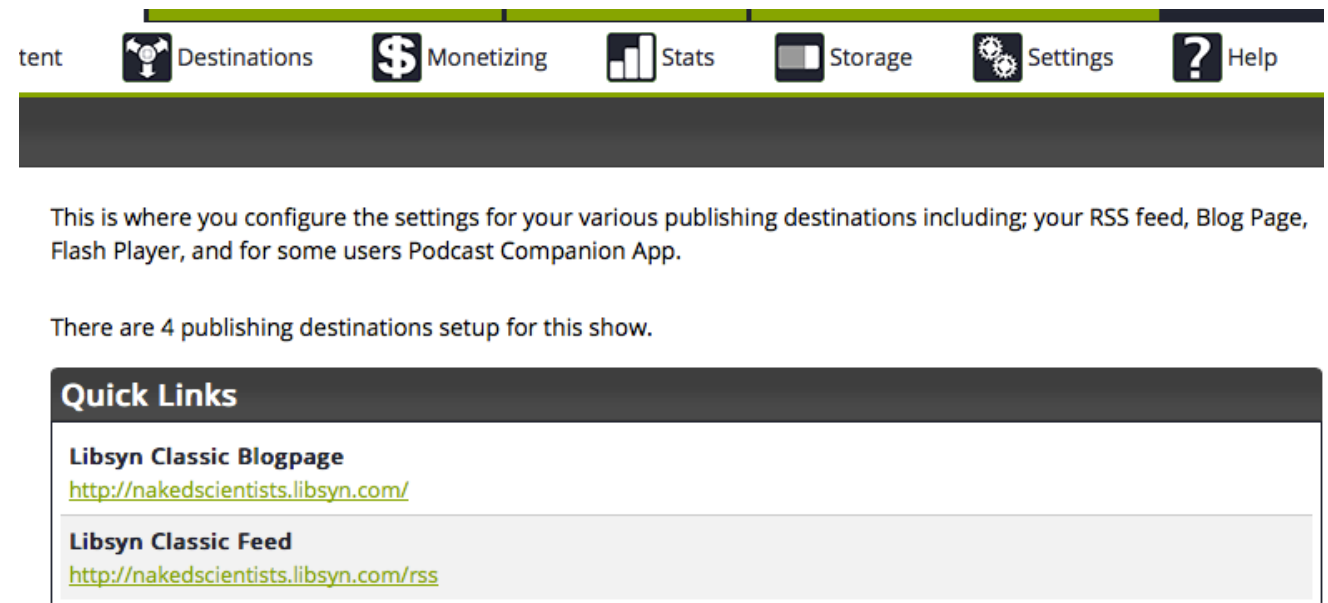
<http://ACCOUNTNAME.libsyn.com/rss>

Above is the generic format of the feed URL created by libsyn.

If you are not sure of your RSS feed you can log back in to your Libsyn Account and then click on “Destinations” and your feed will be in the “Quick Links” box under “Libsyn Classic Feed”

This next step is really going to be a Podcast 201 option and can be skipped - And that is the setting up a different public URL for your feed. In the last version of this iBook I talked about using Feedburner - but I no longer trust Google to keep Feedburner going. They shut down google reader - and all indications are they are not putting any new resources into Feedburner and not making any money from it. That usually spells certain death for a service at Google. For those reasons I removed Feedburner from this revision.

Since you are using libsyn you do have the option to skip this step because unlike most other hosting services out there - Libsyn gives you full control and ownership of your feed. You can at any time put in a redirect of your libsyn feed to another feed. You can add in the iTunes new feed tag on your own. You can request that libsyn puts in a permanent redirect if you close down your libsyn account. And if you want you can bring over your own [custom domain](#) to use instead. Libsyn is the only host I know of that offers all these options. Setting up your show with libsyn to start with means you are not locked-in in anyway and have full control of your feed going forward.



NOTE: If for some reason you have decided to use a service like Soundcloud or Podomatic - you will NEVER want to give out their feeds - as they do lock you into their feeds and do not offer any tools or support to take your audience with you if you decide to change hosting. As such the following info will be very important to you. Actually I would say stay away from Soundcloud as your primary host regardless as their file structure makes it almost impossible to import files into another service if you do decide to move later on.

If you would like to promote a feed out to the word that is not your libsyn feed URL - there are a couple of options to choose from.

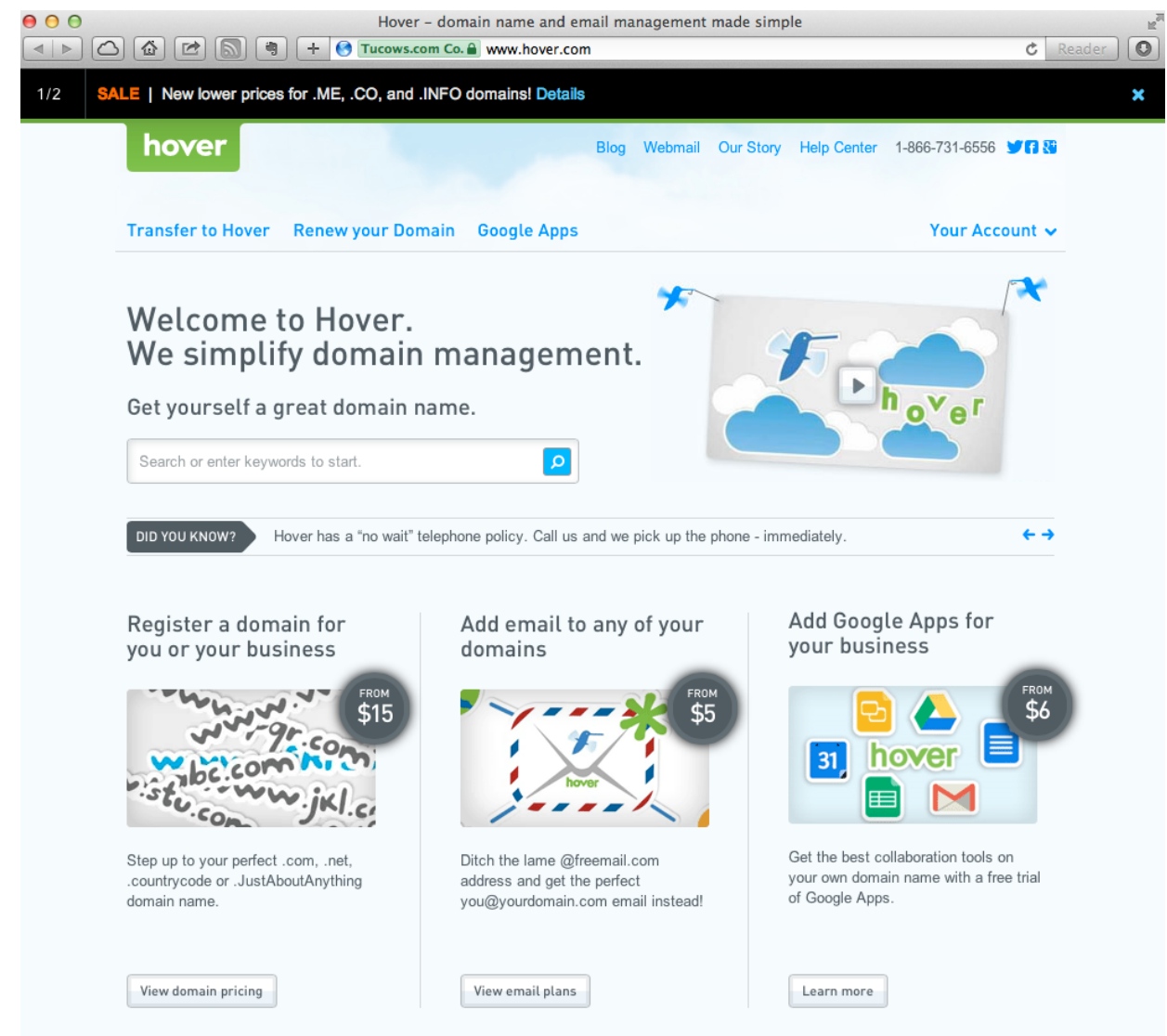
1. Use a **Custom Domain** for your libsyn account.
2. Redirect a URL to your libsyn feed.

For the first option there is a really good tutorial **HERE** and I am not going to rehash that in this iBook.

For the second item - that is the easier one to set up and I will go over it here.

I recommend you register a custom domain at **Hover.com** - I recommend Hover because their UI is the simplest to use - there are no annoying up sells, they have great customer service and most importantly they are not evil.

I will not go over setting up an account with Hover - they already have great tutorials on that - **HERE** - and you can email or call them if you get stuck getting a domain registered. Use promo code - tiitv - to save 10% - I get nothing for that - you save 10%.



Lets start with you at the point of where you have a domain registered. Click on the domain you want to use.

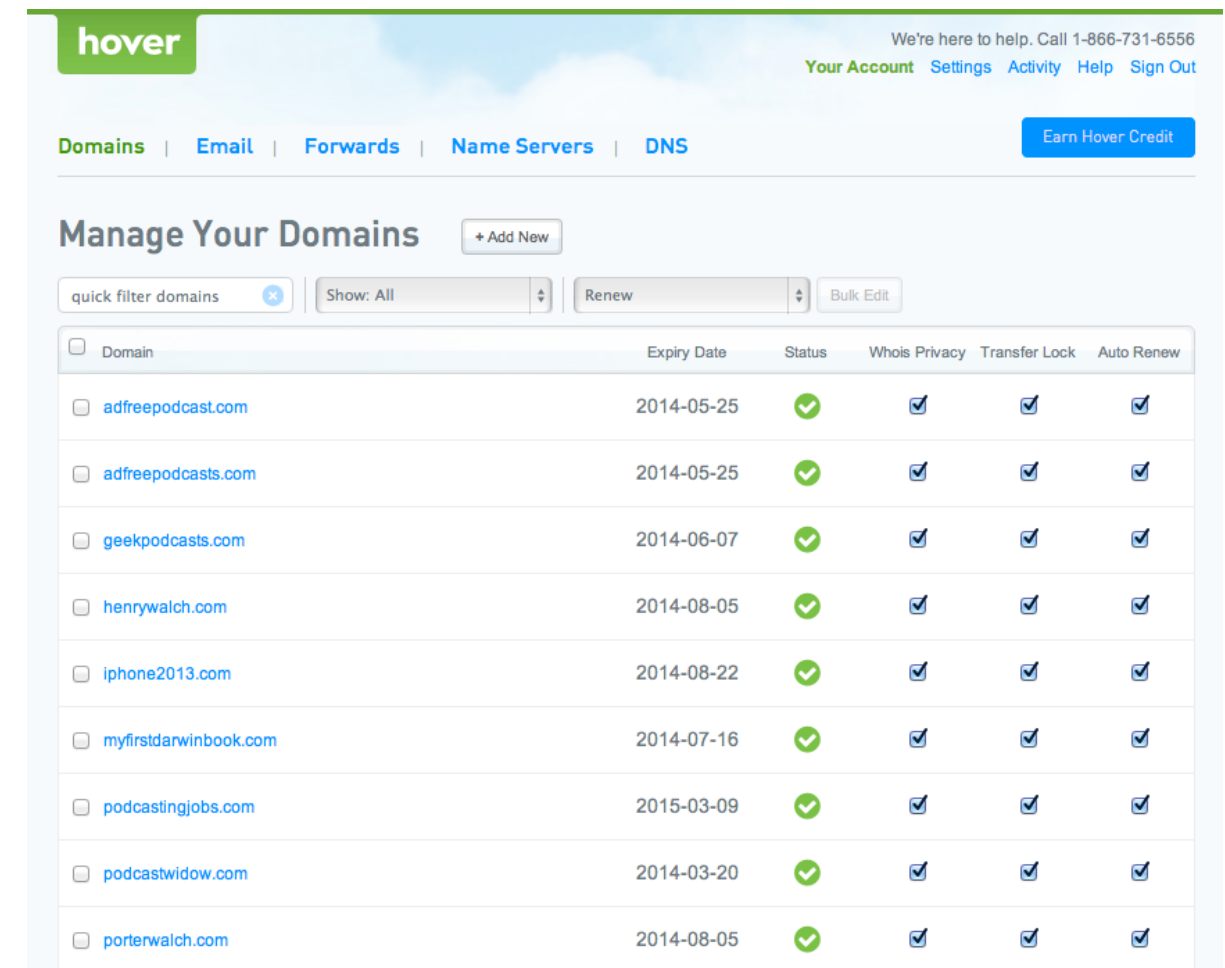
My **5 1/2 year old son Porter** recently started podcasting - and I set up a public URL for his RSS feed to be:

<http://www.porterwalch.com/feed>

This redirects to his Libsyn Feed - and above is what I gave out to all the podcast directories we will talk about in Chapters **10** and **11**

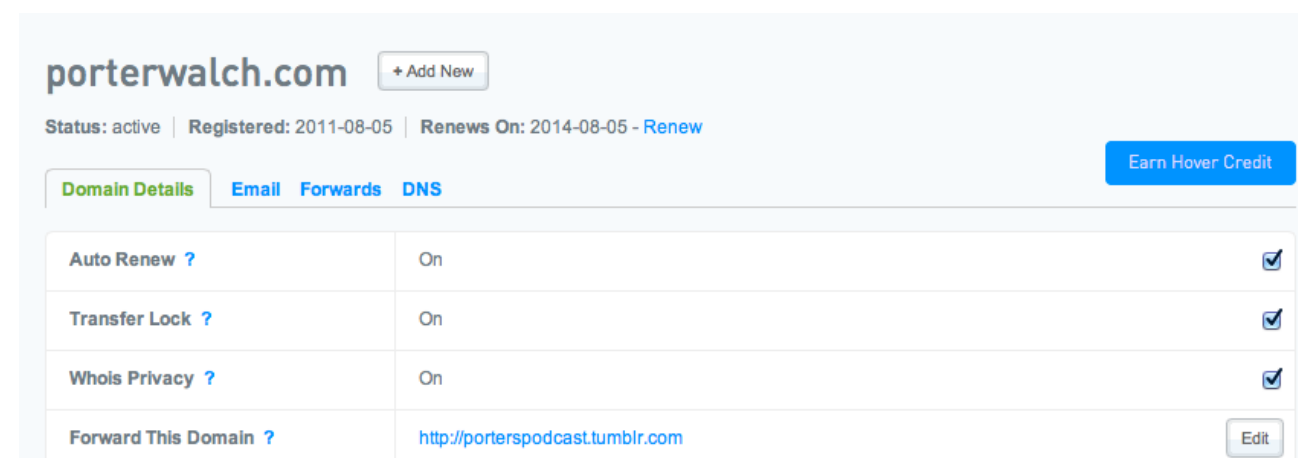
Setting this up with Hover is very easy.

1. Click on the Domain you want to add a redirect to.



The screenshot shows the Hover website management interface. At the top, there's a navigation bar with the Hover logo and links for 'Your Account', 'Settings', 'Activity', 'Help', and 'Sign Out'. Below this is a sub-navigation bar with 'Domains', 'Email', 'Forwards', 'Name Servers', and 'DNS'. A 'Manage Your Domains' section is visible, featuring a '+ Add New' button and a table of domains. The table has columns for 'Domain', 'Expiry Date', 'Status', 'Whois Privacy', 'Transfer Lock', and 'Auto Renew'. The domains listed are: adfreepodcast.com, adfreepodcasts.com, geekpodcasts.com, henrywalch.com, iphone2013.com, myfirstdarwinbook.com, podcastingjobs.com, podcastwidow.com, and porterwalch.com. All domains have a status of 'Active' (green checkmark) and 'Auto Renew' is checked for all.

Domain	Expiry Date	Status	Whois Privacy	Transfer Lock	Auto Renew
adfreepodcast.com	2014-05-25	Active	Yes	Yes	Yes
adfreepodcasts.com	2014-05-25	Active	Yes	Yes	Yes
geekpodcasts.com	2014-06-07	Active	Yes	Yes	Yes
henrywalch.com	2014-08-05	Active	Yes	Yes	Yes
iphone2013.com	2014-08-22	Active	Yes	Yes	Yes
myfirstdarwinbook.com	2014-07-16	Active	Yes	Yes	Yes
podcastingjobs.com	2015-03-09	Active	Yes	Yes	Yes
podcastwidow.com	2014-03-20	Active	Yes	Yes	Yes
porterwalch.com	2014-08-05	Active	Yes	Yes	Yes



The screenshot shows the 'Domain Details' page for 'porterwalch.com'. It includes a '+ Add New' button and a 'Status: active' indicator. Below this, there's a table with settings for 'Auto Renew', 'Transfer Lock', 'Whois Privacy', and 'Forward This Domain'. The 'Forward This Domain' field is set to 'http://porterspodcast.tumblr.com' and has an 'Edit' button next to it.

Setting	Value	Action
Auto Renew ?	On	✓
Transfer Lock ?	On	✓
Whois Privacy ?	On	✓
Forward This Domain ?	http://porterspodcast.tumblr.com	Edit

2. Click on "Forwards"

3. Click on “Add New”

The screenshot shows the 'porterwalch.com' domain management page. The 'Forwards' tab is selected. A modal form for adding a new forward is displayed. The 'Shortcut Name' field contains 'rss'. The 'Forward To' field contains 'http://porters.libsyn.com/rss'. Below the 'Shortcut Name' field, there are two checkboxes: 'Make this a subdomain' and 'Mask this'. The 'Forward To' field has a preview text: 'Your domain shortcut (forward) is: http://www.porterwalch.com/rss'. At the bottom right of the form are 'Cancel' and 'Save' buttons. The bottom of the page shows navigation links: '+ Add New', 'quick filter forwards', 'Show: All', 'Edit Forward', and 'Bulk Edit'.

We are now ready for **Chapter 9** where we will validate the feed.

The screenshot shows the 'porterwalch.com' domain management page. The 'Forwards' tab is selected. A list of existing forwards is shown in a table. The table has a 'Masked' column. The list contains four entries: 'porterwalch.com/feed', 'porterwalch.com/itunes', 'porterwalch.com/podcast', and 'porterwalch.com/webpage'. At the top of the page, there is a status bar with 'Status: active', 'Registered: 2011-08-05', and 'Renews On: 2014-08-05 - Renew'. There is also a 'Earn Hover Credit' button. The bottom of the page shows navigation links: '+ Add New', 'quick filter forwards', 'Show: All', 'Edit Forward', and 'Bulk Edit'.

4. Add in the XXXXX you want for the forward in shortcut name and then add in the URL you are forwarding to and click “Save” and that is it.

In this case you will want to put in your Libsyn RSS feed URL in the forward to box.

Again in this case we can now go out to the world with the feed URL - www.porterwalch.com/feed

Chapter 9

Validating the Feed



Validating the Feed

In the last Chapter we talked about ways to control your feed and what to use as your public feed. But before you submit that feed to iTunes and the other directories, you want to test it out first. There is a feed validator at <http://feedvalidator.org/>

When you get to the page below - simply enter in the feed URL you decided to use in [Chapter 8](#) into the box and hit the "Validate" button.

FEED Validator

FOR ATOM AND RSS AND KML

RSS Profile Support Added ([more](#))

[Home](#) · [About](#) · [News](#) · [Docs](#) · [Terms](#)

Copyright © 2002-9 [Sam Ruby](#), [Mark Pilgrim](#), [Joseph Walton](#), and [Phil Ringnalda](#)

You should see a message similar to that to the right.

Do not worry about the "Recommendations" message. What we want to see is at the top of the page.

You should see the message above "Congratulations This is a Valid RSS feed"

If you do not see this message - then you will want to look over the error messages. Again if you did everything per the previous pages and did not use any special characters in the Title or Descriptions - you should not be seeing any issues at this step. However - you do want to make sure the feed is valid before submitting to iTunes - else you could have some major issues.

If you do see the "Congratulations" message then you are ready for **Chapter 10**.

TIP: We recommend that you validate your feed after each update to your feed (each time you add a new episode). One of the biggest culprits for a feed going bad after you add a new episode is if you copied and pasted in the Description for that episode from a Word document - never use Word to create your description - there are many hidden special characters in Word that when copied over and put in your feed can/will cause your feed to break.

FEED Validator

FOR ATOM AND RSS AND KML

Congratulations!



This is a valid RSS feed.

Recommendations

This feed is valid, but interoperability with the widest range of feed readers could be improved by implementing the following recommendations.

- [line 43](#), column 12: **itunes:subtitle should not contain HTML: ** (3 occurrences) [\[help\]](#)

If you...]]></itunes:subtitle>

Submitting the Feed to iTunes, Zune, Blackberry & Stitcher



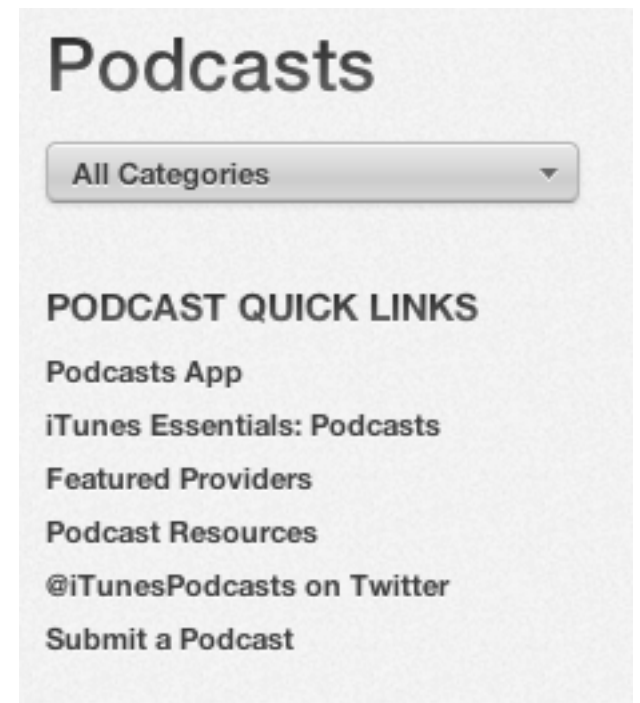
S.T.★R.S.
Description
C1863
megaphone
Date # 68
32-

Submitting the Feed to iTunes, Zune, Blackberry & Stitcher

We are finally at the point where you can start sharing your feed with the rest of the world. The first step in this process is to submit your feed to iTunes. This is the most important podcast directory (by a wide margin) so it is important to make sure you validated your feed per [Chapter 9](#). If not please go back and do so now.

I will now assume that you have a valid feed. Open up iTunes to the main iTunes Store page. Then on the top row click "Podcasts". It is currently between Books and iTunesU. Do not click on "Podcasts" under the library. On the Podcast page you will see the box on the right hand side titled "Podcast Quick Links" - see to the right.

Go ahead and click where it says "Submit a Podcast".



Note: This is where the submission button is for iTunes 11.x. They seem to move it each time iTunes has a Major update. So make sure you have the latest version of iTunes installed on your computer.

TIP: If your feed is broken when you submit to iTunes - you will get an error message saying the feed is broken and to submit again. Then when you fix it and re-submit - you will get an error message saying it is already in the system. At that point you are stuck - you have to change the Feed URL and the title and resubmit to get in. So make sure your feed is valid per [Chapter 9](#) before moving on.

After you click "Submit a Podcast" You should be taken to a page that looks like that to the right.

Enter your RSS feed URL in the box and then click "Continue"

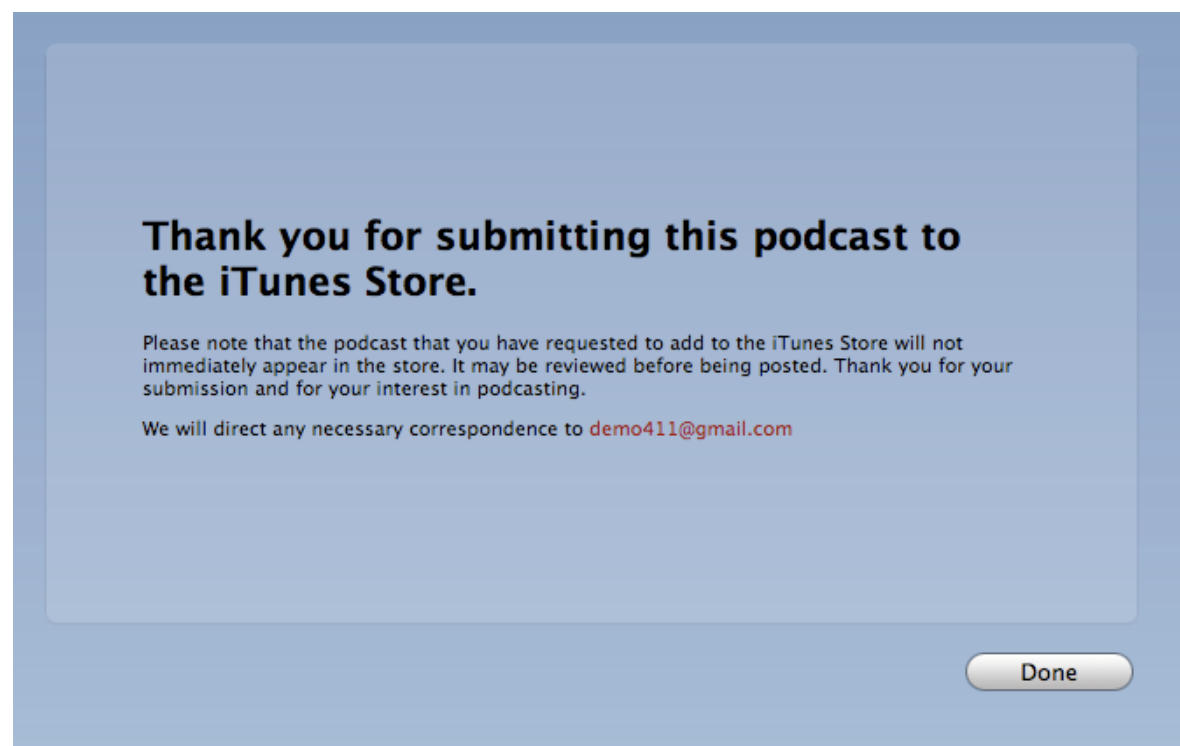


At this point a pop up box will appear asking for your Apple ID or AOL Screen name to publish your feed. You need to have one of these. The Apple ID will be the one you would use with iTunes to Purchase tracks and Apps.

If you do not have one - Click on the "Create" button. If you do have one - Enter that here and then click on the "Continue" button.

If you entered a valid ID - then you will be taken to the review Page. (See right)

When you are happy with the information shown - click the "Submit" button.

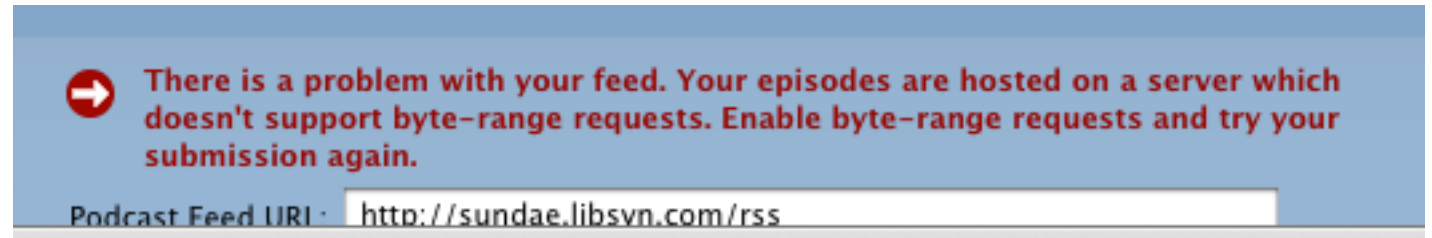


Go ahead and click the "Done" button once you have read the message on the screen. (See above)

You will receive an email shortly from Apple stating that "Your Podcast Feed, was successfully added and is now under review."



NOTE: It is Possible you will get an error message from iTunes about enabling byte-range requests. This is a bug on iTunes side. Libsyn servers 100% support byte-range requests. You just need to resubmit a couple of minutes later and you should get through then. Apple is aware of this issue and is working to fix it. Again just keep resubmitting if you get the error message above - you will get in after a couple of tries.



Legit Reasons Apple will Reject your show include:

1. Profanity in the title / descriptions of the show or episodes
2. Profanity in the content of your show - without the explicit tag turned on
3. Music from one of the Big Record labels - No RIAA music is allowed
4. The feed is broken - See Chapter 9
5. You have no episodes in your feed
6. You have no episodes with media files Apple accepts - Make sure episodes are .mp3 or .m4a - .wma files are NOT accepted
7. Show level Artwork has a picture of an Apple product in it. No pictures of iPhones or iPads or other apple products are allowed

After successful submission it will typically take a couple of business days to get your podcast approved, and you will want to wait until you have the URL of your iTunes page before going out to the other Podcast Directories below and those in **Chapter 11** and you submit your feed, as some directories will ask for your iTunes page URL when submitting your feed.

The other four big podcast directories you should submit to are the Zune Podcast Directory, the Blackberry Podcast service, Stitcher Radio and TuneIn Radio. (Again you should wait on these until you are approved in iTunes).

Submitting to Zune Podcasts Directory:

1. Via email to podcasts@microsoft.com
2. Include your RSS feed

Submitting to BlackBerry Podcasts:

1. go to - <http://rimpodcast.quickplay.ca/rimpodcasting/>
2. Sign up for a free account and then submit your podcast.

Submitting to Stitcher:

1. go to - <http://stitcher.com/contentProviders.php>
2. Fill in the information on the page.

Submitting to TuneIn Radio:

Send email to broadcaster-support@tunein.com - with the following:

1. Title
2. Location (Town / City)
3. Logo (png/jpg) 1200x1200 and less than 2 mbs
4. XML/RSS Feed URL
5. Website address
6. Genre
7. Email
8. Twitter(optional)

Once you get confirmation from Apple on your iTunes page URL you can move on to **Chapter 11**.

Chapter 11

Submitting your Feed to all the other Podcast Directories



Submitting your Feed to all the other Podcast Directories

Once you submit your podcast feed to the big FIVE - iTunes, Zune, Blackberry Podcasts, Stitcher and TuneIn - There are over 50 other active podcast directories out there where you can submit your podcast feed. I try to keep an active directory of the podcast directories [HERE](#).

Before you go off submitting to all the directories. It will help if you take a couple of minutes and put the following info into a plain text document.

Title of the podcast

Description in less than 255 characters

Feed URL

Website URL

iTunes Web Page URL

Keywords - Comma Separated

Keywords - Space Separated

Image URL

email

Getting all of this together ahead of time will make submitting to these sites go much faster.

Ok - now you can go [HERE](#) to find the links to submit your podcast to.



The Directory of Podcast Directories

www.podcast411.com/page2.html

podCast411

Listen Now! Pupu Player

HOME

411 for Listeners

- Our Past Podcasts
- Directory of Podcasts
- How to get Podcasts
- Software for Listeners

411 for Podcasters

- Directory of Directories
- Learn How to Podcast
- Sites About Podcasting
- Software for Podcasters
- Add Your Podcast

411 for News Media

- News About Podcasting
- What is Podcasting?

For Everyone

- Contact Us

The following is a list of directories focused on Audio and Video Podcasts - That do not charge for you to be listed - Links for the most part take you directly to the submit page.

Note: Never pay to have your podcast listed in a directory - it is not worth it and you will not get any Return on your Investment. Please report any directories below that violate that principal to podcast411@gmail.com

DIRECTORIES & APPS (189) - Updated 05-March-2014

[podcast411](#) - Our site

[iTunes](#) - iTunes podcast directory - Need iTunes installed to make entry and need an iTunes account.

[Zune Marketplace](#) - Submission currently offline - need to submit via email - podcasts at microsoft dot com

[Blackberry Podcasts](#) - Need to sign up for a free account

[Stitcher](#) - Great place to pick up new listeners

NEW - Libsyn - The Podcast Source App - WP8 & Windows 8 App

[TuneIn Radio](#) - Send email - [Here is the info](#)

(For the Apps - Downcast, iCatcher, PocketCasts & RSSRadio - They pull their directory from the iTunes Public API - so make sure you are in iTunes. Instacast Directory is based on shows where X number of users have manually subscribed to your feed.)

OUR BOOK

Best of 2006 amazon.com Tricks Podcasting Master

Co-Written by
[Mur from Geek Fu Action Grip](#)
and Rob from podCast411

[All Podcasts](#) - podcast directory - Ping form

[Audio-Podcast.fm](#) - General Podcast Directory

[Blinkx.tv](#) - Audio & Video Search engine

Closing Note:

If you found this iBook helpful - please make sure to tweet about it, mention it on Facebook and google+, put a link to it on your site and promote however else you think it will get the word out. You can also go to podcast411.com and [donate](#) if you found this FREE iBook was of value to you. You can email me at rob@podcast411.com with any feedback / questions you might have. Please see the [donate button at podcast411](#) before sending questions - just sayin. If you are interested in learning about the art of podcasting - please see the book I co-authored with Mur Lafferty - [Tricks of the Podcasting Masters](#) - which is not free - but is timeless and well worth the money.

Finally make sure you subscribe to my podcasts:

[podCast411](#) - My First podcast - which is all about podcasting and interviewing podcasters.

[Today in iOS](#) - The first and longest running podcast on the iPhone, plus all things iOS including iPad, iPod Touch and Apple TV.

[Porters Podcast](#) - My Son's Podcast which is great for your kids.

Regards,

Rob Walch - podCast411 / Today in iOS



APPENDICES

About the Author



Rob Walch is the Vice President of Podcaster Relations for Libsyn. Prior to joining Libsyn in 2007, he was President and founder of podCast411, Inc. Rob is Co-Author of the book “**Tricks of the Podcasting Masters**” - Que 2006, which was an editors pick as a Top 10 Reference book for 2006 by Amazon.com. Rob was listed as the 5th most influential person in podcasting according to the book “Podcasting for Dummies” – Wiley Press 2005. He has consulted on podcasting for Senator Edwards, Governor Bill Richardson and the Sacramento Kings/Monarchs to name just a few. He was also a monthly columnist for Blogger and Podcaster Magazine – the first print magazine covering this new media space. Rob was Chair of the Education and Outreach Committee for the Association of Downloadable Media.

Rob started podcasting in 2004, and is the host of the award winning **podCast411** podcast, where he has interviewed such prominent podcasters such as Walt Mossberg, Quincy Jones, Ronald Moore (Executive Producer of Battlestar Galactica), Bob Parsons (CEO Godaddy.com), Phil Gordon (World Series of Poker), Larry Kudlow (CNBC’s Kudlow and Company) and Leo Laporte (TechTV, G4 TV). Additionally Rob is host of **Today in iOS (iPhone)** Podcast – The first podcast about the iPhone.

Since 2004 Rob has presented at over 100 events on the subject of podcasting and New Media including the Newspaper Association of America Marketing Conference, the US Latino Film Festival, the Corporate Podcasting Summit, The Association for Women in Communications 2006 Annual Professional Conference, Social Media 2007, New Media Expo, and Blogworld Expo. He is also a regular guest Lecturer at the University of Kansas School of Journalism. Rob was the Track Leader for the Podcasting sessions at the 2009 Blog World Expo – where he recruited 25 of the top experts to speak on podcasting.

In 2004 Rob received his MBA from the University of Connecticut and an Engineering degree from the University of Dayton (Go Flyers!!!).

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