

# Podcasting



## Linking to Your Podcast

After you've spent time creating MP3 audio files, you'll want to use them in ways that best suit your course. This might be creating a link to your podcast channel right from your content management system or course website, or even embedding individual audio files on specific pages in your course.

To link to a podcast that's registered with iTunes – whether it's your podcast or produced by someone else - just find the podcast homepage in the iTunes store and then Control-click (or right click) on the image. Copy the iTunes Store URL to your clipboard. Then, just open your webpage and create a simple link to this URL. You can do this from a simple HTML page, from Dreamweaver or another editor, or simply by editing a file within your CMS. When a user clicks this link from their web browser, iTunes automatically opens right to your podcast. Just click Subscribe and they'll be getting your periodic content as you produce it.

If you prefer to keep your podcast more private, you can still send users right to it, even if you don't register it with iTunes. All you need to do is let your students know the address of the XML file you uploaded to your server. Then just let your students know how to manually subscribe to your feed in iTunes. From the Advanced menu, choose Subscribe to Podcast and in the window that appears, they'll just paste the URL. This method is a bit more clunky, but keeps your podcast less public.

To place an individual audio file on a specific page, you can just create a link right to the MP3 file or use the <embed> tag to insert the movie right on the page.