

# Podcasting



## Understanding Podcasting

Maybe you've heard all the hype about podcasting, but don't know where to start. It's really a pretty simple idea, used in some pretty powerful ways – especially in education.

The most essential part of podcasting is the “casting” part. Podcasting uses the subscription model to deliver audio content to your students when, and how they want it. So, just like you might subscribe to a magazine, and expect regular delivery to your door through the mail, with a podcast, users subscribe to your channel and come to expect regular audio content delivered to their desktop over the Internet.

Now, maybe you've seen websites that have audio on them. It's really nothing new. People have been delivering audio content over the web for years. What makes podcasting different is that it can be automatically delivered. Why is this important? Well, if you have weekly content you want to get out to all of your students, then wouldn't you rather be responsible for its delivery, rather than having students seek it out? Sure, you could go to the newsstand every week and buy a copy of your favorite magazine, but isn't it just much nicer to have it sitting in your mailbox, waiting for you when you get home? And wouldn't you like to read the magazine when its convenient for you, rather than only on Mondays between 9 and 10 a.m. for example?

With podcasting, you can periodically deliver audio and other types of content to your students automatically. The files download to their computer in the background, so it will be available for them to listen to without having to wait for a long download. And, like the millions of students listen on the go, your students can sync their iPod or other MP3 players with their computer and listen to your audio content whenever and wherever it suits them.

And yes, you can create, subscribe and listen to podcasts either with or without an iPod - using either a Mac or a PC.