

- » Understanding what podcasting is
- » Discovering the steps to creating a podcast
- » Finding and subscribing to podcasts

Chapter **1**

Getting the Scoop on Podcasting

Sometimes the invention that has the biggest effect on our daily lives isn't an invention at all but the convergence of existing technologies, processes, and ideas. Podcasting may be the perfect example of that principle — and it's changing the relationship people have with their media player of choice, music collections, books, education, and more.

The podcasting movement is a spinoff of another communications boom: *blogs*, short for web logs. Blogs sprang up in the early 2000s, providing anyone with a desire to share their thoughts a clean, elegant interface that left many on the technology side wondering why they hadn't thought of it sooner. Everyday people could chronicle their lives, hopes, dreams, and fears and show them to anyone who cared to read. And oddly enough, people did care to read — and still do.

Many blogs offered something called an RSS (*Really Simple Syndication*) *feed*, which is basically a text file with blog articles and images along with metadata such as the author and publish date. RSS feeds liberated the reader from the mundane task of periodically checking their favorite blog sites for new content. Using an app, the reader could subscribe to a site and the app would automatically bring them the information.

Then in 2003, former MTV VJ Adam Curry started collaborating with programmer Dave Winer to improve RSS so that it allowed you to share not only text and images but also media attachments, including compressed audio and video files. Soon after, Curry released his first podcast-catching client. Thus launched the media platform of podcasting.

Podcasting combines the instant information exchange of blogging with audio and video files that you can play on a computer or portable media device. When you make your podcast publicly available on the internet, you're exposing your craft to anyone with a computer or mobile device and a connection capable of streaming data. To put that in perspective, some online sources report that the global online population is more than 5.3 billion users. In the US alone, more than 300 million people own some kind of mobile device or portable media player and every one of them is capable of playing your content!

This chapter is for the consumers of the content (the audience) and those who make the content (the podcasters) alike. We cover the basic steps to record an audio podcast and lay out the basics of what you need to do to enjoy a podcast on your media player.

If you're starting to get the idea that podcasting is revolutionary, groundbreaking, and possibly a major component of social upheaval, great. Some podcasts have made their mark in society, or reignited the desire for listening to stories, or shone a spotlight on criminal injustices. But not all podcasts are so deep. In fact, many are passion projects inviting you to join in on the experience!

Deciding Whether Podcasting Is for You

Technically speaking, *podcasting* is the distribution of specially encoded multimedia content to subscribed devices via the RSS 2.0 protocol. Whew! Allow us to translate that into common-speak: Podcasting allows you to listen to and watch what you want, where you want, and when you want.

Podcasting, which is often referred to as *time shifted media*, turns the tables on broadcast schedules, allowing the listener to choose not only what to listen to but also when. And because podcasts are transferred via the internet, the power to create a program isn't limited to those with access to a transmitter.

The simplest reason to podcast is that it's just plain fun! We've been podcasting since the beginning, and we're still having a blast, getting messages to our worldwide audiences and challenging ourselves with new tricks and techniques for creating captivating media. So, yeah, for the fun of it? Heck of a good reason.

WHAT'S IN A NAME, WHEN THE NAME IS PODCASTING?

As with most words that make their way into the conventional lexicon, the precise origins and meaning behind *podcasting* are clouded. Although the domain `podcast.com` was registered back in 2002, Ben Hammersley suggested *podcasting* and many other terms as possible names for this new technology in February 2004 (<https://pfdbook.link/guardian>), it's generally accepted in the podcast community that the first person to use the term as a reference to the activity we now know as podcasting was Dannie Gregoire on September 15, 2004. Some voices in tech asserted that the term held connotations to Apple's popular player of the time, the iPod. Regardless of the intentions, the term was *backronymed* (that is, treated like an acronym and applied to a variety of plausible existing meanings) even with alternative names defiantly offered . . . but to no avail. The term *podcasting* became part of everyday vocabulary.

Content creators who set up YouTube and Twitch livestreams and tell the world "Check out my podcast!" used to make us weep. We were purists, telling people "You can't call it a podcast if you don't have an RSS feed!" However, on finding our own place in streaming, we understood that times change, technology evolves, and even these old dogs can learn new tricks. We now realize that the term *podcast* no longer represents the specific technology linked to RSS; it's more about making your content available to a global audience delivered automatically or streaming on-demand. For that reason, we include Chapter 16 to help get you started streaming and seamlessly work it into your podcast's workflow.

The following sections cover other reasons podcasting might be for you.

You want to build your brand

Whether you are someone who owns a company and are looking to promote your products or services, an author looking to get their story told, or an individual with the desire to be recognized as a subject matter expert, a podcast is a great way to get your message out there and to be seen and heard. Unintentionally, this is what happened to Chuck at his day job. He put on a bow tie and started creating content for the community related to his day job — and before long people regarded him as the face of a multibillion dollar company. It's a great story until Chuck finds himself at a conference in a hurry to get to his next speaking session only to be stopped by one more adoring fan for a selfie.

You want to deliver media on a regular basis

Sure, you can include audio, video, and PDF content in a blog. Many bloggers create special content and insert it as links in the text of their blogposts. Readers then download the files at their leisure. However, this approach requires manual selection of the content that blog hosts want readers to download.

Podcasting automates that process. A listener who subscribes to your podcast is subscribed to all your content, whenever it's available. No need to go back to the site to see what's new! Once listeners subscribe to your podcast, the content is delivered to them in the same way as when they subscribe to a print magazine. This is why many apps call it *subscribing* to a podcast.

You want to reach beyond the boundaries of broadcast media

In all types of radio except satellite radio, the number of people who can listen to a show is limited by the power of the transmitter pumping out the signal. Broadcast television has similar limitations, depending on whether you are using an antenna, cable, or a satellite dish to receive programming. Podcasting doesn't rely on or utilize signals, transmitters, or receivers — at least not in the classic sense. Podcasts use the internet as the delivery system, opening up a potential audience that could extend to the entire planet.

No rules exist (yet, anyway) to regulate the creation of podcast content. In fact, neither the FCC nor any other regulatory body for any other government holds jurisdiction over podcasts. If that seems astounding, remember that podcasters are not using the public airwaves to deliver their message.



WARNING

Just because the FCC doesn't have jurisdiction, you're not exempt from the law or — perhaps more importantly — immune to lawsuits. You're personally responsible for anything you say, do, or condone on your show. Additionally, the rules concerning airplay of licensed music, the distribution of copyrighted material, and the legalities of recording conversations all apply. Pay close attention to the relevant sections in Chapter 5 to avoid some serious consequences. When it comes to the legalities, ignorance is not bliss.

You have something to say

As a general rule, podcasters produce content that likely holds appeal for only a select audience. Podcasts start with an idea, something that the podcaster has the

desire and knowledge, either real or imaginary, to talk about. Add to that a bit of drive, do-it-yourself-ishness, and an inability to take no for an answer. The point is to say what you want to say, to those who want to hear it.

Podcasts can be about anything and be enjoyed by just about anyone. The topics covered don't have to be earth-shattering or life-changing. They can be about do-it-yourself projects, sound-seeing tours of places you visit, or even your favorite board games. A few rules and guidelines are common, but at times you may find it necessary to bend the rules. (That can be a lot of fun in itself!)

Some of the most popular podcasts are created by everyday people who sit in front of their computers or phones once a week and just speak their mind, heart, and soul. Some are focused on niche topics; others are more broad-based.

You want to hear from your listeners

A perk of podcasting is accessibility. On average, most audiences have a direct line of contact between themselves and the podcast's host or hosts. Podcast consumers are more likely to provide feedback for what they listen to or watch, probably traceable to the personal nature of a podcast. Unlike popular talk shows that follow strict formulaic approaches, podcasts offer their audiences — and the creators behind the production — control, options, and intimacy that traditional broadcast media cannot. This appeal has attracted to podcasting major production studios such as NPR, ESPN, Disney, CBC, and HBO, who were early adopters and continue podcasting today. The connection of podcasting with audiences paved the way for streamers, and now podcasting and streaming are synonymous.



REMEMBER

When you ask for feedback, you're likely to get it — and from unusual places. Because geography doesn't limit the distance your podcast can travel, you may find yourself with listeners in faraway and exotic places. And this feedback isn't always going to be "Wow, great podcast!" Listeners will be honest with you when you invite feedback.

Creating a Podcast

The two main schools of thought when creating a podcast are the "I need the latest and greatest equipment to capture that crisp, clear sound of the broadcasting industry" school, and the "Hey, I have a phone with a microphone and I can record my voice wherever I am" school. Both are equally valid positions, and lots of secondary schools are in-between. The question is how far you're willing to go.

But allow us to dispel a few misconceptions about podcasting right off the bat: You're not reprogramming your operating system, you're not hacking into the Internal Revenue Service's database, and you're not setting up a wireless computer network with tinfoil from a chewing gum wrapper, a shoestring, and your belt, regardless if MacGyver showed you how. Podcasting is not rocket science. In fact, here's a quick rundown of how you podcast:

1. Record audio or video and convert it to a download-friendly format.
2. Write a description of what you just created.
3. Upload everything to a host server.

Yes, yes, yes, if podcasting were that simple, why is this book so thick? Well, we admit that this list does gloss over a few details, but a podcast — in its most streamlined, raw presentation — is that simple. The details of putting together a single episode start in Chapter 2 and wrap up in Chapter 8; Chapters 9 through 12 walk you through all you need to make the media you create into a podcast.

So, yeah, podcasting is easy, but there's a lot to it.

Looking for the bare necessities

You need a few things before starting your first podcast, many of which you can probably find on your computer. For these beginning steps, we focus on audio:

» **A microphone:** Take a look at your computer. Right now, regardless of whether you have a laptop or a desktop, Windows or Mac, your computer probably has a built-in microphone — or a USB port for plugging in a microphone. Yes, even your mobile phone has a microphone, or it wouldn't be much of a phone, would it? Many earbuds even include a microphone.

Position the microphone in a comfortable spot on your desk or table. If you're using a laptop, it should be somewhere on your desk that allows for best recording results without hunching over the computer like *Young Frankenstein's* Igor. (That's *EYE*-gor.) Check the laptop's documentation to find out where the built-in microphone is located in the unit's housing. For a mobile phone, hold the device as if you're making a call, the way it was intended. Holding the device any other way can degrade the audio quality. If you're using a microphone earbuds set included with the phone's purchase, you may need to do some experimentation.

Usually the built-in microphone in a laptop is located close to the edge of the keyboard or near the laptop's speakers.



TECHNICAL
STUFF

» **Recording software:** Check out the software that came with your computer. You know, all those extra applications that you filed away, thinking, “I’ll check those out sometime.” Well, that time has arrived. You probably have some sort of audio-recording software loaded on your computer, such as Voice Recorder (PC) or GarageBand (Mac).



TIP

If you don’t already have the appropriate software, here’s a fast way to get it: Download the version of Audacity for your operating system (at <https://pfdbook.link/audacity>). Audacity, which is shown in Figure 1-1, is free. Good news! We get in-depth with Audacity later in this book.

» **An audio interface:** Make sure your computer has the hardware it needs to handle audio recording and the drivers to run the hardware — unless you have a built-in microphone.



TIP

Some desktop computers come with an elementary audio card built into the motherboard. Before you run out to your local computer vendor and spring for an audio card, check your computer to see whether it can already handle basic voice recording.

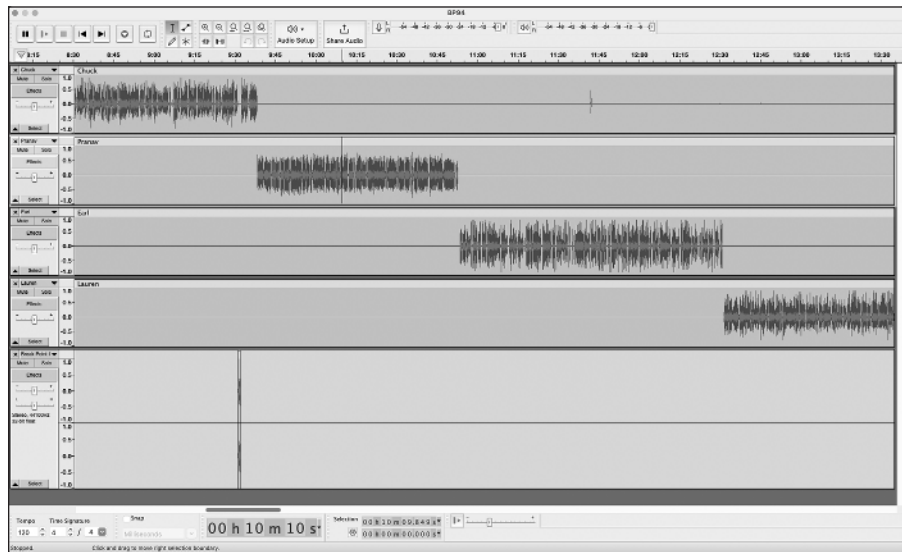


FIGURE 1-1: Audacity allows you to record and edit audio and create MP3 files.

See Chapter 2 for tips on choosing the right mic and audio accessories. Chapter 3 covers all the software you’ll need.

Recording your first podcast

When you have your computer set up and your microphone working, it's time to start recording. Take a deep breath and follow these steps:

1. Jot down a few notes on what you want to talk about.

Nothing too fancy — just make an outline that includes remarks about who you are and what you want to talk about. Use these bullet points to keep yourself on track.

Checking your computer, jotting down notes, and setting up your recording area is called *preshow prep*. This topic is discussed in depth in Chapter 5 by other podcasters who have their own set ways of getting ready to record.

2. Click the record button in your recording software and talk for as long as it takes for you to get through your notes.

We recommend keeping your first recording to no more than 20 minutes. That may seem like a lot of time, but it will fly by.

3. Give a nice little sign-off and click the stop button.

An example of a sign-off is “Take care of yourselves! See you next time.”

4. Choose File ⇨ Save As and give your project a name.

Now bask in the warmth of creative accomplishment.



TIP

Compressing your audio files

Portable media devices and computers can play MP3 files as a default format. While many other audio formats are available, MP3 is the preferred format for podcasting because so many digital devices and operating systems recognize it. If your recording software can output straight to MP3 format, your life is much simpler.

If your software can't export directly to MP3, it should be able to save to a WAV (Windows) or AIFF (Mac) file, which is raw, is uncompressed, and can get large. In this case, save your raw file from your first software package and then use Audacity to import the file and export it as MP3. We get into those details in Chapter 3.

Congratulations — you just recorded your first audio podcast! Easy, isn't it? However, this is merely the first step into a larger world, as Obi-Wan once told Luke.

Uploading your audio to the web

An audio file sitting on your desktop, regardless of how earth-shattering the content may be, is not a podcast. Nope, not by a long shot. You have to get it on the internet and provide a way for listeners to grab that tasty file for later consumption.

If you already have a web server for a blog, company website, or personal website, this process can be as easy as creating a folder and transferring your newly created audio file to your server.

If that last paragraph left you puzzled and you're wondering what kind of mess you've gotten yourself into, relax. We don't leave you hanging out in the wind. Chapter 10 covers everything you need to know about choosing a web server for your podcast media files.



A podcast *media* file can be any type of media file you want. Three popular types are audio, video, and PDF. While our primary attention is on audio, you can use all the tips we give here to handle other types of media.

After you upload your episode, you need to have an RSS (Really Simple Syndication) file generated to deliver it. (The RSS file is generated automatically on a blog.) RSS describes where to find the media file you just uploaded. Nearly all blogging software (called *blog engines*) support RSS, but not all support podcasts. As you look at blogging software options, check closely for podcast support. If it's not included natively, you may be able to add a *plug-in*, a downloadable extension.

With blog software and podcast support, generating the RSS file becomes a simple affair. This generated RSS file is your *podcast feed*. People who listen to your podcast can subscribe to your show by placing a link to the podcast feed in their podcast application, such as Apple's Podcast, Overcast (shown in Figure 1-2), or Spotify. All these apps are looking for your podcast's RSS, and list it in their *directory*, which is exactly what it sounds like — a digital catalog of podcasts available to you.

Yes, we know — this sounds complicated. But we assure you that it's not. Some hosting companies, such as LibSyn (<https://pfdbook.link/libsyn>), specialize in taking the technological bite out of podcasting so that you can focus on creating your best-sounding show. With LibSyn (shown in Figure 1-3), moving your file to a web server is as simple as clicking a few buttons; the RSS 2.0 podcast feed and even the accompanying web page are created automatically.

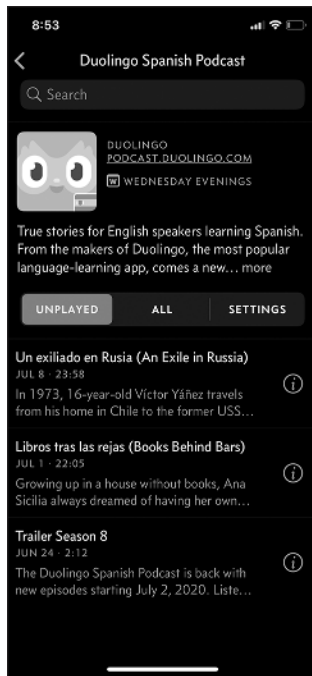


FIGURE 1-2:
Your podcast can deliver content as audio (seen here), video, or interactive PDFs.

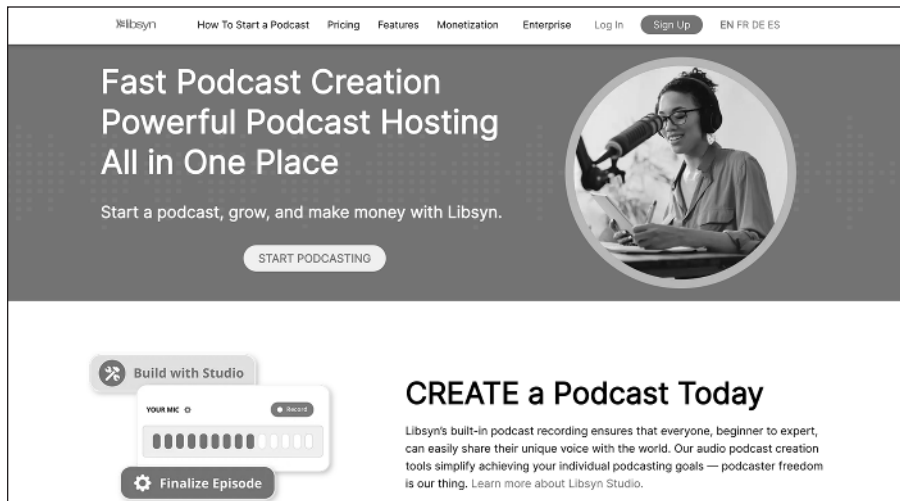


FIGURE 1-3:
LibSyn handles many of the technical details of podcasting.

Grabbing listeners

With media files in place and an RSS feed ready to be recognized by your podcast app of choice, you're officially a podcaster. Of course, that doesn't mean a lot if you're the only person who knows about your podcast. You need to spread the

word to let others know that you exist and that you have something pretty darned important to say.

Creating show notes

Before you pick up a bullhorn, slap a sandwich board over yourself, and start walking down the street (virtually, anyway), describe the contents of your show to casual online passersby in hopes of getting them to listen to what you have to say. The blog post is where show notes take form and give people a rundown of what you're talking about. The blog post should be descriptive enough to captivate those who reach it.



REMEMBER

You can glance at a blog and easily get the gist of a conversation, but an audio file requires active listening to understand and is difficult to skim. In effect, you're asking people to invest time listening to you talk, read a story, or play music. You need some compelling text on a web page to hook them.

Show notes quickly showcase or highlight the relevant and pertinent contents of the audio file itself. A verbatim transcript of your show isn't always necessary, but we do recommend more than simply saying "a show about my day." Chapter 11 discusses ways to create show notes and offers tips and tricks to give them some punch.

Getting listed in directories

When you have a final media file and a solid set of show notes, you're ready to take your podcast message to the masses. You can get listed on some directories and podcast-listing sites, such as Spotify, Apple Podcasts, Amazon Podcasts, and Blubrry. Potential listeners visit dozens of websites as they seek new content, and getting yourself listed on as many as possible can help bring in more new listeners to your program.



WARNING

A huge listener base is a double-edged sword: More demand for your product means more demand on you and the resources necessary to keep your podcast up and running. We recommend working on your craft and your skills, as well as getting a good handle on the personal and technological requirements of podcasting before you embark on a huge marketing campaign. When you're ready, turn to Part 4 for details about marketing. You discover various ways to attract more listeners to your show and to respond to the ideas and feedback that your listeners inevitably provide. Many podcasters are surprised at the sheer volume of comments they receive from their listeners — but they shouldn't be considering how personal podcasting is (compared to traditional forms of media distribution).

MAKING MONEY FROM PODCASTS

This book covers the basics to get started creating a podcast. However, a common question we get from many new podcasters is, “How can I make money from my show?” After all, who doesn’t want to get paid for their work? We don’t cover monetization, but we do want to point out that many factors are involved in monetizing a show, such as the size of your audience, the topics you cover, how you market or sell your show, and how you plan to generate revenue (listener contributions, advertisers, or using the show as a lead generation for your products or services). A wealth of resources are available in print and online to help you understand and implement these concepts. Check out the Podcasting subreddit at <https://pfdbook.link/reddit> for a list of books, podcasts, and websites on monetization.

Revisit the reasons for creating a podcast, and ask yourself, “Why am I podcasting and do I need to make money?” If you’re doing this as a hobby, you may lose motivation if you turn it into a job. Do your research and consider your options, skills, costs, and time. Monetizing your podcast could be lucrative, but it could also give you gray hair at an early age.

There’s an App for That

You have the media file, an RSS feed, and accompanying show notes. You’re all set, but ask yourself, “How do podcasts get from the web to my device so I can watch or listen?” To access all this great new content, you need a *podcatching client*, or *podcatcher*, an application that looks at various RSS feeds, finds the new stuff, and transfers it from the internet to your computer or mobile device automatically. In this section, you look at some of the different podcatching apps available for your listening and viewing needs.

This section is just a starting point for getting access to podcasts. Podcasting continues to grow in popularity, and new podcasting apps are coming out all the time. Any attempt at a comprehensive list would be obsolete almost instantly. And remember, you can listen to podcasts on all sorts of devices besides computers — smartphones, tablets, AppleTV, Roku, and more!

The old-timer: Apple Podcasts

With iTunes launching its own podcast directory and a podcast-ready version of its player in June 2005, podcasting went from what the geeks were doing in the

basement of the science building to the next wave of innovation on the internet (which was, of course, developed by the geeks in the basement of the science building). Plenty of contributing factors helped make podcasting mainstream, but iTunes introducing a push-button subscription method was a huge step forward.

As always, such a step into the mainstream market dismayed some original podcasters, who found themselves overshadowed by larger media entities. Now, recognizable giants such as NPR, *The New York Times*, ESPN, and BBC dominate Apple's podcast directory (shown in Figure 1-4). What about the indie podcasts — the ones that started it all? Would they be forgotten? Go unnoticed? Languish unsubscribed? Well, at first, it seemed that many of the groundbreakers that the podcasting community knew and loved (*Comedy4Cast*, *Evil Genius Chronicles*, *Coverville*, *Grammar-Girl*) might get lost in the stampede. But they haven't yet, as it turns out.

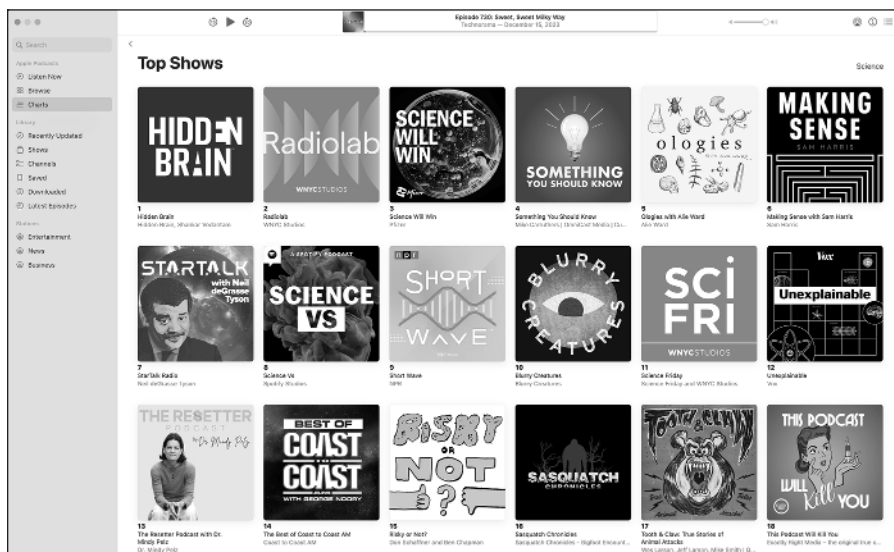


FIGURE 1-4:
The Apple
Podcast directory.

With the upgrade to macOS X (10.15) in 2019, the monolithic iTunes app was replaced with a separate Podcasts app (along with another for music and a third for shows and movies). As for the Windows edition, fear not — as of this writing, you can still get iTunes for Windows (at <https://pfdbook.link/itunes>). Whether using Apple Podcasts or iTunes on your desktop, the software lends an automatic hand to people new to podcasting, showing them where to find blogs that host podcasts and which podcast directories list the shows that fit their needs and desires.

Subscribing to podcasts using Apple Podcasts is easy. Just follow these steps:

- 1. Open the Podcasts app.**
- 2. Find the podcast of your choice:**
 - *Browse a list of podcasts by clicking the Browse option on the left side of the screen.*
 - *View popular podcasts by clicking the Top Charts option (below Browse).*
 - *Search for a podcast by typing in the Search box in the upper left.*
- 3. When you find a show that interests you, click the image to get to the podcast page and then click the Follow button.**

After your podcast finishes downloading, you can find new episodes by going to the Listen Now section in the left column of the podcasts app, or get specific shows or episodes from the Downloaded section (also on the left).

Podcasting on the go: Pocket Casts

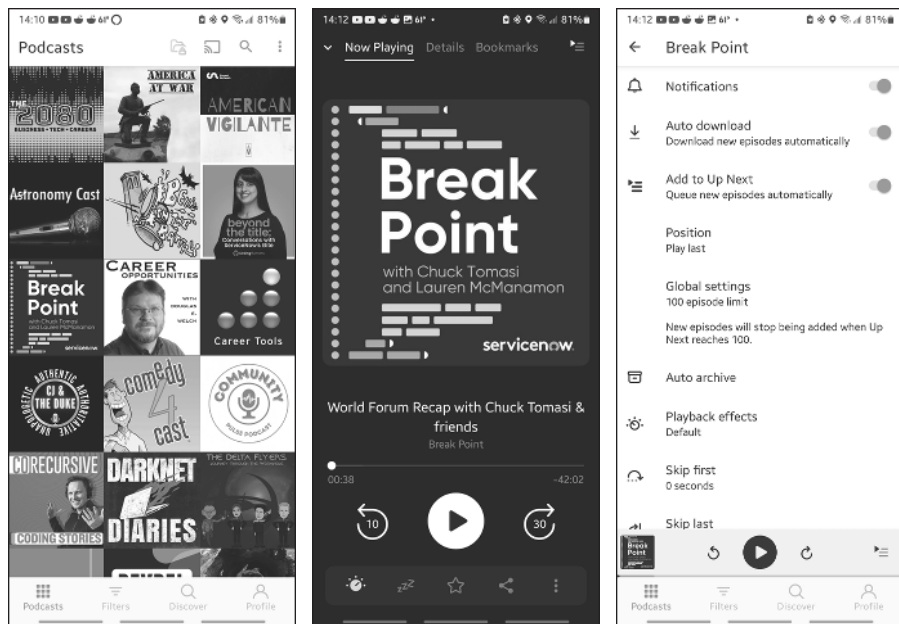
As smartphones and tablets became more prevalent, the demand of having “an app for that” grew. Finding and subscribing to podcasts in the early days was possible on a mobile device but a bit clunky. The stage had been set for a new kind of interface that was just as easy and elegant to use on your mobile device as it would be on a computer.

Enter Pocket Casts (<https://pfdbook.link/pocketcasts>), an app available for iOS (iPhone and iPad), Mac, Windows, and Android that debuted in 2010 and quickly became a go-to podcast app. Pocket Casts, shown in Figure 1-5, enables you to quickly find new podcasts, subscribe, and see your subscriptions in a list or grid. The player allows you to jump ahead 30 seconds or back 10 seconds with a tap. The app also features a number of useful configuration options, such as adjusting playback speed and the space between pauses as well as the ability to start and end at a certain time in each episode for all shows or individual shows — many of these features have been added to the Apple Podcasts and Spotify apps over the years as well. Additionally, the app automatically syncs across platforms so you don’t lose your place.

Finding a podcast for your personal feed is only a few taps away:

- 1. Download and install Pocket Casts either from the Apple App store (iOS devices) or Google Play (Android devices).**
- 2. Launch Pocket Casts on your mobile device.**

FIGURE 1-5: Pocket Casts features an easy-to-browse show list (left), simple navigation during playback (center), and configurable options for each show (right).



3. Sign in with Apple or Google, or sign up for a free account.
4. Find the podcast of your choice in one of the following ways:
 - Tap the Discover icon at the bottom of the screen.
 - Swipe up through the offered feeds on your front page.

If you still can't find the podcast, go to the podcast's website and copy the RSS URL. Then tap the magnifying glass at the top, and paste the RSS URL in the search field.

5. When you find something you like, tap the show's image.
6. To subscribe, tap the Subscribe button.

The show appears in your Podcasts list (see Figure 1-6). Tap any episode to listen right now.

Pocket Casts is a terrific option because it's available on a variety of platforms, including playback through your browser, and interfaces seamlessly with many makes and models of automobiles. The app recognizes when you plug your smartphone into your car's USB port, and your car's media center can then pick up where you left off.



FIGURE 1-6:
Tapping the plus sign for any podcast adds it to your Podcasts list.

The 800-pound gorilla: Spotify

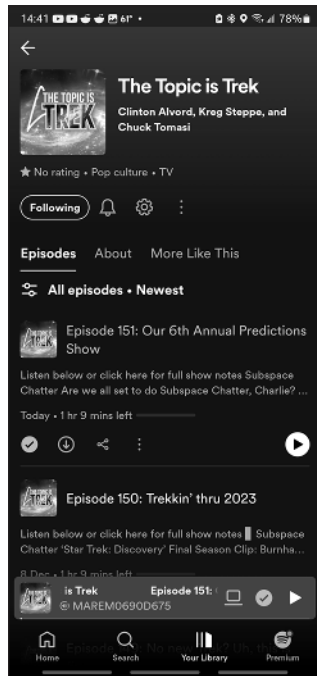
For nearly a decade, the king of podcasting apps was Apple Podcasts (formerly iTunes), but like all technology, the crown must get passed. When you say “Spotify,” most people think of streaming music, but in 2015 it added support for podcasts, which were originally available only to music artists and broadcast media productions. In 2018, however, Spotify simplified its application and screening process and now brings podcasting to millions of listeners worldwide (see Figure 1-7). Once installed, log in or create a free account.

Installing and finding podcasts with Spotify is a simple matter. Here’s how to do it from a mobile device.

- 1. Install the Spotify app from the Apple App Store (for iOS devices) or Google Play (for Android devices).**
- 2. Create a free account.**
- 3. Tap the magnifying glass on the bottom and enter the podcast name in the Search box.**

Or start browsing by tapping Podcasts.

FIGURE 1-7: After years of offering music from artists of all genres, Spotify now brings podcasts to millions of subscribers.



4. When you find a podcast you like, take one of the following actions:

- Click the play icon to listen to the podcast immediately.
- Click the plus-in-a-circle icon to save the podcast to your episodes for later listening.
- Tap the podcast image, and then tap the Follow button.
- Click the three-dot menu (next to the gear icon) and choose Follow to subscribe to the podcast.

Now you can quickly find the podcasts you follow by tapping Your Library in the bottom toolbar and then tapping Podcasts. New Episodes contains episodes from podcasts you follow that you haven't listened to. Your Episodes lists any that you added with the plus-in-a-circle icon.

The Spotify desktop experience is similar:

1. Download the desktop app from the Spotify website (<https://pfdbook.link/spotify>).
2. Create a free account and sign in.
3. Click the magnifying glass in the upper left.

4. Click the Follow button or listen to an episode directly from the list.

Followed podcasts are available by clicking Your Library on the left of the screen and then clicking the pill labeled Podcasts & Shows.

To listen to a podcast later without an internet connection, click the down arrow next to any episode, and it will be available in your Downloaded list under Your Library.

YouTube podcasts

YouTube, which until recently was for videos only, now has podcasts. A YouTube podcast is a great way for people with an audio-only podcast to reach a new audience. And if you already have video content on YouTube, try out a podcast as a new medium for your current audience.

To check out YouTube podcasts, do the following:

1. Open a web browser on the desktop (or the YouTube app on a mobile device) and navigate to your favorite YouTube channel.

The ServiceNow Community channel is shown in Figure 1-8. Just below the header and description are a series of tabs: Home, Videos, Live, and so on. If your channel offers podcasts, you will also see a Podcasts tab.

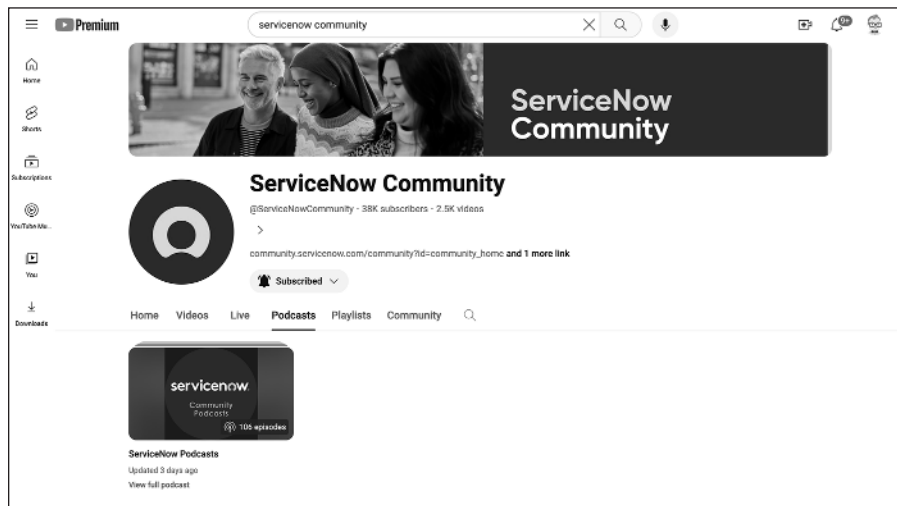


FIGURE 1-8: YouTube podcasts offer a new platform and new opportunities for video in podcasting.

2. Click the Podcasts tab, and open the list of podcasts.
3. Click or tap the episode you want to hear, and then click or tap the play icon.



TIP

Can't find what you're looking for? Go to <https://pfdbook.link/youtube> podcasts and browse around for more.

If you enjoyed the podcast and want to hear more, don't forget to "like and subscribe" so you don't miss an episode.

Other podcast resources

This book is a snapshot in time, and you will likely want to keep up on the latest news and information of the podcasting world. Plenty of resources are available where you can ask questions and exchange information. In addition to listening to this book's companion podcast at <https://pfdbook.link/home>, just search LinkedIn, Reddit, Meetup.com, Facebook, and yes, even Google.

