

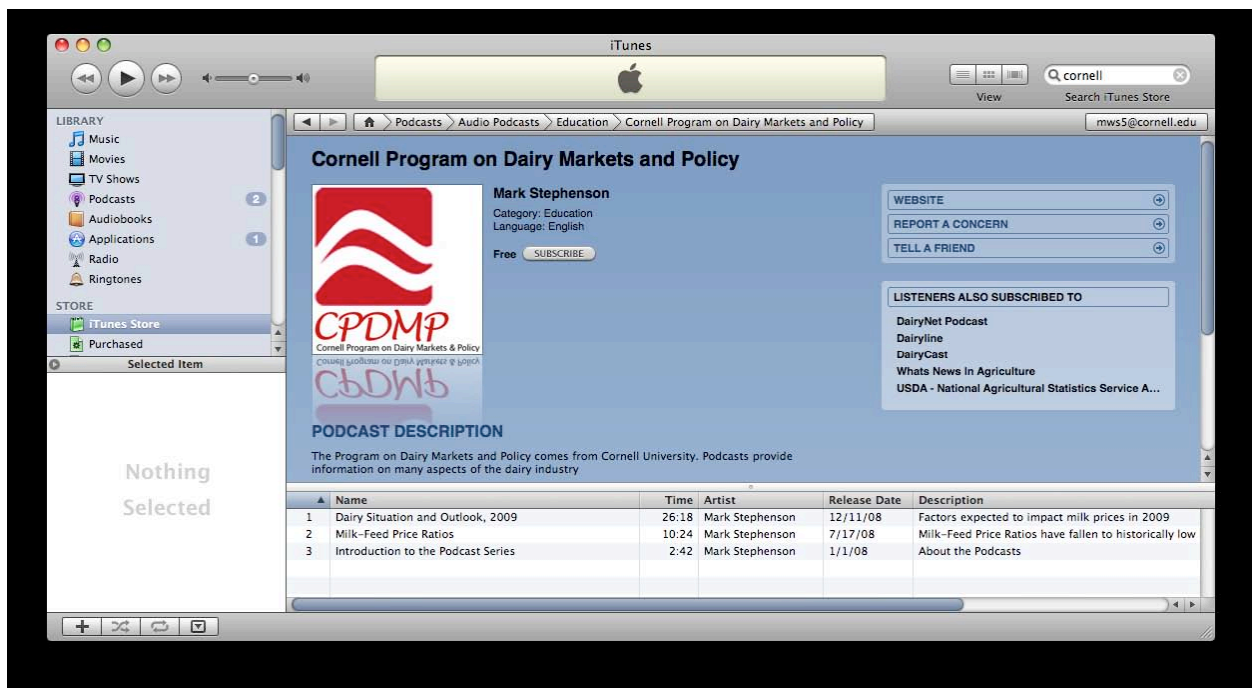
Podcasts for Content Delivery

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A podcast is a series of audio or video digital media files which are distributed over the Internet. Podcasts are distinguished from most other digital media formats by their ability to be subscribed to and downloaded automatically when new content has been added. Apple's iTunes has been instrumental in promoting the concept using both their player software and discovering and subscribing to content through their store. iTunes is a free application for Mac and PC. It plays your digital music and video on your computer and syncs content to your iPod and/or iPhone.

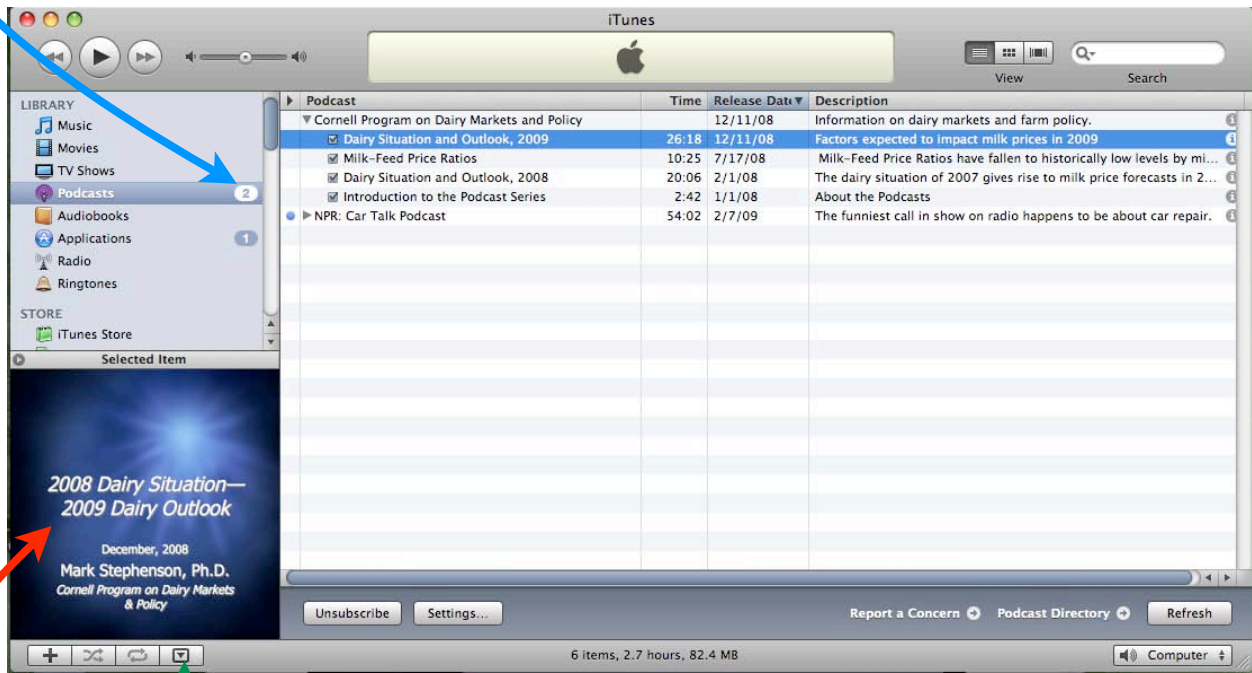
Podcasts can be delivered anytime to someone who desires to listen to them, they can be downloaded and played for an individual or an audience without the need to be on-line. Podcasts can either be audio only, video, or audio with slides. I have chosen to post them as audio with slides. Slides are advanced automatically during playback and the visual aspect often helps to explain the concept and keep viewers attention.

The iTunes software is available at no charge. It can be downloaded at <http://www.apple.com/itunes/download/> and installed on your computer. Once the software is installed, you can browse and add content from the iTunes store or from links that may be sent to you. The following link may be typed into you browser or clicked on in the PDF file and you will be taken in the iTunes application to the Podcast page for the Cornell Program on Dairy Markets and Policy (see screen image). <http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewPodcast?id=273171144>



Here you can download individual Podcasts or subscribe to the series. If you subscribe, new content will automatically be downloaded when it is posted and you will see that the Podcast icon on the left of the application will show how many new programs are available (2 in the example).

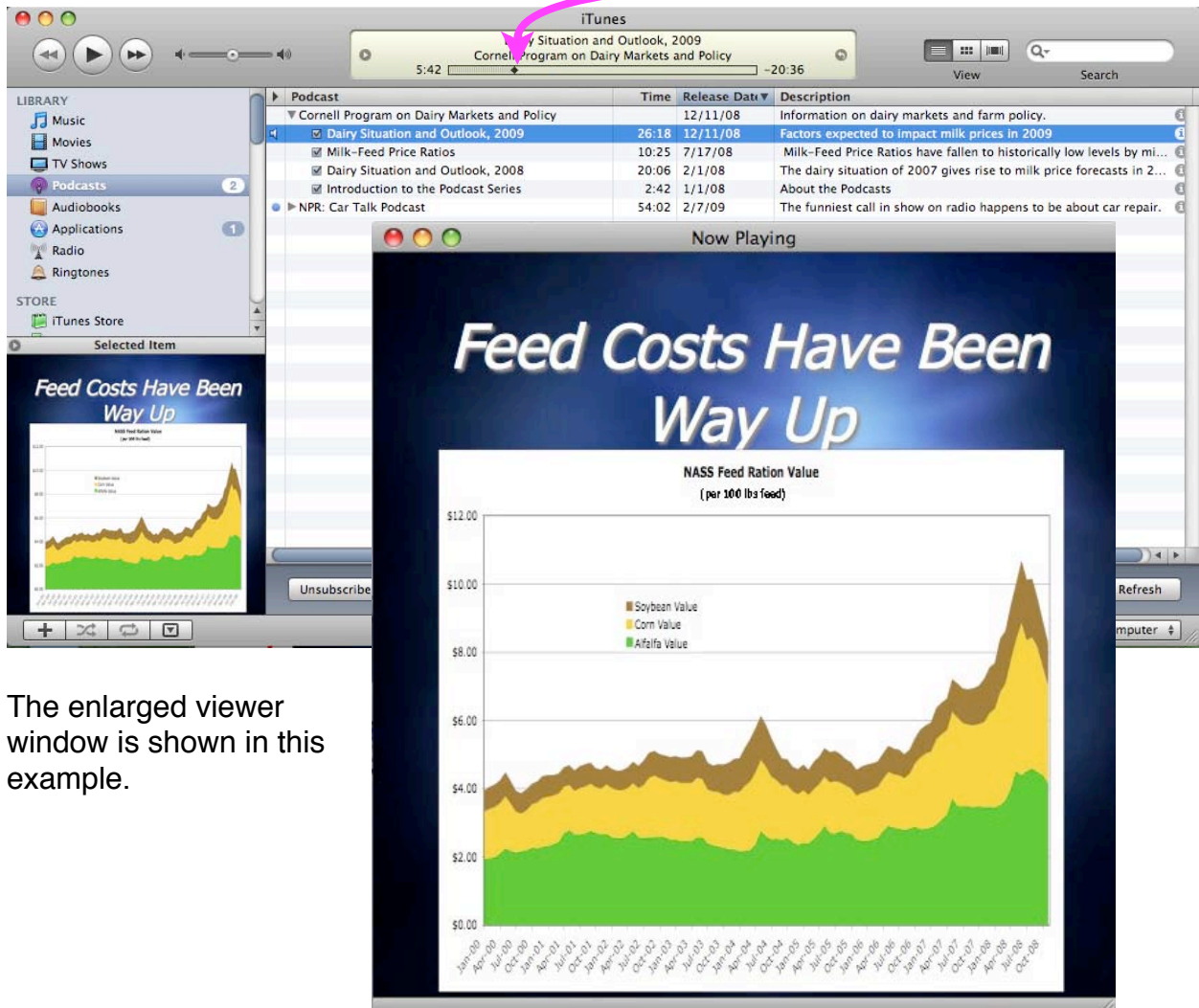
Clicking on the Podcast icon will take you to the files that you have available on your own computer. The screen in the example below shows the programs that have been downloaded from the Cornell Program on Dairy Markets and Policy podcast and NPR's Car Talk. Double clicking on any of these programs will start them playing.



If your iTunes doesn't show this area then click this button to make it visible. When your Podcast is playing, you will see the slides or video in the viewer window.

You can make the viewer window (pointed to by the red arrow) larger by clicking on it. When you do, a separate window will open with the slides or video. The screen size can be changed by dragging the bottom-left corner or by going into the View menu and selecting "Video Size" and the desired size for the screen.

When a program is playing, you can see how many minutes you are into the talk and how many minutes are left to play in the top of the window. You can also move to any point in the Podcast by moving the diamond pointer in the track position indicator. Many Podcasts may also have chapter markers for navigation as well. Chapters can be randomly accessed by navigating to the “Chapters” menu.



The enlarged viewer window is shown in this example.

The iTunes application has many more options and controls. But, this brief description should help you get started. I hope that Podcasts will be a useful method of content delivery. If you have any questions or comments, please feel free to contact me.

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