

Creating a Podcast/Vodcast

Step 1: Determine the format (Audio or Video)

Step 2: Is the Content Developed?

No	- Determine the content with CLKR - Write script - Get script approval from SME
Yes	Go to Step 3

Step 3: Determine who is going to record the content

Step 4: Record the podcast/vodcast with the appropriate devices

If...	Then for podcasts, use...	Then for vodcasts, use...
Flip camera	Hand-held recorder	Recording in the field
Recording interview indoor/outdoor	Laptop with external microphone	Professional videographer/studio

Step 5: CLKR edits files with the appropriate software

Step 6: CLKR converts audio files to mp3, video files to mp3

Step 7: CLKR adds metadata

Step 8: CLKR sends files to requester for approval

Step 9: CLKR will post podcast/vodcast to your web site

Step 10: CLKR updates the web sites RSS feed

Step 11: CLKR will add transcript on web site

Note: If desired, podcast or vodcast can also be posted to iTunes.