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 |
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<td>Go to Step 3</td>
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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  
- Recording interview indoor/outdoor  
- Recording in the field

- Hand-held recorder  
- 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.