

Podcasting Overview

Podcasting is a great new way of automatically distributing audio and video content through the Internet. It improves public access and government transparency beyond the abilities of a video-only solution. Podcasting allows users to collect MP3s of programs and play them through a portable device, whenever and wherever it is convenient.

Tools Needed


In order to make podcasting work, the viewer needs to have a podcasting-enabled RSS reader. These players/readers can be found on the Internet and are usually free. A list of podcasting readers is located at www.podcasting-101.com/podcast-reader.html.

The reader used as an example in this how-to guide is called Juice and can be found at www.juicereceiver.sourceforge.net.

Note: Many RSS readers do not support podcasting. These readers will work fine for the other RSS links on your site (View and Minutes), but not for the MP3s.

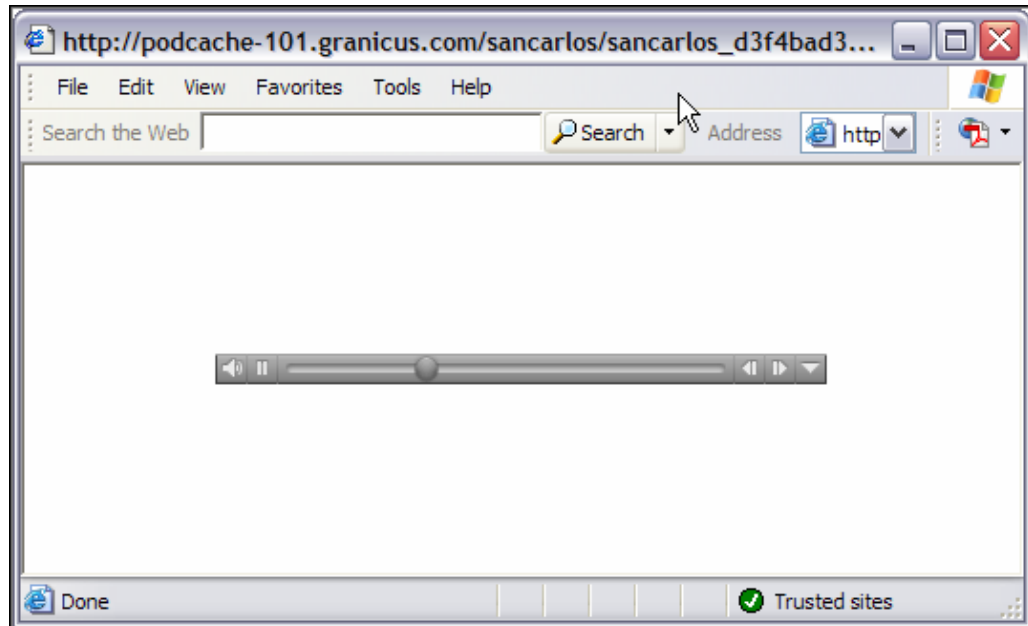
MP3 links

When an Archive is made public to a View page, an MP3 link will appear in the right hand column.



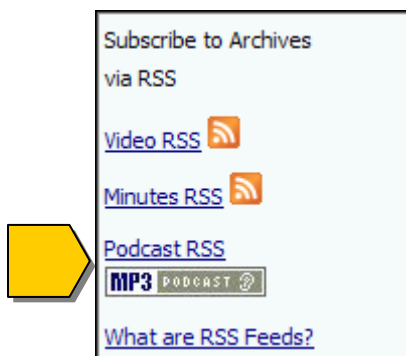
Archives		
Search Archives	<input type="text" value="Enter Keywords here"/>	<input type="button" value="Search"/>
Name	Date	
Council Meeting	June 27, 2006	MP3 Audio

Clicking the **MP3 Audio** link will launch a new browser page where the audio will play through QuickTime.

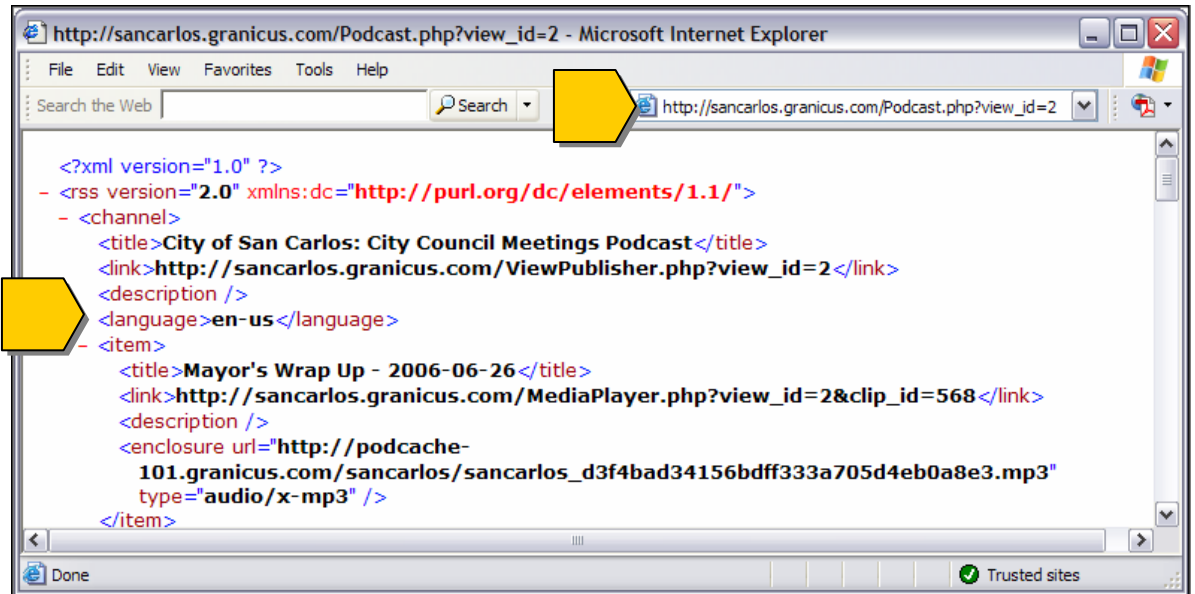


Podcasting Feeds - How it Works

A podcasting RSS feed has been added to your web site. The link will appear next to your other RSS links, as illustrated below (style may vary).



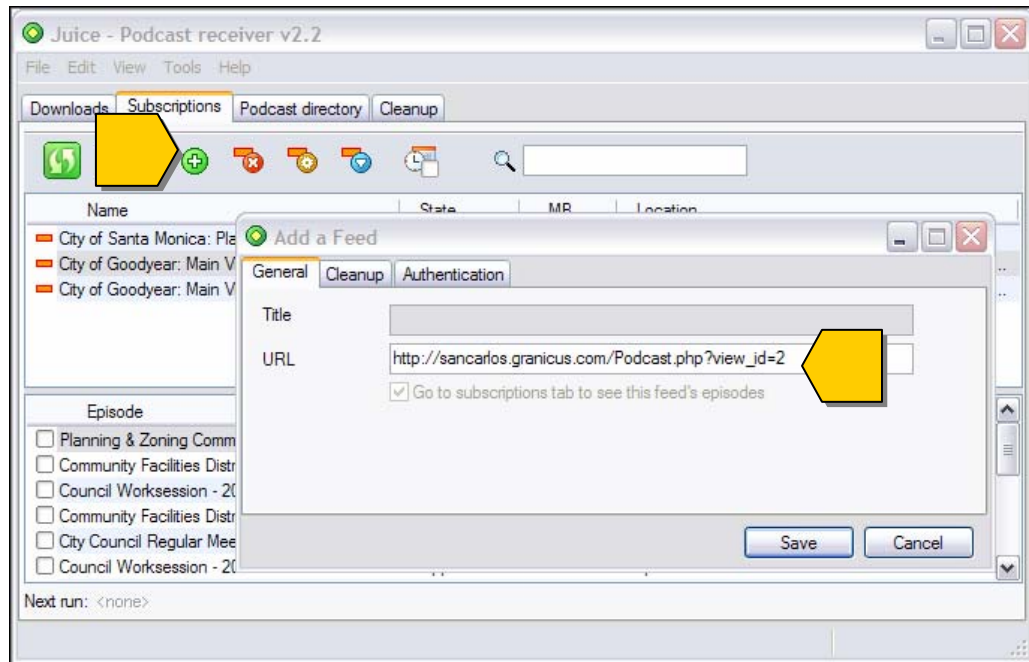
When a viewer clicks any of the links, a page with lots of code will open, similar to the one below.



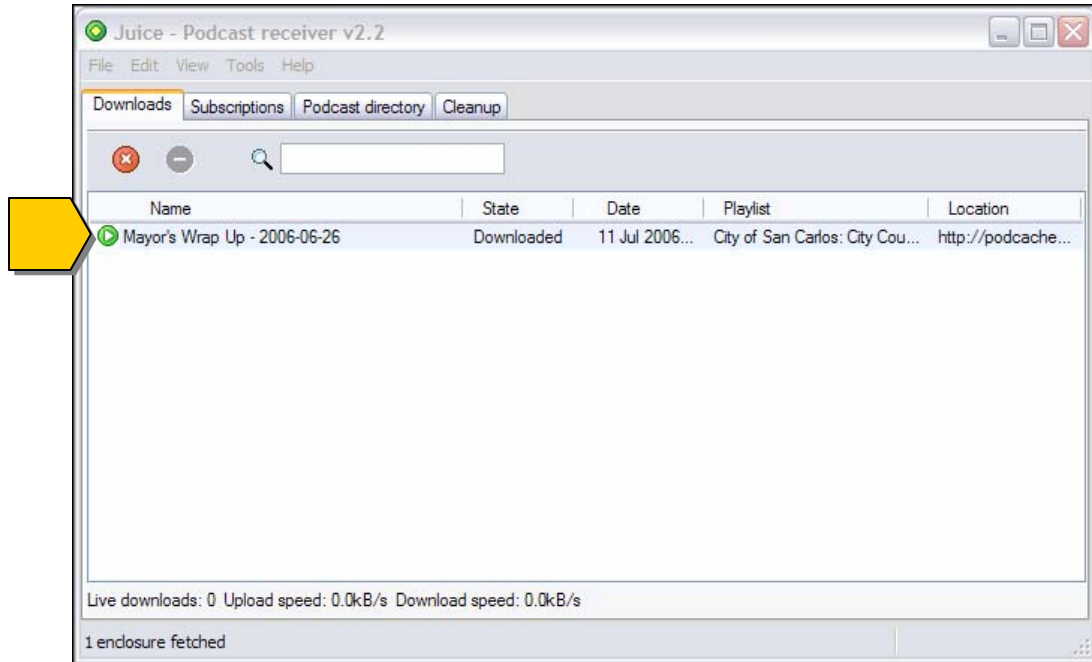
```
<?xml version="1.0" ?>
- <rss version="2.0" xmlns:dc="http://purl.org/dc/elements/1.1/">
- <channel>
  <title>City of San Carlos: City Council Meetings Podcast</title>
  <link>http://sancarlos.granicus.com/ViewPublisher.php?view_id=2</link>
  <description />
  <language>en-us</language>
- <item>
  <title>Mayor's Wrap Up - 2006-06-26</title>
  <link>http://sancarlos.granicus.com/MediaPlayer.php?view_id=2&clip_id=568</link>
  <description />
  <enclosure url="http://podcache-101.granicus.com/sancarlos/sancarlos_d3f4bad34156bdf333a705d4eb0a8e3.mp3"
    type="audio/x-mp3" />
</item>
```

Users can copy the URL from the Address Bar and paste it into their podcasting player. The player will have a mechanism for adding new feeds.

Adding a podcast to Juice is done by adding the feed's URL in the Subscriptions tab.



From that point forward, every time the user checks their RSS player, it will contain any new podcasts that have been added to your site. In Juice, for example, a downloaded MP3 will appear in the Downloads tab.



The files are stored in a directory where they can be transferred to an MP3 player or burned to CD.

Behind the Scenes

When an Archive is made public on your View page, a series of podcasting servers activate and begin transcoding the file from Windows Media video format into MP3 audio format. MP3 audio is used because it plays on both iPods and other brands of music players, reaching the widest possible audience.

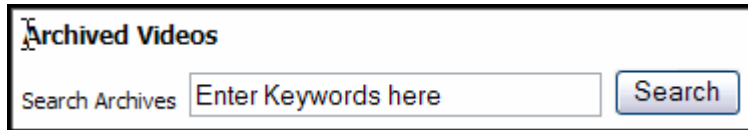
Once the files are converted to MP3 format, they are stored on special podcasting servers located within the Granicus MediaCenter™. As with your streaming content, you are allowed unlimited bandwidth.

Minutes and Video RSS

The Minutes and Video RSS links work in exactly the same way as the podcasting RSS feeds. Follow the procedures above to incorporate these feeds into your player.

RSS and Search

A search function resides on every View page.



Archived Videos

Search Archives

When a search for a keyword is completed, the results will be displayed in list format. An RSS link will appear next to the search results. If this link is clicked, it will create a URL link to that specific keyword search.

In this way, people can use their RSS reader to keep track of their most common searches – it remembers the results for them and updates every time there is a new search result.