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USER GUIDE

Podcasts

Schoolwires® **Centricity**™

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Introduction

With the **Podcasts** Premium Enhance Module, you can easily upload and broadcast audio and video to your website using easy-to-use and step-by-step wizards. You can create podcasts for any number of subjects by simply adding *Podcast Page* types to your site.

Through **Podcasts**, end-users can download and play a podcast on their computer or on their favorite MP3 player. Users can also subscribe to your podcasts through Real Simple Syndication (RSS) web feeds.

Audience and Objectives

We recommend that Site Directors, Subsite Directors and Section Editors read this chapter.

In this chapter, you will learn how to:

- Create a *Podcast Page* on your end-user website;

- Add episodes to your *Podcast Page*;

- Manipulate podcast episodes; and,

- Work with Really Simple Syndication (RSS).

Overview

Podcasting is a method of distributing multimedia files over the Internet for playback on mobile devices and personal computers. Podcasts allow you to create audio or video content for an audience to listen to or watch at their convenience.

The term "podcast" is derived from two words: i**Pod**® (an Apple® MP3 player) and broad**cast**. However, you do not need an iPod to broadcast or listen to podcasts. You can use any computer audio software that supports MP3 (e.g., Microsoft® Windows® Media® Player and QuickTime®) and any portable device that supports media download and playback to listen to podcasts.

The **Podcasts** Premium Enhancement Module allows you to:

- Create podcasts for any number of subjects by adding *Podcast Pages* to your website.

- Easily upload and broadcast audio and video using step-by-step wizards.

- Make podcasts available to visitors who can download and play the podcast on their computer or MP3 player.

- Automatically create RSS web feeds to allow visitors to subscribe to your podcasts.

- Syndicate your podcasts to popular applications such as iTunes®.

You might use a *Podcast Page* to share audio and video of:

- Lectures and student presentations

- Excerpts from school concerts and plays

- Sports highlights

- Foreign language lab assignments

If your organization has purchased the **Podcasts** Premium Enhancement Module and a Site Director or Subsite Director has enabled podcast editing for the *section*, a *Podcast Page* type will be available in the *Section Workspace*. See **Centricity** chapters, "Channel Workspace" and "Section Management," for more information on podcast editing and enabling.

There are three fundamental steps to podcasting on your website as illustrated in Figure 1:

- **Step 1**: Create the media file.

- **Step 2**: Add a *Podcast Page* and upload or link to the media file. This upload of link is called an episode. The **Schoolwires** software automatically creates the RSS/XML file and tags required to podcast.

- **Step 3**: Inform your audience that they can access your *Podcast Page*. They can also subscribe to it using RSS feeds, provided the Site Director has enabled RSS feeds for your website. See "Using RSS Feeds" later in this chapter for more information.
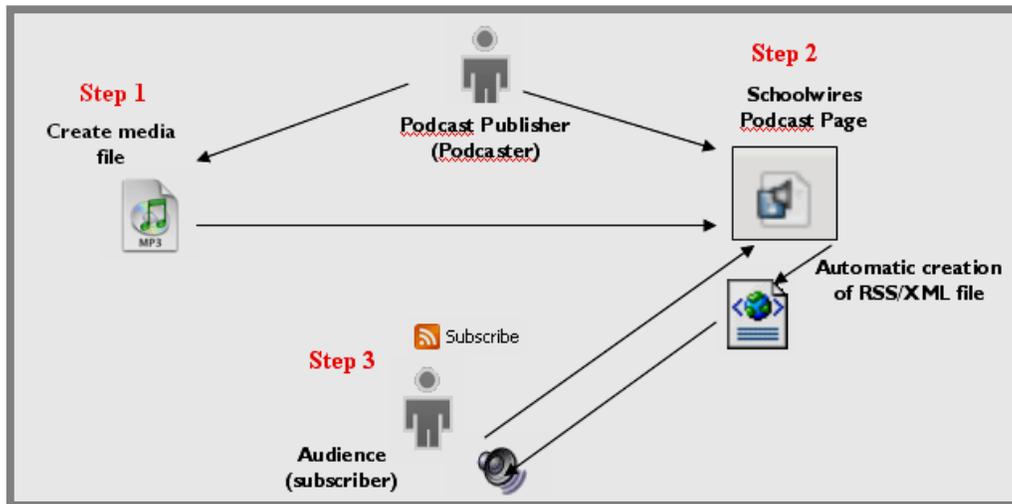

Figure 1: Podcast Module overview

Figure 2 illustrates what a *Podcast Page* might look like on your website.

Figure 2: Podcast Page on the end-user website

Adding a New Podcast Page

If your organization has purchased the **Podcast** Premium Enhancement Module and podcast editing is enabled for the *section*, you can add a *Podcast Page* just as you would add any other *page* type

To add a new *Podcast Page*:

1. Access the *Section Workspace*.

2. Click on the *New Page* button from the *Manage Pages* tab or the *Pages* drop-down menu. When using the *Manage Pages* tab, a window like the one shown in Figure 3 will display. When using the *Pages* drop-down menu, a window like the one shown in Figure 4 will display.
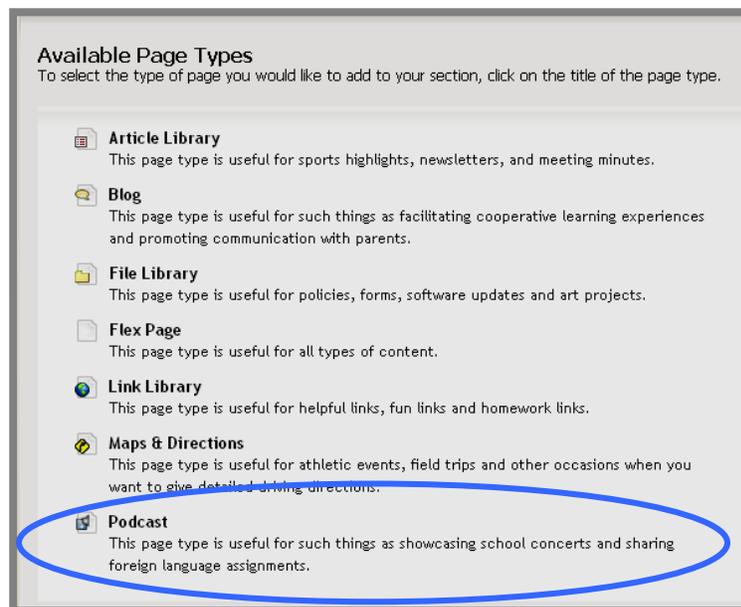

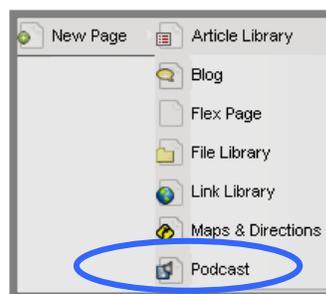**Figure 3: Page Types window without calendar page**

Figure 4: Pages drop-down menu without calendar page

3. Click on the *Podcast Page* type. An *Add Podcast Page* window like the one in Figure 5 will display.

Add Podcast Page
Enter the name of your Podcast Page below.

Page Name:
This is the page name users will see in your section navigation.

Reminder only displays if you are using section hierarchy

⚠ Section Hierarchy List Reminder:
Since you are using hierarchy navigation rather than automatic navigation, you must manually add this page to the hierarchy.

Save   Cancel

Figure 5: Add Podcast Page window

4. Enter a Page Name for the *Podcast Page* you are adding.

5. Click on the *Save* button. The *Section Workspace (Manage Pages* tab) will return as the active window. The *Podcast Page* you added will show under the Current Pages. Its status will be Active.

   TIP: Schoolwires recommends you make the Podcast Page inactive until you are finished working on it by clicking in the checkbox to the left of "Active." The "Inactive" status will display, and the Podcast Page will not be visible on the end-user website.

   Note: If your *section* has an active Hierarchy List you will need to manually add the new *Podcast Page* to the Hierarchy List to make your *page* accessible on the end-user website. If you have an active Hierarchy List, you will see a reminder like the one shown in Figure 5. See **Centricity** chapter, "Site Shortcuts & Section Hierarchy," for more information.

Adding a New Episode

A *Podcast Page* is a collection of episodes just as a *File Library* is a collection of files. Until you add an episode to the *Podcast Page*, it is empty.

Supported File Types

To create an episode, you will upload or link to a media file. **Centricity** supports the following file types:

File Extension	File Type
MP3	Sound
MOV	Apple QuickTime
WMA	Microsoft Windows Media

What is an MP3 File?

MP3 files are digital recordings compressed into relatively small files (approximately one megabyte per minute of audio).

What is an MOV File?

MOV files are Apple QuickTime files. They can contain video as well as audio.

What is a WMA File?

WMA (Windows Media Audio) is Microsoft compressed audio file format.

⚠ **Warning**: Exercise caution when creating podcasts. You could be prosecuted for using copyrighted material without permission (e.g., converting CDs to MP3 files for use on a *Podcast Page*).

Adding a New Episode

To add a new episode to a *Podcast Page*:

1. Once you have added a *Podcast Page* using the *New Page* task, access the *Section Workspace*.

2. Click on the Podcast Page to which you want to add an episode. An Episodes window like the one shown in Figure 6 will display.
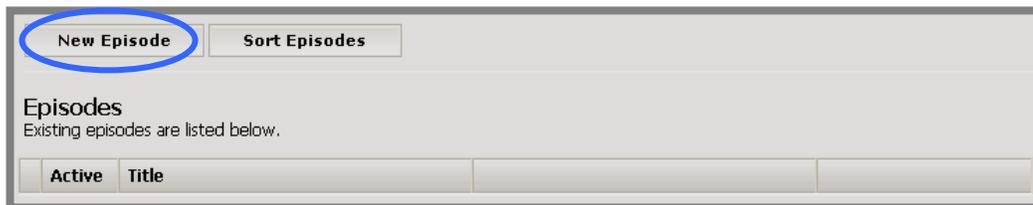
Figure 6: Episodes window

3. Click on the *New Episode* button. A *New Episode* window like the one shown in Figure 7 will display.

Figure 7: New Episode window

4. Enter the Title for the new episode (required).

5. Enter a description into the limited-function **Editor** (optional). See **Centricity** chapter, "**Editor**," for more information.

6. Enter the Author (optional).

7. Enter the length in time of the episode (optional).

8. Select one of two options for the Media File or URL field:

   a. Paste or type the URL for a media file that you have uploaded to another location. Skip to step 9.

   b. Click on the *Browse* button to the right of the field to upload a file. A *Select File Wizard* will display.

      i. Choose the location of the desired file from the following options:

         1) Browse your computer or network.

         2) Browse the *section Files & Folders* for a media file that you have pre-uploaded in preparation for adding to this *page*.

         3) Browse your organization's Shared Library for an existing media file.

      ii. Follow the *Select File* wizard prompts for the file location.

      iii. Click on the *Next* button. Step 3 of the *Select File* wizard will display with this message: "Your file has been uploaded and selected. Please click the **Select** button."

      iv. Click on the *Select* button. The *New Episode* window will return as the active window and the file path to the file you chose will display.

9. Click in the Active checkbox if you want this episode to display immediately on your *Podcast Page*. If you do not make it active now, remember to make it active later or it will not appear on the end-user website.

10. Click on the *Save* button. The *Episodes* window will return as the active window. The episode you just created will appear on the list. If the episode and *Podcast Page* are active, you can view the change on the end-user website.

    TIPS: If you do not see an episode or Podcast Page on the end-user website when you expect to see it, check to be certain it is active.

    If your organization has purchased the **E-Alerts** option, you can create a Content E-Alert for the episode. See **Centricity** chapter, "**Editor**," for more information.

Working with Episodes

Using the Audio Controls

For MP3 files, once you have added an episode an audio control like the one shown in Figure 8 will display. As you can see in Figure 8, you use the audio controls to:

1. Play or pause the file (the pause icon appears once you press the play icon).

2. Advance or rewind the file by clicking in the status bar of the control.

3. Increase or decrease the volume by clicking on the bars.

Note: If you are using WMA or MOV files for your podcast, you will not see the audio controls in the *Episodes* window or on the end-user website.
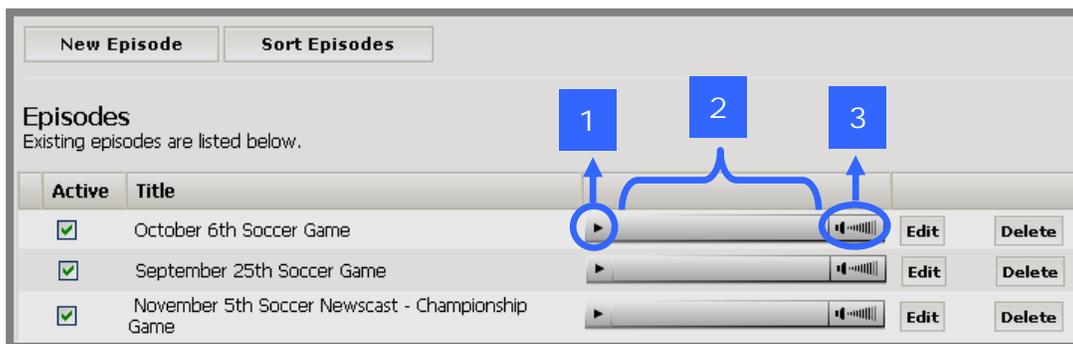

Figure 8: Audio controls

Sorting Episodes

To sort episodes on a *Podcast Page*:

1. Access the *Section Workspace*.

2. Click on the *Podcast Page* that contains the episodes you want to sort. An *Episodes* window like the one shown in Figure 9 will display.

Figure 9: Episodes window

3. Click on the *Sort Episodes* button. A *Sort Episodes* window like the one shown in Figure 10 will display.
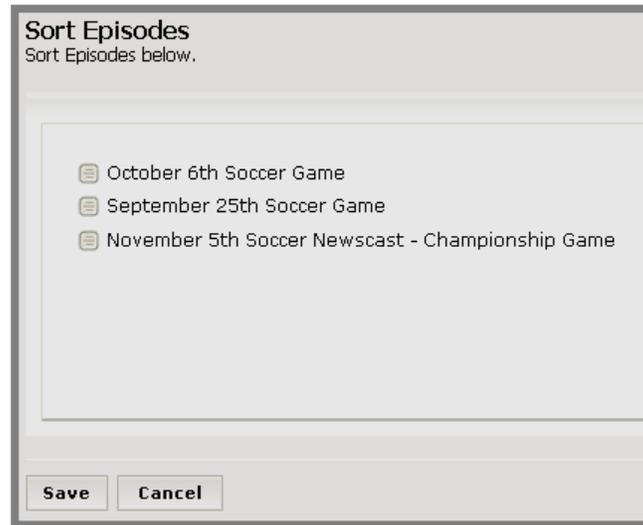

Figure 10: Sort Episodes window

4. Click on the episode you wish to move.

5. Hold down the mouse as you drag the episode to the new location.

6. Repeat Steps 4 and 5 as required until the episodes are in the desired order.

7. Click on the *Save* button. The *Episodes* window will return as the active window. If the episodes and *Podcast Page* are active, you can view the change on the end-user website.

Editing an Episode

To edit an episode on a *Podcast Page*:

1. Access the *Section Workspace*.

2. Click on the *Podcast Page* that contains the episode you wish to edit. An Episodes window like the one shown in Figure 11 will display.
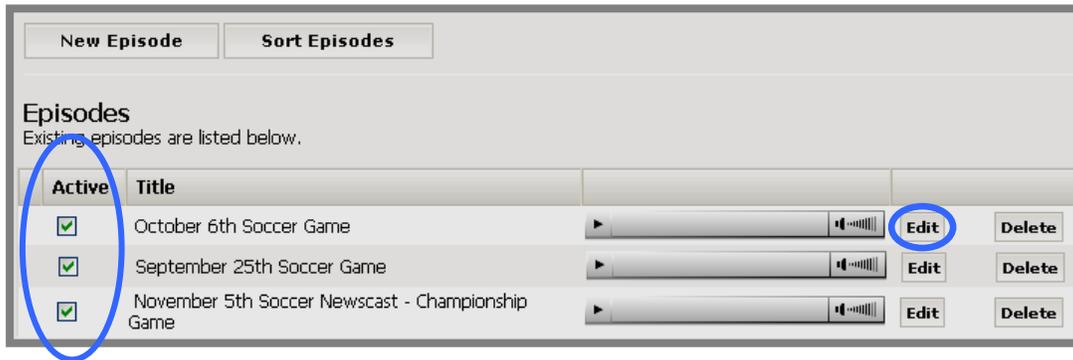

Figure 11: Episodes window

3. Click on the *Edit* button to the right of the episode you want to edit. An *Edit Episode* window like the one shown in Figure 12 will display.

Figure 12: Edit Episode window

4. Make the desired changes.

    Note: If you upload a new podcast file, it will replace the one that you uploaded previously.

    TIP: You don't need to edit an episode to change its status. As you can see from Figure 11, you can use the "Active" checkbox on the Episodes window to do this.

5. Click on the *Save* button. If the episode and *Podcast Page* are active, you can view the change on the end-user website.

    TIP: If you do not see an episode or Podcast Page on the end-user website when you expect to see it, check to be certain it is active.

Deleting an Episode

To delete an episode from a *Podcast Page*:

1. Access the *Section Workspace*.

2. Click on the *Podcast Page* that contains the episode you wish to delete. An *Episodes* window like the one shown in Figure 13 will display.
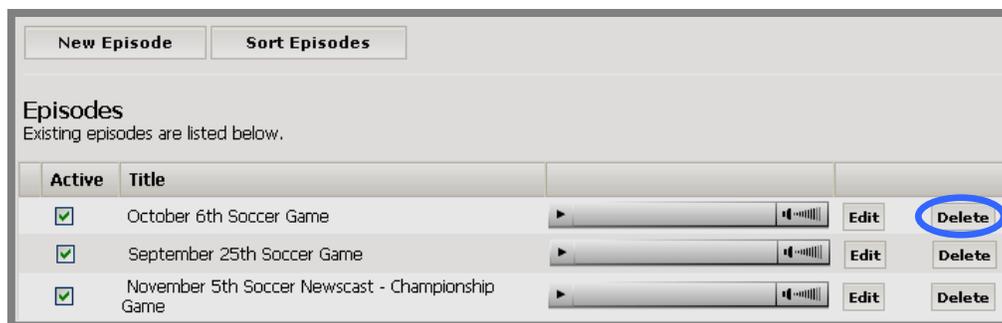

Figure 13: Episodes window

3. Click on the *Delete* button to the right of the episode you wish to delete. A confirmation message like the one shown in Figure 14 will display.
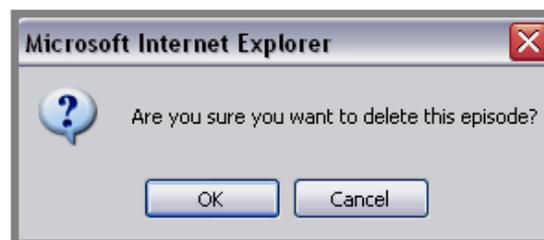

Figure 14: Episode delete confirmation message

4. Click on the *OK* button. The *Episodes* window will return as the active window. The episode you removed will no longer be on the list. You can view the change on the end-user website.

    TIP: If you uploaded a media file, the file will still be on the server unless you delete it using the Files & Folders task.

Tasks on the Manage Pages Tab

Since a *Podcast Page* is a *page* type, you will work with *Podcast Pages* in the same way you work with other *page* types. On the *Manage Pages* tab, you have access to the following tasks related to *Podcast Pages*:

- *New Page* button—choose from a variety of *page* types to expand *section* content. You can use this button to add a *Podcast Page*.

- *Sort Pages* button—sort all *pages*, including *Podcast Pages*, alphabetically or manually.

- *Hierarchy List* button (optional)—build your own navigation by "nesting" *pages*, including *Podcast Pages,* under another *page* with expandable navigation links.

- *Filter Out* checkboxes—change the *Current Pages* view to show only active *pages* or only inactive *pages*.

- *Status and Checkbox*—view and change the status of *pages*, including *Podcast Pages*.

- *Page Name* link—edit an existing *Podcast Page* by clicking on the title of the *Podcast Page*. This is a link to that *Podcast Page*.

- *Type*—view the type of *page* used to create the *page*. In this case, it will be a *Podcast Page*.

- *URL* button—obtain the web address for a *Podcast Page*.

- *Rename* button—assign a different name for the *Podcast Page*.

- *Options* button—control viewing permissions (roles) for a *Podcast Page*.

- *Delete* button—delete a *Podcast Page* from the end-user website and **Site Manager**.

See **Centricity** chapter, Section Workspace," for more information.

Using Podcasts on the End-User Website

The Podcast Page on the End-User Website

There are three primary elements to a *Podcast Page* on the end-user website as illustrated in Figure 15:

1. *Subscribe* icon—share updates with visitors through RSS (web feed) technology by feeding postings to newsreader software or portal websites.

   Note: Site Directors can turn the *Subscribe* function for RSS feeds on or off for the entire website. If you do not see the *Subscribe* icon, your organization's Site Director has turned the display of this function off. See "Enabling the Subscribe Function for RSS Feeds" later in this chapter for more information.

2. *Episode*—view episode title, content, author and length.

3. Audio controls—play, pause, rewind or fast-forward file; change the volume; or download the file.

   Note: If you uploaded WMA or MOV files, you will not see the audio controls in the *Episodes* window or on the end-user website.
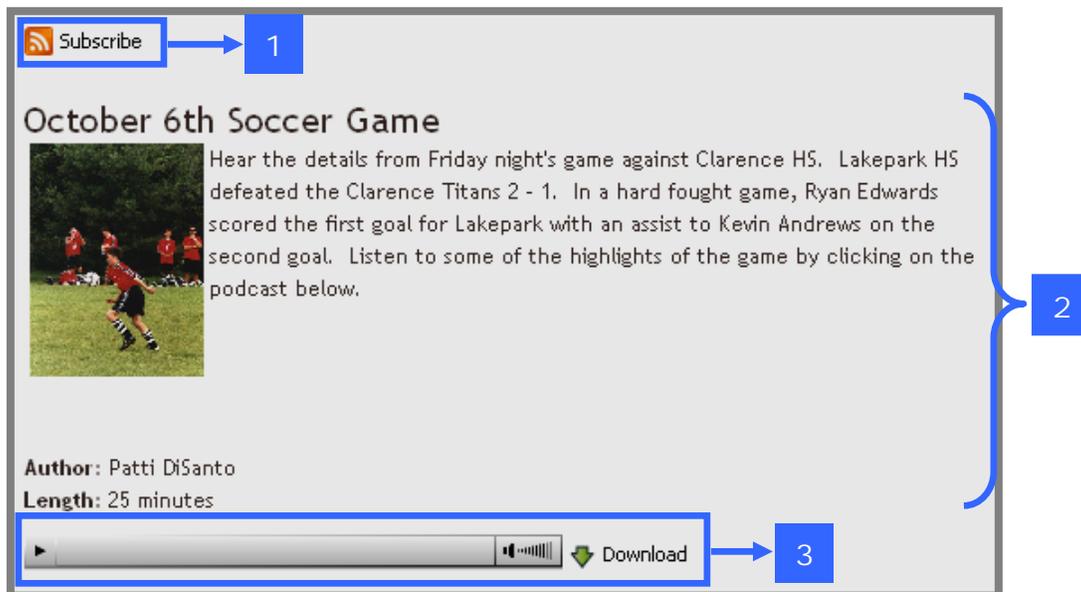

Figure 15: Podcast Page on the end-user website

Using RSS Feeds

If RSS feeds have been enabled for your organization's website, visitors may subscribe to RSS feeds for *Podcast Pages*. They will use the *Subscribe* icon as shown in Figure 15 to do this. By doing this, they are adding an RSS feed to a homepage or web page for a service with which they have or create an account.

Note: Site Directors can turn the *Subscribe* function for RSS feeds on or off for the entire website. If you do not see the *Subscribe* icon on a *Blog Page* on the end-user website, your Site Director has turned the display of this function off. The on/off display is determined for the entire website. It cannot be turned on or off for a *subsite* or *section* or *page* type. The default display is "off".

What are RSS feeds?

"RSS" is a family of web feed formats, specified in XML and used for web syndication. Web syndication is a form of syndication in which a section of a website is made available for other sites to use. In general, web syndication refers to making web feeds available from a site in order to provide other people with an updated list of content from it (e.g., a new episode).

The benefits of subscribing to RSS feeds are:

- Subscribers will be notified of updates from the many web sites that they frequently read without visiting them one by one.

- Subscribers can read their favorite web sites from one convenient location without interface clutter.

- Subscribers can be notified of updates from web sites without revealing their email address for security reasons.

On your website powered by **Schoolwires**®, *pages* with RSS feeds display the *Subscribe* icon.

Subscribing to a Podcast Page

When you click on the Subscribe icon on a *Podcast Page*, a window like the one shown in Figure 16 will display.
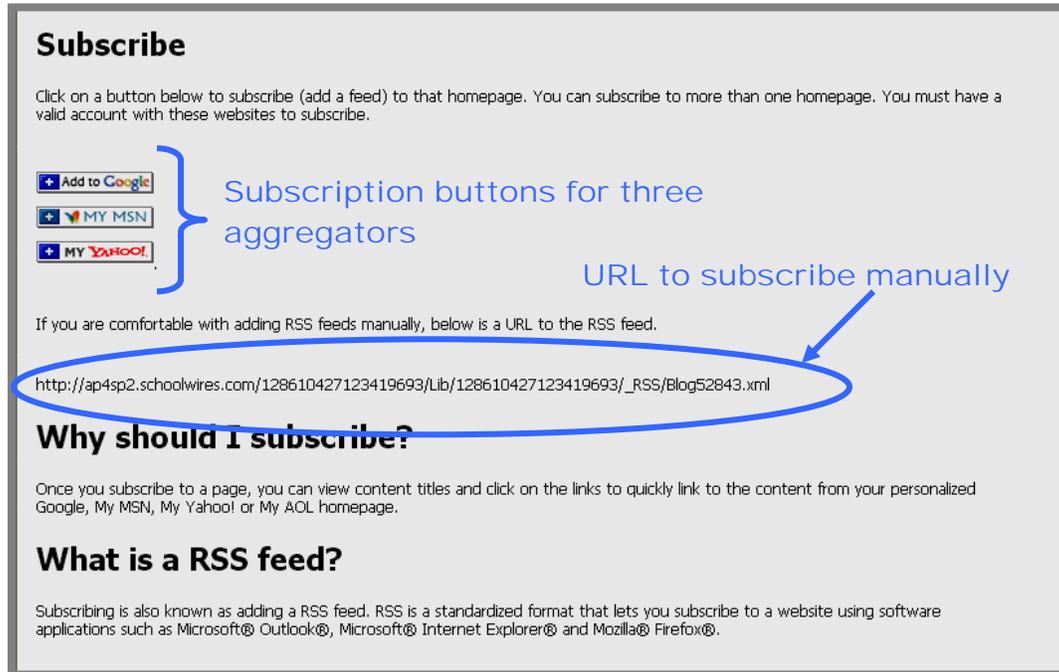

Figure 16: Subscribe window

You can subscribe in one of two ways:

- Click on any of the three news aggregators' (Google™, My MSN® or My Yahoo®) subscription buttons. These buttons will link you to the aggregator and simplify the process of adding feeds. Follow the aggregator's instructions to complete the subscription.

- Use the URL supplied to manually add the RSS feed.

Note: You can add an RSS feed to more than one aggregator's homepage, but you must have a valid account with that aggregator.
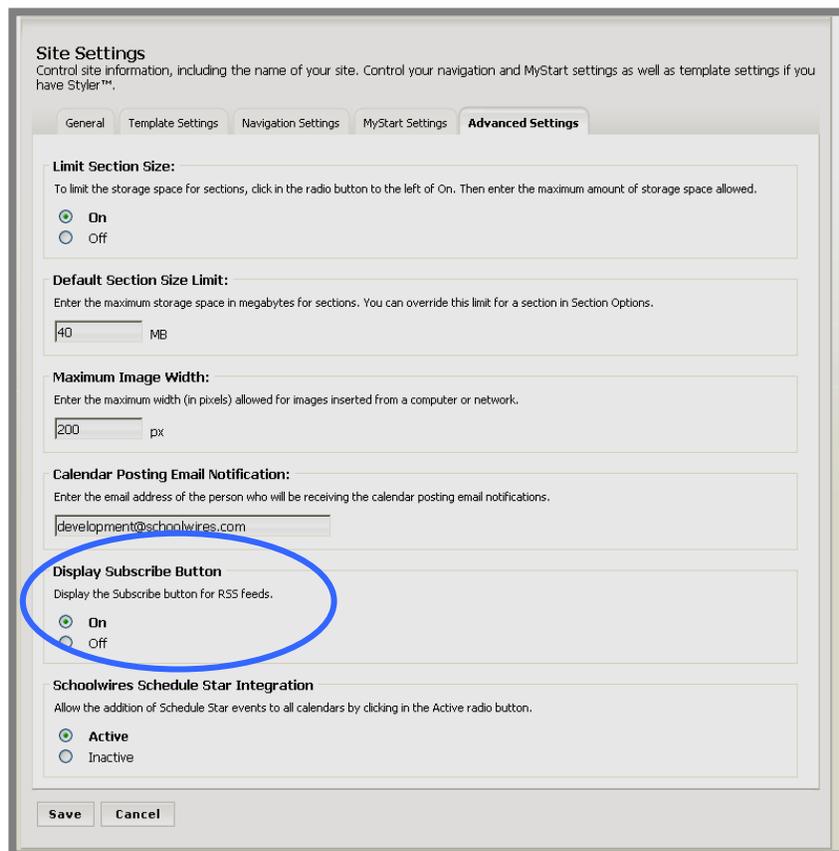
Enabling the Subscribe Function for RSS Feeds

Site Directors enable or disabled the *Subscribe* function for RSS feeds for the entire website. If you do not see the *Subscribe* icon on your *Podcast Pages* on the end-user website, your Site Director disabled RSS feeds.

Note: The on/off display is determined for the entire website. It cannot be turned on or off for a subsite. The default display is "off."

To view or change the display of the *Subscribe* icon:

1. Access the *Site Workspace*.

2. Select *Site>Site Settings* from either the *Configure* tab or the *Configure* drop-down menu.

3. Click on the *Advanced Settings* tab. The *Display Subscribe Button* option will appear as shown in Figure 17.

Figure 17: Display Subscribe button on Advanced tab of Site Settings

4. Choose to display or hide the button (i.e., enable or disable RSS feeds) by clicking in the appropriate radio button.

5. Click on the *Save* button. The *Site Workspace* will return as the active window. You can view the change on the end-user website.