**What is a Podcast**

***podcast*** *n. a digital recording of a radio broadcast or similar programme, made available on the Internet for downloading to a personal audio player.*

In this article I'm going to explain what a podcast is and why it's becoming such a popular media. This is going to be an easy to understand podcast definition in everyday terms.

You're about to see how you can find a huge variety of new and interesting content from the internet to fill your MP3 player for free. You can listen to what you want, when you want, and how you want.

Imagine getting new “radio”-style talk and music shows to listen to on your iPod or other MP3 player every day. You wake up and automatically have new shows ready to listen to while you exercise or commute to work. This is the podcast listening experience.

Not only that, but anyone can create his or her own “radio”-style show and broadcast it to the world in very little time and at very little cost. All you need is a computer, a mic and the Internet.

**So Let’s Talk More Specifically Now About What is a Podcast?**

The word podcast is a play on the word broadcast combined with the word iPod (one of the most popular portable MP3 players). Apple did not invent the word podcast, although I'm sure they are enjoying the free marketing they are getting from the popularity of podcasting.

You do not have to have an iPod to listen to a podcast. In fact, I personally believe there are many other MP3 players that are better for listening to podcasts. You can listen to podcasts on anything that plays MP3s. Once the podcast is downloaded, it's just an MP3.

**The Podcast Revolution: You Can Create or Listen to Whatever Kind of Audio Content You Can Imagine.**

Anyone can create a podcast. All over the world, people are creating podcasts on subjects ranging from movies, to technology, to music, to politics and whatever else you can think of. This is new original content made by passionate people who want to share their creativity with the world.

The cost to start podcasting is so low that anyone can do it. Most podcasters are everyday people like you and me. They could be talking to you driving in their car, sitting in their living room or speaking at a conference. You get to glimpse into their life and into their interests.

Podcasters are creating very raw and real content and listeners are responding. Free from corporate radio and broadcast regulations, you can create whatever kind of show you can imagine.

Some podcasts are “talk show” style. Others introduce you to the latest bands and music. With podcasts you can stay current on the news, get a glimpse into someone’s life, listen to move reviews and the list goes on.

People who are very passionate about their subject make most podcasts. Passion is infectious and interesting to listen to. Since the birth of podcasting, a huge variety of shows have shown up on the Internet.

In addition, many major media outlets are also now offering podcasts. You can listen to NPR, Rush Limbaugh and many major news outlets by podcast.

**What Makes Podcasts Different and So Popular to Listen to?**

Maybe you're still wondering what all the hype is about. MP3s have been on the Internet for quite some time. Internet radio is nothing new. Audio blogs have been around for a while, too.

What sets podcasts apart is that they can be automatically downloaded to your computer and synced to your MP3 player without you lifting a finger. You can wake up each morning with new shows on your MP3 player ready to listen on your way to work.

This ease and convenience of this automatic delivery is powerful. This is what sets podcasting apart and made it so popular. Imagine walking into Starbucks to get a drink and by the time you leave you have new shows to listen to on your MP3 player. We haven’t reached that point yet, but we are headed there.

This amazing technology came out of the minds of David Winer and Adam Curry (you may remember Adam was a VJ on MTV in the mid-80s). Adam wanted an easy way for people to create audio content and for listeners to automatically receive it to their MP3 players.

David had the basic feed technology (explained below) in place to make it happen. Together they put together the foundation that would become podcasting. You can read more about the history of podcasting here.

**Podcasts Automatically Put New Listening Content on Your MP3 Player on a Regular Basis Without You Having to Lift Even a Finger**

At the core a podcast is an audio file that is automatically received from the Internet and then synced to your MP3 player. The files are received by subscribing to what's called a podcast feed. Sometimes you also hear this called an RSS feed, but that is just geek speak that gets used to try and impress you.

Maybe you have seen the small orange icons that look like this or this on some web pages. This icon is a link to news feed. Blogs use this kind of feed to deliver new content to their subscribed readers.

The same kind of feed is used to deliver podcast shows to your computer. You don’t need to know how the feed works to subscribe. You just need to know that you can subscribe to a podcast feed to get the latest shows when they are released.

You don’t have to remember to check for new shows. You don’t have to download it. It's done for you.

You can think of a podcast as being like a magazine because you subscribe to it and receive new content regularly.

Even though subscribing to a feed is the most convenient way to receive podcast, you don’t have to subscribe to listen. Many podcasts can also be streamed from the web or downloaded directly as an MP3 file.

**Now You Can Listen to Exactly What You Want, When You Want and How You Want!**

With podcasts, you're in control. Earlier I mentioned that a podcast is kind of like a magazine subscription. Podcasts are also like Tivo because you're in control of when you listen to it.

You can rewind a podcast. You can play it over and over. You can pause it. You can store it wherever you want. You can delete it when you want. Podcasts give you the control.

You can listen to podcasts on your computer, burn them to CD or transfer them to your MP3 player. You're in control of when and how you listen.

Compare that to listening to the radio. Big corporations decide what you get to listen to and when you listen to it. It's all controlled by what will make them money. Now you can have radio your way.

Unlike streaming audio, you can take a podcast with you. To listen to streaming content you're tied to a computer with a fast Internet connection.

Now compare podcasts to a download from iTunes. You're not limited to how many times you can download a podcasts or how many times you can burn it. It's not limited to only playing in certain media players.

Since podcasts showed up in Fall 2004 thousands of shows have been created. In the Summer of 2005 iTunes 4.9 added features for podcasts. This generated a huge leap forward in the number of podcast listeners and podcasters.

A popular podcast feed management site, Feedburner, reported that the number of listeners in January 2005 (13,500) almost doubled to 24,000 by February of 2005. This stat is from just one slice of the podcasting feeds on the Internet.

Podcasting has become a big buzzword on the web and in the media. New services for listening to and creating podcasts are constantly popping up. This industry is seeing very exciting growth. Podcasting is moving forward at the speed of light.

Despite this rapid growth, we are only scratching the surface. You can still catch this wave. Think of how fun it will be to create your own podcast and become a celebrity on the Internet.

People will be listening to what you have to say. They will be enjoying your own creation. You can become and a recognized expert on the topic of your choice. This makes podcasting valuable for business use.

You can leverage this relationship with your audience to make money and promote yourself. Your listeners will become dedicated and will return often for your opinion and expertise.

***Steps to Make a Podcast using Garage Band***

**Step 1**

Open GarageBand from your "Applications" folder and then click "Create New Podcast Episode" option. Type in a name for your podcast file and then choose where you want the file to be stored from the drop-down menu. Click the "Create" button.

**Step 2**

Click the "Jingle" option to record your introduction music or add a song. Click the "File" option at top toolbar and then click the "Open" option. Locate the song you want to add.

**Step 3**

Click the male or female voice option and then click the red "Record" button when you're ready to record your podcast. Make sure you are using a compatible microphone or the built-in microphone in your Mac. Adjust the speaker volume by moving the volume cursor.

**Step 4**

Add background music by clicking the "Track" option and then click the "New Track" option. You can then upload a music file or drop the file into the new track area.

**Step 5**

Add artwork for you podcast by dragging any pictures to the "Episode Artwork" box in the left hand corner. This picture will now show up when your podcast is published.

**Step 6**

Review and edit your podcast track once you're finished. Click the "Rewind" button and then the "Play" button to listen to your podcast. Click the "Share" option and then click the "Send Song to iTunes" option.

**Step 7**

Click the "Share" button. ITunes will automatically open and you'll be able to hear your podcast as an MPEG file. Your podcast is now stored in your iTunes library and you can upload it to your blog or anywhere you want to [publish](http://www.ehow.com/how_5890662_use-podcasting-garage-band.html) it.