

Terms and Tips from Colin Meeks —originally published in Podcaster User Magazine

These are a few ideas I found in PUM, which is an acronym for Podcast User magazine. It has been published almost every month since January 2006.

<http://www.podcastusermagazine.com>

### **Finding podcasts**

“The best treasures sometimes seem to be hidden. Don’t fall for the Top 10, Top 100 or popular lists. Don’t be led like a sheep, take a shovel and dig around. Some of the very best content can be found in the poorest publicized and sometimes ignored podcast. There are some hidden gems to be found that have a tiny audience.”

*Paul Nicholls - PUM issue 1*

*“Becoming a Discerning Listener Advice”*

Colin Meeks offers a handy guide to podcasting terminology

“As is always the way with new technologies, they all have their buzzwords; some are regular words, given a new purpose, whilst others are totally new words, like podcast. Once these new words are introduced and the technology juggernaut begins to gain momentum, it is helpful to have some understanding of these terms.

### **Podcast / Podcasting**

Podcasting, is the term that combines two words: iPod, and, broadcasting. One of the many confusions is that you do not need an iPod to listen to podcasts. In their simplest form, podcasts are just MP3 audio files that have been made available for easily downloading. In 2005, the New Oxford American Dictionary declared, podcasting, the word of the year, defining the term radio broadcast or similar program, made available on the internet for downloading to a personal audio player. A personal audio player can be anything from a desktop or laptop computer, a handheld gaming console, a portable MP3 player or even a regular audio CD player if the podcasts have been written to a CD

### **Subscribe / Subscription**

One of the many misconceptions regarding podcasts, are the terms ,subscribe, and to anyone not too versed in the ways of the internet, these can seem somewhat confusing and intimidating. Many people see the term ,subscribe, and choose to give podcasts a wide berth because they assume that subscribing costs money, as it usually does with magazines. Many people whom I've introduced to podcasts, come back to me and say, it's all very interesting, but I don't want to pay for something before I know whether Ill like it or not. This has happened all too often and now I make sure to let new users know what to expect so now I have a lot fewer questions regarding the subscription model.

## **Aggregator**

This is the computer program you use to subscribe to our favourite podcasts. The aim of the aggregator is to intermittently check to see if there are any new podcasts available for the shows you are subscribed to and, if so, download them without any manual intervention from you, making the whole podcasting experience much more effortless. This is the behind-the-scenes magic that the aggregators use to download and analyze to determine if there are any new podcasts available. This is one of the things you look for on a website, where you want to subscribe. You will usually see a ,Subscribe to Podcast, button or a ,Podcast RSS, button. XML This is what an RSS feed is comprised of. ,XML, which stands for E[x]tensible [M]arkup [L]anguage, used to store or transport data. XML differs from many other forms of data in that it is for the most part human-readable.”

I hope this has clarified some of the most confusing terms. If you would like to see a further breakdown of some other words, do not hesitate to email Colin. Meeks is a programmer and the brains behind

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In another article Colin offers advice for recording.

- “1. Slow down, it’s not a race. This also gives you the opportunity to think a bit longer about what you want to say.
2. If are passionate about your subject matter, don’t be afraid to let it show.
3. Don’t think of yourself talking to an audience, think of yourself talking to a friend; intimacy is the key

My last piece of advice is to have fun and enjoy doing your podcast. If you don’t, it will soon show.”