

What does it cost to create an audio podcast?



For a simple audio podcast, all you need is a computer or personal media device with a sound card, an inexpensive or built-in microphone, sound editing software, and a broadband Internet connection with access to a website.

Equipment >>

Computer

Most companies have computers, just make sure your PC is running with Windows XP or your Mac is running OS 9 or X. The computer system must have at least 512 MB of memory, 2 to 3 GB of free hard drive space, and a sound card. Most computers released within the last several years have the capability to do or receive a podcast.

If you prefer a handheld device:

iPods, MP3 Players, BlackBerrys
\$25 to \$500

Microphone and headphones
\$35 to \$350

The microphone must be able to plug into your computer's microphone jack. Any headphone that will plug into your computer will work fine. Headsets are convenient, since the microphone and earphone are combined. To filter out popping, purchase a pop filter or wind screen for the microphone. They cost about \$5.

Software >>

Audio recording and editing software
FREE

Audacity software has become very popular for podcasting. It has all the basic features you'll need to record and edit your shows, it's easy to use, and it runs on PC or Mac. You can download the latest version at <http://audacity.sourceforge.net/>.

MP3 encoder
FREE

Once you create your podcast, you need to convert it to MP3 format. Converting your audio to MP3 makes the file size smaller and easier for others to download and listen to. LAME audio compression software is compatible with Audacity. You can download LAME at www-users.york.ac.uk/~raa110/audacity/lame.html.

Media player or iTunes
FREE

You will need this software to listen to the podcasts. You can download Media Player at www.microsoft.com/windows/windowsmedia/player/download/download.aspx.

File transfer
FREE

Once you've recorded your audio and converted it to MP3, then you need to upload it to the Internet. For this you'll need a file transfer program, such as SmartFTP. It's free for personal, educational, and not-for-profit use. If you use it for commercial purposes, it's \$36.95.

There are many different tutorials and starter kits available to help you create a podcast. Check on the Internet and take the time to research your options thoroughly.

High-end podcasts
\$3,000 to \$15,000

Many of the companies that are producing high-end podcasts are doing so in sound studios with hosts, musical scores, phone interviews, voice talent, and sound effects.



SUBSCRIBE TO T+D MAGAZINE!

YES! I want a subscription for only \$99 (US) or \$165 (US) International to *T+D* magazine—12 monthly issues that keep me at the forefront of workplace learning and performance.

Order Information

Name: _____

Title: _____ Company: _____

Address: _____ City: _____

State/Province: _____ Zip/Postal Code: _____

Country: _____ Email: _____

Phone: _____ Fax: _____

Check One:

Visa MasterCard Amex Discover Check

Card Number: _____ Expiration Date _____

Signature: _____

Please fax this completed form to +1.703.683.9591 or mail with a check payable to ASTD at the address below.

Orders are processed within three business days. If you have any questions, please contact us at publications@astd.org

ASTD (American Society for Training & Development)
1640 King Street, Box 1443; Alexandria, Virginia, 22313-2043, USA
Phone: 703.683.8100 / Fax: 703.683.8103

Rates valid through 12/31/06. Subject to change thereafter.