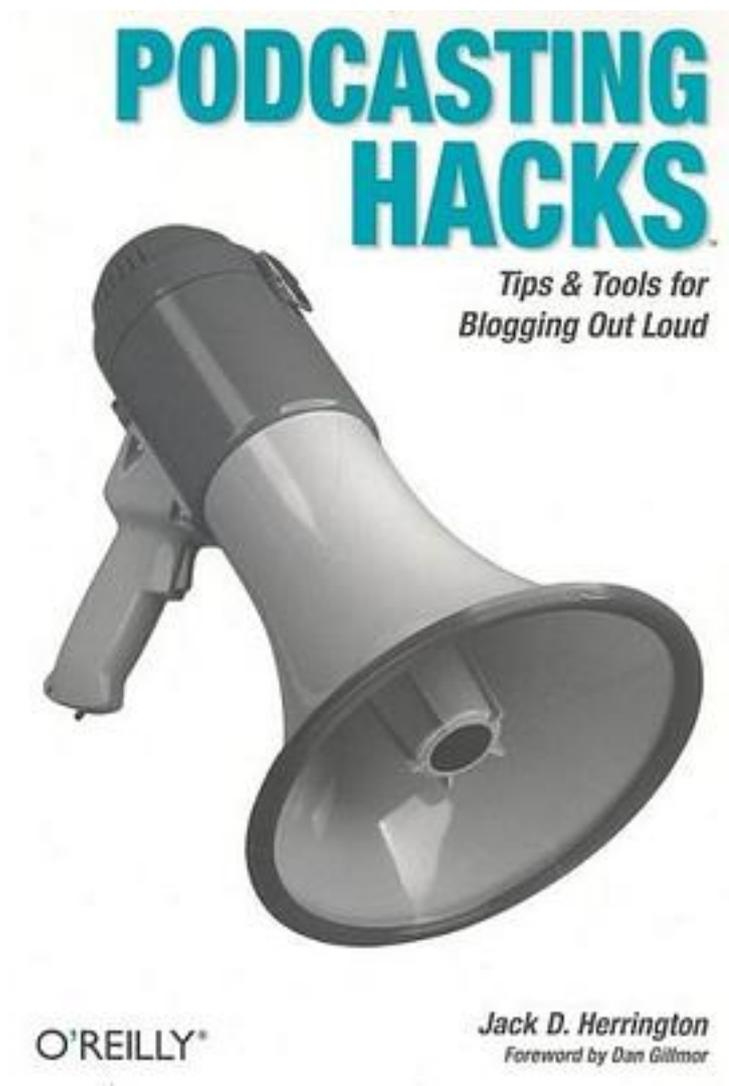


Podcasting Hacks



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Podcasting does for Internet audio listeners what TiVo does for television viewers - it puts you in charge of when you enjoy a program. Podcasting is a web-based broadcast medium that sends audio content (most commonly in the MP3 format) directly to an iPod or other digital audio player. You subscribe to audio feeds, receive new files automatically, and listen to them at your convenience. As you can imagine, podcasting is taking the "blogsphere" by storm. A podcast is a professional-quality Internet radio broadcast, and like blogging and HTML before it, this revolutionary new way of publishing to the Internet has become the new outlet for personal expression. If you've got Internet access and a copy of "Podcasting Hacks", you can find out just how easy it is to listen to and create your own Internet audio programs. With "Podcasting Hacks", Jack Herrington, a software engineer with 20 years of experience developing applications using a diverse set of languages and tools, delivers the ultimate how-to of podcasting for anyone looking to get the most out of this hot new medium. Since August 2004 (the month that iPodder.com editor Adam Curry considers the start of podcasting), audio blogging has exploded. Podcasts cover every conceivable topic, including sex, relationships, technology, religion, home brewing, recreational drugs, rock 'n roll, food, entertainment, politics, and much more. There were podcasts from the Democratic National Convention in Fall 2004, and some programs on Air America and NPR are also podcasts. "Podcasting Hacks" offers expert tips and tools for blogging out loud - for transmitting (and receiving) audio content worldwide with ease. This groundbreaking volume covers both entry-level and advanced topics perfect for aspiring and experienced podcasters. Herrington shows you how to get started, create quality sound, use the right software, develop a great show, distribute a podcast, and build an audience. More advanced topics include audio editing, podcasting on the go, and even videocasting.

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