

**WEBINARS, SCREENCASTS  
& PODCASTS, OH MY!**

Avenue Z Writing Solutions

### Session Overview

- What it is
- What you can do with it
- How I do it
- What to worry about
- When to go for help
- Resources
- Q&A

### This Is Me

- Beth Ziesenis, Owner, Avenue Z Writing Solutions
  - Education Director for the International Erosion Control Association
  - Multimedia Education Manager for conference recording company
  - Journalist, educator and writer for more than 20 years
  - Tech geek and cheapskate

### Introduction

- If I can do them, you can do them
- They can be inexpensive and fairly easy
- They can be time-consuming and annoying
- Free tools abound to help you cut costs

### The MOST Important Question

What is your goal?

### Screencast: What It Is

**From Wikipedia**

A **screencast** is a digital recording of computer screen output, also known as a *video screen capture*, often containing audio narration. Although the term **screencast** dates from 2004, products such as Lotus ScreenCam were used as early as 1994.

Just as a screenshot is a picture of a user's screen, a screencast is essentially a movie of the changes over time that a user sees on his monitor.

### Screencast: What Can You Do with It

- Great for showing step-by-step instructions



### Screencast: What Can You Do with It

- Great for giving feedback



### Screencast: What Can You Do with It

- Member login procedures
- Board and committee updates
- Staff training
- What else?

### Screencast: How I Do It



- It's all about the Jing...
  - Review:  
<http://www.avenue2toolbox.com/2009/01/jing-screen-captures-for-free/>
  - Site:  
<http://www.jingproject.com/>

### Screencast: How I Do It

- Open Jing
- Put a box around the area you want to capture
- Choose to capture video (you can also take a screenshot)
- The screen will count down 3-2-1, and then the mic is on and you're recording
- Record up to 5 minutes
- Choose where you want to save the file – online, on your computer, etc.

### Screencast: How I Do It

Example – Let's do one!

### Screencast: What to Worry About

- Quality of audio
- Size of file – Jing limits to 5 minutes
- Length – do you really want to go over 5 minutes?
  - ▣ Try Camtasia, also by TechSmith
- Viewership – watch bandwidth
  - ▣ Create a screencast.com account
  - ▣ Upgrades available

### Screencast: When to Go for Help

- When you need to do a full-length presentation
- When it needs to be more professional
- When you need an intro/exit
- When you don't have the time and you need several done

### Podcast: What It Is

#### From Wikipedia, the free encyclopedia

A podcast is a series of digital media files, usually digital audio or video, that is made available for download via Web syndication.

### Podcast: What It Is

The syndication aspect of the delivery is what differentiates podcasts from other files accessible by direct download or streaming.

It means that special software applications, generically known as podcatchers such as Apple Inc.'s iTunes, can automatically identify and retrieve new files associated with the podcast when they are made available, and that these files can be stored locally on the user's computer or other device for offline use.

### Podcast: What It Is

The term is a portmanteau of the words "iPod" and "broadcast."

Despite the source of the name, it has never been necessary to use an iPod, or any other form of portable media player, to use podcasts; the content can be accessed using any computer capable of playing media files.

### Podcast: What It Is

- Characteristics:
  - ▣ Items in a series
  - ▣ More "radio like"
  - ▣ Entertaining
  - ▣ Short

### Podcast: What Can You Do with It

- Regular messages from the president
- Interviews with presenters for upcoming conference
- Sessions from a conference
- News from your organization
- What else?

### Podcast: How I Do It

- Lots of instructions out there
- Download Audacity
  - Review:  
<http://www.avenue2toolbox.com/2009/02/audacity-free-audio-editor-and-recorder/>
  - Site:  
<http://audacity.sourceforge.net/>

### Podcast: How I Do It

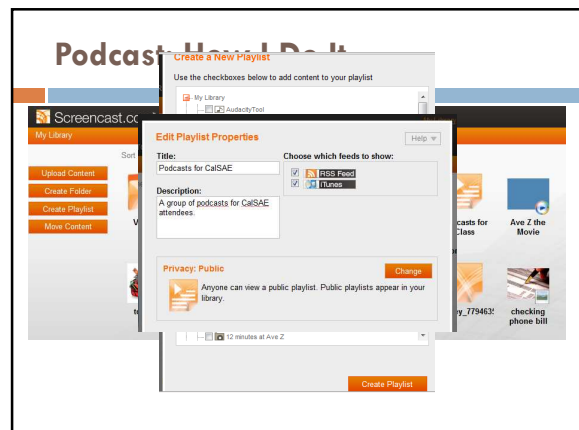
- Find music
  - <http://www.podsafefaudio.com/>
- Record your audio
  - Script or outline
  - GREAT MICROPHONE
- Keep it to the point
- Identify yourself and guests

### Podcast: How I Do It

- Combine music and your recording
  - Play around with Audacity
- Record first in Audacity's format
- Export as an MP3
  - Requires extra .dll file
  - <http://lame.buanzo.com.ar/>
- Save to your computer

### Podcast: How I Do It

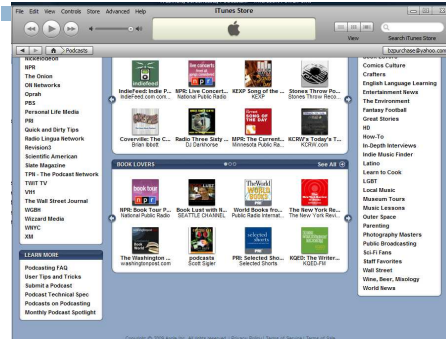
- Get an account on Screencast.com
  - Review:  
<http://www.avenue2toolbox.com/2009/03/screencast-com-your-own-online-library/>
  - Site:  
<http://www.screencast.com/>
- Upload your MP3 file into your account
- Create a Playlist and add your file



## Podcast: How I Do It

- Download iTunes
  - [www.itunes.com](http://www.itunes.com)
- Create an account
- Go to the iTunes store, Podcast category
- Scroll to bottom left of screen
- Click the "Submit a Podcast" link
- Follow the instructions
  - RSS iTunes link you created
- To add content, add more to your Jing Playlist

## Podcast: How I Do It



## Podcast: How I Do It

A Sample from  
Avenue Z Tool Box

## Podcast: What to Worry About

- Audio!
- Content!
- Tags and labels
- Distribution

## Podcast: When to Go for Help

- When it's too much work
- When they need to be more professional
- When you've got too many variables
  - Coordinating speakers from all over
  - Creating content
  - Research needed

## Webinar: What It Is

### From Wikipedia

Web conferencing is used to conduct live meetings or presentations via the Internet.

In a web conference, each participant sits at his or her own computer and is connected to other participants via the internet.

This can be either a downloaded application on each of the attendees computers or a web-based application where the attendees will simply enter a URL (website address) to enter the conference.

## Webinar: What It Is

- Some Features
  - ▣ Telephone or VoIP
  - ▣ Polling, Surveys and Q&A
  - ▣ Live Chat
  - ▣ Multiple Speakers
  - ▣ Whiteboard
  - ▣ Desktop Sharing
  - ▣ PowerPoint Sharing
  - ▣ Live or Streaming Video

## Webinar: What Can You Do with It

- Interactive meetings
- Virtual education
- Town Hall meetings
- What else?

## Webinar: How I Do It

GoToWebinar™

- GoToWebinar
  - ▣ \$99 a month
  - ▣ Unlimited webinars with up to 1000 attendees
  - ▣ Includes Registration Tracking, Reminders, Surveys
  - ▣ Includes GoToMeeting for smaller, more interactive groups
  - ▣ Free conference calling
  - ▣ Surveys, polling, chat
  - ▣ No video
  - ▣ Recording available

## Webinar: How I Do It



- DimDim
  - ▣ Free version up to 20 people
  - ▣ Unlimited meetings up to 50 people for \$19 a month
  - ▣ Bigger packages available
  - ▣ Integrates video
  - ▣ Interactive whiteboards
  - ▣ No surveys, polling, interaction

## Webinar: How I Do It



- Yugma
  - ▣ Free version up to 20 people, \$14.95/month for no ads
  - ▣ Unlimited meetings up to 50 people for \$44.95 a month
  - ▣ Bigger packages available
  - ▣ Shared file space
  - ▣ Interactive whiteboards
  - ▣ No surveys, polling, interaction
  - ▣ Meeting recording
  - ▣ Webinar invites/registration features extra

## Webinar: What to Worry About

- Invitations
  - ▣ Standard marketing sense
  - ▣ Collecting payment?
  - ▣ Manual or automatic
- Content
  - ▣ 2-3 instructors
  - ▣ Interactive elements
  - ▣ Watch the length

4/21/2009

### Webinar: What to Worry About

- Technology
  - Downloadable? Ask attendees to try beforehand
  - Phone issues
    - First question I always get
  - Are your speakers prepared?
- Moderator
  - Have someone be ready to answer questions

### Webinar: What to Worry About

- Practice
  - Make sure you have dry run on computers you will use
- Recordings
  - Put up a sticky note!

### Webinar: When to Go for Help

- Too many
- When you can't dedicate the time
- If you need them to be a bit more professional
- If you have to develop content

### Thank You!

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