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for more information see: <http://open.umich.edu/wiki/AttributionPolicy>

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# PODCASTING IN HEALTH COMMUNICATION

February 20<sup>th</sup> 2009

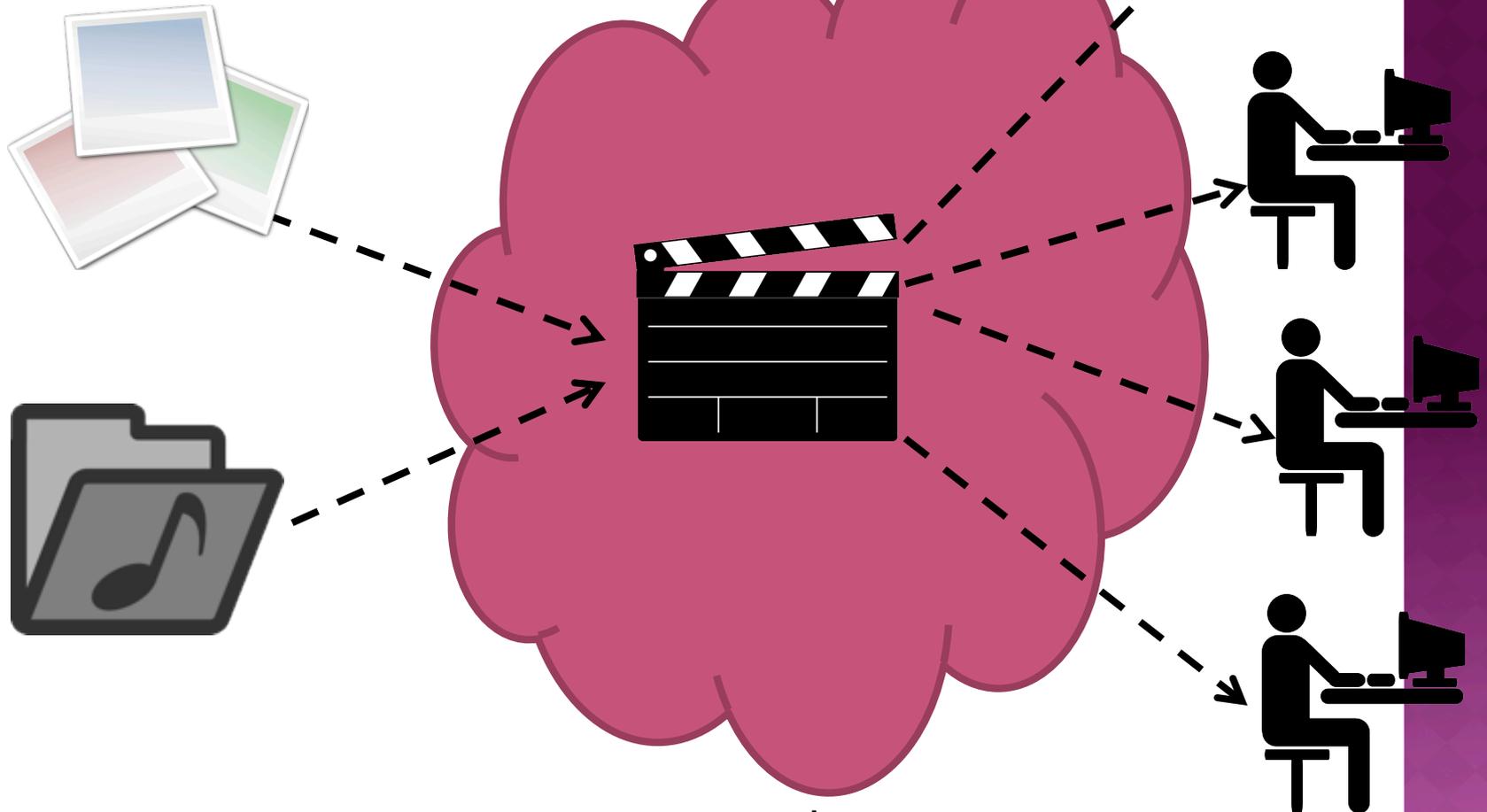
Vic Divecha

<http://mblog.lib.umich.edu/~rdivecha>

Ruthvickdivecha.com

*Narrow*

# BROADCASTING & WEB 2.0 CONCEPT



*Narrow*

# ~~BROADCASTING & WEB 2.0~~

- Video Blogging / Audio Podcasting / Screencasting
  - Youtube.com
  - Dailymotion.com
- Live Webcam Webcasting or Screencasting
  - Ustream.tv
  - Stickam.com
  - Blogtv.com
- Slidecasting
  - Slideshare.net

## IN HEALTH COMMUNICATIONS

### ◉ Cocaine: Student PSA

- Simple, Effective, Fast Paced
- Effective use of BG Music

### ◉ Narconon of GA PSA' s Cocaine PSA

- Slow, No Warning of Shocking Images,
- Monotone Background Music

### ◉ Tools:

- Role Play, Interviewing, BG Music, Facts, Statistics & Expert Opinion, Scripting, Storyboarding, Humor

# SOLUTIONS

PowerPoint



Mp3 Audio file



Audacity



slideshare

Slide Cast



Movie Maker:  
Video

You Tube

Google  
Video BETA

Video Sharing  
Sites



PUBLIC Folder

mfile.umich.edu  
afs file management

# A WORKFLOW

- Methods Review
- Next> Hands On



Movie Maker:  
Video



Video Sharing

# METHOD 1: SLIDESHARE.NET

- Upload Powerpoint
- Upload mp3 track of voiceover on a separate server
  - (archive.org or your AFS space Public folder to get a http:// link)
- Sync it in Slideshare:
  - *“Once audio is processed, you can choose how audio should play with the slides You can synch each slide to a particular point in the audio file. Or you can leave the audio unsynchronzied.”*
    - *Slidecast.net Help*

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# METHOD 1: HOW TO?

- Powerpoint - Easy!
  - Create & Upload to Slideshare.net
- Mp3 Recording
  - Install Free Audacity Recorder
    - <http://audacity.sourceforge.net>
    - Install the LAME mp3 encoder, also available on Audacity website
  - Use a good mic, script & rehearse
  - Record & export recording as mp3
- Upload mp3 to archive.org and Sync audio in SlideShare
  - *Refer to website help: it's good!*



# METHOD 2: WINDOWS MOVIE MAKER & YOUTUBE: HANDS ON

- Movie Maker is a free video editor in Windows XP and Vista
- Powerpoint Presentation > Save As JPEG
- Import All Slides into a Movie Maker project
- Drag slides into the timeline
- Record Narration, Adjust Slide Lengths
- Export project as a movie (.wmv) which can be uploaded to youtube, google video or other video sharing sites.
  - Note, you may need to re-export the movie with different settings, in case the file is too large or long for the video sharing site. Youtube: max 100Mb/10min

# JING: FREE SCREEN CAPTURE

The screenshot shows the Jing Project website homepage. At the top right, there are links for [Blog](#), [Send Feedback](#), [FAQ](#), and [Video Tour](#). On the left, a badge says "A Project by TechSmith". The main logo is "Jing PROJECT" with a yellow arrow looping around the word "Jing". Below the logo are three main features:

- Capture Images**: Snap a picture of anything on your desktop.
- Record Video**: Record video of what you do, or what you see.
- Share Online**: Instantly uploaded. Share in email, IM, or blogs.

At the bottom, there are download links for Mac and Windows. The Mac link includes icons for Mac and Universal. The Windows link includes the Windows logo.

**Mac Universal** [Download](#)  
↓ For Mac OS X

**Windows** [Download](#)  
↓ For Windows

What is this thing called Jing? [Video tour](#).

The concept of Jing is the always-ready program that instantly captures and shares images and video...from your computer to anywhere.

Try it, you'll like it. It's free.

[Find out more in the FAQ](#), or [the Jing blog](#).

# METHOD 3: JING PROJECT

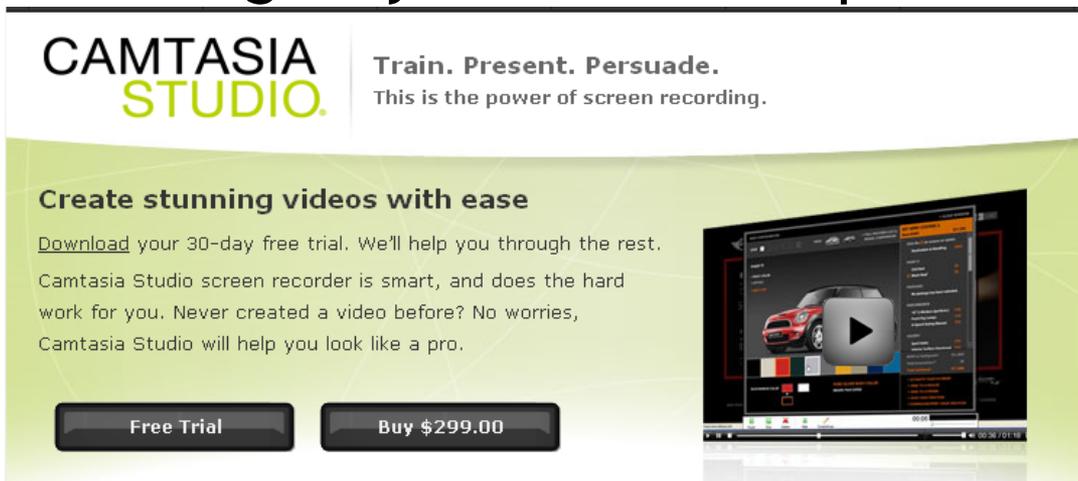
- ◉ Setup Powerpoint to run slideshow in a window 320 x 240
- ◉ Set Jing Capture Area on Screen: 320 x 240
  
- ◉ Narrate Live!
  - No need to adjust slide timing
  - Non Slideshow elements can be recorded (e.g. web)
- ◉ Disadvantages
  - Post-production not an option

# METHOD 3: JING - SHARING

- Save Your Video to your AFS/IFS Public Folder and Share it with the world!

# METHOD 4: CAMTASIA

- ◉ \$179 educational license required
- ◉ Lots of options and flexibility
- ◉ Good post-production options
- ◉ Sharing is easy if you buy a screencast.com subscription
- ◉ Sharing on your own web-space also possible



The screenshot shows the Camtasia Studio website. At the top left is the logo "CAMTASIA STUDIO" with "CAMTASIA" in black and "STUDIO" in green. To the right of the logo is the tagline "Train. Present. Persuade." and the sub-tagline "This is the power of screen recording." Below this is a green banner with the heading "Create stunning videos with ease". Underneath the heading is a paragraph: "Download your 30-day free trial. We'll help you through the rest. Camtasia Studio screen recorder is smart, and does the hard work for you. Never created a video before? No worries, Camtasia Studio will help you look like a pro." At the bottom of the banner are two buttons: "Free Trial" and "Buy \$299.00". To the right of the text is a screenshot of the Camtasia Studio software interface, showing a video player with a red car and a play button, and a control panel on the right.

# RECAP

- ◉ Methods
- ◉ Example of SlideCast
- ◉ Next: Hands On!



# LET'S GET OUR HANDS DIRTY



Movie Maker: Video



Video Sharing



# HOW TO SHARE?



[Worldwide \(All\)](#) | [English](#)

[ruthvickd](#) | (0) | [Account](#) ▾ | [QuickList \(0\)](#) | [Help](#) | [Sign Out](#)

Home

Videos

Channels

Community

Videos ▾

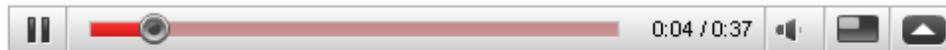
Search

[advanced](#)

Upload

## Test 1

Hello



From: [ruthvickd](#)

Added: October 27, 2008

[\(more info\)](#)

Subscribe

for Gillian's Class

URL

Embed

### Video Owner Options

Edit Video

Insight

Edit: [Annotations](#) [AudioSwap](#) [Captions and Subtitles](#)

▶ **More From: [ruthvickd](#)**

▼ **Related Videos**



[HHO Daihatsu Project Part 7 - Test Drive](#)

03:03 From: [ehnrko](#)

Views: 240



[Sexy in the city - video road test of the Kia Picanto](#)

06:06 From: [lutontoday](#)

# CAPTURING AUDIO: HEADSETS / DESKTOP MICS



 plantronicsgermany, Flickr



 Watchcaddy, Flickr



 AV Hire London, Flickr

Plugs into computer's soundcard

Recording may pickup interference from other circuitry



 Brenderous, Flickr

Plugs into computer via USB

Interference eliminated: better sound quality

# RESOURCES

- **Slideshare.net**
  - <http://www.slideshare.net/faqs/slidecast>
  - <http://www.slideshare.net/faqs/slidecastdemo>
- **TechSmith.com (Camtasia)**
- <http://www.jingproject.com/>
- **Comprehensive Youtube Workshop**
  - <http://www.ruthvickdivecha.com/youtube-workshop/>
- **Audacity** (Creating mp3 files of audio narration)
  - <http://audacity.sourceforge.net/>
- **Vic' s Slideshows (Including This)**
  - <http://www.slideshare.net/rdivecha/>

# CONNECT & CONTACT

- ◉ I am happy to answer questions! Stay in touch:
  - Twitter: vic\_divecha
  - Facebook: Search: Vic Divecha

# Additional Source Information

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Slide 4: Image 1 (top left): OCAL, "Rgb slides," Clker.com, <http://www.clker.com/clipart-rgb-slides.html>

Slide 4: Image 2 (bottom left): OCAL, "Music Folder Icon," Clkr.com, <http://www.clker.com/clipart-7108.html>

Slide 4: Image 3 (middle): OCAL, "Clapper-board," Clker.com, <http://www.clker.com/clipart-10793.html>

Slide 4: Image 4 (right): OCAL, "Lan Party Pictogram," Clker.com, <http://www.clker.com/clipart-lan-party-pictogram.html>

Slide 7: Image 1 (top row): Microsoft Office 2007, "PowerPoint Icon," <http://www.iconarchive.com/show/mega-pack-1-icons-by-ncrow/PowerPoint-icon.html>

Slide 7: Image 2 (left middle): Audacity, <http://audacity.sourceforge.net/>

Slide 7: Image 3 (left bottom): SlideShare, [www.slideshare.net](http://www.slideshare.net)

Slide 7: Image 4 (2<sup>nd</sup> column, middle): Windows Live Movie Maker 6, [http://en.wikipedia.org/wiki/](http://en.wikipedia.org/wiki/File:Windows_Movie_Maker_icon.png)

[File:Windows\\_Movie\\_Maker\\_icon.png](http://en.wikipedia.org/wiki/File:Windows_Movie_Maker_icon.png)

Slide 7: Image 5 (2<sup>nd</sup> column, middle): YouTube, [www.youtube.com](http://www.youtube.com)

Slide 7: Image 6 (2<sup>nd</sup> column, bottom): GoogleVideo, [video.google.com](http://video.google.com)

Slide 7: Image 7 (3<sup>rd</sup> column, middle): Jing Project, <http://www.techsmith.com/jing.html>

Slide 7: Image 8 (right, middle): Camtasia Studio, <http://www.techsmith.com/camtasia.html>

Slide 7: Image 9 (right, bottom): Regents of the University of Michigan, [mfile.umich.edu](http://mfile.umich.edu)

Slide 8: Image 1 (top): Microsoft Office 2007, "PowerPoint Icon," <http://www.iconarchive.com/show/mega-pack-1-icons-by-ncrow/PowerPoint-icon.html>

Slide 8: Image 2 (middle): Windows Live Movie Maker 6, [http://en.wikipedia.org/wiki/File:Windows\\_Movie\\_Maker\\_icon.png](http://en.wikipedia.org/wiki/File:Windows_Movie_Maker_icon.png)

Slide 8: Image 3 (bottom): YouTube, [www.youtube.com](http://www.youtube.com)

Slide 11: Audacity, <http://audacity.sourceforge.net/>

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Slide 13: Jing Project, <http://www.techsmith.com/jing.html>

Slide 16: Camtasia Studio, <http://www.techsmith.com/camtasia.html>

Slide 18: Image 1 (top): Microsoft Office 2007, "PowerPoint Icon," <http://www.iconarchive.com/show/mega-pack-1-icons-by-ncrow/PowerPoint-icon.html>

Slide 18: Image 2 (middle): Windows Live Movie Maker 6, [http://en.wikipedia.org/wiki/](http://en.wikipedia.org/wiki/File:Windows_Movie_Maker_icon.png)

[File:Windows\\_Movie\\_Maker\\_icon.png](http://en.wikipedia.org/wiki/File:Windows_Movie_Maker_icon.png)

Slide 18: Image 3 (bottom): YouTube, [www.youtube.com](http://www.youtube.com)

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Slide 20: Image 1 (top left): plantronicsgermany, "Plantronics Encorepro binaural," Flickr, <http://www.flickr.com/photos/plantronicsgermany/3908966831/>, CC: BY-ND 2.0, <http://creativecommons.org/licenses/by-nd/2.0/deed.en>.

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Slide 20: Image 3 (top right): Watchcaddy, "Top view of Logitech Clearchat Comfort USB headset. Rupert wants in too!," Flickr, <http://www.flickr.com/photos/24079740@N05/2681000820/>, CC: BY-NC 2.0, <http://creativecommons.org/licenses/by-nc/2.0/deed.en>.

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