Author(s): Vic Divecha, 2011

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PODCASTING IN HEALTH COMMUNICATION

February 20th 2009

Vic Divecha

http://mblog.lib.umich.edu/~rdivecha
Ruthvickdivecha.com
Narrow

BROADCASTING & WEB 2.0

CONCEPT

Internet

(all images) OCAL, Clkr.com
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:**
SOLUTIONS

- PowerPoint
- Mp3 Audio file
- Audacity
- Slide Cast
- Movie Maker: Video
- Video Sharing Sites
- YouTube
- Google Video
- Jing Project
- PUBLIC Folder

All Images: Microsoft Office 2007, Audacity, SlideShare, Windows Live Movie Maker 6, YouTube, Google Video, Jing Project, mfile.umich.edu, Camtasia Studio
A WORKFLOW

- Methods Review
- Next> Hands On
**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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  (archive.org or your AFS space Public folder to get a http:// link)
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  - Slidecast.net Help
Powerpoint - Easy!
- Create & Upload to Slideshare.net

Mp3 Recording
- Install Free Audacity Recorder
  - 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!
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
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

Create stunning videos with ease
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.

RECAP

- Methods
- Example of SlideCast
- Next: Hands On!
LET’S GET OUR HANDS DIRTY

Movie Maker: Video

Video Sharing

All Images: Microsoft Office 2007, Windows Live Movie Maker 6, YouTube
HOW TO SHARE?

Test 1

Hello

From: ruthvickd
Added: October 27, 2008
(more info)

for Gillian's Class

URL: http://www.youtube.com/watch?v=CzlqR632x8E
Embed: <object width="425" height="344"><param name="movie" value="http://www.youtube.com/v/CzlqR632x8E""><param name="allowFullScreen" value="true""><param name="allowscriptaccess" value="always"><embed src="http://www.youtube.com/v/CzlqR632x8E" type="application/x-shockwave-flash" width="425" height="344" allowfullscreen="true" allowscriptaccess="always"></object>

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: ehnriko
Views: 240

Sexy in the city - video road test of the Kia Picanto
08:08 From: luteotoday
CAPTURING AUDIO: HEADSETS / DESKTOP MICS

Plugs into computer’s soundcard

Recording may pickup interference from other circuitry

Plugs into computer via USB

Interference eliminated: better sound quality
RESOURCES

- **Slideshare.net**
  - [http://www.slideshare.net/faqs/slidecast](http://www.slideshare.net/faqs/slidecast)
  - [http://www.slideshare.net/faqs/slidecastdemo](http://www.slideshare.net/faqs/slidecastdemo)

- **TechSmith.com (Camtasia)**
  - [http://www.jingproject.com/](http://www.jingproject.com/)

- **Comprehensive Youtube Workshop**

- **Audacity**  *(Creating mp3 files of audio narration)*

- **Vic’s Slideshows (Including This)**
  - [http://www.slideshare.net/rdivecha/](http://www.slideshare.net/rdivecha/)
I am happy to answer questions! Stay in touch:

- Twitter: vic_divecha
- Facebook: Search: Vic Divecha
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Slide 18: Image 3 (bottom): YouTube, www.youtube.com
Slide 19: YouTube, www.youtube.com