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Author(s): Vic Divecha, 2011

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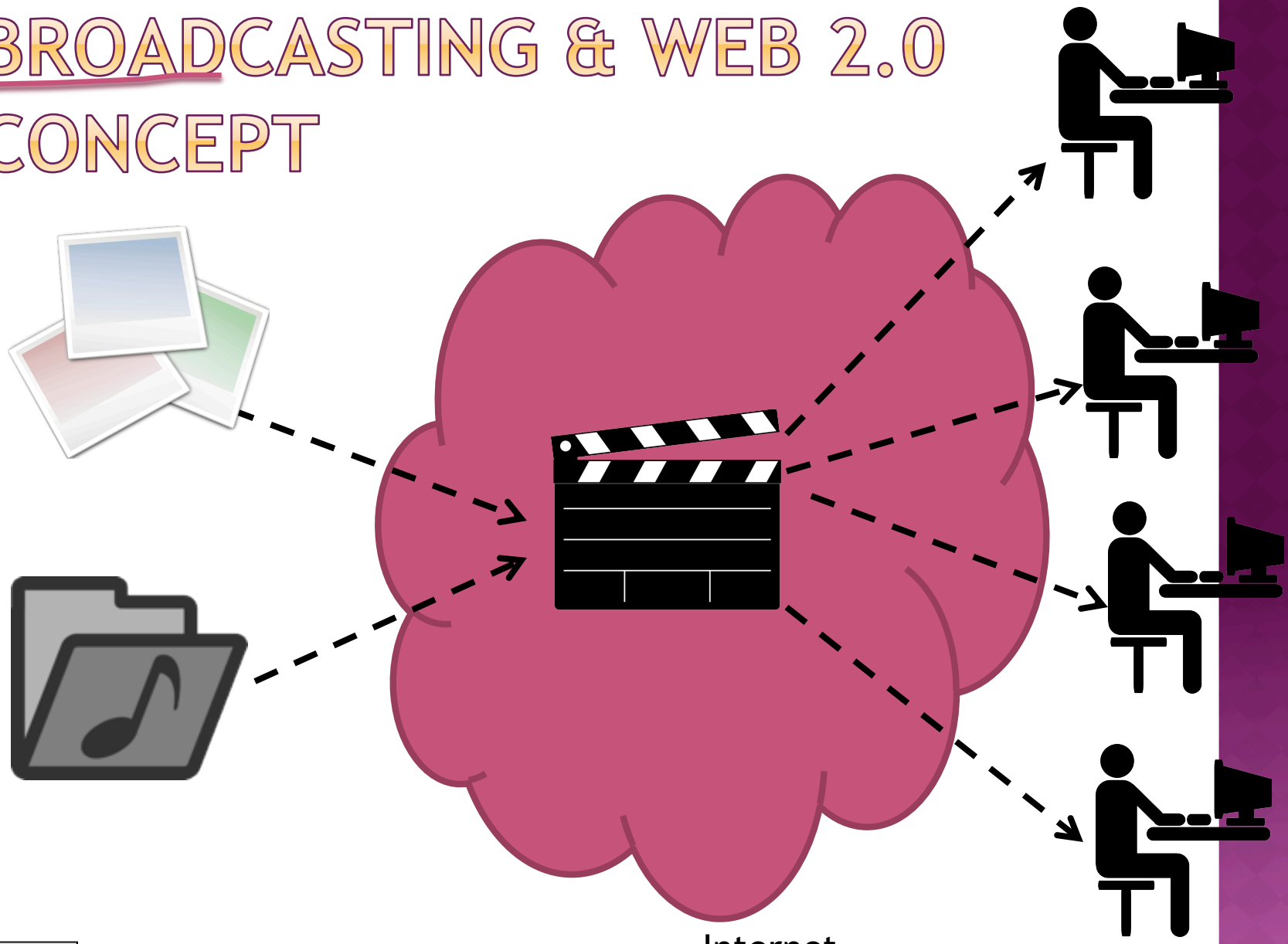
PODCASTING IN HEALTH COMMUNICATION

February 20th 2009

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

Narrow

BROADCASTING & WEB 2.0 CONCEPT



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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

YouTube

Google Video BETA

Video Sharing Sites

Jing PROJECT

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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

Movie Maker: Video

Video Sharing

© FAIR USE All Images: Microsoft Office 2007, Windows Live Movie Maker 6, YouTube

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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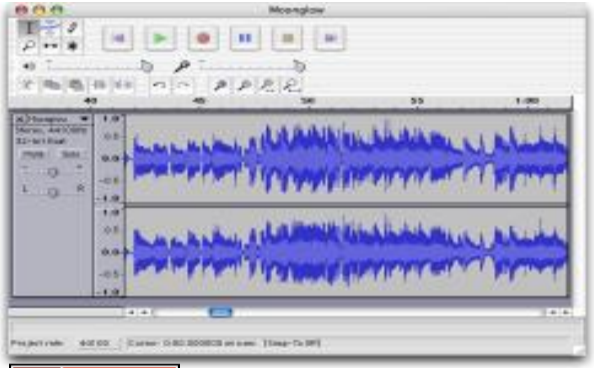
METHOD 1: HOW TO?

- 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!*



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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

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METHOD 3: JING PROJECT

- Setup Powerpoint to run slideshow in a window 320 x 240
- Set Jing Capture Area on Screen: 320 x 240

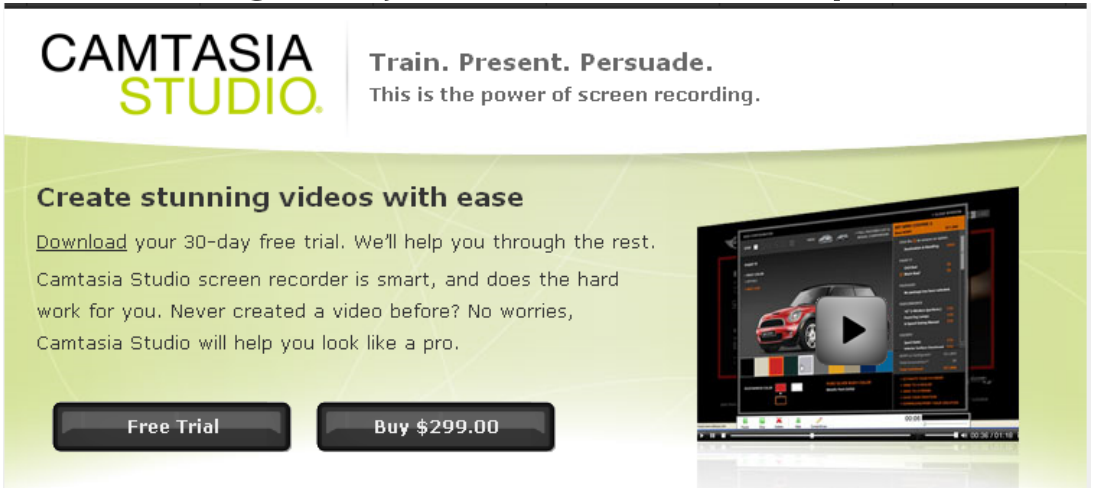
- Narrate Live!
  - No need to adjust slide timing
  - Non Slideshow elements can be recorded (e.g. web)
- Disadvantages
  - Post-production not an option

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



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RECAP

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

LET'S GET OUR HANDS DIRTY

Movie Maker: Video

Video Sharing

YouTube

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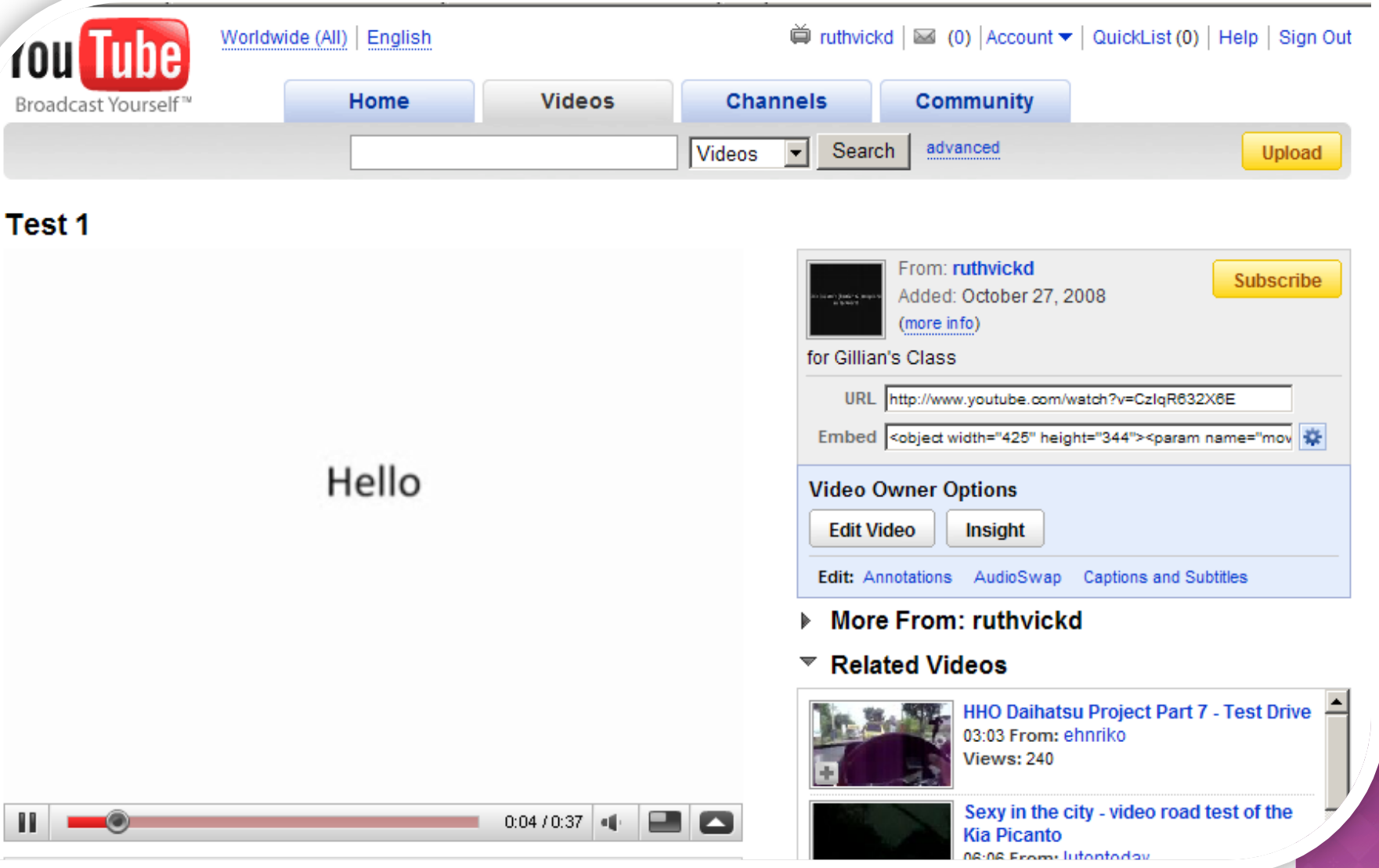
HOW TO SHARE?



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CAPTURING AUDIO: HEADSETS / DESKTOP MICS

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Plugs into computer's soundcard

Plugs into computer via USB

Recording may pickup interference from other circuitry

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

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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
Slide 7: Image 4 (2nd column, middle): Windows Live Movie Maker 6, http://en.wikipedia.org/wiki/File:Windows_Movie_Maker_icon.png
Slide 7: Image 5 (2nd column, middle): YouTube, www.youtube.com
Slide 7: Image 6 (2nd column, bottom): GoogleVideo, video.google.com
Slide 7: Image 7 (3rd column, middle): Jing Project, http://www.techsmith.com/jing.html
Slide 7: Image 8 (right, middle): Camtasia Studio, http://www.techsmith.com/camtasia.html
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Slide 8: Image 1 (top): Microsoft Office 2007, “PowerPoint Icon,” http://www.iconarchive.com/show/mega-pack-1-icons-by-ncrow/PowerPoint-icon.html
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Slide 8: Image 3 (bottom): YouTube, www.youtube.com

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