



Podcasts

Podcasting is a method of publishing audio broadcasts via the Internet, allowing users to subscribe to a feed of new audio and video files. These feeds deliver audio and video broadcasts to your desktop – or you can load them onto a podcast-capable portable player and take them with you.

“Podcasting” combines the terms “broadcasting” and “iPod”. However, neither podcasting nor listening to podcasts requires an iPod or any portable music player.

A **podcast** is a digital media file which is distributed over the Internet using RSS feeds for playback on portable media players and personal computers. Users can subscribe to this feed using a special software known as a **podcatching client** (e.g. WinAmp, iTunes). The software will download the podcasts automatically whenever new content is added by the **podcaster**.

A **video podcast**, also known as a **vidcast** or **vodcast**, is a type of podcast, where the files delivered to the podcatching client are video files.

Examples and Resources

Government of Canada

- Department of National Defence – Army News
http://www.army.forces.gc.ca/lf/English/6_10.asp
- Foreign Affairs and International Trade Canada – *CanadExport*
<http://w01.international.gc.ca/canadexport/Default.aspx?isRedirect=True&language=E>

Other

- CBC
<http://www.cbc.ca/podcasting/>
- Radio-Canada
<http://www.radio-canada.ca/radio/baladodiffusion/>
- National Arts Centre
<http://www.nac-cna.ca/en/multimedia/podcasts/index.html>

Note: All departments and agencies who choose to use social media tools should first contact their departmental experts regarding policy compliance, legal considerations, Official Languages, etc.