



Basics of podcasting

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Podcaster uses **microphone** to record audio show.



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Podcaster edits the show, saves it as an **MP3 file** and uploads it to the Internet.



MARK RIGHTMIRE, THE REGISTER

POD PROGRAMMING: Michael Geoghegan of Newport Beach does a movie review "podcast" from the studio in his home theater. If you have a computer, a microphone and some free software, you also can be a podcaster.

Podcasts sprout in cyberspace

Newport Beach man is among pioneers of a new method for delivering content other than music to portable MP3 players.

It's Thursday noon and insurance executive Michael W. Geoghegan is sitting in front of a microphone in his Newport Beach basement. Pulsating rock music rises, then fades out.

"Welcome to 'Reel Reviews: Films Worth Watching,'" he says. "I'm Michael Geoghegan. ...We're easy to reach on the Web at 'M W G blog dot com.'"

He sounds like a radio broadcaster, but he's a "podcaster."

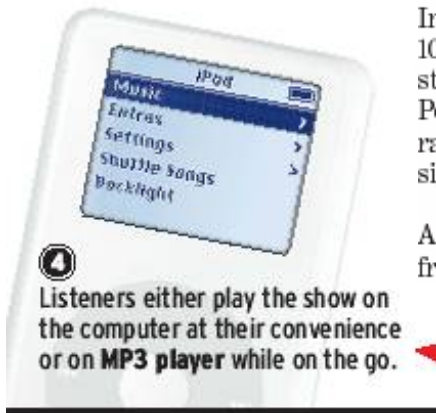
Instead of sending his show over the airwaves, Geoghegan uploads it to the Internet, where fans download it to their iPods. That puts him at the forefront of podcasting - a fast-growing innovation that builds on the combined popularity of the Internet, talk radio and portable MP3 players.

Podcasting's growth has been phenomenal. An Internet search for the term returned fewer than 100 results in September, when podcasting started to take off; now the tally is 1.23 million. Podcast shows now number in the thousands, ranging from church sermons to music by unsigned British bands.

Among the reasons for podcasting's popularity: Anyone with a computer, a microphone and some free software can create shows. Audiences can

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PODCASTS: Check out some of the basic start-up procedures and tools for podcasting. There are also some links to further information on the medium.



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