

## Podcasting and iTunes U

### Podcasting:

Podcasting is a general term to deliver audio, video or text (pdf) educational or promotional content to computers and iPods. Currently at USD there are two ways to do this.

1. The USD Podcasting server that can be used by professors to provide media content to students in a password protected environment.
2. The second is iTunes University, which can be used to showcase promotional content to the public at large, as well as academic material either publically or restricted only to those at USD.

### Getting There:

[USD Podcasting Web Site](http://www.sandiego.edu/podcasting): [http://www.sandiego.edu/podcasting]

Once on the site, you can choose to

- Go into our podcasting information site
- Log-in to USD iTunes to see both public/private (USD only) content
- Go to the public view of USD iTunes

Enter Podcasting Site

Log-In to USD iTunes U

Visit Public USD iTunes U

### How the Process Gets Started

Deans and/or associate deans are kindly requested to designate 2 'content approvers' who will determine what content is to be publically accessible from iTunes U and to identify two technical persons to assist with the uploading of the content. Once you identify these individuals, our next step is a meeting with all involved to review the process.

### Responsibilities of the Content Approvers

- Determine the variations of iTunes usage i.e. public / USD only
- Choose 'Content Up loaders' for department
- Meet with department content up loaders to determine departmental area layout and design
  - ATS strongly recommends that one of the content up loaders be your web site developer
  - ATS recommends that one of the content up loaders be tech savvy, or have an interest in technology
- Communicate and disseminate all departmental iTunes university procedures to departmental faculty and administration
- Ensure that policies and procedures are followed for all public files
- For Each Public Audio/Video File
  - Review video and audio files based on criteria
  - Assure that the iTunes U policy has been adhered to and signed
  - Assure that a speaker release form (if appropriate) has been signed off
  - Make sure that both you and the IMS rep has retained a copy of each
  - Make sure that files are 'branded' using the intro for video/audio provided by IMS

- Distribute, have signed and retain the iTunes User agreement as a 1 time thing
  - A subsequent separate speaker release form will need be signed for each file that has speakers other than the faculty member

### Responsibilities of Content Uploaders

ATS strongly recommends that one of the content uploaders be your web site developer.

- Meet with Content Approvers to provide input variations of iTunes usage i.e. public / USD only
- Meet with Content Approvers to provide input layout/design of departmental area
- Receive training and materials from ATS representative
- Within the departmental area
  - Create departmental area image for page
  - Create sections (areas within departmental page)
  - Create course pages (albums) for promotional and academic purposes appearing in the sections
  - Upload, manage and categorize files
  - Input meta data for course pages and files (tracks)
  - Manage access to files (public/private) based on faculty request and Content Approver sign-off
- Liaise with iTunes U administrator as needed

### Responsibilities of Faculty for Academic Content

- Adhere to the iTunes U user agreement and copyright
- Decide most appropriate method of podcasting for your needs
  - Visit site to find out which is best for you [<http://www.sandiego.edu/podcasting/>]
- If using iTunes U (via web forms)
  - Request 'course' be created on iTunes from Content Up loader
  - Request file be uploaded: from Content Up loader
  - Provide all needed course and track information with file
  - Sign (1 time only) the user agreement and keep on file with your departmental Content Approver
  - Submit a speaker release form for each file that has speaker other than yourself