

## iTunesU – podcasting made easy!

iTunesU is a free service provide by Apple Computers that allows us to create audio and video content and upload it into Apple’s popular service called iTunes. Anyone who has an iPod music player must use the iTunes software to manage the music on their iPod. Therefore, if we create audio or video files and upload them into Apple’s iTunes store, our students can then download the files to their iPods and take your content with them wherever they go!

*NOTE: Before you can use iTunesU, you must have the free iTunes software installed on your computer. You don’t need an iPod to use iTunesU...all you need is the free software. And your students also don’t need an iPod to use iTunesU...all they need is the free software. If they happen to have an iPod music player, then they have the added benefit of being able to load your files onto their iPod. You can find the free iTunes software here: <http://www.apple.com/itunes/download/>*

There are 2 versions of UTM’s iTunesU page...the **Private** view and the **Public** view. The **Public** view is available for anyone in the world to see. The **Private** view is available for only UTM faculty, staff, and students to see.

### Here is how you view each one:

1. **Private view:** You must go to the UTM homepage ([www.utm.edu](http://www.utm.edu)) and type your UTM username and password in the myUTMartin login fields toward the bottom of the page. When the myUTMartin main screen loads, click the iTunesU tab at the top of the page. The iTunes software on your computer will open up and the UTM iTunesU Private view will load. Only UTM faculty, staff, and students with a valid UTM username and password will be able to see this page.
2. **Public view:** You must go to the UTM homepage ([www.utm.edu](http://www.utm.edu)) and choose “iTunesU” from the Main Quicklinks. Then click the link on the page that says “Click to launch UT Martin Public view on iTunesU”. Anyone in the world can do this. (NOTE: you can also type [www.utm.edu/itunesu](http://www.utm.edu/itunesu) into your browser address bar and be taken directly to this page.)

### So you want to participate? Where do you start?

1. Go to the ITC website located here: [www.utm.edu/itc](http://www.utm.edu/itc), then click on “iTunesU/Requests”.
2. Click the “form” link at the top of the page and fill out the request form. This form information goes directly to the ITC, who will create the icons and page for you inside iTunesU.
3. Provide the ITC with a graphic image that you would like to use for your icon inside iTunesU. If you do not have one, the ITC can use a standard graphic image for you.
4. Create whatever audio and/or video content that you would like.

### What to do when you are ready to begin uploading content to iTunesU:

1. Log into myUTMartin on the UTM homepage, (detailed above) then click the iTunesU tab at the top of the page.
2. Click on your icon on the main page.
3. Once your page loads, there are several areas that you can change. For example, the Description, the Tabs, the graphic, and the title located to the right of the picture. To edit these areas, click the “Edit Page” link in the upper right corner.
4. Click any of the little buttons that look like a little pencil. This enables you to edit that particular item.
5. When you are done editing, click the “End Editing” link in the upper right corner.
6. To upload files, click the “Upload files” link in the upper right.  
*NOTE: you must use Internet Explorer to upload files.*
7. Internet Explorer will open the page where you can upload files. Click the “Add tracks” button at the top, then click the Browse button to select the file from your harddrive. Once you do this, the file will begin to upload.

8. When the file is done uploading, click the “Return to iTunes” button at the top.

Things that you need to remember when creating and uploading content inside our iTunesU site:

1. **Don't use acronyms that don't mean anything to those outside UTM.**

It is very likely that someone will search for content in iTunesU that brings them directly to your individual page inside iTunesU. For example, if you teach a Computer Science class, don't use language such as “CSCI”. Instead, spell it out in plain English...Computer Science. Be very specific when typing descriptions and titles...pretend that a non-UTM person will be looking at it. In this manner, you will be more likely to have visitors from all over the world stumble upon you as they search for terms that interest them.

2. **On every individual page inside our iTunesU site, make sure that the words “The University of Tennessee at Martin” appear somewhere on the page.**

Not “UTM”. Not “UT Martin”. It is important to use “The University of Tennessee at Martin”. Again, it is very likely that someone searching for content inside iTunesU will go directly your individual page and never see the University of Tennessee at Martin iTunesU homepage. So they need to know that your content is a part of The University of Tennessee at Martin.

3. **Before you upload your content (audio or video files) into our iTunesU site, add the file to your iTunes Library first so that you can specify your ID3 tags correctly.**

If you look at any individual page inside our iTunesU site or inside the Apple iTunes Store for that matter, you will see columns titled “name, artist, album, description, etc’”. Those fields (*also called ID3 tags*) must be named properly or it will cause confusion for users who are searching for content. For example, you don't want your files to have names that don't mean anything. You don't want your files named things like “*Class discussion for May 10, 2007*” or “*Friday, April 10*” or “*mar3-2007*”. If you do this, then when a user looks at the listing of your audio and video files, they won't be able to tell what was talked about that day, what chapter was discussed, the general topic, nothing.

Part of the problem of specifying this correctly is finding the area inside your audio/video creation program that allows you to specify the name, description, etc., of the file. You may have a hard time finding these ID3 fields inside the programs that you use. So the easiest way to add these ID3 tags properly is to add your audio/video file to your iTunes Library, then right-click the file and choose “Get Info”. You can then specify the name, album, artist, etc. After you specify the correct information, then you can upload the file to iTunesU like you normally do. So please remember to be very descriptive when typing this information. Don't make the end-user confused as to what your audio and video files contain. If they get confused, they simply won't download your content, and you went to all that effort for nothing.