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## Introduction

Berry College has been a member of iTunes U since 2006. The Center for Instructional Technology in collaboration with E-Communication Services will administer iTunes U. The purpose of this document is to establish appropriate procedures and guidelines for podcast creators.

There are four types of files supported by iTunes U – PDFs and audio, enhanced and video podcasts.

- PDF are files that are readable in Adobe Acrobat.
- An audio podcast consists of audio only.
- An enhanced podcast consists of audio with images and hyperlinks that change as the podcast plays.
- A video podcast is a video packaged for delivery via iTunes U.

Due to storage and bandwidth limitations, content creators are encouraged to create audio and enhanced podcasts only. If a video podcast is necessary or desired, the content creator should contact the Center for Instructional Technology to make sure there is sufficient storage available for the video podcast.

Existing technology policies apply to Berry iTunes U. These policies include:

- The Viking Code
- Intellectual Property Policy
- Berry College Official Web Use Policy
- Office of Information Technology Acceptable Web Use Policy

Berry iTunes U will consist of two content areas, Public and Private.

Private Content Area: The Private Content area will consist of materials available to current students based on their current schedule. The Private Content area will integrate with VikingWeb to ensure content is only accessible to the appropriate students.

Public Content Area: These podcasts are available to the public. There is no login required to access these podcasts.

Berry College podcasting resources cannot be used to violate the law, for political campaigning, personal/private gain, or activities that are not approved by the college.

## Ownership

Materials uploaded to iTunes U will retain the same ownership as before the upload. Ownership of such material is defined by the College's Intellectual Property Policy.

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Berry College reserves the right to promote content in the Public Content area without the consent of the content creator.

Although the content creators retain ownership, Apple has a “nonexclusive, worldwide right and license to use, reproduce, modify, distribute, transmit, perform, and display content on the iTunes U site.” Apple also has the right to remove content at its discretion and shut down the site if bandwidth usage becomes excessive.

### **Copyright Policy**

It is the content creator’s responsibility to ensure that all permissions have been obtained for material used before submitting the podcast episode to the Administrator for posting.

If the podcast involves recording guest lecturers, community members, students, etc, the content creator, academic program, or department will need to complete a consent form. This form is required before a podcast featuring a guest speaker can be uploaded to the iTunes U site.

### **Storage**

All uploaded podcasts are stored off-campus on an Apple iTunes U server. The iTunes administrators receive reports from Apple regarding storage and bandwidth usage. If a particular podcast is occupying a large amount of space, Administrators reserve the right to remove episodes in consultation with the respective faculty or staff member. Bandwidth issues may also cause the College to limit the uploaded materials.

The content creator is responsible for maintaining an archive of uploaded data. Apple will not maintain backups of uploaded data.

### **Submission of a Podcast**

Material for the private and public content areas will be submitted to iTunes U administrators for uploading. Exceptions may be made for departments or individuals who regularly upload material.

The iTunes U Administrators will consult with the content creator to identify the preferred location of the podcast within the iTunes U structure.

Minimum standards are as follows:

#### Audio podcasts

Audio format: MP3

Data rate: 128 kbits/sec

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Channels: stereo  
Output sample rate: 44.100 kHz  
Encoding quality: Better

Video podcast

Video format: H.264  
Data rate: 256 kbits/sec  
Frame rate: 30  
Key frame: Every 24 frames

The Center for Instructional Technology can assist the user in understanding these standards and meeting them.

Podcast creators are asked to use ID3 tags. ID3 tags are used with conjunction with MP3 audio files to store information about the audio file, such as the title, artist, album, etc. This information will display in the media player or MP3 player that plays the file.

The Center for Instructional Technology reserves the right to decline, reject, and remove a podcast if the material is of questionable taste, if the podcast does not further the mission of the College, or if the podcast violates any of the guidelines set forth in this document. The Administrators do not monitor content, and will only remove a file once a concern about the content has been brought to the attention of the Administrators.

**Center for Instructional Technology**

The Center for Instructional Technology will be available to train faculty, staff, and student assistants on how to create a podcast, but will not create, edit, or be involved in any other way the creation of podcasts for or by faculty members. The Center for Instructional Technology will maintain a Mac workstation and a Windows workstation for faculty, staff, and/or student assistants to create podcasts.

**Administration of Berry on iTunes U**

The iTunes U Administrators will be responsible for developing procedures for removing materials from both the Private and Public Content. Apple requests that material on the site be “current,” so material may be limited to the current semester or academic year.