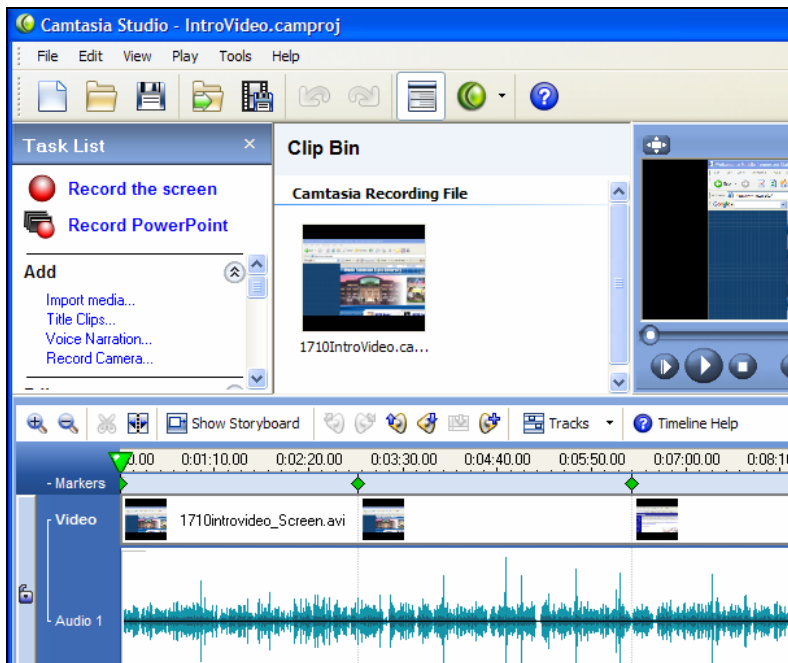
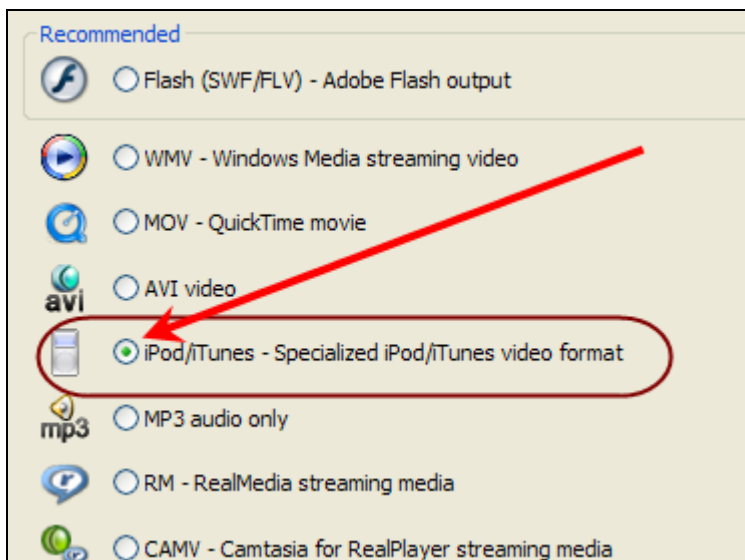


Steps for making a podcast/screencast in Camtasia and publishing it to iTunes

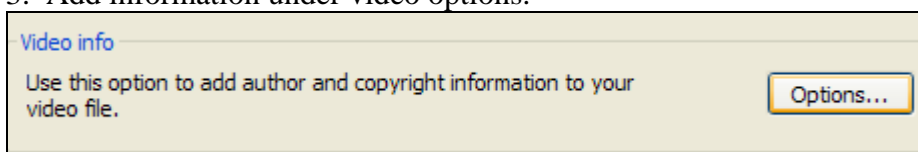
1. Create the video/audio in Camtasia:



2. Produce it; select iPod/iTunes format. This will produce it as an m4v file.



3. Add information under video options.



4. Upload your file to a server (with a program like Dreamweaver or Frontpage)
5. Here is the tricky part. Until I learn further, Camtasia does not generate the xml file needed for people to subscribe to you podcast. An xml (RSS) page must be created. This is what separates a podcast from just putting a video on the web. When you put videos in a podcast, when you put new videos up, they will automatically be downloaded for students when they log on. If this is not that important for you, then there is really no need to create a podcast; just publish your videos onto the server and link to them from some contents page (this is what I do).

The bad news: Here is what the xml looks like:

```

<?xml version="1.0" encoding="UTF-8" ?>
<rss xmlns:itunes="http://www.itunes.com/dtds/podcast-1.0.dtd" version="2.0">
<channel>
  <title>Introduction to Podcasting</title>
  <description>Introduction to Podcasting Using Audacity and
    iTunes</description>
  <link>http://www.mtsu.edu/~smcdanie/podcast1/Podcast1.htm</link>
  <language>en-us</language>
  <copyright>Copyright 2007</copyright>
  <lastBuildDate>Wed, 09 May 2007 00:14:40 CST</lastBuildDate>
  <pubDate>Wed, 09 May 2007 00:14:40 CST</pubDate>
  <docs>http://blogs.law.harvard.edu/tech/rss</docs>
  <webMaster>smcdanie@mtsu.edu</webMaster>
  <ttl>60</ttl>
  <itunes:author>Scott McDaniel</itunes:author>
  <itunes:subtitle>My First Podcast</itunes:subtitle>
  <itunes:summary>Just testing my podcast</itunes:summary>
  <itunes:owner>
    <itunes:name>Scott McDaniel</itunes:name>
    <itunes:email>smcdanie@mtsu.edu</itunes:email>
  </itunes:owner>
  <itunes:explicit>No</itunes:explicit>
  <itunes:image href="http://mtsu32.mtsu.edu:11487/intro-to-podcasting.gif" />
  <itunes:category text="Technology">
  <itunes:category text="Podcasting" />
  </itunes:category>
</channel>
<item>
  <title>Podcast 1</title>
  <link>http://www.mtsu.edu/~smcdanie/podcast1/podcast1.m4v</link>
  <guid>http://www.mtsu.edu/~smcdanie/podcast1/podcast1.m4v</guid>
  <description>Scotts First Podcast (with the help of the Marvelous Brenda
    Kerr!)</description>
  <enclosure url="http://www.mtsu.edu/~smcdanie/podcast1/podcast1.m4v"
    length="1213097" type="video/x-m4v" />
  <category>Podcasts</category>
  <pubDate>Wed, 09 May 2007 00:14:40 CST</pubDate>
  <itunes:author>Scott McDaniel</itunes:author>

```

```

<itunes:explicit>No</itunes:explicit>
<itunes:subtitle>Scotts First Podcast (with the help of the Marvelous Brenda Kerr!)</itunes:subtitle>
<itunes:summary>Scotts First Podcast (with the help of the Marvelous Brenda Kerr!)</itunes:summary>
<itunes:duration>00:00:34</itunes:duration>
<itunes:keywords>podcast, podcasting, podcaster</itunes:keywords>
</item>
</channel>
</rss>

```

The good news: You can just copy and paste this into an editor (I use Dreamweaver, but even Notepad will do) and change the appropriate fields. I will briefly describe some of these fields and will provide a link for further explanations.

The first two lines should not be changed; copy them as is:

```

<?xml version="1.0" encoding="UTF-8" ?>
<rss xmlns:itunes="http://www.itunes.com/dtds/podcast-1.0.dtd" version="2.0">

```

Now there is a **channel** tag and an **item** tag. Both of these tags require **Title**, **Description** and **Link**

After the channel tag, we have the Title tag. This is the title of your podcast, and may also be the title of the webpage. If teaching an online class with weekly updates, yours may be titled: *Weekly updates for Math 2350*. These 3 categories are mandatory.

```

<title>Introduction to Podcasting</title>

```

Next we have the description for the podcast itself (not an individual podcast)

```

<description>Introduction to Podcasting Using Audacity and iTunes</description>

```

Now we have the URL of your main site: I have a testing webpage called Podcast1.htm. This page contains the links for the video and xml pages, which we will cover later.

```

<link>http://www.mtsu.edu/~smcdanie/podcast1/Podcast1.htm</link>

```

These next categories are optional, but recommended.

Language and copyright.

```

<language>en-us</language>
<copyright>Copyright 2007</copyright>

```

Pay close attention to the syntax of these two:

`<lastBuildDate>Wed, 09 May 2007 00:14:40 CST</lastBuildDate>`
`<pubDate>Wed, 09 May 2007 00:14:40 CST</pubDate>`

I recommend that you copy and past the entire item and just change the parts that need changing. Here is the syntax for the day and month it is probably what you thought it would be:

Day: Mon Tue Wed Thu Fri Sat Sun

Month: Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Zone: GMT EST EDT CST CDT MST MDT PST PDT

Just leave the next one in. Not terribly important though. It tells someone about the documentation of format for RSS

`<docs>http://blogs.law.harvard.edu/tech/rss</docs>`

Next, the email address for the person responsible:

`<webMaster>smcdanie@mtsu.edu</webMaster>`

The next tag is an optional tag. `<ttl>` stands for “time to live” If it is set at 60, this means that a newsreader (who understands the tag), will only poll your site every 60 minutes. This will save on bandwidth. Set it higher (to say, 240) if you want to save even more. Probably not that big a deal for us.

`<ttl>60</ttl>`

Up to this point, the only thing that will probably get changed are the two dates. So once you get this information into an xml file, you should be set.
--

The part in grey is iTunes friendly code. Although optional, it is recommended. Most of it can be just copied from above.

Here is a link that further explains it:

http://www.apple.com/itunes/store/podcaststechspecs.html#_Toc526931674

Now for the individual item tags. There can be several different items within a channel.

`<title>Podcast 1 </title>`

This is the individual title for a specific podcast (unlike the title with the channel tag that was the title for the entire podcast.) The *channel* is the “book” and the *item* is the

“chapter within the book.” With iTunes this will replace ID3 tags.
(<http://www.podcast411.com/id3tags.html>)

Now we put the *link* for the individual podcast. I am linking directly to the m4v file that I produced and uploaded (with Camtasia and Dreamweaver respectively).

<link><http://www.mtsu.edu/~smcdanie/podcast1/podcast1.m4v></link>

The <guid> tag is an optional tag. However, feed validators will scream at you if you don't have it. It is the same as the link. If your podcast is being generated via active server pages, php, etc. They won't always be the same. I don't think we will have to worry about that yet.

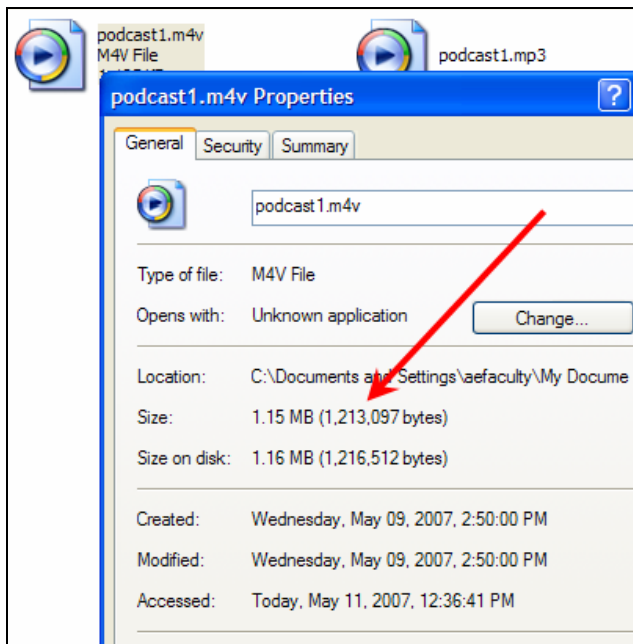
<guid><http://www.mtsu.edu/~smcdanie/podcast1/podcast1.m4v></guid>

Now put in the description of the actual (individual) podcast.

<description>**Scotts First Podcast (with the help of the Marvelous Brenda Kerr!)**</description>

The enclosure tag requires 3 parts:

- (1) Url—same as in “*link*” above, but with quotes.
- (2) length (in bytes)—to get this info, right click on the file that you made and go to properties. Copy and paste without the commas.



3. Type : **video/x-m4v** in our case.

```
<enclosure url="http://www.mtsu.edu/~smcdanie/podcast1/podcast1.m4v"
length="1213097" type="video/x-m4v" />
```

Here is a list for the types if you produce a different type of file:

File	Type
.mp3	audio/mpeg
.m4a	audio/x-m4a
.mp4	video/mp4
.m4v	video/x-m4v
.mov	video/quicktime
.pdf	application/pdf

The category tag. This is a podcast, so it's "podcast".

```
<category>Podcasts</category>
```

The pubDate is the publication date of the actual item itself. Its syntax is the same as under the channel tag.

```
<pubDate>Wed, 09 May 2007 00:14:40 CST</pubDate>
```

Now we have some iTunes tags that should be self-explanatory. Just copy and past what I had and change it to your info.
