Thank you for your interest in contributing to ASU on iTunes U! The following document provides information on how to contribute to ASU on iTunes U as well as standards and requirements for submitting content for consideration.

**Media Requirements**
At a minimum, all media must meet the following three criteria:

1. **Adheres to a basic standard in technical quality** (volume levels set appropriately, minimal or no hum, standard picture quality)

2. **Distributes information of value that is fitting for the medium and supports ASU’s goals**

3. **Can easily be accessed via search through appropriate naming and metadata**

Content that does not meet the media requirements will not be considered for distribution on ASU on iTunes U

**Metadata for ASU on iTunes U**

**Required:**

- **Name:** Descriptive name of the track. For example: “Robber Barons of the Gilded Age”, not “HistLect4_082309”.

- **Artist:** Person or Department responsible for the creation of the media.

- **Album Artist:** Arizona State University

- **Album:** The Event or program to which the track belongs. Most likely the name of the channel.

**Optional (Strongly Recommended):**

- **Artwork:** Square Images Only

- **Grouping:** College, Department or Academic Unit

- **Composer:** Content Owner’s Name

- **Comments:** Use this section for any additional information you would like associated with your content, such as “US History Session 2, Lesson 8”, web address, keywords, etc.

- **Genre:** Podcast
Contributing Content to ASU on iTunes U

ASU on iTunes U contributors can be divided into two categories:

1. Those who have a handful of media with no plans or resources to continue developing high quality media on a regular and frequent basis.

2. Those who have a large amount of media and/or those who are currently producing media on a regular and frequent basis.

If you have a few media files that you would like to have considered for distribution via ASU on iTunes U, please email us at podcast-q@asu.edu. Let us know what you have and we will provide you with information on how to submit your material for consideration. Your material will most likely be placed in an existing channel with an existing audience to help your media gain exposure.

ASU on iTunes U reserves the right to refuse any media that does not meet the media requirements detailed in Media Requirements section above.

Applying For a Channel

If you have a large amount of content and/or are currently producing lots of content, then you will want to apply for a channel. All channels in ASU on iTunes U are required to contain the following information:

1. **Name Field:** A Name that describes the content, not the creator (For Example, "Standards Based Teaching Methods", not "InMAC Program, College of Teacher Education and Leadership")

2. **Instructor Field:** The person, department, etc responsible for the collection of media

3. **Description Field:** This should be concise, but give enough information so as to explain the purpose of the channel. View existing channel descriptions for examples.

4. **Links Fields:** Links to all appropriate departments, colleges, schools, etc and a link to ASU’s home page

You will submit this information when you complete the Channel Request Form at:

https://spreadsheets.google.com/viewform?formkey=dGxTOFZjXzhVbVJJcGV0b3hhSEl1R1E6MA

Once your request has been approved, you will be required to submit at least three pieces of media before your channel is created.
Channel Management at ASU on iTunes
The iTunes office will manage channels in most cases. If you produce content on a weekly basis or more, you may be eligible/required to manage your channel. Please contact podcast-q@asu.edu if you wish to explore the possibility of managing your own channel.

Tip: If you are managing your own channel, try the following:
You can bookmark your channel for easy access to edit features by logging in, copying the URL (Right click -> Copy URL) and then saving that URL as a bookmark in your browser. Whenever you need to edit your channel, click on the bookmark. You will be taken to a login screen, and then directly to your channel.

Adding Media to Your Channel
In most cases, iTunes U will manage your channel. New media can be submitted via a drop box. When your channel is approved, you will be given information on how to submit using the drop box.

Channel Artwork
The iTunes office will create all channel artwork. Department/College logos will not be featured on channel artwork. We would be happy to accommodate non logo elements into the design of your channel logo. If you have certain design considerations, please email them to podcast-q@asu.edu once your channel has been approved but before it has been created (before you submit your three pieces of media). The unauthorized changing of channel artwork may result in suspension of the channel.

Branding
Branding for your college or department should take place on the actual media. We recommend having a standard intro and outro on all your media that features your logo, college name, etc. Additionally, please use the album artwork tag (different from the channel artwork) to add branded artwork to your media.

Media File Requirements
Less than 500MB in size
Audio files must be MP3 (.mp3) or AAC (.m4u)
Video files must be MPEG-4 with H.264 compression (.mp4, .m4v, .mov)
PDF files (.pdf)
Copyright Information
ASU iTunes U adheres to the defined online standards and practices governed by the Web Editorial Board. The board sets direction and standards that apply to all pages on the site. All institutional web pages must also conform to the requirements of ACD 125, the university’s policy on computer, internet and electronic communications. ASU on iTunes U will remove content that does not adhere to copyright law.