

Episode One: Supplementary Materials

Beside the Rabbit Hole Season 1

Creating Video Podcasts on Mac OS X

Apple Computer – November 2005

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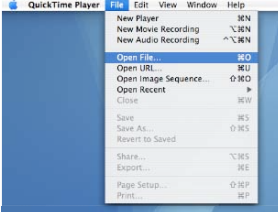
Creating Video Podcasts on Mac OS X

The next generation of podcasting has arrived. Now you can create video podcasts and have them posted in the iTunes Podcast Directory for millions to view and download to their iPods. QuickTime 7 Pro makes it easy to put your thoughts and your face in the spotlight.

Step 1
Make sure you have updated your QuickTime software to version 7.0.3 or later. If you don't have QuickTime 7.0.3 installed, [get it now](#).

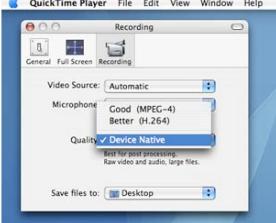
Step 2
In order to record your video podcast, you need to connect a FireWire camera to your Mac. The iSight and most DV cameras will work. Once your camera is connected, make sure iChat AV and AOL Instant Messenger are not running..

Step 3
Open QuickTime 7 Pro. If you don't have it, get [QuickTime 7 Pro](#) today.



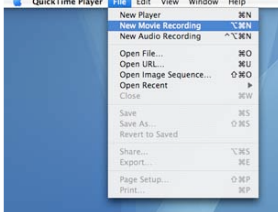
QuickTime Player File Edit View Window Help
New Player ⌘N
New Movie Recording ⌘M
New Audio Recording ⌘A
Open File... ⌘O
Open URL... ⌘U
Open Image Sequence... ⌘I
Open Recent
Close ⌘W
Save ⌘S
Save As... ⌘S
Revert to Saved
Share... ⌘H
Export... ⌘E
Page Setup... ⌘P
Print... ⌘P

Step 4
Check your recording preferences. Choose "Preferences" from the QuickTime Player menu, then click on the Recording icon at the top of the window. First, select the video device and microphone you will use to record your video podcast. Next, for the best video quality of your final video podcast, set the Quality to "Device Native." Last, choose the location where you would like your podcast to be saved. Once you've made your selections, you may close the Preferences window.



QuickTime Player File Edit View Window Help
Recording
General Full Screen Recording
Video Source: Automatic
Microphone: Good (MP1C-4) Better (PL264)
Quality: Device Native (Best for good processing. Raw video and audio, large files.)
Save files to: Desktop

Step 5
Choose "New Movie Recording" from the File menu.

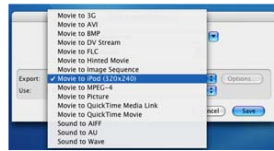
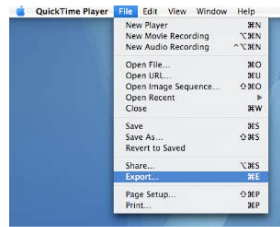


QuickTime Player File Edit View Window Help
New Player ⌘N
New Movie Recording ⌘M
New Audio Recording ⌘A
Open File... ⌘O
Open URL... ⌘U
Open Image Sequence... ⌘I
Open Recent
Close ⌘W
Save ⌘S
Save As... ⌘S
Revert to Saved
Share... ⌘H
Export... ⌘E
Page Setup... ⌘P
Print... ⌘P



Step 6
Click the red Capture button and begin recording with your camera. Click the black Stop button when you're done recording.

Step 7
To convert your podcast recording to a format that iPod understands,* choose "Export..." from the File menu.



that is ready to be published.

Step 8
Choose "Movie to iPod (320x240)" from the export drop down list and click the Save button.

The Export progress bar shows you how much of the export process is completed. The longer your podcast recording, the longer the export will take.

Once the export is complete, QuickTime Pro will place on your Desktop a new version of your podcast recording that will play on the iPod. Double-click the new file and play it to make sure it looks as you expect. You now have a file

Step 9
You can publish the exported file to the Internet as an enclosure on a blogging service, such as Blogger, and wrapped in a podcast-friendly RSS feed. (Please note: the file must be hosted on a web server such as [Mac](#).) RSS feed providers, such as [FeedBurner](#), make it easy to create an RSS file from your blog.

Then to reach a potential audience of millions, publish your podcast to [iTunes Podcast Directory](#) (subject to it being free of copyrighted or overtly explicit material). For inclusion in the iTunes Music Store, you'll need to provide the link to the podcast RSS feed and all episodes within a podcast must be available as .m4v, .mp4 or .mov video file enclosures.

* By following the steps in this tutorial, QuickTime 7 Pro will automatically create an .m4v file containing H.264 video and AAC audio. iPod can play the following video formats:

- H.264 video
 - File formats: .m4v, .mp4 and .mov
 - Video: Up to 768 Kbps, 320 x 240 pixels, 30 frames per second, Baseline Profile up to Level 1.3
 - Audio: AAC-LC up to 160 Kbps, 48 KHz, stereo audio
- MPEG-4 video
 - File formats: .m4v, .mp4 and .mov
 - Video: Up to 2.5 Mbps, 480 x 480 pixels, 30 frames per second, Simple Profile
 - Audio: AAC-LC up to 160 Kbps, 48 KHz, stereo audio

Podcasts FAQ

Apple Computer – December 2006

<https://web.archive.org/web/20061216041230/http://www.apple.com/itunes/store/podcastsfaq.html>



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iTunes 7

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Podcasting and iTunes: Frequently Asked Questions

What is Podcasting?

The word "podcast" is a concatenation of the words iPod and broadcast. The underlying technology used for podcasts, called RSS (Really Simple Syndication) is capable of containing any type of media including audio, video, graphics, and more.

Podcasting is a way of publishing podcasts to the web, allowing people to subscribe to a podcast and receive new "episodes" automatically through an RSS feed. Podcasting consists of publishing XML files which contain references to media (called "enclosures") to a website. Podcast aggregators (often called "podcatchers"), then read these XML files and download all the linked enclosures.

Unlike terrestrial and Internet radio, podcasts are time-shifted, meaning that listeners have control over when and where they hear their favorite programming. And, the episodes are delivered automatically to a subscriber on iTunes so the latest updates are always readily available with no effort required by the listener.

Podcasts offer iTunes users and iPod owners the same freedom and level of control they are familiar with when listening to their own personal music collections.

How does iTunes support podcasts?

iTunes versions 4.9 and later allow people to subscribe to podcasts and automatically download new podcast episodes as they become available. Podcasts can be played within iTunes on your computer or downloaded to your iPod and listened to on the go.

iTunes also features a directory of podcasts within the iTunes Music Store. People can browse through thousands of podcasts by category, search, preview podcast episodes and subscribe.

Podcasters have the ability to submit their podcast for consideration to be included within the iTunes Music Store.

How much do podcasts cost?

All podcasts on the iTunes Music Store are free.

Do I have to have an account at an iTunes Music Store to get podcasts?

No. You can preview and subscribe to podcasts without opening a Music Store account. However, to submit a podcast to the Music Store, you will need a Music Store account.

Can I put a podcast into an iMix?

Yes but it will be ignored. Only the iTunes songs you select will be published.

Does iTunes support the creation of podcasts?

iTunes does not support the creation of podcasts. Many podcast authors edit audio for their podcast episodes using [GarageBand](#) software for the Mac.

Does iTunes support the serving of podcasts?

No. The iTunes Music Store podcast directory will only contain references to the RSS feeds available on a podcaster's website. A podcaster must be running web-server software in order to host their podcast. When a user subscribes to a podcast through the iTunes Music Store, iTunes accesses the podcaster's RSS feed and downloads the enclosed audio files directly from the podcaster's website.

How do I submit my podcast for possible inclusion on the iTunes Music Store?

Clicking the Submit Podcast link on the main page of the Podcast genre page in the Music Store allows you to enter the link for the RSS feed of the podcast you'd like to publish to the Music Store. You will be asked to provide the link (including the http:// tag that precedes it), check over the podcast information as it will appear in the Music Store, and provide additional information not included within the feed. Submitted podcasts do not immediately appear in the Music Store and may be reviewed before being posted.

Will there be any limitations or constraints for podcasters submitting their podcast to the iTunes Music Store?

Podcasts are recommended to have a title, description, artwork, subject, categorization, language, and if appropriate, "explicit material" tags. There is no limit on the number of podcasts that may be submitted by a given podcaster.

For inclusion in the iTunes Music Store, additional information is provided on the [Technical Specification](#) page.

For Podcast Fans

- [User Tips](#)
- [Tutorials](#)
- [FAQ](#)
- [iPod 101](#)
- [Mac Users Forum](#)
- [Windows Users Forum](#)

For Podcast Makers

- [Podcaster Tech Specs](#)
- [GarageBand Tutorials](#)
- [QuickTime Tutorials](#)
- [iWeb Tutorials](#)
- [Podcaster's Forum](#)
- [Doug's AppleScripts for iTunes](#)

Search iTunes Store

Podcasts

Other related items found.

Once a podcast is submitted, how long will it remain in the iTunes Music Store?

Podcasts will remain in the iTunes Music Store as long as the podcaster keeps their podcast RSS feed available, unless it violates any of the Music Store Terms and Conditions, in which case it will be removed.

Will there be any limitation on how frequently a podcaster may update their podcast?

No.

If a podcaster does not update their podcast, will it remain published in the iTunes Music Store?

Yes.

What will happen if a podcast includes unauthorized copyrighted material?

Apple values copyrights and takes this issue very seriously. Users and copyright holders will have a readily accessible complaint form within the iTunes Music Store to notify Apple of any copyright violations.

Apple will investigate the validity of complaints against a podcast and respond accordingly, removing offending podcasts if necessary.

What's an enhanced podcast?

An enhanced podcast contains chapters that reference pictures or web links that are displayed within the iTunes artwork viewer.

How do I create an enhanced podcast?

You can download and use "Chapter Tool" to create enhanced podcasts. The Chapter Tool allows you to create chapters within a MPEG4 AAC file created with iTunes 4.9 or later. Chapters, at a minimum, must include a Start Time and one other attribute.

How do I install the Chapter Tool?

To install the Chapter Tool, drag the ChapterTool folder into the Music folder inside of your home folder. Check the "About Chapter Tool" documentation included in the download.

What are the System Requirements for the Chapter Tool?

Chapter Tool Beta requires Mac OS X version 10.3.8 or later (Mac OS X version 10.4.1 or later is recommended), QuickTime version 6.5.2, or later, and iTunes 4.9 or later.

Where do I go to download the Chapter Tool?

Download the Chapter Tool and documentation: [Download Chapter Tool Beta \(dmg, 7.9MB\)](#)

Where can I find the Technical Specifications?

Read the [Technical Specifications](#).

How does the Top Podcasts list work?

The list displayed in the Today's Top Podcasts box on the Podcast page in iTunes is created using automated algorithm -- the podcasts are not hand-picked. The algorithm is based primarily on new podcast subscriptions during the past 24 hours.

Do you cache podcast content?

With very few exceptions, iTunes does not cache episode files. The only exceptions have been cached with the permission of the podcaster.

Can I submit a test feed?

Please do not submit test feeds to iTunes. To test your feed, use the Subscribe to Podcast command in the Advanced menu of iTunes.

How do I link to my podcast page on iTunes?

Right-click or Ctrl-click on your podcast image in iTunes to copy the URL for your podcast page. The URL will begin "http://phobos.apple.com/..." When a user clicks on this link, the http:// prefix calls the default browser, and the phobos prefix calls the iTunes application.

How do I find which feed url is being used on iTunes?

You can determine which feed url is being used by iTunes to point to your podcast by (1) clicking on the Subscribe button for your podcast, then (2) clicking on the Information icon (the gray circle with an "i" in it) in the Description column of your Podcasts playlist. The feed URL is displayed at the top of the popup window.

Podcasts FAQ

Apple Computer – May 2007

<https://web.archive.org/web/20070519020957/http://www.apple.com:80/itunes/store/podcastsfaq.html>

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iTunes Store This Week

See what's hot, what's new and what's for you.

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Artists

Podcasting and iTunes: Frequently Asked Questions

What is a podcast?

A podcast is a program that is made available on the Web. Many traditional radio and tv programs are available as podcasts, and many new kinds of programs are available only as podcasts. Using iTunes, you can find podcasts, subscribe to them for free, receive new episodes as they are released, and enjoy them anytime, anywhere. You can watch or listen to these programs on your Mac or PC, [iPod](#), or [Apple TV](#).

How can I get started?

The podcasts directory in the iTunes Store is where you find and subscribe to new podcasts:

Podcasts directory in iTunes

The Podcasts section of your Library is where you manage your existing subscriptions and play the episodes you have downloaded:

Podcasts library in iTunes

To find and subscribe to a podcast:

1. Launch iTunes. If you do not have iTunes, [download](#) the latest version of iTunes, free.
2. In the left column of iTunes, click on iTunes Store.
3. In the box labeled "iTunes STORE", click on "Podcasts."
4. Explore the wide selection of podcasts by clicking on the various pages and links. Alternatively, you can search for podcasts by entering search terms in the Search iTunes Store field. When iTunes displays results for your search, click PODCASTS to show only podcasts.
5. When you find a podcast you want to try, click Subscribe.

After a few seconds, iTunes will begin to download the latest episode for the podcast you subscribed to. To listen to or watch the episode:

1. Click the triangle next to the name of the podcast to see all the episodes:

Podcast episodes in iTunes

2. Double-click on the top episode to play it.
3. To download and play older episodes, double-click on them or click the Get button.

How much do podcasts cost?

All podcasts on the iTunes Music Store are free.

How do podcasts work?

Podcasts consist of the episode files that you download, and an XML file that lists all the episodes. When you subscribe to a podcast, iTunes reads the XML file and downloads the latest episode. Each day, iTunes rereads the XML file. If a new episode is available, iTunes downloads it automatically.

For more information on creating your own podcast, see the [For Podcast Makers FAQ](#) and the [iTunes Podcasting Technical Specification](#).

How does iTunes support podcasts?

The iTunes client application that you download and run on your Mac or PC lets you subscribe to podcasts and listen to or watch the episodes on your computer, iPod, or Apple TV.

Do I have to have an account at an iTunes Music Store to get podcasts?

No. However, you do need an account to submit a podcast to the iTunes Store.

A podcast I want to subscribe to isn't available in the iTunes Store.

It's easy to subscribe to any podcast using iTunes, even ones that aren't available in the iTunes Store. To subscribe, find and copy the podcast's feed URL. In the "Advanced" menu, select "Subscribe to Podcast" and paste the feed URL into the dialog box.

Are there video podcasts?

Podcasts are more than just audio; some of the most popular podcasts in the iTunes Store are video podcasts. Most are playable on iPod with video capability. Additionally, Apple TV supports watching video podcasts on your TV screen.

There are also text-based podcasts. iTunes podcasting supports PDF files, which can be opened on your computer. (iPod cannot display PDF files.)

Why won't some video podcasts play on my iPod?

Some video podcasts, while playable in iTunes, are encoded in formats that are not compatible with iPods. To convert those videos so that they are iPod-compatible, highlight the video in iTunes, right-click on the selection, and choose "Convert Selection for iPod". iTunes will automatically re-encode the video for playback on iPod. Go to the Movies section of your Library to find and play the converted episodes.

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- [iWeb Tutorials](#)
- [Podcaster's Forum](#)
- [Doug's AppleScripts for iTunes](#)

How can I find podcasts in my language?

Podcasts are available in many different languages. The easiest way to find them is simply to search using words in the desired language.

The Power Search feature in the iTunes Store includes a language pull-down with the most common languages used by iTunes users. Podcast Power Search is available in the "Quick Links" sidebar on the main iTunes Podcasting Page.

To see podcasts that are popular in other countries, click on the Home icon to go to the main page for the iTunes store. At the bottom of the main page is a My Store menu that allows you to switch to different stores. Once in the desired store, navigate to the Podcasts page. In the Top Podcasts list, for example, you will find podcasts popular in that country.

How can I share the podcasts to which I subscribe?

There are so many podcasts out there, it's tough to know which ones to subscribe to. Make it easy for your friends to find great podcasts by sending them some of your favorites. From a podcast's page in the iTunes Store, select the Tell a Friend option on the right side of the page to send a link to that podcast, along with a custom message, via email. You can also right-click (PC) or ctrl-click (Mac) on podcast art to copy the URL for a podcast in iTunes. There are other ways to share your favorite podcasts. Find more advanced techniques on the [Podcasting Tips and Tricks page](#).

Are there parental controls for podcasts?

The Parental Controls built into iTunes apply to podcasts. Limit your children's exposure to explicit content, or block the Podcasts section altogether, from the Parental Controls section of the iTunes preferences.

How do I unsubscribe?

If you are no longer interested in a podcast to which you are subscribed, highlight the podcast in your Library and click the Unsubscribe button in the lower left hand corner of the screen. To unsubscribe and delete all files related to the podcast, simply press the Delete key after selecting a podcast.

Can I put podcasts in a playlist?

Yes, podcast episodes can be added to a playlist, or smart playlist, like any other track. However, new episodes of a podcast are not automatically added to a standard playlist. See the Get Smart Playlists section of the [Podcasting Tips and Tricks page](#) for a guide to enhancing your podcast experience with smart playlists.

Can I play podcasts on my iPod shuffle?

Yes. To play a podcast on iPod shuffle, set the switch on iPod shuffle to play in order. Also, note that the Autofill feature of iTunes will not add audiobooks and podcasts to iPod shuffle. Instead, you should manually add audiobooks and podcasts to iPod shuffle by dragging them to the iPod shuffle playlist.

Additional Works Cited:

Hagood, Mack. "The Scholarly Podcast." In *Saving New Sounds: Podcast Preservation and Historiography*, edited by Jeremy Wade Morris and Eric Hoyt. Ann Arbor: University of Michigan Press, 2021.

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Spinelli, Martin, and Lance Dann. *Podcasting: The Audio Media Revolution*. London ; New York: Bloomsbury Academic, 2019.