

### UNESCO on iTunes U: Guidelines

**iTunes U offers UNESCO a means to distribute audio and video files of academic value.**

UNESCO uses iTunes and YouTube to raise awareness of its activities and reach a broad global public. While a variety of videos of a general nature relating to UNESCO's activities and priorities can be viewed online via UNESCO's presence on YouTube, iTunes U provides a platform for UNESCO to present scholarly video and audio files, which users can download to watch later and to build up their own reference collections.

iTunes U is primarily used to distribute compressed digital audio (AAC or MP3) and video files (MPEG-4: .mov or .mp4). UNESCO files on iTunes U can be played on computers or on a number of portable media devices, including MP3 players and smartphones.

Collections of audiovisual material on iTunes U may include an accompanying PDF to present background information or an overview of the theme or topic. Such files might also provide links to further useful resources, including to the UNESCO website or to publications in the UNESDOC database. PDF files on their own, however, should not be considered appropriate to post on iTunes U.

#### What kind of content is suitable for uploading to iTunes U?

The most suitable content for iTunes U will feature speakers or performances at events sponsored by UNESCO or held at UNESCO premises in Paris or elsewhere, or presentations by UNESCO staff or partners at other events. (Permission to record external events should be obtained in advance.)

A wide range of digital content developed by sectors, Institutes and Field Offices or in partnership with external groups can also be suitable for distribution via UNESCO's iTunes U site. This might include debates or roundtable discussions, presentations, performances, a series of interviews or talks, or films presenting particular programmes or initiatives.

Documentary videos, reports and news items on subjects of relevance to UNESCO's mission and priorities can be valuable additions to the site if they relate to an existing UNESCO collection, but their posting should be considered carefully.

#### How is content organized on the UNESCO iTunes U site?

For a file to be published on UNESCO on iTunes U it must be an appropriate addition to an existing collection or be submitted as a group of files that will comprise a new, robust collection.

**Collections and podcasts:** Content in iTunes U is organized in collections that relate to a specific topic. Collections of audio and video files that are released as an ongoing series – such as a lecture series, or a series of short documentary films – are also referred to as podcasts.

By creating focused collections that contain 5-50 items, visitors can easily navigate UNESCO's content on iTunes U and find the items that interest them. At present UNESCO's collections are grouped solely by sector, however collections and series on specific topics will be created as more UNESCO content is available to upload to iTunes U.

Users can download files one at a time or they can subscribe to a collection or podcast and receive notifications or have new items download automatically as they become available. In this way students and others can quickly build up their own libraries of audiovisual reference material.

**Categories:** iTunes U categories (see annex) allow items to be tagged according to specific fields of interest. Viewers use these categories to browse the UNESCO content or to search for content relating to their interests. Individual items can be assigned to more than one category where appropriate.

### **How do I submit content for UNESCO on iTunes U?**

At present, files and collection of files for iTunes U should be sent to the Web Administrator of the CI Information and Knowledge Management Team, Mr Igor Nuk, ([I.Nuk@unesco.org](mailto:I.Nuk@unesco.org)).

Content submitted for iTunes U will be reviewed by ERI/DPI to verify copyright status and adherence to technical requirements before being posted via an RSS feed.

(UNESCO will be developing a more automated process however, by which UNESCO staff will be able to tag content as 'iTunes U ready' so as to enable it to be collected and posted on UNESCO's iTunes U site semi-automatically.)

### **Requirements for posting content on iTunes U**

- 1) Documentation showing that UNESCO is the rights owner; or
- 2) The content is already online (UNESDOC archives, UNESCO YouTube content)

## Annex:

# Category Codes

**Disclaimer:** iTunes U category and subcategory codes and names are established by Apple Inc. and do not necessarily reflect UNESCO terminology.

### 100 Business

- 100100 Economics
- 100101 Finance
- 100102 Hospitality
- 100103 Management
- 100104 Marketing
- 100105 Personal Finance
- 100106 Real Estate

### 101 Engineering

- 101100 Chemical & Petroleum
- 101101 Civil
- 101102 Computer Science
- 101103 Electrical
- 101104 Environmental
- 101105 Mechanical

### 102 Fine Arts

- 102100 Architecture
- 102101 Art
- 102102 Art History
- 102103 Dance
- 102104 Film
- 102105 Graphic Design
- 102106 Interior Design
- 102107 Music
- 102108 Theatre

### 103 Health & Medicine

- 103100 Anatomy & Physiology
- 103101 Behavioural Science
- 103102 Dentistry
- 103103 Diet & Nutrition
- 103104 Emergency
- 103105 Genetics
- 103106 Gerontology
- 103107 Health & Exercise Science
- 103108 Immunology
- 103109 Neuroscience

- 103110 Pharmacology & Toxicology
- 103111 Psychiatry
- 103112 Public Health
- 103113 Radiology

### 104 History

- 104100 Ancient
- 104101 Medieval
- 104102 Military
- 104103 Modern
- 104104 African
- 104105 Asian
- 104106 European
- 104107 Middle Eastern
- 104108 North American
- 104109 South American

### 105 Humanities

- 105100 Communications
- 105101 Philosophy
- 105102 Religion

### 106 Language

- 106100 African
- 106101 Ancient
- 106102 Asian
- 106103 Eastern European/Slavic
- 106104 English
- 106105 English Language Learners
- 106106 French
- 106107 German
- 106108 Italian
- 106109 Linguistics
- 106110 Middle Eastern
- 106111 Spanish & Portuguese
- 106112 Speech Pathology

### 107 Literature

- 107100 Anthologies
- 107101 Biography
- 107102 Classics
- 107103 Criticism
- 107104 Fiction
- 107105 Poetry

### 108 Mathematics

- 108100 Advanced Mathematics
- 108101 Algebra
- 108102 Arithmetic
- 108103 Calculus
- 108104 Geometry
- 108105 Statistics

### 109 Science

- 109100 Agricultural
- 109101 Astronomy
- 109102 Atmospheric
- 109103 Biology
- 109104 Chemistry
- 109105 Ecology
- 109106 Geography
- 109107 Geology
- 109108 Physics

### 110 Social Science

- 110100 Law
- 110101 Political Science
- 110102 Public Administration
- 110103 Psychology
- 110104 Social Welfare
- 110105 Sociology

### 111 Society

- 111100 African-American Studies
- 111101 Asian Studies
- 111102 European & Russian Studies
- 111103 Indigenous Studies
- 111104 Latin & Caribbean Studies
- 111105 Middle Eastern Studies
- 111106 Women's Studies

### 112 Teaching & Education

- 112100 Curriculum & Teaching
- 112101 Educational Leadership
- 112102 Family & Childcare
- 112103 Learning Resources
- 112104 Psychology & Research
- 112105 Special Education