

Using Video to Tell Your Story

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If a picture is worth 1000 words, what is a video with an audio track worth?

Cost Benefit: Benefit (net income) / Cost

If cost is low, or zero, it is not difficult to get to a worthwhile cost/benefit ratio.

You Tube

Create an account on You Tube
Shoot, capture, and edit your video
Export video in a compatible file format (H264)
Upload your video
Copy the embed code to your website
And/or link to the YouTube video

1. You Tube Help:

<http://help.youtube.com/support/youtube/bin/static.py?page=start.cs&hl=en-US>

Podcasts

Create an account on iTunes
Shoot, capture, edit your video
Export video in an acceptable format.
Upload video to a server (not iTunes)
Create feed (xml)

For new episodes, create video, upload, and add episode info to feed xml. Ping iTunes.

1. Making a Podcast: <http://www.apple.com/itunes/whatson/podcasts/specs.html>

2. FAQs: For Podcast Makers:

<http://www.apple.com/itunes/whatson/podcasts/creatorfaq.html>