APPENDIX A: Podcast Guide

Content, Content, Content – make sure what you are saying is **informative, educational** and **entertaining.**

Like radio, podcasts are often something people listen to while they are doing something else. You need to make it interesting and engaging. One key way to ensure that your podcast is interesting is to talk about something that YOU FIND INTERESTING. Listeners pick up on your enthusiasm and your tone; make sure you choose something that interests you.

Likewise, because SYN is a community broadcaster, one of our goals is to broadcast young peoples' voices and experiences in ways that may not be reflected in the mainstream media. This is your chance to tell YOUR STORY and share YOUR VIEWPOINT.

There are a few guidelines about what you can and cannot do in your podcast:

You can't:
- Say anything that could be seen as **racist, homophobic or discriminatory** on the basis of gender, religion, age, nationality, or physical or mental stability;
- Incite or encourage violence or brutality;
- Promote the use of alcohol, tobacco or any illegal drugs;
- Say something that might harm a person's reputation or lead people to ridicule, avoid or despise that person. This is **defamation,** and it is illegal. Any living person, or a business, school, religion or charity can be defamed;
- Steal other people's material, be it from a newspaper, book or TV show. This is **plagiarism**, and it is also illegal. You must credit people for their material. (*for more info see copyright section).

However, you can:

- Say things that are true – but you must be able to prove that it is true;
- Use satire – as long as your listener knows that you are being humorous;
- Make comments that are your **opinion** – as long as the facts are clear. For example, you can give a review of a movie, because people can easily go to the movies and disagree with you if they want. Your opinion must not include any of the above discriminatory remarks.

Audio quality is just as important as great content. After all of your hard work putting together your words and ideas you want listeners to hear you clearly and to understand what is happening on your podcast.

Be aware of:

LEVELS – the volume levels of the audio piece should be consistent throughout, not too quiet and not too loud
CLIPPING – cutting bits off unintentionally
MUSIC – make sure any background music is at an appropriate volume level
PAUSES – long silences are confusing to the listener
NATURAL SPEECH – cutting and pasting words and/or sentences is fine, but we need to attempt to make the talking sound as natural and fluent as possible

Other aspects of your podcast:

Provide **extra information** on the website **–** include **images**, **links** and **text** to enhance your podcast. Write a short paragraph that describes the great things that your podcast contains, to **entice the audience into listening**. It also helps people who might not be able to listen on their computer (maybe the audio is blocked, or they're in a quiet office), so they can check out the main points of your media by reading a bit about it.

And now a few important words about Copyright:

All of the audio used in your podcast must be original material or royalty-free audio.

You cannot use audio or other materials that are protected by copyright. This means that someone else has created them and has the rights to their usage. When they are used on radio or over the internet the copyright owner must give their permission. Likewise, playing commercial music in your podcast will incur royalty fees. Trust us, you really can't afford it so please stick to **royalty-free music**. Here is a list of some royalty free music sites:

- http://ccmixter.org – CC sound remix tool and archive
- http://www.opsound.com – CC music archive
- http://www.magnatune.com – CC record label
- http://jamendo.org – CC music distribution site
- http://freesound.iua.upf.edu/ - collaborative database of CC licensed sounds
- http://cchits.org/ - collaborative podcast where users can contribute, find, and share music under CC licences
- http://www.artistserver.com/ - music community
- http://soundtransit.nl/ - archive of "field recordings" from various locations around the world published under a CC Attribution licence
- http:// freemusicarchive.org/ - free music downloads for use in podcasts and video production

Please note that most of the music on these sites are released under the Creative Commons Attribution-ShareAlike license (a copyleft license similar to those used in the free and open source software communities) or are placed in the public domain (the license information for each song can be found under the song link). The Attribution-ShareAlike license requires that you attribute the works to their original authors/musicians (attribution), and that any derivative works (anything you make using the sound files) be licensed under the same license (share alike). **Always check the license of the music that you are using from any site.**