Podcast / Vodcast Guidelines

Introduction

The purpose of this document is to establish appropriate guidelines and rules of conduct for delivering quality and meaningful podcasts and vodcasts to a worldwide audience via resources supported by Barton Community College ("the College"). The guidelines and rules outlined in this document are applicable to all podcasts that are produced as communication for or from the College by its students, organizations, departments, and other units. Unaffiliated community members and community organizations who use College podcasting resources shall also be subject to these guidelines and rules.

Podcasts are not for students or community members only. Faculty, especially, are encouraged to speak on topics of their choice. The forum may be regularly used to showcase events and promote the College. An active lineup of podcasting that exhibits the College's personality gives potential students and their families a familiarity with the institution, making it a comfortable choice for them.

Definitions

The *Oxford English Dictionary* defines a podcast as "a digital audio file made available on the internet for downloading to a computer or mobile device, typically available as a series, new installments of which can be received by subscribers automatically."

A vodcast (or "video-on-demand-cast") is defined as "a podcast with video content."

Policy Statement

Podcasts and vodcasts created by and/or affiliated with individual College students, student organizations, or faculty, or unaffiliated community members or community groups, must ensure that the following guidelines are met. These guidelines are in place to guarantee that the podcasts and vodcasts produced using College resources comply with the expectations set forth by the College community as a whole.

Unless otherwise specified in these guidelines or other College policies and procedures, use of podcasting resources at the College must align with the institution's mission.

The College's podcasting resources cannot be used in a manner that violates the law, or for political campaigning, personal financial gain, or activities that are not approved by the College. Slander, libel, dehumanizing language, calls for violence, and incitement to riot are expressly forbidden.

The College's Communications Office and the Barton Library do not regularly monitor podcast content. However, should either become aware of any issues, the College reserves the right to remove file(s) that violate any institutional policies and procedures or deny access to College-owned podcasting resources.

Use of the Barton Name

In accordance with the Barton Brand Guide, each podcast produced by a Barton student, student organization, or employee, or by a community member, must make clear in the introduction that the podcast

"is a production of [insert name], a student at Barton Community College, and recorded in the podcast studio of the Barton Library."

/or/

"is a production of [insert name], an officially recognized Barton Community College student organization, and recorded in the podcast studio of the Barton Library."

/or/

"is a production of [insert name], an instructor of [insert field] at Barton Community College, and recorded in the podcast studio of the Barton Library."

/or/

"is a production of [insert community member/organization name], and recorded in the podcast studio of the Barton Library on the grounds of Barton Community College."

College Disclaimer

Each student, student organization, employee, or community member podcast or vodcast must include an audible disclaimer in the introduction of each episode acknowledging that,

"the views and opinions expressed in the podcast are those of the speaker(s) and do not necessarily reflect the official policy or position of Barton Community College."

Quality Control

As the College maintains a high standard for academic achievement, all podcasts and vodcasts using College-owned equipment should likewise be recorded and edited with the aim of capturing and producing the best quality audio or video file. Adobe Audition is available for use on the studio laptop. Export audio and/or video files in the appropriate file type to the chosen hosting platform.

All podcasts must meet the following minimum standards:

Audio format: MP3
Data rate: 128 kbps
Channels: Stereo
Output sample rate: 44.1/48 kHz
Encoding quality: Better

Video format: MPEG-4 (MP4)
Bitrate: 8 Mbps
Codec: H.264/AVC

If you do not know what these standards mean or whether your intended recording will meet these standards, please contact the [Video Coordinator](#) for the Communications Office.

Artwork and Music

Artwork for a podcast's profile image and banner image will be submitted to the Communications Office for approval. Artwork for official College departments, student organizations, and employee podcasts must be approved by the Chief Communications

Officer. Use of the College logo is limited to College departments, student organizations, and employees.

If you plan to include pre-existing sound recording in your podcast, the Communications office or the Library can assist with choosing royalty-free music for a podcast.

Copyright

While creating your podcasts, please ensure that all necessary rights and permissions have been obtained for the material included in the podcast. For example, if incorporating text from a course textbook, book, blog, journal, magazine, or newspaper, permission will need to be obtained from the author to include the material in the podcast. However, if you are using work that is in the public domain, permission from the original author or copyright owner is not necessary.

Any pre-recorded audio such as sound-effects or music must be used with the express written permission of the original creator, or be available in the public domain.

Images and video clips for vodcasts must also meet the copyright requirements of the original creator. In instances where public domain or Creative Commons licensed materials are used, please credit the creator as required by the material.

If a podcast involves recording guests, a [Talent Release Form](#) is required. The completed form should be submitted to the Chief Communications Officer.

For all practical purposes, the College's [copyright, intellectual property, and academic integrity procedures](#) will be used in determining fair use of your podcast content.

Hosting

There are numerous apps and hosting options for a podcast including Anchor, BuzzSprout, Spreaker, Podbean, SoundCloud, or Apple iTunes. When uploading episodes to these platforms, it is important to read their license agreements and make sure you agree to their terms.

Spotify for Creators is recommended for College departments, student organizations, and employees acting in their official or educational roles. Personal podcasters may purchase and use their own subscriptions.

Last Updated: 5/19/2025

Please also tag your episodes with the Barton Community College name as well as your name or that of your organization so that they are easily found by your audience.

Getting Started

At least ten business days prior to the desired time of recording the first episode, prospective podcasters must submit to the College's Chief Communications Officer and the Director of Library and College Archives a completed Podcast/Vodcast Submission Form detailing the purpose and intent of the podcast. Applicants should not think they can walk in and sit down to record without demonstrating they have conducted market research, specified a topic, identified the target audience, and decided on the format and length of episodes, and are otherwise prepared to create a professional production that reflects well on the College and themselves.

Podcasters will be required to demonstrate evidence of knowledge and research on the topic.

Podcasters are expected to provide to their audience show notes for each episode, with all applicable resources cited, including URLs. Show notes must include a transcript OR a list of keywords that could be used to find the podcast in a search. Every topic or person mentioned should have a keyword.

If using a resource that was accessed through Library databases, podcasters should contact a librarian for help in locating the digital object identifier (DOI) or other methods of creating access.

Scheduling

Podcasts will need to be scheduled through the Library staff for recording. If there is already one scheduled during your desired time, you will be given the next available slot.

Rating

While the content of the podcast is your personal creation, the language should be appropriate for all ages. The College has adopted Apple Podcast content guidelines as a standard, one of which demands podcasts with vulgarities or adult content have a "Explicit" warning label. Please be advised the College WILL NOT provide resources for podcasts that fit this category.

Conduct

Podcasts and vodcasts must comply with:

- [Procedure 2106 – College Logos and Other Representations](#)
- [Procedure 2108 – Social Media](#)
- [Procedure 2111 – Use of Computers/College Computing and Information Systems](#)
- [Procedure 2150 – Use of Copyrighted Materials](#)
- [Procedure 2200 – College Facilities, Equipment, and Other Resources](#)
- [Procedure 2450 – Employee Conduct and Discipline](#).
- [Procedure 2475 – Political Activities of Employees](#)
- [Procedure 2611 – Student Code of Conduct](#)

Disclaimer

The College reserves the right to refuse or remove a podcast that has used College-owned resources if the content does not further the mission of the institution, based on any of the criteria outlined in this document.

By signing, I am indicating that I will comply with the stated guidelines and requirements. I further affirm I will not publicly slander, disparage, or embarrass the College in producing and publishing my podcast.

PRINT: _____

SIGN: _____

DATE: _____

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