



SYNDICATING YOUR SHOW IN AUDIOPORT: STARTUP INFORMATION

Should you syndicate your show? First answer these two questions:

- Would your show (or a significant part of it) be of interest to a nationwide audience?
- Are you willing to put in an extra 15-30 minutes per show preparing it for a national audience?
- If "yes" to both, consider syndication! We appreciate your sharing your talent and work. Below are the best practices that will help get your radio content the listeners it deserves, as well as help keep Audioport.org well organized.

Are you already uploading your show to Audioport? Please answer this question.

- Are you consciously intending to share your show with a national audience?
 - If not, please check the box "Make visible in my workroom only." Audioport is intended for national content-sharing only. It is **not** the tool you should be using to share content with your local engineer or aggregator.
 - If so, please ensure that you follow the guidelines below.

AUDIENCE:

The 200+ managers of Pacifica affiliate stations across the country expect the shows in Audioport to be make sense to their listening audience.

- For a national audience, eliminate all mention of other shows or hosts on your station.
- For a national audience, eliminate all day / time-of-day tags ("this morning", "today, Friday"). Realize that programmers may choose to air on a different time or day.
- For a national audience, it is best to remove local underwriting or mentions of local events.
- If your shows are of consistent interest only to your **local** vicinity (e.g., Seattle area) or state (e.g., Indiana), please consider an alternative means to share content with the other stations who might be interested. This will reduce clutter on Audioport.
- If your shows are of **regional** interest (e.g., Midwest), go ahead and syndicate, perhaps indicating the region of interest in the program description.
- If your shows are a **mixture** of local and national, consider planning your show so that all local news comes at the same place and can be edited out easily. If these means consolidating shows and posting less frequently, that might be the best solution.

QUALITY:

Many factors go into making a show of high quality, too many to enumerate. Here are a few critical ones for radio content on Audioport:

- Concise but descriptive **show title**.
- Concise but descriptive **tag line** ("a show about ____"; "bringing you __ every week.")
- Frequent **re-introduction** of show title (every 15 min), your name as host, your guest, description of guest's expertise or relevance.
- Reliability in terms of **content**. Your show is what you say it is, in the title and Audioport show description.

CONSISTENCY:

This is what station programmers look for the most:

- Post shows of the **same length** every week. Note: 1-hour shows must be no longer than 58:00 minutes. Half-hour shows must be no longer than 29:00 minutes. Modular shows should ideally be no longer than 4:00 minutes.
- Post shows in the **same place** every week (if it is a weekly series, don't post it as a "special" or "interview" just because you think that this week's content or interview is especially good).
- Post at the **advertised frequency**, i.e. monthly, weekly, every-other-weekly, etc.
- Post to Audioport on the **same day** at roughly the **same time**.

LEGALITY

Your failure to abide by the following rules makes stations and Pacifica vulnerable to FCC penalties, including fines and station closure. This is serious business.

- **No legal station IDs** in work uploaded to audio. By naming your local station, you are effectively mis-identifying the station that subscribes to your work. This is more than an annoyance to that station's listeners, it is **an FCC violation**. (You may say, e.g., "Coming to you from the studios of WHYR in Baton Rouge," but not "This is X show on WHYR, 96.9 FM Baton Rouge.")
- It is recommended, but not required, that you eliminate local underwriting. Out of courtesy to subscribers, please indicate in program notes any underwriting that remains in the program.
- **NO FCC VIOLATIONS**: i.e., "forbidden words," graphic (sexual) imagery, payola, plugola, political endorsements.
- Absolutely **NO FUND DRIVE** shows. Plan to create "Evergreen" show, i.e., a new or rerun show that is not dated in any way by season or topic, that can substitute for your show when you are otherwise occupied with your station's fund drive, or sick, etc.

UPLOADING YOUR SHOW

Preparing the audio:

- We recommend but do not require mono format, since some stations broadcast in mono.
- The shows should be **at least** 128-bit-rate.
- Some producers are breaking each hour into two 30-min segments. **This is not necessary or desirable**. It clutters up Audioport.
- On the other hand, if your show is two hours, it **should** be broken into two 1-hour (58-min) segments. Label them differently, e.g. "Part 1" and "Part 2".

Loading the audio:

- If your show has a name, like The Wayback Machine, and it appears on a regular basis, then it is a series. You click "Add a new series" in the second box. This series will now be associated with your log-in address.
- In the TITLE box, you describe the content of this week's (or this day's, or this month's show). It may just be today's date. It may be a topic like "The Gold Standard."
- Audioport will automatically make your entry, e.g. "**The Wayback Machine: The Gold Standard**." It uses boldface, which is what programmers look for.

- PROGRAM TYPE: Use "monthly" for monthly and twice-monthly shows. Use "weekly" for consistent weekly shows. Use "interview" only for stand-alone interviews not related to a show. Use "commentary" only for short opinion pieces. Use "special" only for one-time broadcasts.
- SUBTITLE: The "subtitle" field should be used rarely.
- TOPICS: Under "Topics" you have 11 folders with sub-folders and sub-sub-folders. We have done our best revising this tree. Try not to select 3 to 6 topics. The topics you pick on the first upload automatically come up for your next upload. Nonetheless, please try to edit the topics to fit your show. Otherwise, search-by-topic results in meaningless clutter.
- SUMMARY: One- or two-sentence hard-hitting summary of this edition of the show.
- CREDITS: Very important, especially for music shows. Be sure to include your intro/outro music.
- PROGRAM NOTES: Start with one-sentence description of your show's mission (i.e., your tag line). Notes to programmers like "musical interlude from 29:30 to 30:30 to allow for station ID" or reassurances like "All station IDs and local references have been removed." Then include any websites, background or additional information you feel necessary.
- RELEASE DATE: This is important! If you decide you want to go to the studio and produce, e.g., two shows in your weekly series, please date them one week apart. That way, show 2 won't appear on Audioport until the following week. This decreases clutter on Audioport and makes it easier for programmers to locate the shows they're looking for.
- BEFORE YOU TURN THE PAGE, ask yourself → should I check the box at the top, "Make visible in my workroom only"?
- In general, note that when people search by the search box with the "go" button, the system looks at words in your descriptive text. That's a good reason for adding descriptive text.
- NEXT PAGE: If your show is not a series, then please label it with a name where Audioport provides that option. The field does not allow spaces. If your upload is a series, Audioport automatically names it.

PROMOTING YOUR SHOW

- You can introduce your show and post weekly updates via our "pacifica-announce" list-serve. Program directors subscribe and will see your announcement. To join: contact Ursula at Ursula@pacifica.org.
- In Audioport, your show pages have a "stat" box (bottom right) showing number of downloads, which is a pretty accurate way to tell how many stations are airing your show. You can see a list of emails of who downloaded your show at the page bottom when you are logged in. "Unknown" downloads indicate stations automating (podcasting) their download.
- You can find a list of Pacifica affiliates who can access your program through Audioport.org at http://pacificanetwork.org/?page_id=49. Links to their web sites are given, for contact information. The best way to get on airwaves is direct phone calls.
- To post promos for your show, create a separate series for the promos. If you put the promos on the show pages, you will confuse automation systems and they are as likely to air the promo as the show instead of the real thing.

**We happily can be with you by phone
for your first upload, making sure this is
clear to you. Call Ursula (510)-812-7989
or Greta (515)450-6572**