

Audioport Instructions

I have created an account for you in Audioport.org using this email address as the login. With this account, you can download content from Audioport.org and/or distribute content to Pacifica Network. Content distributed can be taken by Pacifica Network stations (over 200 of them in the US, Canada, and Europe). You should receive an email from the website, giving you a link to set up your account and password.

- Don't see it in your in-box? Check your spam and other email folders such as "Promotions" etc.
- Sometimes firewalls block a website's email to you; so if you can't find it, contact Pacifica Affiliate Network Manager Ursula Ruedenberg at ursula@pacifica.org, or 510-812-7989 for help.

Please take time to review, **the FCC and IRS regulations** governing noncommercial radio. Your ignorance of these regulations gives no protection to the stations against grave consequences if they air violations.

Here is a good list of information and tips on best practices and promotional advice for distributing to network stations. It is helpful to look it over to understand the quirks and behavior of your potential takers.

When you decide to start uploading content, help is available to you in getting started and getting send-off promotions.

PACIFICA CAN HELP YOU GET STARTED:

If you wish, Pacifica staff will be on the phone with you as you make your first upload, to ensure you don't get stuck or make common errors. If you upload without their help, send them an email after you do so, so they can check to make sure you made the upload in the most advantageous way for your success. Contact / ursula@pacifica.org.

PACIFICA WILL PROMOTE YOU:

Pacifica staff can introduce your program as it becomes available in Audioport. Attached is a template for what to send to them so they can make that announcement. Send this to ursula@pacifica.org. She can also add your show to a **directory of programs**.

The best way to promote your show is to call the stations and ask them to listen. **Here**, you can find a list of affiliates who use Audioport with links to their websites, where you will find up to date contact information.

[PACIFICAANOUNCE@GROUPS.IO:](mailto:PACIFICAANOUNCE@GROUPS.IO)

Pacifica has a listserv going to network members, informing them about available programs. To be added, contact Stephanie Schubert / stephanie@pacifica.org. Let her know what email address to use.

Normally, producers send out a weekly description of their show installments to advertise them. To avoid overload, it is customary to limit posts to once a week. Attached is a template for you to use when posting your promotions effectively. There is no discussion in the listserv; posts are limited to production announcements unless a compelling reason occurs, for a message to everyone on the listserv.

Thank you for contributing to the independent grassroots voices of Pacifica Network!