Guidelines for Podcasts

The purpose of this document is to establish appropriate procedures and guidelines for delivering quality and meaningful podcasts to a worldwide audience via resources supported by the University of Nebraska Medical Center. The guidelines and policies outlined in this document are valid for all podcasts that are produced as communication for/from UNMC– by its colleges, divisions, departments, academic courses, organizations, and other units.

There are three types of podcasts that are supported by UNMC – audio, enhanced, and video.

- An audio podcast consists of audio only. (Standard)
- An enhanced podcast consists of audio and images with hyperlinks that allow the user to access a website.
- A video podcast, also known as a vodcast, is a video packaged specifically to be delivered as a vodcast.

Policy statement
Unless otherwise specified in this policy or other university policies, use of podcasting resources at UNMC is restricted to the purpose of the university's mission.

The UNMC podcasting resources cannot be used in a manner that violates the law, for political campaigning, personal private gain, or activities that are not approved by the university. Upon monitoring, the public relations department reserves the right to remove file(s) that violate any university policies and procedures.

Procedure for requesting a podcast
1. Contact UNMC Public Relations to review podcasting process.
2. Upon approval to podcast, UNMC Public Relations creates public access podcast folder created on the server.
3. Upon final approval, UNMC Public Relations makes podcast available to UNMC community and the general public.

Recording a podcast
Submitted podcasts of poor recording quality cannot be accepted. Just as UNMC maintains a high standard for academic achievement, all UNMC podcasts will have to meet the standards outlined below.

All UNMC podcasts, course-related and public access, must meet the following standards:

- Audio format: MP3
- Data rate: 128 kbits/sec
- Channels: Stereo
- Output sample rate: 44.100 kHz
- Encoding quality: Better

If you do not know what these standards mean or whether your recording meets these standards, please contact the UNMC Public Relations Department.

Recording using a professional microphone

Recording should take place in a quiet room. Check with UNMC Public Relations for options.

Artwork and music

Artwork for a podcast's profile image and banner image will be submitted to Public Relations for approval. Public Relations also can assist with creating art for the podcast.

If you plan to include pre-existing sound recording in you podcast, UNMC Public Relations can assist with choosing royalty-free music for a podcast.

Copyright and media consent

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

If a podcast involves recording students, a media consent form is required. These forms are available on the photography tab of UNMC's brand portal, unmc.edu/brandwise.

If you plan to include pre-existing sound recording in you podcast, UNMC Public Relations can assist with choosing royalty-free music for a podcast.

For all practical purposes, UNMC copyright policies will be used in determining fair use of your podcast content.

Intellectual Property

All public-access podcasts produced with UNMC resources and using UNMC's name or brand are the property of UNMC.

Acceptable use of podcasts at UNMC

The primary purpose of podcasts at the University of Nebraska Medical Center is to enhance and support the UNMC mission.

Disclaimer

The university reserves the right to refuse or remove a podcast if the material in the podcast does not further the mission of the university, based on any of the criteria outlined in this document.