



University 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 UNMC Strategic Communications and the UNMC Interactive E-Learning. 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 two types of podcasts that are supported by UNMC:

- An audio podcast consists of audio only. (Standard)
- A video podcast, also known as a vodcast, is a video packaged specifically to be delivered as a vodcast. This is typically in an interview-style setting and recorded to post on websites or YouTube.

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 UNMC Strategic Communications department reserves the right to remove file(s) that violate any university policies and procedures.

Procedure for requesting a podcast

1. Contact UNMC Strategic Communications to discuss podcast steps and needs.
2. Upon final approval, UNMC Strategic Communications makes podcast available to UNMC community and the public by sharing in UNMC Today or via the university's social media accounts.

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

If you do not know what these standards mean or whether your recording meets these standards, please contact the UNMC Strategic Communications department or UNMC Interactive E-Learning.

Services offered by UNMC Strategic Communications

- Podcast image/cover – If you prefer to design your own, you are welcome to do so with approval. For creative suggestions or approval, please reach to Tom Waples, UNMC’s senior graphic designer – twaples@unmc.edu
- Training for Spotify Podcaster – <https://creators.spotify.com> – where the podcast will live and connect to other streaming services
- Promote your podcast on UNMC’s social media or in UNMC Today (on an approval bases)

Services offered by the UNMC Interactive E-Learning

- Real-time audio/video recording
- Podcast production or vodcast production
- Technical setup and facilitation
- Ensure audio/video meets UNMC Podcast standards

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 are inciting text from a course textbook, blog, journal, magazine, newspaper, you will need to cite or credit the original author in your podcast. If a podcast involves recording students, a media consent form is required. These forms are available on UNMC Brandwise. 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 educate and support the university’s overall 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.