

Guideline

Podcast production as performance record

Podcasts are serialised audio forms that can be subscribed to, which consist of several episodes and appear at regular intervals. The term podcast is a neologism derived from "pod" for "play on demand" and "cast", abbreviated from the term broadcast. The individual episodes are subscribed to or played directly via podcast clients, so-called podcatchers, or websites via RSS feeds.

There is a wide variety of topics that can be covered in podcasts. However, the aim is usually to prepare the topics in such a way that they appear interesting to the listeners.

These guidelines are intended to help you with the preparation and realisation of podcasts as a course assignment.

One of the challenges here is to maintain an appropriate balance between entertainment and information content. A lively and varied design is certainly desirable, but should not be at the expense of knowledge transfer.

Scientificity

Compliance with scientific standards is also essential for the production of audio formats. These include

- The indication of sources and literature used
- Clarification of all media and sources used in terms of licensing/utilization law
- Image and text elements (teaser text, shownotes) for the website/social media

[See also the tabular overview at the end of the template!](#)

Formal standards

The structure of audio/video formats can be based on written work in a scientific context.

The prologue corresponds to the title page, table of contents and introduction of a term paper. The following should be mentioned here:

- Name of the producer and speaker
- Assignment to the course (if applicable at the end)
- The motivation and thesis of the contribution and
- The presentation of the structure

The main part corresponds to the content of the podcast and is possible as:

- Dialogue audio production with non-seminar participants (e.g. interview with researchers, experts, affected persons, etc.)
- Dialogue audio production between two students: Here, the performance of each student should be clearly separated for traceability. The written submission also plays an important role here.
- In consultation with the lecturer: Monological audio production analogue to a presentation or term paper (with audio examples).

The article is rounded off with a final section: in the form of a conclusion, rounding off the topic or an outlook.

- Presentation of the most important statements or results of the interview / conversation and, if applicable, references to further information on the topic;
- Emphasis open questions or formulate your own questions for a possible discussion.
- At the end please add: name of the producer, speaker, course, date (!)

Short written documentation

In addition to the audio production, students submit a short written documentation containing the information listed under 'Scientificity' and 'Formal standards - prologue'. Length 1600-3000 characters (approx. 1 to 2 pages).

The following qualitative aspects are taken into account for the graded recognition of performance:

Selection of topics

- Topicality and originality of the chosen topic;
- For publication: Reference and relevance of the topic.

Structure

- Clearly formulated targets.
- Addressing the target group.
- Introduction to the topic understandable even for non-experts;
- Clear presentation of the topic;
- Content organization and linking of individual aspects;
- Compliance with scientific standards (e.g. conscientious research, citation of sources used, see above);
- Clear structure/flow of the article ("golden thread").

Language/wording

- Comprehensible language; short, simple sentences ("I'll tell a friend that...");
- Speaking freely is desirable, but not the be-all and end-all;
- Speak clearly and loudly enough, at an appropriate pace; lively tone;
- Explain technical terms/foreign words;
- Incorporate short pauses for thinking and speaking (to clarify the structure);
- If appropriate: incorporate sounds and noises.

Technical components

- Audio quality;
- Professional handling of the technology (e.g. editing programmes) should be recognizable;
- Adherence to the duration of the contribution (can vary in consultation with lecturers);
- Creative design, e.g. podcasters are able to edit structured parts into a whole or play with sounds.

The podcast episode should contain the following elements within the given period:

- Brief introduction to the topic: This involves naming the source and an assessment of the article as academic research;
- An introduction to the topic and research question of the article. This serves above all to refer to topics that have already been dealt with and to categorise your own topic;
- A presentation of the most important statements or results of the text and
- Highlighting open questions or the formulating your own questions for the discussion.

Organizational information:

- The podcast will be recorded using a microphone/audio recorder;
- Equipment can be borrowed from the KIT library media centre;
- Free editing programmes (for Mac and Windows, for example "Audacity" at www.audacityteam.org) can be used for editing; this enables podcasters to edit structured parts into a whole or, as in many popular podcasts, to insert music jingles as an introduction or at the end;
- Cross-media productions (text, image, audio, video) can also be created. The content requirements remain the same, the design requirements are different (please contact us at: redaktion@campusradio-karlsruhe.de).

Podcast on Campusradio Karlsruhe:

- If it is desired to publish the podcasts via Campusradio Karlsruhe, please inform redaktion@campusradio-karlsruhe.de about the podcast project (present a short concept: with title, description, orientation, format);
- Send the finished podcast (as wav or mp3 with the title as file name) with picture (including source!), short description (for social media) and text (with shownotes for the homepage) to the contact person;
- If desired, a transcription can also be sent;

- Give clear authorization: all those involved in the podcast (including the interview partners!) have agreed to the publication;
 - o Publication options: only Campusradio or additionally the Campusradio archive (Mix cloud) or additionally all podcast platforms (Spotify, iTunes etc.)
- The content of the podcast must not violate the editorial statutes of Campusradio. In cases of conflict, the final decision lies with the editorial team.

The scientific work in podcast format

The formal elements of a scientific paper can be implemented in a podcast as shown in the following table.

<p>Typical podcast structure</p>	<p>Scientificity Compliance with scientific standards is also essential for the production of audio formats. These include:</p> <ul style="list-style-type: none"> • The citation of sources and literature used; • Clarification of all media and sources used in terms of license/exploitation law; • Image and text elements (teaser text, show notes) for the website/social media. <p>Formal standards The structure of audio/video formats can be orientated towards written work in a scientific context.</p>
<p>Intro</p> <ul style="list-style-type: none"> • Sound sequence / music / programm ID; • Mention of the podcast title / possibly a brief characterisation of the podcast. 	
<p>Presentation</p> <ul style="list-style-type: none"> • Welcome (give your name!); • What is this episode about? • Thematic; brief summary, mention any guests (with first and last names); • Possible feedback and review of the previous episode. 	<p>Prologue</p> <ul style="list-style-type: none"> • Corresponds to the title page, table of contents and introduction of a term paper. • Name of the producer and speaker; • Assignment to the course (if applicable at the end); • the motivation and thesis of the paper and • The presentation of the structure.
<p>Contents</p> <ul style="list-style-type: none"> • Separate block divided into sections, areas or categories 	<p>Main part</p> <ul style="list-style-type: none"> • Dialogue audio production with non-seminar participants (e.g.

	<ul style="list-style-type: none"> • Interview with researchers, experts, affected persons, etc.); • Dialogue audio production between two students: In this case, the performance of each student should be clearly separated for traceability. The written submission also plays an important role here; • In consultation with lecturers: Monological audio production analogous to a presentation or term paper (with audio examples).
<p>Closing-Moderation</p> <ul style="list-style-type: none"> • Summary, possibly farewell to guests. <p>Optional: Feedback and outlook</p> <ul style="list-style-type: none"> • Outlook for the next episode? • Information on your own behalf (e.g. website, reviews, names). 	<p>Closing part</p> <p>In the form of a conclusion, rounding off the topic or outlook.</p> <ul style="list-style-type: none"> • Presentation of the most important statements or results of the interview/conversation and, if necessary, references to further information on the topic; • Emphasise open questions or formulate your own questions for a possible discussion; • At the end, please add: name of the producer, speaker, course, date (!)
<p>Outro</p> <ul style="list-style-type: none"> • Sound sequence / music / programm ID 	

Further information (in German only):

Campusradio Karlsruhe Homepage: <https://www.campusradio-karlsruhe.de/>

Campusradio Audio guide: <https://www.campusradio-karlsruhe.de/audiofibel/>

Campusradio Podcast guide: <https://www.campusradio-karlsruhe.de/audiofibel/podcasts-die-kleine-audiofibel/>

Editorial statute: <https://www.campusradio-karlsruhe.de/wp-content/uploads/2023/03/Redaktionsstatut-Campusradio-Karlsruhe.pdf>