

## **PODCAST POLICY**

### **1. Purpose**

The purpose of this policy is to ensure that all creators, editors, hosts, and producers of podcasts that have a connection to The Dr. C.V. Raman University, at Balkhandsura, Post Chhegaon Makhan, district Khandwa, Madhya Pradesh (the “University,” “Dr. C. V. Raman University, Khandwa” or “CVRUK”) adhere to brand guidelines and other rules and regulations applicable to those podcasts.

### **2. Scope**

This policy applies to all faculty members, staff, and students who create CVRUK Podcasts or are involved in the creation, editing, hosting, and/or production of CVRUK Podcasts.

### **3. Definitions and Roles and Responsibilities**

#### **3.1 Definitions**

3.1.1 The CVRUK Podcast is a podcast that has a connection to CVRUK. CVRUK Podcasts are considered official communications of CVRUK. CVRUK Podcasts include those where the podcaster’s expertise is related to the University, which refer to the University, and which use photographs of the CVRUK work environment. They are distinct from personal podcasts, which are not related in any way to an individual’s connection to CVRUK.

3.1.2 Podcast creator (aka Podcaster) is the host of a podcast. This individual is the lead voice of the podcast and is responsible for the content of the podcast. A Podcaster may also be a podcast producer.

3.1.3 Podcast producers are individuals who support the podcaster with technical and administrative support for the podcast.

#### **3.2 Roles and Responsibilities**

3.2.1 University Communications is responsible for ensuring that all CVRUK Podcasts follow CVRUK brand guidelines. University Communications is also responsible for reviewing and approving requests for use of a registered CVRUK trademark for CVRUK Podcast cover art. In addition, the Vice Chancellor for Strategic Communications or designee is responsible for reviewing and approving written agreements for CVRUK Podcast sponsorships or advertising.

3.2.2 Faculty Advisors for student clubs and organizations are responsible for reviewing and approving requests submitted to them by the clubs and organizations they advise for use of a registered CVRUK trademark for CVRUK Podcast cover art. Upon review, Faculty Advisors share the request with and serve as the point of contact for University Communications.

3.2.3 Podcast creator (aka Podcaster) serves as the host of a podcast. This individual is the lead voice of the podcast and is responsible for the content of the podcast.

3.2.4 Podcast producers are responsible for coordinating talent bookings, editing of the podcast, uploading the podcast to the website host, etc.

## **4. Policy**

### **4.1 Branding**

Podcasting is an external communications medium. As an official communication of CVRUK, CVRUK Podcasts shall follow CVRUK brand guidelines in order to differentiate them from others. The guidelines and this policy must be followed in order to avoid the appearance of the University endorsing or supporting personal information and views.

#### **4.1.1 Podcast Cover Art**

An effective, branded visual is vital to connecting an official podcast to CVRUK. CVRUK Podcasts shall use University fonts, colors, and logos as found on [www.cvrump.ac.in](http://www.cvrump.ac.in). Cover art shall communicate the topic of the CVRUK Podcast and contain University branding to help the end user differentiate the podcast from others. Cover art can include imagery of campus landscapes and facilities. At no point may a student club or organization use a registered trademark of CVRUK within the cover art of the CVRUK Podcast without securing permission to do so from their faculty advisor and University Communications.

## **Dr. C. V. Raman University Podcast Policy**

### **1. Purpose**

The purpose of this policy is to ensure that all creators, editors, hosts, and producers of podcasts that have a connection to The Dr. C. V. Raman University adhere to brand guidelines and other rules and regulations applicable to those podcasts.

### **2. Scope**

This policy applies to all faculty members, staff, and students who create CVRUK Podcasts or are involved in the creation, editing, hosting, and/or production of CVRUK Podcasts.

### **3. Definitions and Roles and Responsibilities**

#### **3.1 Definitions**

The CVRUK Podcast is a podcast that has a connection to CVRUK.

Podcast creator (aka Podcaster) is the host of a podcast.

Podcast producers are individuals who support the podcaster with technical and administrative support for the podcast.

### **3.2 Roles and Responsibilities**

University Communications is responsible for ensuring that all CVRUK Podcasts follow CVRUK brand guidelines.

Faculty Advisors for student clubs and organizations are responsible for reviewing and approving requests submitted to them by the clubs and organizations they advise for use of a registered CVRUK trademark for CVRUK Podcast cover art.

- Podcast creator (aka Podcaster) serves as the host of a podcast.
- Podcast producers are responsible for coordinating talent bookings, editing of the podcast, uploading the podcast to the website host, etc.

## **4. Policy**

### **4.1 Branding**

- Podcasting is an external communications medium. As an official communication of CVRUK, CVRUK Podcasts shall follow CVRUK brand guidelines.
- CVRUK Podcasts shall use University fonts, colors, and logos as found on [www.cvrump.ac.in](http://www.cvrump.ac.in)

### **4.2 Content Review**

- A content review committee shall be established to review and approve podcast content.
- The committee shall ensure that podcast content meets university standards and guidelines.

### **4.3 Quality Control**

- A quality control checklist shall be developed to ensure podcasts meet technical and production standards.
- Podcasters shall be required to submit their podcasts for review and approval prior to publication.

### **4.4 Accessibility**

- CVRUK Podcasts must be accessible and adhere to both the CVRUK's Information Technology Accessibility Policy, and Web Content Accessibility Guidelines (WCAG) 2.1.
- Podcasters must provide transcripts, captions, and accessible hosting for their podcasts.

#### **4.5 Sponsorships and Advertising**

- Guidelines for sponsorships and advertising shall be developed to ensure they align with university values and policies.
- Podcasters shall be required to submit sponsorship and advertising requests for review and approval.

#### **4.6 Compliance and Enforcement**

- Consequences for non-compliance with this policy shall be established, including removal of podcast privileges or disciplinary action.
- A podcast policy administrator shall be designated to oversee policy compliance, provide guidance, and address concerns.

### **5. Additional Information**

#### **5.1 Supporting Documents**

- Accessible Podcasts
- Photo Release Guidelines
- Photo Release Form
- Web Content Life Cycle

#### **5.2 Related Policies**

- Advertising Policy
- Information Communication Technology Accessibility
- Copyright Compliance for Users of CVRUK Technology
- Copyright Ownership and Use Policy

#### **5.3 Resources**

- University Communications
- University Brand Guide
- Web Content Accessibility Guideline (WCAG) 2.1

#### **5.4 Approval Authority**

The Chancellor approved this policy on [date].

#### **5.5 Contacts for Additional Information and Reporting**

Responsible Executive: Vice Chancellor for Strategic Communications

Responsible Administrator: University Communications Director of Strategic Operations

## **4. Podcast Quality**

### **4.1 Podcast Review and Rating System**

- Establish a system to review and rate podcast quality.
- Ensure that podcasts meet the university's standards and guidelines.

### **4.2 Developing Podcast Standards**

- Develop standards for podcasts, including audio quality, content relevance, and presentation style.
- Ensure that podcasts align with the university's brand and messaging.

### **4.3 Training and Support for Podcasters**

- Provide training and support for podcasters, including audio recording and editing tutorials.
- Ensure that podcasters have the necessary skills and knowledge to produce high-quality podcasts.

## **5. Promoting Podcasts**

### **5.1 Marketing Strategy for Podcasts**

- Develop a marketing strategy for podcasts, including social media promotion, email marketing, and listing in podcast directories.
- Ensure that podcasts reach a wide and diverse audience.

### **5.2 Collaboration with Other Institutions**

- Collaborate with other institutions and organizations to promote podcasts.
- Ensure that podcasts are shared and promoted through various channels and networks.

### **5.3 Awards and Recognition for Podcasts**

- Offer awards and recognition for outstanding podcasts, such as "Podcast of the Year" awards.
- Ensure that podcasters are recognized and rewarded for their hard work and dedication.

## **6. Ensuring Podcast Security and Privacy**

### **6.1 Podcast Security Policy**

- Develop a security policy for podcasts, including data protection, privacy, and copyright protection.
- Ensure that podcasts are secure and protected from unauthorized access or use.

## **6.2 Podcast Privacy Policy**

- Develop a privacy policy for podcasts, including protection of personal data and its use.
- Ensure that podcasters comply with relevant data protection and privacy laws and regulations.

## **6.3 Legal Advice for Podcasters**

- Provide legal advice for podcasters, including copyright, trademark, and privacy issues.
- Ensure that podcasters are aware of their legal rights and responsibilities.

## **7. Additional Provisions**

### **7.1 Podcast Analytics**

- Use analytics tools to track podcast engagement and metrics.
- Ensure that podcasters have access to data and insights to improve their podcasts.

### **7.2 Podcast Feedback Mechanism**

- Establish a feedback mechanism for podcast listeners to provide suggestions and feedback.
- Ensure that podcasters receive feedback and can improve their podcasts accordingly.

### **7.3 Podcast Archive**

- Create an archive of past podcasts for listeners to access.
- Ensure that podcasts are preserved and available for future reference.

## **Ensuring Podcast Quality**

1. Podcast Review and Rating System: Establish a system to review and rate podcast quality.
2. Developing Podcast Standards: Develop standards for podcasts, such as audio quality, content relevance, and presentation style.
3. Training and Support for Podcasters: Provide training and support for podcasters, such as audio recording and editing tutorials.

## **Promoting Podcasts**

1. Marketing Strategy for Podcasts: Develop a marketing strategy for podcasts, including social media promotion, email marketing, and listing in podcast directories.

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### **Ensuring Podcast Security and Privacy**

1. Podcast Security Policy: Develop a security policy for podcasts, including data protection, privacy, and copyright protection.
2. Podcast Privacy Policy: Develop a privacy policy for podcasts, including protection of personal data and its use.
3. Legal Advice for Podcasters: Provide legal advice for podcasters, including copyright, trademark, and privacy issues.

### **Additional Ideas**

1. Podcast Analytics: Use analytics tools to track podcast engagement and metrics.
2. Podcast Feedback Mechanism: Establish a feedback mechanism for podcast listeners to provide suggestions and feedback.
3. Podcast Archive: Create an archive of past podcasts for listeners to access.