



University of Memphis

PODCAST GUIDELINES & REQUEST FORM

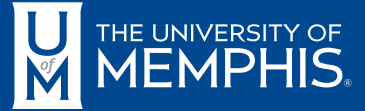
Podcasts are a great tool to share content for listeners around the world, in a new and engaging way. With that in mind, University of Memphis podcast producers should ensure that their programs are high quality, relevant and represent the University well. Before launching a podcast for a UofM department, program or affiliated organization, please review the guidelines below and complete the form to request approval for your podcast from the Department of Marketing and Communications.

Podcast Guidelines

- Podcasts associated with the University of Memphis 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. The University reserves the right to require the removal of any file(s) that violate any University policies and procedures.
- UofM podcast producers should ensure that their podcasts are high quality, on brand and represent the University well.
- Podcast content should be limited to that which furthers the University's mission and goals.
- You are responsible for maintaining the confidentiality of sensitive information and for adhering to all University of Memphis rules, regulations, policies and procedures regarding security and confidentiality, including Family Educational Rights and Privacy Act (FERPA).
- Your division leadership (i.e., Chair/Dean/Vice President, etc.) must provide approval for the production of the podcast via signature on the request form.
 - Final approval will be granted by the Executive Vice President for University Relations and the Office of the Provost.
- Guest speakers must sign a UofM media release form. UofM requires authorization and release forms when students, faculty, staff and/or others are photographed or recorded in an individual or small-group setting for the purpose of media, marketing or development. The approved form is available online [here](#). Modification of the form is not permitted except by authorized parties. Your department must keep the signed form/s on file, for a minimum period of 5 years.
- Ensure that all necessary rights and permissions have been obtained for the material you include in your podcast. You will need to seek permission and/or cite sources as appropriate. Ensure you have the rights to any music featured in your podcast.
- You must adhere to all [ADA compliance standards related to podcasts](#).
- Submit your podcast name and cover graphic with this request for approval. If you need assistance developing the logo, you can submit a [marketing request form](#). Your podcast name and graphic must follow UofM brand standards.

Learn more and view tips and best practices at memphis.edu/communications/resources/podcasts.php. For more information, contact prnews@memphis.edu.

PODCAST REQUEST FOR PERMISSION FORM



Return completed form to prnews@memphis.edu.

Name of Podcast Owner/Producer _____

Email for Podcast Owner/Producer _____

UofM Department Affiliation and Role (ex: Marketing, Staff) _____

Proposed Name for Podcast _____

Podcast Description _____

Goal/s for Podcast _____

Intended Audience _____

Intended Platform/s (ex: SoundCloud, Apple, etc.) _____

Frequency of Episodes (ex: weekly, monthly, etc.) _____

Duration of Podcast (ex: continuous, 6 episodes, 1 year, etc.) _____

I have read and agree to the podcast guidelines Yes No

Podcast Graphic: I have attached the graphic for approval Graphic will follow for review

Signature of Applicant _____ Date _____

Signature of Academic Dean/Division Head _____ Name (please print) _____