



Podcast/Program Content Uploading Instructions

Version 3.0 (March 18, 2017)

Overview

Currently, the Peach City Radio online presence is managed and maintained in two distinctly separate areas. Each area provides a service to a different component of our online listenership, and requires that files are uploaded in a specific way to maximize the efficiency of the volunteers who are tasked with managing both the podcast library and the online streaming automation software.

The **Airtime online streaming automation software** is a system which allows volunteers to remotely manipulate the playlist and content of our 24/7 online stream - otherwise known as the current Peach City Radio stream.

The **Peach City Radio website podcast library** is a system which hosts our online website presence, and gives access to our vast podcast library for interested community members.

Quick note: when this document refers to a 'podcast', this is a completed episode of your program, which is generally a 128kbps encoded mp3 file.

The procedure in getting your episode into our system begins with program producers creating an mp3 version of their episode, encoded at 128 kbps encoding rate. Program producers should ensure that all the appropriate meta-data has been updated to conform with our guidelines on podcast metadata, and that the length of the podcast is not longer than the allotted time for your program. *See the **Program Submission Guidelines** document which can be found on the Program Resources page of the website.*

Once complete, program producers will then upload their content (including log file if available) to the internet via the Peach City Radio Program Upload page. *See **Website Upload Instructions** for details later in this document.*

At this point, our web administrator verifies the information provided with your upload, and places the file in the appropriate area on the website to make it accessible to the public.

Generally, programs uploaded to the website are not released to the public until they have been broadcast to the online stream twice. The podcast of a given episode will appear automatically on the website after the second airing of the episode.

The web administrator then uploads the podcast to our Airtime online streaming server, so that Airtime Operators can schedule the program in the appropriate time slot. If the

program producer is an Airtime Operator, they may upload the program to Airtime directly. *Airtime Operator training is offered periodically to CFUZ volunteers, if you are interested, ask our Program Director for more information.*

Due to the latency required in the various steps described above, we appreciate all program producers uploading their show **at least 48 hours prior to the broadcast date of their program**. For instance, if your program is scheduled to air at 4pm on Wednesdays, we would appreciate your pre-recorded podcast episode to be uploaded to the website no later than 4pm on the Monday of the week which you intend for it to be broadcast.

Please direct any questions about this procedure to our Program Director via email to ***prog@peachcityradio.org***.

Technical Considerations

Please read this section prior to uploading podcasts and pre-recorded program episodes to the CFUZ library.

In order for CFUZ to efficiently maintain our library of podcasts and pre-recorded content, we require all program producers to follow the technical guidelines for submission of programs as described here.

- All audio files submitted to CFUZ should be encoded as **mp3** files, at a rate of 128 kbps (kilobits per second).
- Audio files should conform to durations which are multiples of 1/2 hour, subtracting one minute for each half hour to allow for the station to insert bumpers, station IDs and sponsor mentions. For example, a 1/2 hour program should be no longer than 29 minutes. A 1 hour program should be no longer than 58 minutes. etc.... If audio exceeds these guidelines, CFUZ may be required to fade out prematurely to maintain scheduling demands.
- Hosts are required to mention CFUZ or Peach City Radio once per half hour of program time.
- Please ensure that ID3 tags are properly edited within your submitted file *prior* to uploading the file to our server. ID3 is a format for including meta data about the content of an mp3 file within the file itself. CFUZ software will eventually use this information to help search and categorize the content on our various platforms.
- The following ID3 fields are *mandatory* for each podcast/pre-recorded file:

- **Name**

The name of the episode should be included in the following format for all podcasts or pre-recorded program episodes:

Program Name - Episode Number - Episode Title

Example: Left Off the Dial - 184 - The Punk Episode

- **Album**

The album tag is used to store the name of the program.

Example: Left Off the Dial

- **Artist**

The artists tag is used to store the name of the program host or producer

Example: Ian Mackinder & Dave Del Rizzo

- **Year**

The year during which the episode was produced.

Example: 2017

- **Track Number**

The episode number in the series.

Example: 184

- **Genre**

Use the genre tag to store a string describing the genre and content of the podcast or pre-recorded show. The string should conform to the CFUZ ID3 guidelines (outlined in another document). Each token in the string should be separated by only one space.

Example: CAT21 PRE MAPL

Use as many tokens in the genre tag as are applicable and appropriate to categorize the music. These tags are used by CFUZ volunteers to search and easily find your program episode in and amongst our vast library.

- Completed meta-data in the ID3 tag fields help us to identify a podcast when we are searching through the library or compiling statistics, so it is a very important part of completing your content for submission.

Website Upload Instructions

To upload your podcaster content to the Peach City Radio online system, navigate to the Peach City Radio podcast upload page at the following address:

<http://www.peachcityradio.org/admin/prog/uploadmyshow.php>

This page is protected by a username and password - please obtain this from the Program Director. Please keep the username and password secret and safe.

Once you have logged into the upload page, you will see that there are very explicit directions. This page is intended only for CFUZ program submission, and is only open to those individuals registered as CFUZ program producers. This means that to have access, you need to have satisfied all the conditions required to host a show at CFUZ.

If at any time you are unsure of the procedure for uploading, or if you have any questions, please contact the Program Director via email to ***prog@peachcityradio.org***.

Prior to beginning your upload, please make sure that you have read and understand the following instructions completely.

1. At the bottom of the landing page, select the ***Program Name*** from the drop-down list and press ***NEXT***.

Note that if your program name does not appear in the drop-down list, then your program is not yet set up in the website system. Please contact our Program Director if this is the case. If your program name is not in the list, you may not proceed from this step. Ensure that you do not upload a podcast to the incorrect program account.

2. Once you have pressed the NEXT button, you are taken to another page where you are required to enter information specific to the episode that you are uploading.
3. The form is auto-populated with program-specific information, taken from the information you provided when the program was created, as well as information taken from the previous episode in the podcast library of your program. Please double-check the auto-populated information to ensure that it is correct. If you notice errors in any of the information that you are unable to correct, please contact the Program Director.
4. Ensure that the episode number and episode length are correct, that you provide a short description to accompany the episode on the website, and any keywords that you feel would help someone find the episode if they were to search our library.
5. The estimated broadcast date, and the estimated web release date are auto-populated based on the scheduled time of your program, as well as when the last episode was uploaded. You are unable to adjust these on this form, but if you notice a problem, please contact the Program Director.

Please note that as mentioned above, we require all program episodes to be uploaded at least 48 hours prior to broadcast, in order to move the files to the appropriate location for broadcast. Your assistance in this matter is greatly appreciated! If you miss the deadline, we will play an archived episode of your show in its place, and the episode you've uploaded will be played the following week.

6. If you have prepared a log file to be displayed on the podcast page, click the **CHOOSE FILE** button for the log file to select the log file to upload. The log file is for display purposes and allows you to include information about the music/content you've included in the episode. While this is not mandatory, it is a good idea to keep a record for yourself of what songs have been in your podcast episode.

Note: at this time, log files may only be PDF files (extension .pdf) Microsoft Excel files (extension .xls) or plain text files (extension .txt).

7. Click the **CHOOSE FILE** button for the audio file to select the audio file to upload. The audio file must be an mp3 encoded file at 128kbps bitrate. Please also ensure that all meta-data is accurately saved in the audio file itself.

*Note: The audio file must be an mp3 file (extension .mp3) encoded at 128kbps bitrate. Please ensure that all the meta-data is accurately saved in the audio file prior to uploading. See the **Program Submission Guidelines** in the Resources -> Programmers section of the Peach City Radio website for more information.*

8. You are now ready to submit by pressing the **SUBMIT** button at the bottom of the page. Please do not press the button multiple times. Your patience is appreciated until the upload is complete, and the web page refreshes itself to indicate whether the upload was successful or not.

*Note: The upload may take as long as 5 minutes, the length of time depends on your internet connection, the length of the file, and other factors. Please do not reload this page, or re-press the submit button. If something happens that you do not understand, please contact the Program Director prior to proceeding. Eventually, the upload will complete, and the page will indicate if the upload was a **SUCCESS** or if it **FAILED**.*

9. Upon successful upload, you should receive an email with the details of your uploaded episode shortly after the upload is completed. You may discard the email, or keep it for your records.