



Educational Institute	American University of Malta
Policy Title:	Everything AUM Podcast Policy & Procedure
Policy Ref:	VER2-EPP
Effective Date:	16-07-2024
Responsible Office	Office of Student Affairs
Responsible Executive(s)	Director of Student Affairs, Senior Digital Designer

Purpose:

This policy sets up procedural guidelines for creating and distributing high-quality, meaningful podcasts to a global audience using resources provided by the University of American University of Malta (AUM). Podcasts associated with American University of Malta (AUM) must adhere to this policy to maintain the high standards expected by the AUM community. This policy ensures quality, upholds legal and ethical standards, and safeguards the reputation of AUM.

Content Guidelines:

The Office of Student Affairs pre-screens podcast topics and or content and reserves the right to remove episodes that violate university policies.

AUM podcasting resources must not be used for unlawful purposes, political campaigning, personal gain, slander, or unapproved activities.

Types of Podcasts:

AUM supports three types of podcasts:

- Audio Podcast: Purely audio content (Standard).
- Enhanced Podcast: Combining audio and images with hyperlinks for website access.
- Video Podcast (Vodcast): Video content specifically designed for vodcast delivery.

Podcast Production:

Each podcast must clearly identify itself as "a production of [insert name], an officially recognized AUM student club and or association or department within AUM. The University reserves the right decline podcasts that conflict with its values or mission.

Approval from the Office of the Director of Student Affairs is required to use the AUM name in the podcast.

Upon approval, the OSA sets up a public access podcast folder on the server. After final approval, the OSA in collaboration with the Senior Digital Designer make the podcast available to the AUM community and the public.

Recording a Podcast:

AUM will not accept podcasts of poor recording quality. All AUM podcasts, for public access, must adhere to the following standards:

- Audio Format: MP3.
- Data Rate: 128 kbits/sec.
- Channels: Stereo.
- Output Sample Rate: 44.100 kHz.
- Encoding Quality: Consult the Senior Digital Designer. If you are uncertain about these standards or whether your recording meets them.
- Recording should take place in a quiet room, and options can be discussed with the OSA and Senior Digital Designer.
- Artwork for a podcast's profile image and banner image must be sent to the OSA and Senior Digital Designer for approval and or design assistance.

4. Quality Control:

Podcasts must fully comply with the European Data Protection Board (EDPB) and all General Data Protection Regulation (GDPR) requirements as per European law.

Audio and video files must be exported in suitable formats for hosting platforms.

AUM Disclaimer:

Each podcast must include a disclaimer stating, "The views expressed do not necessarily reflect AUM's official policy."

5. Copyright and Media Consent:

Ensure that you obtain all necessary rights and permissions for materials and from people included in your podcast. For example, if you use text from a course textbook, blog, journal, magazine, or newspaper, permission from the author is needed. When recording students, a media consent form is necessary and available from the Office of the Senior Digital Designer.

Do not utilize public domain material without permission.

Obtain consent from individuals featured in podcasts.

Obtain explicit permission for using pre-recorded audio, sound effects, or music.

Ensure images and video clips meet copyright requirements.

6. Hosting:

Choose a hosting platform that complies with license agreements.

Tag episodes with the AUM name for identification.

7. Accessibility:

Ensure compliance with AUM Digital Accessibility Guidelines for inclusivity.

Enforcement:

Non-compliance may result in sanctions, including podcast removal. The Office of Student Affairs oversees enforcement.

Review:

This policy will be reviewed annually for relevance and effectiveness.

Last reviewed by the Director of Student Affairs July 2024.