

**If you need support beyond these guidelines, please reach out to the Media Team.**

**Audio: Blu Belinky**

**Broadcast: Inez Stephenson, Sophia Hsu, Zoe Karibian, Yasmine Rivera, Ailish Hermann**

## **Interview-based Podcast Guidelines**

### BEFORE YOU RECORD

- Think carefully about who you are going to interview. Don't just ask your friend; find someone who knows what they are talking about.
- Create a plan: write out your questions just as you would with an interview for a written story
- Set up your equipment in a relatively small room with as little background noise as possible; practice recording to see if it picks up the sound of noisy air. There should be a closed door. If the room is big or has high-ceilings, it might create an echo.  
You can also ask tech coordinator Joe Harris to reserve the sound studio (between Bottom Orange and the MILL). ([joe\\_harris@asl.org](mailto:joe_harris@asl.org))
- The more [planning](#) you do, the less editing you have to do later on to fix mistakes!
- Aim for a podcast that is 5-15 minutes, which is also a Best of SNO requirement.

### DURING THE RECORDING

- Begin by introducing yourself and your interviewee with their full name
- Remember that your voice is also being picked up, so to affirm that you are paying attention to your subject, use nonverbal signals like nodding and making eye contact rather than saying "yeah" or "mhm" that become distracting.
- This is not just a conversation; you are recording a journalistic podcast. It's not YouTube. Your focus should be on the audience and what you are adding to the publication; why is it valuable to the site? If you cannot validate these questions and defend the journalistic integrity of your podcast, it will not make it through the editing process.
- Don't forget the outro. Wrap up the conversation and leave the reader with a quippy phrase or simple thank-you for a seamless ending.

### POST PRODUCTION

- Record a small introduction about the person you interviewed. Why should your audience listen to what they have to say? Persuade them that your podcast is worth their time.
- The shorter, the better. Aim 5-15 minutes, which is also a Best of SNO requirement.
- Add copyright-free music to begin and end the podcast.
- Add sound effects and any other audio elements that might contribute to the story.
- Cut dead air and filler dialogue like prolonged stuttering. Imagine that you are the listener; would you remain engaged all the way through?
- Edit the audio to sound as clean as possible; almost every editing software has a tool that will remove background noise.
- Balance the levels of the voices and music so that the audio remains around the same volume the whole time.

## **Multi-Host (max. 3) Podcast Guidelines**

### BEFORE YOU RECORD

- Create a plan: write down your key talking points. Make sure that you are able to cite sources verbally, such as “...in an article by the New York Times...in a 2023 survey from the Washington Post...”
- Set up your equipment in a relatively small room with as little background noise as possible; practice recording to see if it picks up the sound of noisy air. There should be a closed door. If the room is big or has high-ceilings, it might create an echo.  
You can also ask tech coordinator Joe Harris to reserve the sound studio (between Bottom Orange and the MILL). (joe\_harris@asl.org)
- The more [planning](#) you do, the less editing you have to do later on to fix mistakes!
- Aim for a podcast that is 5-15 minutes, which is also a Best of SNO requirement.

### DURING THE RECORDING

- Introduce yourself and provide an overview of what you will be discussing.
- Remember that your voice is also being picked up, so to affirm that you are paying attention to your co-hosts, use nonverbal signals like nodding and making eye contact rather than saying “yeah” or “mhm” that become distracting.
- This is not just a conversation; you are recording a journalistic podcast. It’s not YouTube. Your focus should be on the audience and what you are adding to the publication; why is it valuable to the site? If you cannot validate these questions and defend the journalistic integrity of your podcast, it will not make it through the editing process.
- Don’t forget the outro. Wrap up the conversation and leave the reader with a quippy phrase or simple thank-you for a seamless ending.

### POST PRODUCTION

- The shorter, the better. Aim 5-15 minutes, which is also a Best of SNO requirement.
- Add copyright-free music to begin and end the podcast.
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- Cut dead air and filler dialogue like prolonged stuttering. Imagine that you are the listener; would you remain engaged all the way through?
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