

DRAFT

REVISED GUIDELINES FOR SUNY RADIO PROGRAM

1. General

- Please use quality cassettes for producing stories. Lead off each tape with a brief introduction -- "Coming up (Story Title) etc. -- and include a sheet indicating what's on the tape and the length of each item, especially if more than one story is on the tape.
- Provide names on the enclosure sheet and, where applicable, a guide to pronunciation.

2. Length

- Each segment should be a self-contained feature -- under five minutes in length.

3. Content

- Look for sprightly interviews or discussions with individuals -- faculty, visiting lecturers or experts, students -- on topics that have more than just local interest. These may include research projects, human interest stories, tales about unusual students, etc.
- Before starting to record, work out the subject with your source. Perhaps a dry run would help organize the interview and help keep it within time limits.

-- Avoid being parochial and too campus-promotional. The campus name should come up naturally and not be forced. In any event, the bridge narration will provide the name.

-- Timelessness of the features is important, since the air date may be weeks away. Therefore, no "yesterday" or "next month" references. Subjects that are too topical can be a problem, also. For example, a discussion of the U.S. Embassy bombing in Lebanon might be timely now, but might be long out of date when the program is aired.

3. Recording

-- If possible, do your recording in a soundproof studio using professional equipment and personnel.

-- In the field, use a good quality, brand name cassette recorder. Use a separate microphone attached with a jack, rather than the built-in make that many recorders have. Watch voice levels in multiple-person interviews.

-- Use 30-minute or shorter tape cassettes, not the 120-minute tape, which is too thin. (We'll return cassettes after use.) Make sure your cassettes are labeled with school name and date.

-- Watch out for ambient noise that may affect the recording. However, some sound effects can be helpful if they relate to the subject matter or add atmosphere.

Send all material to: Rudy Johnson
Office of University Affairs
and Development
State University of New York
State University Plaza
Albany, New York 12246

(518) 473-1825

