



State University of New York  
State University Plaza  
Albany, New York 12246

Office of the Vice Chancellor for  
University Affairs and Development

## GUIDELINES FOR SUNY RADIO PROGRAM

### 1. Length

- Each segment should be a self-contained feature. We suggest 5 to 10 minutes worth of tape so that there will be adequate material to edit to the length to be used, probably 2-3 minutes.
- More than one feature can be included on a single tape, but leave some space between each one and be sure to tell us how many are on the cassette.

### 2. Content

- Lead off each tape with a brief introduction of what is to follow.
- Look for sprightly interviews or discussions with individuals -- faculty, visiting lecturers or experts, students -- on topics that have more than just local interest.
- Research projects, human interest, unusual students -- every campus must have many good stories to tell.
- Before starting to record, work out with the subject what it is you plan to talk about, thus avoiding too much rambling on tape.
- Don't get too parochial, e.g., interviews with the president on how great the campus is. 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 For example, a discussion of the Falkland Islands might be timely now, but long out of date when the program is aired.

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### 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 mike that many recorders have.
- 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 labelled 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.

### 4. Frequency

- Send tapes as often as you can. However, at the minimum, one good tape a month would provide us with ample material.

### 5. Accompanying Materials

- Name the campus contact, in case we have questions.
- Provide a brief written summary of the recording.
- Provide spelling of proper names and (if necessary) a guide to proper pronunciation.
- For your protection, obtain a signed release (see attached sample). Releases are not necessary from a public figure appearing at a public event.

Send all materials to: Maria Rita A. Rudden  
Office of University Affairs  
and Development  
State University Plaza  
Albany, New York 12246

For information and questions, call 518/473-1825.