



THE PLACE OF SOUND

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Student Handbook



Communication and Media Studies Program
School of Journalism + Communication
Carleton University

Introduction

Welcome to your new role! This is the handbook that will help onboard students into the role of producing/hosting/managing The Place of Sound (TPOS) radio show/podcast. It's designed to provide you with essential guidance and the resources you'll need to produce compelling podcast episodes, engage your audience on social media, and establish valuable connections in the field of media and communication.

For any questions or assistance email Professor Andrisani (vincentandrisani@cunet.carleton.ca).

A Note on Listening

The best way to learn more about production and hosting by listening to the show itself. Get familiar with the show, how it sounds, and the elements of its production. Select a few of the more recent episodes. Then go back in time to learn how the show has evolved over time. Which episodes you listen to is entirely up to you, but whatever you do, be sure to listen.

It's also important to follow the show, both on social media and on your preferred podcasting platform. Subscribe on Apple Podcasts, Amazon Music, or whatever platform you use most often. And if you already haven't, be sure to follow [@theplaceofsound](https://www.instagram.com/theplaceofsound) on Instagram.

PART 1: Producing the Episodes

NOTE: Episodes must be between 27-29 minutes long. There is no wiggle room.

Where does the episode content come from?

The majority of content for TPOS comes from Professor Andrisani's 4th year course COMS 4501: Digital Media Production. In that class, students produce three project types and the typical TPOS episode will contain one of each. The projects are as follows:

1. Audio Portraits
2. Soundscape Compositions
3. Audio Documentaries

From time to time, episodes are produced using work developed in Professor Andrisani's graduate level course COMS 5102: Sound Studies. Typically there are 4-5 episodes of the show per calendar year that draw from this material. These episodes tend to air in the late summer/fall.

Scripting an episode

Begin by writing out the episode introduction. Welcome listeners to the show and introduce yourself as host. Offer a bit of background on the show: what it's about, who makes the projects, and what will be happening in this episode, etc. Then introduce the episode itself: how many and what kinds of projects will the listener encounter in this episode? All this info goes up front, early on in the episode.

Here's an example:

"Hello, my name is Sama Russel and this is Episode 44 of The Place of Sound. For those of you tuning back in, you may be wondering who I am and where the original host, Vincent Andrisani is. Don't worry he'll be back, but for now, I'm doing a little takeover. I'm currently a 3rd-year communications and media studies student at Carleton University and I'm so excited to give a go at hosting this show."

For those who are listening for the first time, The Place of Sound is a show that explores the theme of space, or, the social geography, using sound and listening. This is done through a variety of audio media production formats, so you can expect to do a few different types of listening in a single show. Episodes consist of what we refer to as audio portraits—or oral history-style interviews—that explore topics of home. Soundscape compositions, which use everyday sounds to communicate the personal and social significance of a given place. And we typically end the episode with a short documentary-style piece that explores the place-based identity of the producer. The aim with these projects is to allow the producer to think about the places that made them who they are today.

These are the types of projects you can expect to hear on The Place of Sound, and all of them are produced by students here at Carleton University. They're what gets produced in COMS 4501: Digital Media Production; which is a 4th-year workshop course in the Communication and Media Studies Program."

Next, listen to each project that will be included in the episode and create an outline for the introduction to each one. You'll need to offer some commentary on the content of the piece in order to set it up for the listener. In doing so, you'll highlight the general theme of the piece and offer an intriguing description of what's to come in order to capture the listener's attention.

Here's an example:

"Okay, onto the projects. In this episode, we'll listen to an audio portrait, a soundscape composition, and an audio documentary; three projects in total.

The first is an audio portrait by Jordan Wegner titled "Dirt ". It consists of an interview that Jordan conducted on the topic of home. In it, the interviewee Carrie talks about what home means to her today with her experience moving with her from Saskatchewan to Ottawa. In so doing, she describes the drive over to Ottawa and the smells that remind her of home. Although her transition was something she was hesitant about, she found a home in unexpected ways.

The second project is a soundscape composition titled "Revisiting a Place of Comfort" by Rachel Hind. In this piece, Rachel tells the story of her years of competitive swimming. She takes us to her local swimming spot and the sounds that are most nostalgic to her. She describes how swimming is a big part of her life that will always bring her comfort.

And lastly, we'll listen to an audio documentary by Caroline Workman titled "Through the Vents". This piece is about her move to Ottawa and experiencing early twenties living with her some of her closest friends. She describes the transitions she had to make through her university career and how going back home to Calgary, brought her back to herself.

Okay, let's begin with Jordan's Audio Portrait titled "Dirt ". Jordan, over to you."

NOTE: depending on how long each project is you may need to add additional commentary after each one (e.g. "Thank you Jordan for sharing your project with us. It's fascinating to hear someone's story of experiencing home in multiple places."). Remember that the episode must land between 27 and 29 minutes, so you'll have to decide if this is necessary or not. If the episode is running on too long, there's no need for additional commentary. If it's not long enough, you'll need to find ways to extend things just a bit here and there throughout.

Lastly, script the outro of the episode. This includes thanking the students for sharing their projects and thanking the listener for tuning in. It also means redirecting listeners to our social media profiles (IG in particular) and to our website (www.theplaceofsound.ca), where they can listen to past episodes of the show. Be sure to mention the “featured work” section of the website where listeners can read more about the projects and see the photos associated with each. Lastly, mention when the show airs on CKCUfm, on NAISA radio, and that the show is available on all major podcasting platforms.

Here’s an example:

Thank you Jordan, Rachel and Caroline for sharing your projects with us, and thank you for tuning in to this episode of The Place of Sound.

Before I sign off, a couple of quick notes.

A reminder that what we've listened to here on this show is only a fraction of the work produced in association with this project. If you're interested in checking out more, have a look at theplaceofsound.ca, where you're not only able to hear this audio work but also see some of the original photos and the writing that students produce to go along with the audio. There's also a "featured work" section on the site's blog where you can access some notable individual projects, and in the "classes" section you can have a look at the portfolio websites designed by students themselves, which host every project produced in the course. And lastly, under the "listen" link, you're able to access the show's archive and listen back to any episode of the show you'd like to hear.

But in the meantime, keep your ear out for upcoming episodes of the show, which air on CKCU radio every other Monday at 6:30pm and are available wherever you get your podcasts. Until next time, thnx for listening to The Place of Sound.

Recording an Episode

Book a suite in the Media Commons at Carleton University and record your audio. The Media Commons is located on the 6th floor of Southam Hall in room 626. Your contacts there are Greg Allison (gregallison@cunet.carleton.ca) and/or Hasi Eldib (hasieldib@cunet.carleton.ca), both of whom are willing and able to consult on all aspects of the show (for more on Greg and Hasi’s role with the show, see Part 3 of the Handbook below).

* A NOTE FROM SAMA: I highly recommend using the Media Commons for your recording and production, it’s a great space and has all the equipment you’ll ever need to produce a podcast. Not to mention that it makes the audio sound great!

Use the following link to book a suite in the Media Commons: <https://itsjira.carleton.ca/servicedesk/customer/portal/15/create/644>

Once you’ve booked a suite, it’s time to record the audio for the host narrative. If you’re unfamiliar with how to do that, begin by watching one (or both) of these how-to videos on recording narration audio for Garageband or Audacity. If you’ve got an Apple computer, it comes with Garageband. If you’ve got a PC, you can download Audacity free of charge and it’s a powerful audio production platform.

- Garageband: <https://www.youtube.com/watch?v=mC92kIOfdpw>
- Audacity: <https://www.youtube.com/watch?v=yzJ2VyYkmaA&t=256s>

To be able to edit the episode at home, bring your laptop with you and record the audio directly onto the audio software on your laptop (while using the mic and the sound space of the studio). To do so, connect the USB cord connecting the mic to the computer in the suite and connect it to your laptop. Do a couple of trial recordings to make sure the audio is being picked up and the signal is clear and strong. Now it's time to turn on your radio voice and record the host narration that you've scripted.

IMPORTANT: make sure you use expression in your voice and don't sound monotone and bored (or boring). I find smiling when speaking helps.

Editing an Episode

There are three elements that will need to be edited together to develop a given episode:

1. Music for the intro/outro
2. The host's voice over (i.e. the narration, recorded in the Media Commons)
3. The student projects

You have free reign over what music you'd like to use in each episode. Feel free to keep it the same from episode to episode or change it up to keep things interesting. It's entirely up to you. But whatever you choose, you'll absolutely need to make use of non-copyright (i.e. royalty free) music. The following are a few sources for royalty free music (but feel free to browse the web for others):

- <https://blog.hootsuite.com/creative-commons-music-resources/>
- <https://incompetech.com/music/royalty-free/music.html>
- <https://chriszabriskie.com/aboutme/>
- <http://dig.ccmixer.org/free>

The following are a couple of videos that offer info on editing a podcast:

- Garageband: <https://youtu.be/mATGO5ayrzc>
- Audacity: <https://www.youtube.com/watch?v=yzJ2VyYkmaA&t=256s>

Mastering an Episode

Once you've finished assembling the project and it's mixed in a way that all the levels are balanced and all sounds (i.e. each individual track) are audible, it's time to master the podcast. We do this using an automated online mastering service called Auphonic (<https://auphonic.com/engine/>). You can create a free account with which you're able to master up to two hours of audio per month.

Select "new project", and you'll then be asked to upload the episode. Once it's been uploaded you're presented with a series of options for how you'd like the project to be mastered. You'll select the following options:

- Format: .mp3
- Bitrate: 320kbps (the highest possible option)
- Ending: .mp3
- Select the "mono" box

Once these options are in place, select "start production". The episode will then get mastered by the online engine and you'll be able to hear the differences between the unmastered and the mastered version of the audio. Download that audio and upload it onto a file sharing platform of your choice

(e.g. google drive, dropbox, etc.). Share that link with Vincent Andrisani (via email), but before doing so, be sure to name it accordingly. The naming convention we use is the following: “TPOS Episode XX.mp3”.

PART 2: Social Media

Have a close look at the Instagram account to see what’s up there so far. In particular, have a close look at the work I’ve done (Sama) on the account, from January 2023 to September 2023.

New posts are expected before a new episode airs. This is to alert listeners (and general audience members) that a new show is coming up. For example: https://www.instagram.com/p/Cs1GReZuxUp/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==.

You’ll also publish a new post the week that a new episode airs (i.e. following a new episode). This post is generally an audiogram of a clip taken from that week’s episode. For example: https://www.instagram.com/reel/Cs81KI1O4UH/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==.

You’ll also be publishing new posts for work that’s posted in the “Featured Work” section. This is a section of the website that features exemplary student work that’s deserving of attention. For example: https://www.instagram.com/p/CqTLb-CuNMW/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==.

When creating posts for social media there are a few things to note. First, make sure the posts match the general theme of our feed. To do this, it could be helpful to use a free [Canva](#) account, which is a great site for generating social media posts. Make it engaging! For instance, ask users a question in the caption that they can comment on. And use hashtags for more recognition. For instance: #radioshow #carletonstudents #newepisode and so on. Have a look at what’s been used so far but don’t feel limited by it. If you see new opportunities to grow the show and the IG account, take them!

Finally, don’t forget to make Instagram story posts. Do them to promote new episodes and to link to new episodes. You could also use them to host polls (e.g. “have you listened to the new episode?”). In these stories, feel free to use gifs and/or music as appropriate. If there are a series of stories that are worthy of being archived on our profile’s main page, feel free to do so.

Ultimately, the aim with the social media account is to promote the show and to grow the audience. Within reason, you’ve got free reign to explore those possibilities however you see fit. Remember though that you’re posting on behalf of the show and in a way, you’re also posting on behalf of the Communication and Media Studies Program and Carleton University. Act accordingly.

PART 3: Connecting with Greg Allison and Hasi Eldib

Greg and Hasi are your point people for developing the radio show. They are Digital Media Specialists and work in the Media Commons (6th Floor Southam Hall), where you’ll record your voice overs for each episode. They’re excellent resources whether you need technical help, advice on how to make the episode more intriguing, or how you can better channel your inner radio voice.

Greg and Hasi’s offices are right by the Media Commons, also on the 6th floor of Southam Hall. When taking over production for the show, the first two people you should be in touch with are them, and you can find them at the following addresses: Greg (gregallison@cunet.carleton.ca) and Hasi (hasieldib@cunet.carleton.ca). If Greg or Hasi don’t happen to be in the office when you’re producing a

given episode, you can also get in touch with Paul Smith, who also helps out in the Media Commons (paulsmith@cunet.carleton.ca).

And last but not least, make sure you have fun with this project. It's a great opportunity to try out new podcasting skills and to get creative with the delivery of the episodes. Good luck!

PART 4: Creating a PSA

In addition to the projects featured in our episodes, it can be incredibly beneficial to use Public Service Announcements to engage with the community and fill up some time for the episode. During my time working on The Place of Sound I created a PSA with Sofar Sounds and Carleton Communications Society. When contacting an organization make sure you share the following link which is a guide of what is required for their PSA: <https://www.theplaceofsound.ca/psa-instructions>. The PSA can range from 60 - 90 seconds. Make sure that you have a transition line that introduces the PSA. For example:

“Before we move on to the next project of the show, here’s a quick Public Service Announcement from Sofar Sounds Ottawa, a local music events company, responsible for various small performances throughout the city [Enter PSA]....”

Now onto the final project of the show....”

If you're hoping to get a new PSA for the show, reach out to clubs and advocacy groups who offer a wealth of resources, support, and opportunities for collaboration.

PART 5: CKCU Funding Drive Page Set Up

Every year, CKCU FM hosts a funding drive and asks that all shows which air on the station help in raising funds (typically in Oct or Nov). The station will reach out to you about setting up a fund page for your show and the dates of the fundraising. There is also an info meeting where they will share information and content to help you have a successful campaign. Below are the steps to creating your funding page meeting:

Step One

First, we have to establish the email address you would like to use as the login name for Canada Helps. If you currently use your CKCU address (e.g. yoursurname@ckcufm.com) for corresponding with fans and colleagues, that's the best address to choose. If not, you may have another suggestion, or we could use the address I just sent this email to.

Write me back to let me know which email address to use.

Step Two

I will request that Canada Helps send you an email “invitation” to the address you give me. It will come to you with the subject line “Join us in the Funding Drive 2023”. When you're ready to spend about 10 minutes on setting up your show's page, click the friendly blue button “Get Started”.

Step Three

If your login email address isn't already affiliated with an account in Canada Helps, you will be prompted to enter a password. Note also that this login ID (and the password you create) will need to be shared with the volunteer co-hosts and collaborators on your CKCU show (or at least the ones who will be involved during Funding Drive).

Step Four

Select “Personal” for Account Type and leave Company Name blank. Enter your first & last name, and Continue to the next page.

Next, in the field “Your personal Fundraising Page”, enter your show’s name, **as it appears in the CKCU schedule grid**. Nothing fancy, please: just your show name.

At this point, you can hit “Continue” without completing the other fields. This will save the very basic page for your show and allow you to come back into “Edit” at any time. If you’re interrupted or run out of time, jump to **Step Six** (and then come back to **Step Five** later).

Step Five

Choose your show goal. Keep in mind that this is not a measurement of how well you or your show performs during Funding Drive. This is a target that you want DONORS to reach. The best strategy is to make it challenging but not impossible!

Load a “Featured Image”. It could be your show’s image from the COD site, but even better would be a photo of you. This year’s campaign is all about celebrating the many volunteers who make CKCU so wonderful; give your donors a chance to put a face to the voice they love. (And there will be more chances to upload more photos in Step Six!)

Add some text to the Fundraising Story field. Mention your name (and any co-hosts or collaborators) and when your show airs. And then tell donors why you contribute your time and skills to CKCU, why the station is important to you, why independent radio matters, etc. Close with a link or two: your show’s COD playlists, for example, or a Facebook page you have, or the general ckcufm.com address.

Hit the Continue button.

Step Six

The next setup page has four tabs, which are displayed as red sub-headings under your show name. Before you explore the other tabs, make sure you’re looking at the “Welcome” tab, where you will see a box with a Short URL in it.

COPY THIS URL AND SAVE IT.

You will use it regularly. A good tip would be to email it to anyone else who helps or co-hosts your show (along with the password you created).

Step Seven

Up at the very top (you’re still on the same page as in **Step Six**), there is a “View My Page” link. Go ahead and view your page. Looks good so far, right?

Pro tip: open another browser tab and have a look at a “Peer” page that’s already been set up: <https://www.canadahelps.org/en/charities/CKCU/p2p/FD2023/page/candyshop/>. The goal is to make your page look even better than Candace’s!

Okay. Back to your setup page, the one with the four tabs.

In the Details tab, make sure “Page Name” is simply your show’s name. I repeat: Nothing fancy, please. “Goal amount” should be populated already with your goal. Go ahead and make the other selections offered.

Step Eight

Now the fun starts: go to the Images & Videos tab.

Upload a bunch of images to the Gallery. Photos can be square, vertical, horizontal or pear-shaped. When a user clicks on one of the thumbnails, the image enlarges and a caption becomes visible, so use the captions (especially if there are other volunteers or staff in the photos with you). The Gallery on Candace’s page is a great example – any donor landing on her page will have lots of ‘inside’ looks at CKCU life.

While you’re working, use “View My Page” as often as you want/need. When your page starts to look terrific, show it to your partner/spouse/roommate/bff, and then go back in and make it look even more terrific. Note that your work is automatically saved, and you can go back in to make edits as many times as you want to.

Step Nine

There is no Step Nine. You’re done!

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Share Your URL – Later

One amazing way to get your personal fundraising campaign rolling is to (optionally) send your friends and relatives an email asking them to support the radio station that you love. By including your Short URL in that email, donations to your show are fast and easy.

Problems? Questions?

After all these keystrokes, you’d think that I would have covered everything you could possibly want to know about setting up your Canada Helps page. But I’m betting that I missed something, so please feel free to email me for clarifications.

Thanks for your support of CKCU-FM!

If you have any additional questions contact X person at CKCU Fm.

In addition to setting up the fund page, make sure you also do the following:

1. Make a social media post encouraging our followers to donate and spread the word. Tag CKCU FM and use necessary hashtags. Below is an example of the instagram post from 2023:



2. Lastly make sure you mention the fundraiser in TPOS episode that will air in the timeline of the fundraiser. Here's an example of what you could say:

“Before we delve into this episode, I wanted to make a quick announcement about the fundraising drive happening at our beloved radio station, CKCU FM. It's an exciting opportunity to show your support and keep the local spirit alive.

CKCU is where diverse voices come together, where local artists find a platform, and where unique stories are told. It's the heart of our town, and it thrives because of listeners like you.

From now until November 12th, you have the power to ensure that CKCU FM continues to be the beacon of Ottawa's culture and connection. Visit CKCUFM.com today and make your donation. If you'd like, you can select our show, the place of sound- as the show you'd like to support. Thank you for being a vital part of CKCU FM's incredible journey.

Now, in this episode all projects....”