

Polk County Schools

Information Systems and Technology Division

Best Practices for Podcasting School and Department Audio and Video Podcasts

All podcasts must adhere to the following:

- District Podcast Best Practices Rubric
- Published by a District Certified Podcaster (See Pre-requisites)
- Comply with the District Technology Acceptable Use Policy **6Gx53-9.001**
- Comply with Student Image and Technology Opt-Out form

Please direct comments and suggestions to:

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863-647-4247, 647-4252, 647-4248, 647-4251, 647-4250, or 647-4254

A podcast is a web-based broadcast of audio or video content that is often delivered to subscribers through an RSS (really simple syndication) distribution mechanism. Private podcasts can be played from the course page. Public podcasts can be played from the course page AND through iTunes worldwide.

1. Pre-requisites for district authorization of podcasters
 - a. Complete BBT002 course (Copyright and Ethics for Educators)
 - b. Complete Blackboard Basics for Facilitators course
 - c. Complete BBT040 course (Proficiency using Audacity/Movie Maker/Photostory or Garage Band/iMovie/Final Cut Pro (Tutorials provided if needed))
 - d. Teacher podcast approval form signed by principal/director (see form below). This form should be kept on file in the school office.
2. All school or department podcasts must reside on, and be hosted on the Polk County School Board Blackboard Server.
3. Information not related to the educational process, such as commercial endorsements or community information not related to school or department activities cannot be posted.
4. Student images, names and work must comply with the Image and Technology Opt-Out form and District Technology Acceptable Use Policy.
5. Student podcasts can only be published by the classroom teacher.
6. Schools and departments posting a podcast are responsible for keeping all data in the podcast current. Old, out-of-date information should be updated regularly and podcasts that are no longer relevant should be removed from the host site.
7. Concern must be given to the intellectual property rights of others. Information and graphics shall not be placed in a podcast without the proper citation.
8. Audio podcasts must be mp3 files. Recommended to limit audio files to 160kbps and 44.1 kHz sampling rate. These should be kept to a maximum of 15 minutes in length. BBT040 will contain best practices for podcast effectiveness.
9. Video podcasts must be mp4/m4v files. Should be kept to a maximum of 4 minutes in length. BBT040 will contain best practices for podcast effectiveness.

PCSB- Podcast Approval Form

Authorized Podcaster: _____

School Name: _____

Podcast Description:

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I have attached proof of completion of the following courses: BBT002, BBT040 & Blackboard Basics for Facilitators Course

I agree to adhere to PCSB podcasting policies and have reviewed the PCSB Podcast evaluation rubric at:

<http://www.polk-fl.net/staff/technology/techtraining/documents/Podcasting.pdf>

Podcaster signature: _____ Date: _____

Approved by: _____ Date: _____
Principal/Director

All forms are to be kept in a central location at the school or department.

Polk County Schools - Podcast Rubric

Podcast Title: _____ School: _____ Date: _____

Podcast Published by: _____ Podcast Author(s): _____

| | Ready for Publishing | Some Revision Suggested | Not Acceptable | |
|---|--|--|---|--------------|
| Podcasting Elements | 10 points | 5 points | 0 points | Score |
| Educational Objective Ability to define objectives and explore learning techniques within the podcast. | Demonstrates significant evidence of stating learning objectives verbally or in writing | Demonstrates some evidence of learning objectives verbally or in writing | Provides little or no evidence of stating learning objectives verbally or in writing. | |
| Aesthetic Quality Sensitive to the principles of designing a podcast. | Skillful handling of text and visuals creates a unique and effective presentation. Overall, an effective and functional audio, text and visuals. | Text and visuals relate to audio. Graphic elements reinforce content and demonstrate functionality. | Text and visuals (if provided) are too simplistic, cluttered and busy. Content does not support objectives. Little or no creativity or inventiveness present. | |
| Video Production Displays knowledge of video/multimedia production skills. | Effort to achieve high production values is clear. Presentation approaches professional quality. | Acceptable video production. No obvious errors. Elementary efforts to control timing, flow, transitions, audio levels, and camera techniques. | Poor display of knowledge of video production. No attempt to manipulate timing, flow, transitions. Technical or production errors present. | |
| Audio Delivery Ability to present material in a professional manner. | Well rehearsed, smooth delivery. Enunciation, expression, and pace of delivery make podcast easy to listen to. | Basic but effective communication. More practice suggested but podcast can be published as is. | Multiple instances of inappropriate communication. Monotone, incorrect use of grammar, poor voice projection. | |
| Podcast Format Provides audience with a logical sequencing or events within the podcast. | Clear, well developed, and effective introduction, middle and end to podcast. | Basic but effective introduction, middle and end to podcast. | Little or no evidence of introduction, middle and/or end to podcast. | |
| Sources/Citations Author(s) cite sources of information presented. | Sources are well researched and cited correctly | All sources cited; some citation errors or formatting errors noted. | One or more citations not cited; multiple citation errors | |
| Copyright All podcasts should be authored in accordance with the Copyright Guidelines and resources at: http://www.polk-fl.net/community/pcsbtv/copyrightinfo.htm | Completely compliant according to copyright guidelines and procedures. | Written permission was granted to use copyright material BUT that right was not stated in podcast either verbally or in writing. The podcast may not be published until corrected. | Podcast contained copyrighted material without written permission from artist, author and/or publisher. | |
| Student Safety All efforts should be made to ensure that students' identities are protected and that parent permission has been granted for use in a podcast. | Has any parent of a student in this podcast signed an opt-out form? ____yes ____no | N/A | N/A | N/A |
| | | | Total Score | |

All podcasts must have a score of 40 or greater before they can be published. No podcast may be submitted that does not score a 10 for Copyright and a no for Student Safety.