



## Program Episode Instructions

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## Overview

This guide provides instructions and guidelines on publishing information about KKFI program episodes. Program Episodes are an important part of the new KKFI website, which allows programmers to promote their weekly radio show.

What is a Program Episode? An episode is one of the shows in your program series; it's a unique show. Consider an episode as a web-based promotion of one of your upcoming shows -- kind of like a 30-second radio promo, only written for the web.

The website committee developed the Program Episode concept to allow each individual programmer or producer to promote his or her weekly shows.

## 3 Steps to Create a Program Episode - Instructions for Programmer

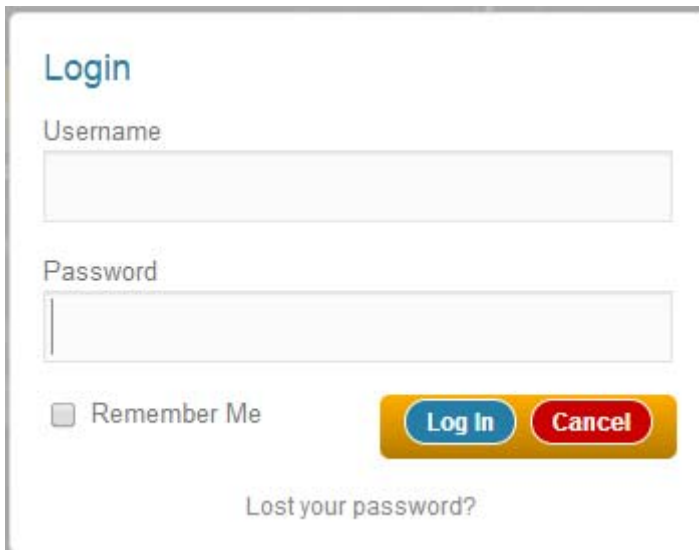
### STEP 1. Gather information on the Program Episode (plan out your episode info)

Before publishing an episode you will need to write a succinct title and description for the episode. Here is a full list of episode components you will need to develop for each Program Episode:

- **TITLE** of the program episode
- **DESCRIPTION** of the episode (length of 150-250 words, preferably)
- **BROADCAST DATE** for the episode
- **IMAGE FILE** to associate with the Episode. The size of the image should be a maximum of 550 pixels wide and a minimum of 320 pixels in height. Formats: JPEG, PNG, others
- **PROGRAM NAME** on the schedule. Example: Law and Disorder.
- **AUDIO ARCHIVE FILE** (optional)
  - An audio archive file must begin and end with the show, which may require editing.
  - Audio Format. The file should be saved in one of the following audio formats -- 3gp, m4a, mp3, mp4a, mp4v, ogg, ra, wav, wma.
  - Audio Encoding. Ensure audio encoding specifications are consistent. The specifications depend on the type of audio you are publishing. A 60-minute radio (audio-only) talk show using MP3 format with Layer 3, ACM, 22050 Hz frequency, 24 kbps bit rate, stereo output settings would take about 10 mb of disk space. (Note: Changing the bit rate to 128 kbps and changing the format to 44 KHz will increase the file from 10 MB down to 50 MB.
  - File naming convention. When you save the MP3 file use a convention without spaces, e.g., **hlf-2013-08-29-ed-asner.mp3**. This shortens the URL and makes it easier to read, as well as makes it easier to distinguish from the archive file library.
- Optional: Determine if you would like this episode classified as a "featured" episode. Featured episodes are prominently displayed on the home page.
- Optional: Guest biography (length of 50-100 words, preferably)
- Optional: Image of guest. Size: minimum 550 pixels wide; prefer portrait closeup with ratio of 4x3 (4 units high and 3 units wide.) Formats: JPEG, PNG, others.
- Optional: Web links as a resource to the show topic and guests

## STEP 2. Login to the KKFI Website -- <http://www.kkfi.org/>

- Go to <http://www.kkfi.org/>
- Click LOGIN in the upper-right of the page to open the Login window.
- Enter your userid and password as shown below and click “Log In”



The image shows a login window titled "Login". It contains two input fields: "Username" and "Password". Below the "Password" field is a checkbox labeled "Remember Me". To the right of the checkbox are two buttons: "Log In" (blue) and "Cancel" (red). Below these buttons is a link that says "Lost your password?".

Login

Username

Password

☐ Remember Me

Log In Cancel

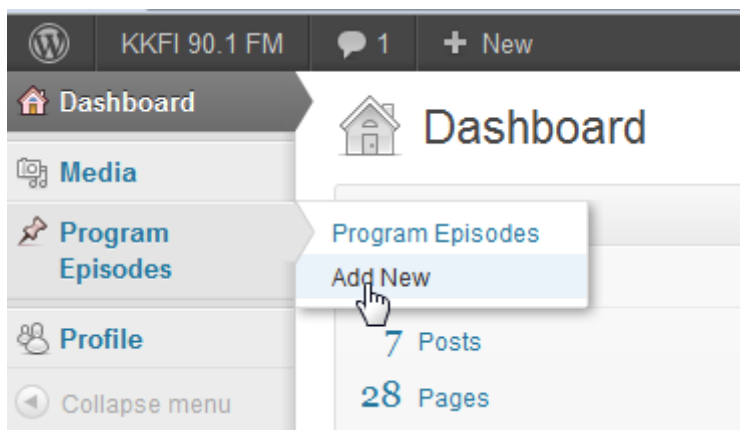
[Lost your password?](#)

### STEP 3. Post a Program Episode

- Select Dashboard (see image below)



- Select Program Episodes / Add New (see image below)




- Enter Title, Description and the Episode Start Date/Time and Episode End Date/Time (see example below).
  - Are you adding web links in the episode description? If you use a web link in the body of the episode and the link directs the web visitor off the KKFI website, then please select the “Open link in a new window/tab” option.
  - The Episode Start Date/Time (MM/DD/YYYY) and HH:MM (using a 24-hour clock in hours and minutes). The date/time is when the episode starts, for example, an episode of Democracy Now starts at 7/3/2013 at 08:00 (8:00 am).
  - The Episode End Date/Time (MM/DD/YYYY) and HH:MM (using a 24-hour clock in hours and minutes). The date is typically the same as the Start Date. The time is when the program ends, for example, Democracy Now ends at 09:00 (9:00 am) one hour after it starts.

### Program Episodes

An episode is one of the shows in your program series; it's a unique show. The website committee developed the Program Episode concept to allow each individual programmer or producer to promote his or her weekly shows.


**Episode Date**


*Input format: Month dd, yyyy*

*Enter this episode's Start Date/Time (MM/DD/YYYY) and HH:MM (using a 24-hour clock in hours and minutes). The date/time is when the episode starts, for example, an episode of Democracy Now starts at 7/3/2013 at 08:00 (8:00 am).*

Hour  Minute

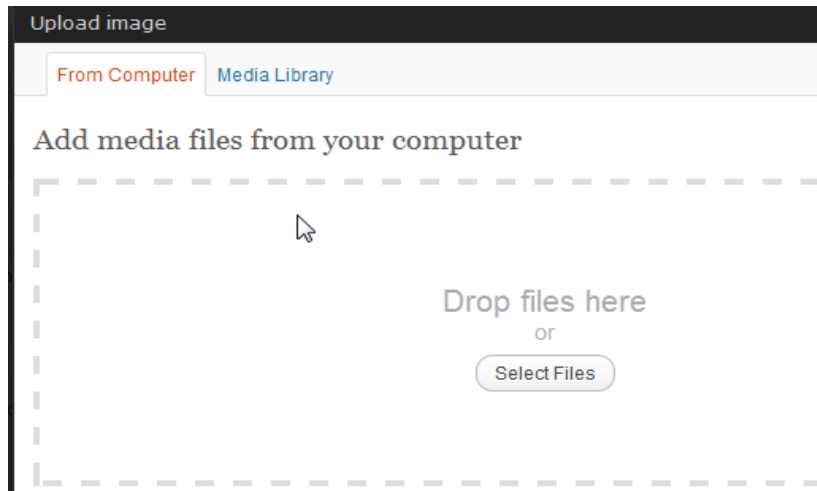
**Episode End**


*Input format: Month dd, yyyy*

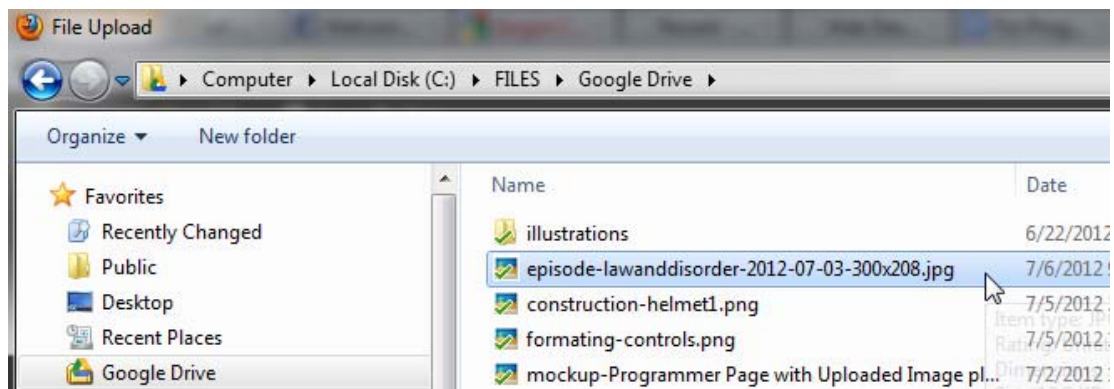
*Enter this episode's End Date/Time (MM/DD/YYYY) and HH:MM (using a 24-hour clock in hours and minutes). The date is typically the same as the Start Date. The time is when the program ends, for example, Democracy Now ends at 09:00 (9:00 am) one hour after it starts.*

Hour  Minute

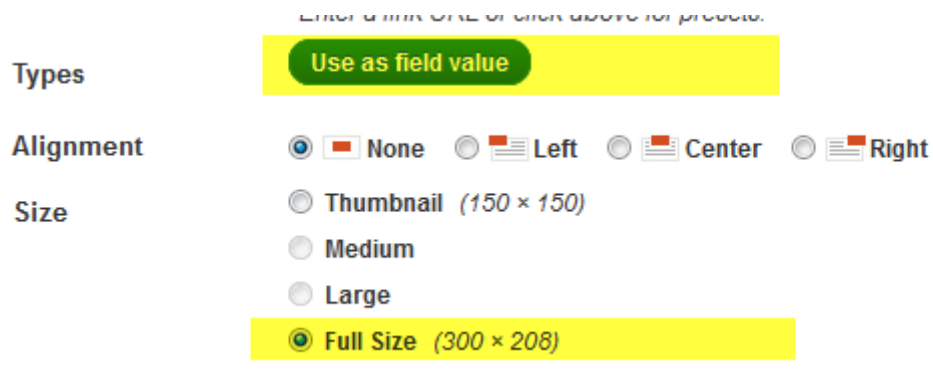
- Add Episode Image. Notes: (1) Add only a single image; do not load multiple images for an episode. (2) Ensure the photo has a 550 pixels width maximum before uploading. The best size is 550 pixels wide by 320 pixels high.
  - Click on **UPLOAD IMAGE** and click the “Select Files” button (see image below)



- Locate an image on your computer and click the “Open” button”




- Ensure “Full Size” is selected in the Size section and **click the “Use as field value”** button.



- Close the Image window by clicking on the “X” in the upper-right corner (see image)
- Enter a Short Description and select “Featured” if you would like to have the episode displayed on the KKFI home page.

**Episode Image**

<http://kkfi.foxwebcreations.net/wp-content/uploads/2012/07/episode-lawanddisorder-2012-07-03> [Upload image](#)



**Short Description**

On Law and Disorder for July 3, KKFI listeners get an update on the extent to which RFID technology is intruding in our daily lives. |

I

☐ **Featured**

*If this episode is checked it will appear on the home page*

- Select “None” for Content Template and click the **Save Draft** button in the Publish section.

**Content Template**


None ▼

**Publish**

[Save Draft](#) [Preview](#)

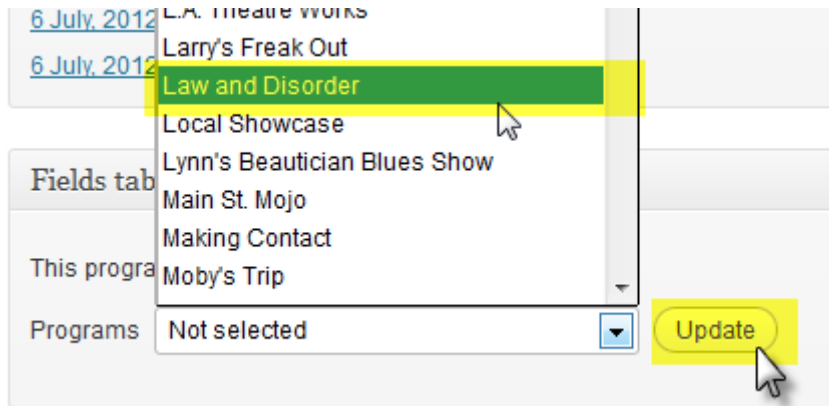
Status: **Draft** [Edit](#)

Visibility: **Public** [Edit](#)

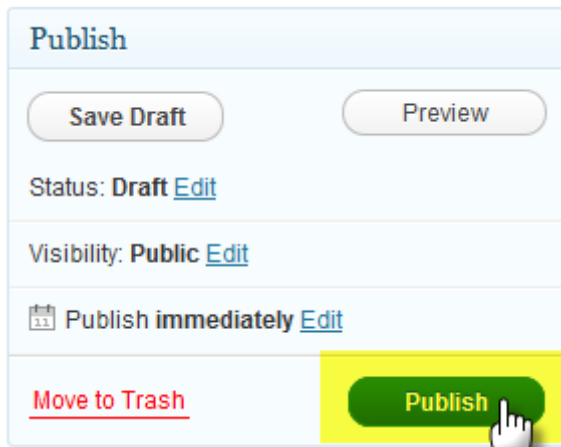
 **Publish immediately** [Edit](#)

[Move to Trash](#) [Publish](#)

- **IMPORTANT:** Select the program for the episode. After clicking Publish, you must select the program for the episode from the Fields, then **click UPDATE (see image below)**.



- Finally, click the **PUBLISH** button in the Publish section (see image below).



- Go to next page in the guide to view the episode.



- Your PROGRAM EPISODE is published and ready for viewing. Go to the Program Page to view the episode. Note: The episode displays under “Recent episodes” section when the broadcast date goes into the past.

## Law and Disorder

Tuesday at 9:00 am



Law and Disorder is a weekly, independent radio program airing on several stations across the United States. Law and Disorder gives listeners access to rare legal perspectives on issues concerning civil liberties, privacy, right to dissent and the horrendous practices of torture exercised by the US government.

This program examines the political forces and legislation that are moving the United States into a police state. Four of the top progressive attorneys and activists host the program and bring an amazing, diverse line up of guests from grassroots activists to politically mindful authors. Most importantly, Law and Disorder brings access to attorneys who give insights to some of the most controversial cases. Law and Disorder will sometimes be the generator of news within the radio echo-chamber throughout the country.

### Upcoming episodes

No Episode found

### Recent episodes



#### **RFID: Microchips and US Soldiers / Search Engine Privacy**

July 3, 2012

On Law and Disorder for July 3, KKFI listeners get an update on the extent to which RFID technology is intruding in our daily lives.

[Read More](#)

## Other Functions for Program Episodes and Audio Archives

Below are instructions for other website operations to maintain your program episodes.

### How to Insert a Web Link into a Program Episode

Do you want to add web links for your program episode that you want to share with website visitors? If so, the best place to put links is in the description (narrative) of the program episode. You can create links for any word or phrase in the description. Here are the steps (see example below) to insert a link for a word:

1. Highlight the text in the description that you want to create a link for (1)
2. Click the Link button (2)
3. Paste the URL to a website or web page (3)
4. Select "Open link in a new window/tab (4)
5. Click the Add Link button (5)

The screenshot illustrates the process of inserting a web link into a program episode description. It is divided into two main parts: the editor interface and the 'Insert/edit link' dialog box.

**Editor Interface:**

- The top toolbar includes an 'Upload/Insert' section with icons for image, video, and link. The link icon is highlighted with a yellow box and labeled '2'.
- The text area contains the description: "Sir Laurence Olivier. Orson Welles. Vivien Leigh. Joan Plowright. Kenneth Tynan. When these brilliant, neurotic champions of the theatre get together to rehearse Ionesco's Rhinoceros, mere mortals best step aside." The word "Rhinoceros" is highlighted with a yellow box and labeled '1'.
- Below the text area is the 'Insert/edit link' dialog box.

**Insert/edit link Dialog Box:**

- The dialog box has a title bar "Insert/edit link" and a close button.
- Under "Enter the destination URL", the "URL" field is highlighted with a yellow box and labeled '3', containing the text "http://en.wikipedia.org/wiki/Rhinoceros\_%28play%29".
- The "Title" field is empty.
- The checkbox "Open link in a new window/tab" is checked and highlighted with a yellow box and labeled '4'.
- Below the URL fields is a section "Or link to existing content" with a search box.
- A list of recent items is shown below the search box, including "An 11 year old British trans-girl & her mum", "The Struggle for Libya's Future", "Magic Slim and The Teardrops plus Afrissippi", "George Porter, Jr.", "Alvin Youngblood Hart", and "Grateful Dead 6/19/76 Capitol Theater, Passaic NJ".
- At the bottom right, the "Add Link" button is highlighted with a yellow box and labeled '5'.
- At the bottom left, there is a "Cancel" button.



## How to Upload an Audio Archive File to a Program Episode

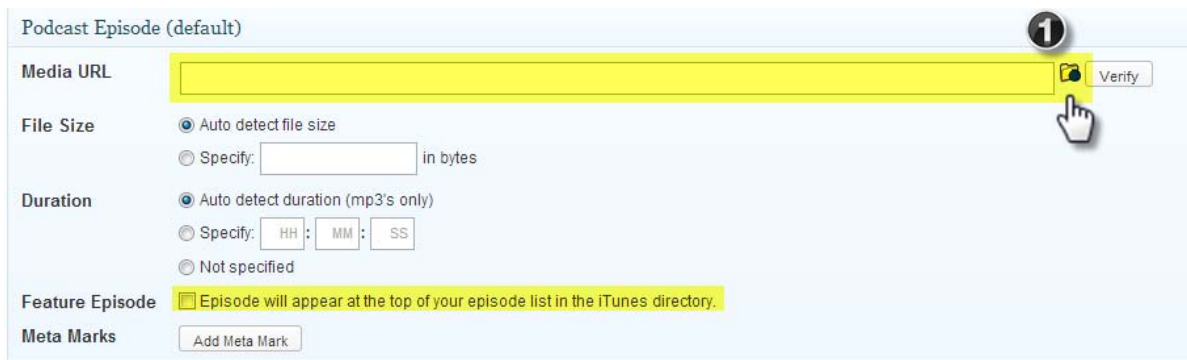
Do you want to upload an audio archive file for your broadcast show? Ensure the audio file adheres to the guidelines below before archiving to the KKFI website.

### Audio Archive File Guidelines -

- An audio archive file must begin and end with the show, which may require editing.
- Audio Format. The file should be saved in one of the following audio formats -- 3gp, m4a, mp3, mp4a, mp4v, ogg, ra, wav, wma.
- Audio Encoding. Ensure audio encoding specifications are consistent. The specifications depend on the type of audio you are publishing. A 60-minute radio (audio-only) talk show using MP3 format with Layer 3, ACM, 22050 Hz frequency, 24 kbps bit rate, stereo output settings would take about 10 mb of disk space. (Note: Changing the bit rate to 128 kbps and changing the format to 44 KHz will increase the file from 10 MB down to 50 MB.
- File naming convention. When you save the MP3 file use a convention without spaces, e.g., hlf-2013-08-29-ed-asner.mp3. This shortens the URL and makes it easier to read, as well as makes it easier to distinguish from the archive file library.

Here are the steps to archive an audio file:

1. Browse to the “Podcast Episode” section of your PROGRAM EPISODE and click the folder icon (1) and make sure the “Feature Episode” option is off (see the example below).



The screenshot shows a web form titled "Podcast Episode (default)". The form has several sections: "Media URL" with a text input field and a "Verify" button; "File Size" with radio buttons for "Auto detect file size" (selected) and "Specify:" followed by a text input and "in bytes"; "Duration" with radio buttons for "Auto detect duration (mp3's only)" (selected), "Specify:" followed by HH, MM, and SS input fields, and "Not specified"; "Feature Episode" with a checkbox and the text "Episode will appear at the top of your episode list in the iTunes directory."; and "Meta Marks" with an "Add Meta Mark" button. A circled number "1" with a hand cursor points to a folder icon located at the end of the "Media URL" input field.

2. Click the "Upload Media File" link

## Select Media

Select from media files uploaded to blubrry.com:

**Pledge\_Pitch\_Bill\_Revised.mp3 1.6MB**[Delete](#) | [Select](#)

Media Published within the past 30 days:

**arrete.mp3 3.6MB**  
Published on August 27, 2013[Select](#)

You have uploaded 1.6MB (248.4MB available) of your 250.0MB upload limit.  
You have 246.4MB available (3.6MB published in the last 30 days) of your 250.0MB publish limit.  
Your limit will adjust on 09/26/2013 to 0.0KB (250.0MB available).

[Close](#)

[Upload Media File](#)

3. Click the "Select File" button

## Upload Media

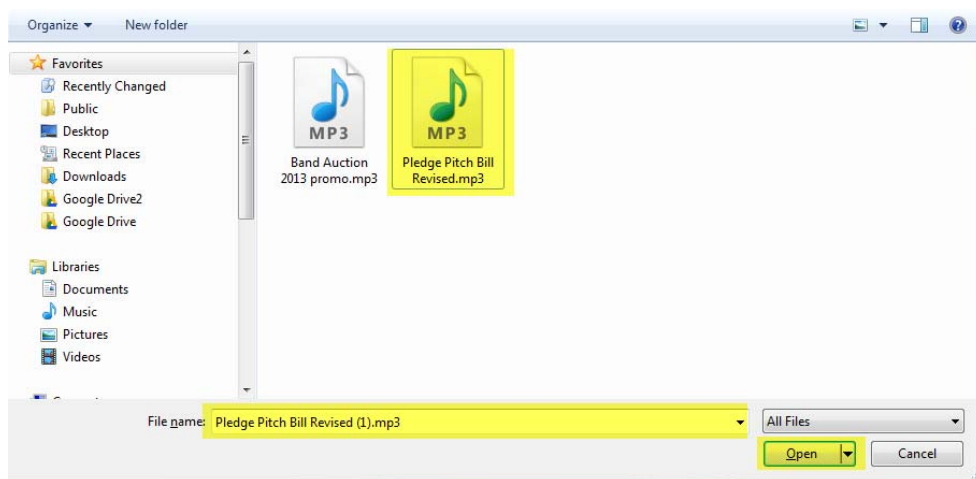
Drop file here  
- or -  
[Select File](#)

Maximum allowable file size is 250 MB.

[Switch to Classic uploader](#) [Close Uploader](#)

[pop-out](#) RawVoice, inc. Upload Method: html5

4. Browse to the location of the audio archive file on your computer and select Open.



5. The audio file shows up after uploading.

Podcast Episode (default)

Media URL:  [Verify](#)  
Media file hosted by blubrry.com. ([remove](#))

File Size: ☒ Auto detect file size  
☐ Specify:  in bytes

6. Select the Category for the Podcast (select “podcast” and the show name)

Podcast Categories

☒ Podcast - Arts Magazine

☐ Podcast - All Audio Archives

☐ Podcast - All Souls Forum

☐ Podcast - Eco Radio KC

☐ Podcast - Heartland Labor Forum

☐ Podcast - Jaws of Justice Radio

☐ Podcast - Tell Somebody

☐ Podcast - The Tenth Voice

7. Change the Publish Date to match the original broadcast date and click UPDATE. See image below for steps - (A) Change date (B) click OK and (C) click Update.

Publish

[Preview Changes](#)

Status: **Published** [Edit](#)

Visibility: **Public** [Edit](#)

**A** Published on: Oct 7, 2013 @ 14:00  
  , 2013 @  :

**B** [OK](#) [Cancel](#)

**C** [Move to Trash](#) [Update](#)

8. The audio controls show up within the episode.

With groundbreaking new research and reporting, *Dollarocracy* concludes that the money-and-media election complex does not just endanger electoral politics; it poses a challenge to the DNA of American democracy itself.

[Play in new window](#) | [Download](#) (Duration: 56:21 — 9.7MB) | [Embed](#)



## How to Improve Google Searches for Your Program Episode

In December 2015 a Yoast Search Engine Optimization (SEO) plugin module was added to the KKFI website. This module allows programmers to insert a keyword or keyphrase to describe the program episode, which in turn allows the episode to appear higher in the results returned by Google Search (and other search engines). The Yoast SEO module provides tips to improve the searchability of your program episode, such as reducing the length of your program episode title or suggesting that

### Why Is Improving Your Program Episode Important?

- Improving the title, description, and URL of your program episode will place the episode higher in the Google Search results, thus garnering your show more followers and listeners.
- See the example Program Episode below.

The screenshot shows the 'Edit Program Episode' interface. At the top, there's a header 'Edit Program Episode' with an 'Add New' button. Below this is a yellow-highlighted title field containing the text: 'The Fully Informed Jury Association, Get Informed; and Why The Incarcerated Must Aid In Their Own Defense'. A red callout bubble labeled 'TITLE' points to this field. Below the title is a permalink field with the URL: 'http://www.kkfi.org/program-episodes/the-fully-informed-jury-association-get-informed-and-why-the-incarcerated-must-aid-in-their-own-defense/'. A red callout bubble labeled 'URL (also known as web address or' points to this field. Below the URL is a 'Get Shortlink' button. Further down is a toolbar with various editing options like 'Add Media', 'Fields and Views', 'Insert SlideDeck', and 'Add Form'. Below the toolbar is a description field with a yellow highlight, containing the text: 'The Fully Informed Jury Association, How To Get Informed'. A red callout bubble labeled 'DESCRIPTION' points to this field. The description text continues: 'Host Jessica Thomas talks Krysten Tynan of the Fully Informed Jury Association about jury nullification and the rights and responsibilities of juries. Kristen discusses the ins and outs of surviving jury selection, standing your ground against faulty jury instructions and being true to your moral beliefs. She also tells about some of the information on the FIJA website like:'. At the bottom of the description field, it says 'The Juror's Guide'.



## How Can I Improve My Program Episode?

The Yoast SEO section of your episode provides tips on improving the title, description and URL (web address link). See the example SEO Content Analysis below. Spend, at most, five minutes on this section.

1. Enter a keyword or keyphrase, e.g., enter “grand jury” (without the quotes).
2. After you enter a keyword/keyphrase, then Yoast SEO performs content analysis on your full program episodes
3. The content analysis shows several suggestions: the keyword does not appear in the title (1). Suggestion: adding the keyword/keyphrase to your title.
4. The analysis indicates your Title is too long for Google (1), suggesting that you reduce the title length to between 40 and 70 characters.
5. The analysis also shows no meta description has been specified. Copy the text from your Excerpt into the meta description field by clicking on the pencil icon.
6. Click the UPDATE button to save your SEO changes.

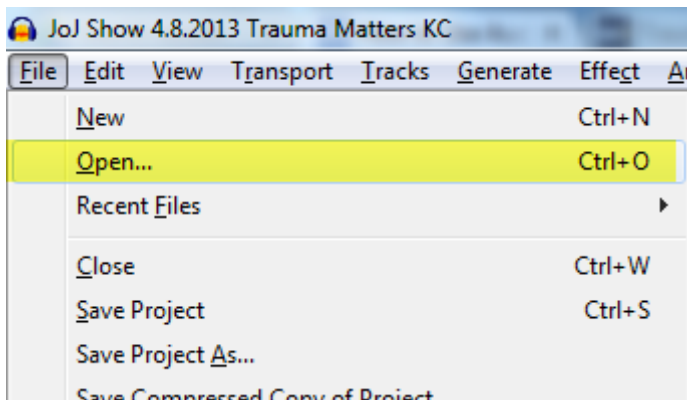
The screenshot displays the Yoast SEO interface for a program episode titled "grand jury". The interface includes a "Content" field with the keyword "grand jury", a "Snippet Editor" with a pencil icon, and a "Focus Keyword" field containing "grand jury". The "Content Analysis" section lists several suggestions, some highlighted in yellow and numbered with blue circles. The suggestions are:

- 1. No meta description has been specified, search engines will display copy from the page instead. (Numbered 2)
- 1. The focus keyword 'grand jury' does not appear in the page title. (Numbered 1)
- 2. The focus keyword doesn't appear in the first paragraph of the copy. Make sure the topic is clear immediately. (Numbered 2)
- No images appear in this page, consider adding some as appropriate.
- The keyword density is 0.4%, which is a bit low; the focus keyword was found 1 times.
- The copy scores 37.0 in the [Flesch Reading Ease](#) test, which is considered difficult to read. Try to make shorter sentences, using less difficult words to improve readability.
- The text contains 228 words, this is below the 300 word recommended minimum. Add more useful content on this topic for readers.
- 1. The page title contains 109 characters, which is more than the viewable limit of 70 characters; some words will not be visible to users in your listing. (Numbered 1)
- The focus keyword does not appear in the URL for this page. If you decide to rename the URL be sure to check the old URL 301 redirects to the new one!
- No subheading tags (like an H2) appear in the copy.
- You've never used this focus keyword before, very good.
- This page has 1 outbound link(s).

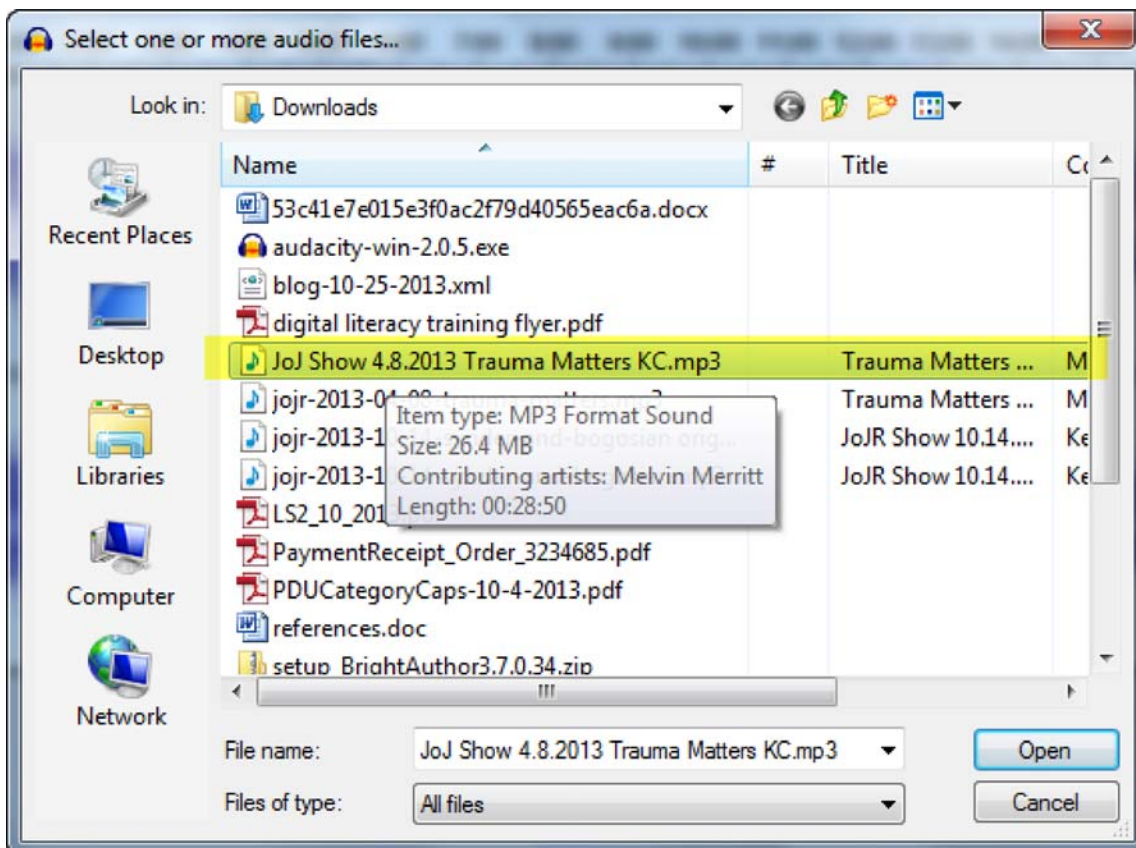
## How to Use Audacity to Reduce the Size of an MP3 Audio File

This procedure shows how to reduce the size of an MP3 audio file used to upload to the KKFI website. This should reduce a 60-minute MP3 audio file from 50 megabytes (MB) to 10 MB. These settings should be used for public affairs shows only (i.e., talk or news shows) that do not require a higher quality audio format like music shows. (Questions: Matt Quinn, 10/30/2013)

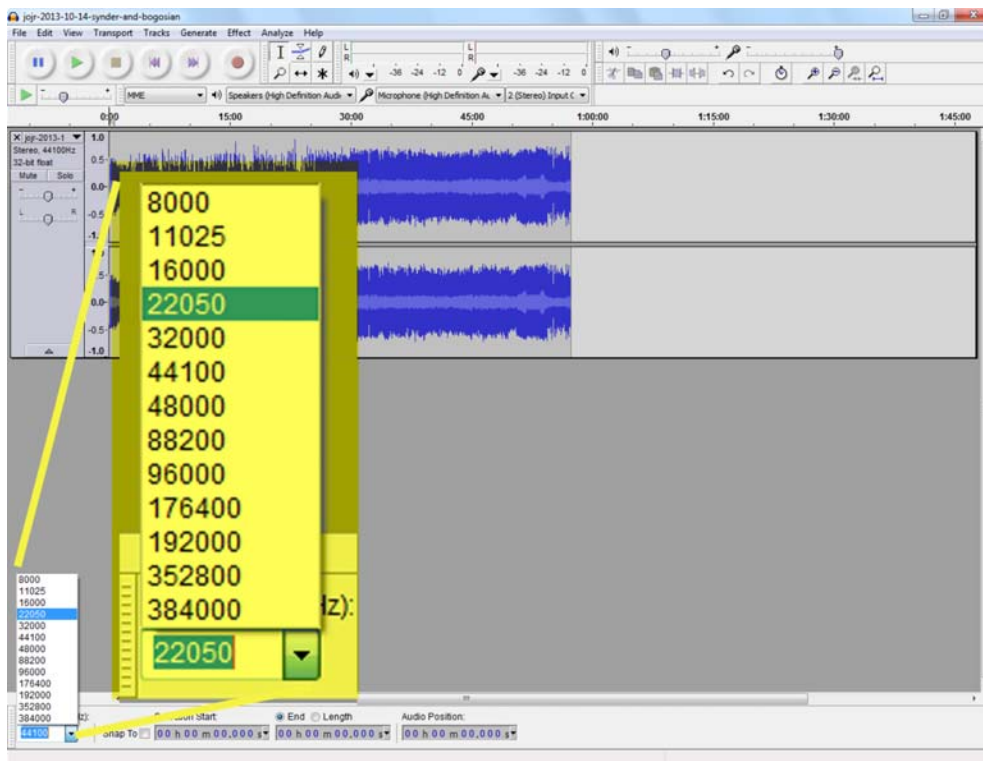
1. Start Audacity (version 2.0.5 as of 10/30/2013)
2. Open the original MP3 file by selecting the **File** menu and choose the **Open...** option



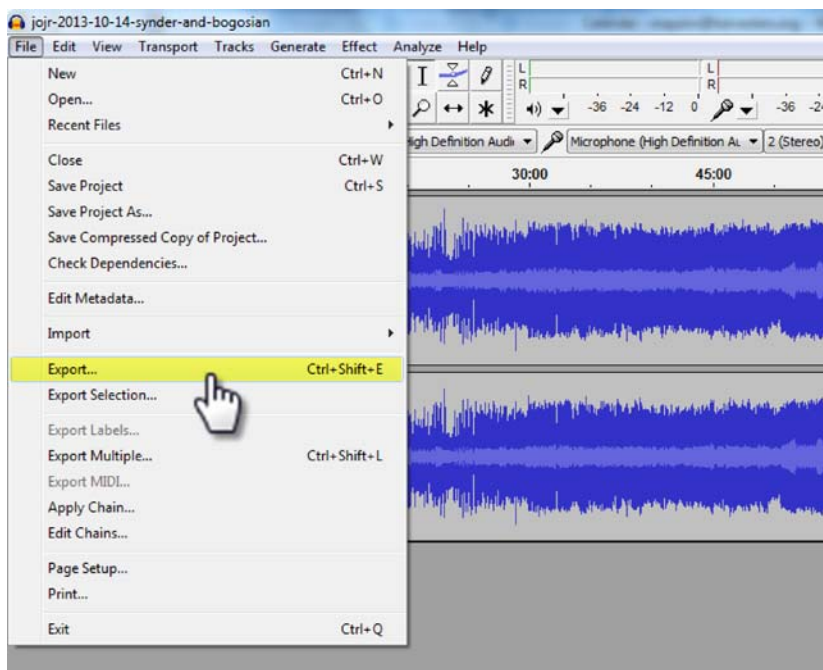
3. Browse to the file you want to modify, select the file and click the **Open** button.



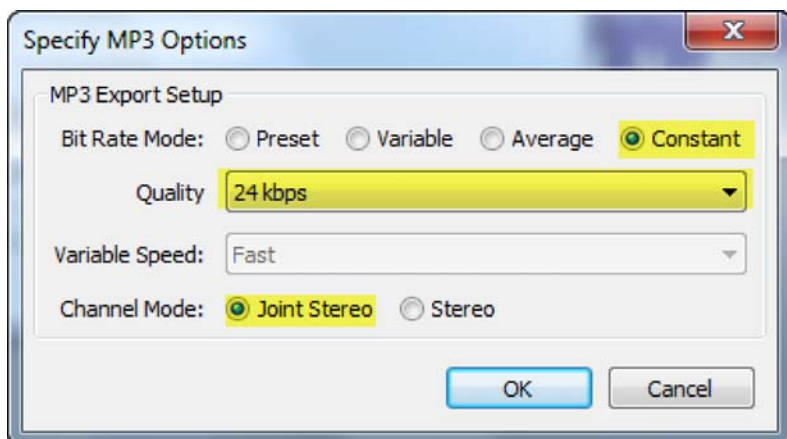
#### 4. Change "Project Rate" to 22 KHz (22050 Hz)



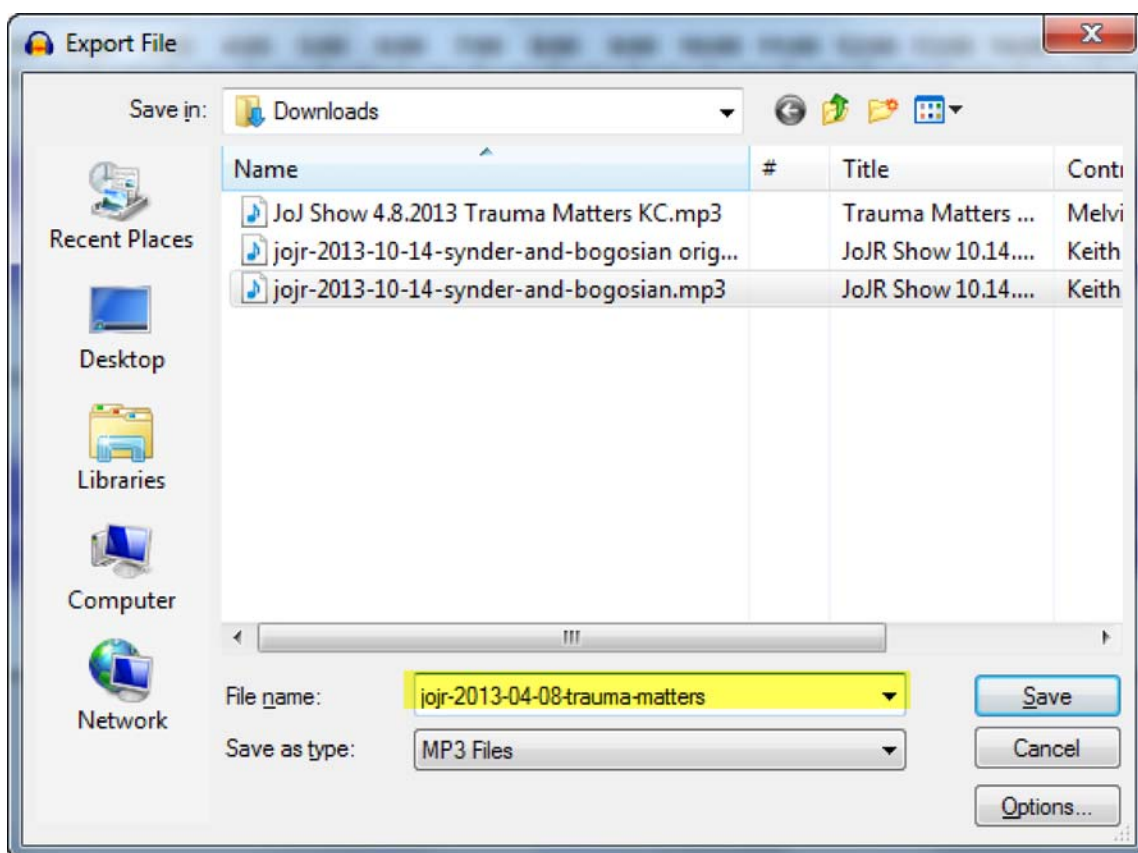
#### 5. Export File as MP3



6. Change the settings by clicking the **Options** button - Change Bit Rate Mode to “Constant”; Quality to 24 kbps, and Channel Mode to “Joint Stereo”



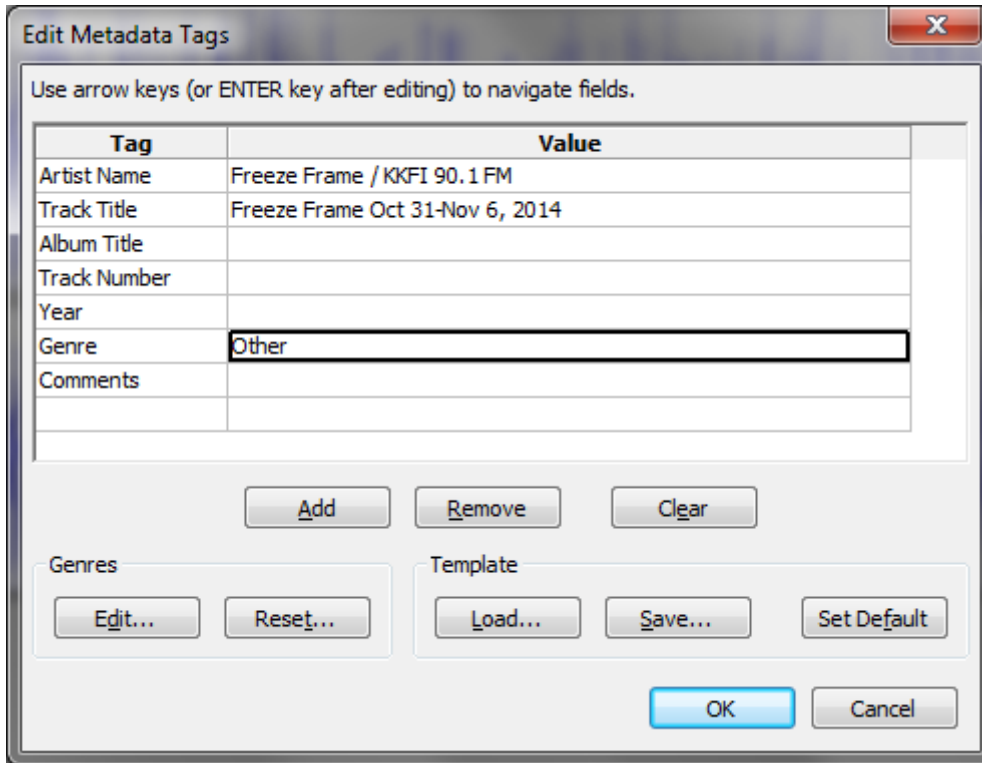
7. Select a name that adheres to the naming convention - example.  
jojr-2013-04-08-trauma-matters.mp3



## How to Use Audacity to Edit ID3 Metadata Tags in an MP3 Audio File

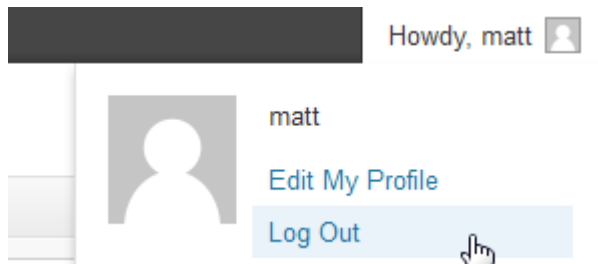
ID3 tags are the standard method for software and hardware vendors to share information about an audio file. To properly code the title, artist, album, track number, genre, and cover art you need to know how to add or edit ID3 metadata tags. This places pertinent information for your audio file that will appear whenever someone downloads and listens to your audio.

To add Track Title, Artist Name, and Genre, use Audacity software and select the File menu and “Edit Metadata” option before saving the file for final production. Use a different software package like EasyTag if you want to add a cover art image (size: 1400 pixels wide by 1400 pixels high).



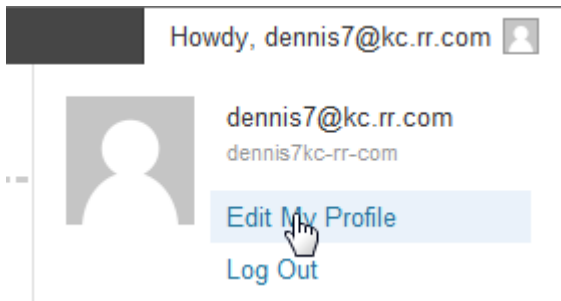
## How to Logout

- Click the “Howdy, xxxx” link in the upper-right of the page
- Select “Log Out” from the menu.



# How to Change Your Website Password

Select User menu in the upper-right corner



Select “Edit My Profile,” select a new password and click the Update Profile button

New Password

If you would like to change the password type your new password here.

Type your new password again.

Strength indicator

Hint: The password should contain letters, numbers and symbols.

Update Profile



## Terms of Use, Style Guide, Definitions

### Definitions and Terms of Use for Programmers

The website committee developed the Program Episode concept to allow each individual programmer or producer to promote his or her weekly show. An episode is one of the shows in your program series; it is a unique show.

At present, only website administrators are able to add and update Program pages. Notify Matt Quinn or other website administrators when you want to change the description of your Program.

More information on Definitions of website components will be available in future versions of the "Program Episodes Instruction." The following terms will be defined in a future version: Program, Programmer, Program Episode, Featured Episode, Post, News Item, Event, Page, User, Menu, Program Category, Currently Playing widget, Playlists, Slider or Slidedeck

### Style Guide

More information on style and terms of use for the Program Episodes will be available in future versions of the "Program Episodes Instruction," however, here are common style guidelines that the website committee suggests that you follow.

- Use proper capitalization in both the Title and Description of your Episode. Do not use all lower case. Do not use all upper case. This capitalization style makes it easier for website visitors to read your episode content.
- The best orientation and size for episode images is landscape and 550 pixels wide by 320 pixels high (see the "Elvis" example below)



Here are “Do’s” and “Don’ts” for creating Program Episodes on the KKFI website. See the attached image for an good example of a program episode title, description, and photo.

- Do keep the Episode Title short at 5-6 words or 20-50 characters.
- Do use compelling titles, and preferably don’t add the name of the guest to the title unless the person is well known.
- Don't include the name of your program in the title.
- Don't repeat the title in the first sentence of the Episode Description.
- Don't lead the Episode Description with time-based items, such as “Tune in today” because it may be read on a day different than when show airs.
- Don't add the name of your program to the first sentence of the description.
- Don't just list the names of bands or guests in the description, but provide an enthusiastic biography of the guest or a write-up on the guest's organization.
- Do add a summary of your program and mention KKFI at the conclusion of your Episode Description; do mention the music genre in the description.
- Do make sure the image for the episode is at least 250 pixels wide by 100 pixels high, otherwise the image does not display properly in the “Featured Episode” section on the home page.

## Featured Episodes



### Election Aftermath: The Honduran Presidential Elections

JANUARY 2, 2014 | 12:00 PM  
ON SPROUTS

On Sunday, November 24th, the people of Honduras cast their ballots in what was widely considered to be the country's first chance at a democratic election since the military coup in 2009 that deposed populist reformer Manuel Zelaya.

[Read More](#)

## Frequently Asked Questions

**Question:** *What is a Program Episode?*

**Answer:** An episode is one of the shows in your program series; it's a unique show. The website committee developed the Program Episode concept to allow each individual programmer or producer to promote his or her weekly shows.

- All Upcoming and Recent (Past) Episodes appear on a Program page for a particular show.
- All Upcoming Episodes for all shows appear under the ON-AIR GUIDE menu on the website - <http://www.kkfi.org/on-air-guide/upcoming-episodes/>
- Three Featured Episodes appear on the home page in order of their broadcast date and time.

**Question:** *Who determines whether an episode is selected as a Featured Episode?*

**Answer:** Currently there is not a committee or person responsible for determining which episodes are featured. Any programmer can create a program episode and mark it as a “featured” episode. A featured episode would appear on the home page close to the broadcast date and time for the show.

**Question:** *What are the qualities of an episode that would determine its selection as a Featured Episode?*

**Answer:** Currently there is not a committee or person responsible for determining which episodes are featured; each programmer can choose to select an episode as “featured.” However, if a committee starts reviewing episodes, then here are some qualities of an episode that would determine its selection as a Featured Episode are:

1. A succinct and compelling title. A generic title or a title that merely repeats the program name



would not be selected.

2. A description of the program with a length of between 150 and 250 words, though longer descriptions are acceptable.
3. A short description (see the “short description” field when adding an episode) that is between 25 and 100 words.
4. Proper use of spelling, grammar, punctuation, spelling and capitalization. Many news organizations use written style guides, such as the Associated Press Stylebook, for the details of writing for a website. See National Geographic Style Manual for a [free, online guide](#).
5. A properly cropped, sized and compressed image that has a compelling composition and subject. The size of the featured image for the episode should be a maximum of 550 pixels wide using a JPEG, PNG or other format.
6. Inclusion of a guest biography (length of 50-100 words, preferably). Using a brief biography of a program guest helps the website viewer learn about the program and program topic.
7. Image of guest. Size: minimum 550 pixels wide; prefer portrait closeup with ratio of 4x3 (4 units high and 3 units wide.) Formats: JPEG, PNG, others.
8. Web links as a resource to the show topic and guests.
9. Audio file - including an audio promotion would help website viewers follow the episode. Note: including an audio file is not recommended as of July 26, 2012 until a podcasting feature is added to the website.

**Question:** What is the Home Page Slider on the KKFI website?

**Answer:** The Home Page Slider is the section (see image below) that appears under the top navigation bar (ON AIR GUIDE / MUSIC / etc). The slider is a common element of websites today and is used to get the attention of website visitors. KKFI developed the slider to highlight the most important events, activities, and programming of the station. Typically, a slider image is developed for each Pledge Drive, Band Auction, Holiday Online Auction, special event like the Amy Goodman/Denis Monihan talk, and special radio programming like the Democracy Now election coverage. A slider image is typically 719 pixels wide by 249 pixels high, has a link to a KKFI website page, and has a caption. In the example below the Iris DeMent slider has an image, link (<http://www.kkfi.org/program-episodes/wednesday-midday-medleys-birthday-tribute-to-iris-dement/>), and a caption “Celebrating the Music (and Birthday) of Iris DeMent.”



**Question:** Who determines whether an episode is highlighted with an image in the Home Page Slider rotation? And what are the guidelines for selecting an episode to be highlighted?

**Answer:** Bill Clause, Warren Maus and Matt Quinn all have the ability to add an image to the rotation. Anyone who would like an episode highlighted as a slider can do so by notifying Matt. The guidelines for which episode is highlighted are:

- A radio show with a noteworthy guest, topic, or musical theme.
- An image that is at least 719 pixels wide
- A well-written, published episode that references the topic, guest, or musical theme in about 150-250 words.
- Submitted at least 5 days prior to airing of the show.

**Question:** How do I edit a Program Episode after I initially create an episode?

**Answer:** Some programmers have had difficulty finding their episode after it's created. If you created an episode but were unable to finish updating the description or photo, then follow these instructions to edit an episode that is in “Draft” or “Published” mode. If you still are unable to publish a Program Episode and would like assistance, then contact Matt Quinn at 816-237-0651 or [jmq0004@msn.com](mailto:jmq0004@msn.com).

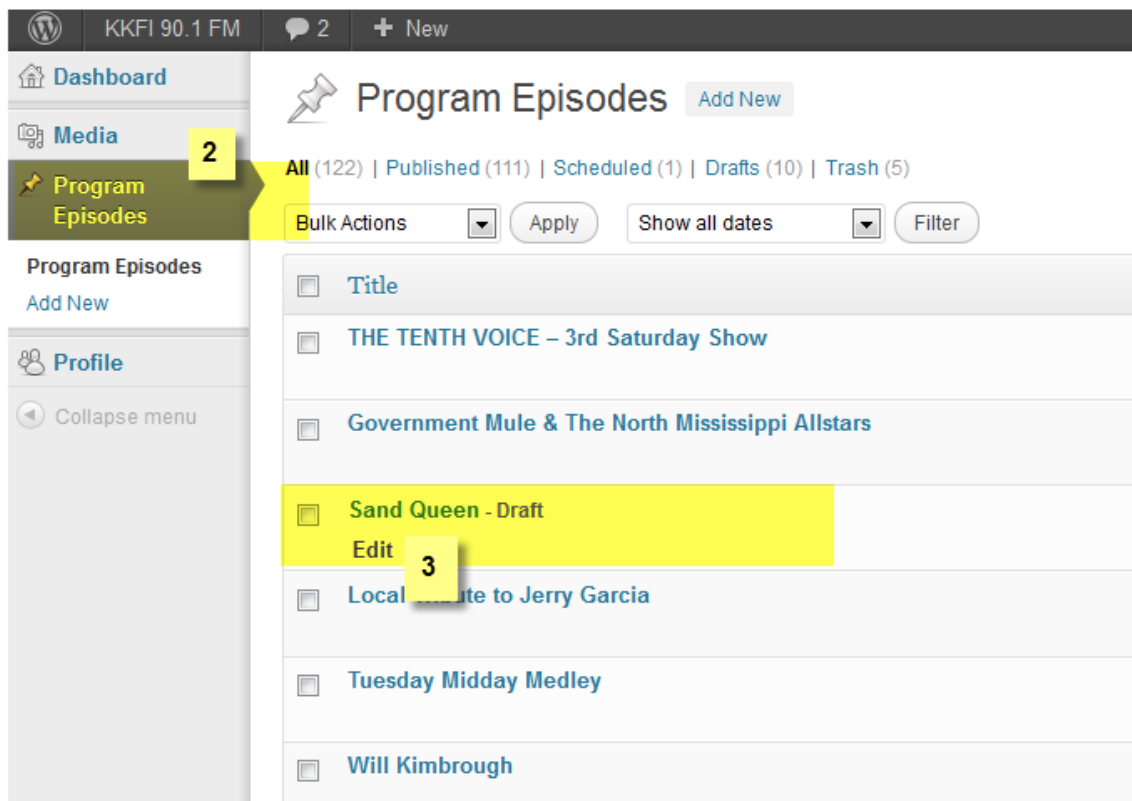
## Instructions to Edit a Program Episode in Published or Draft Mode

**Step 1.** Go to <http://kkfi.org/> and select "Dashboard in upper-left corner"



**Step 2.** Select Program Episodes menu and

**Step 3.** Click on "Edit" under the episode you want to modify



**Question:** What is a Programmer?

**Answer:** A Programmer is a person with regular and ongoing responsibility for presentation of a radio show aired on KKFI 90.1 FM and who contributes on a regular basis (or fill-in basis) to the content of a radio show, including but not limited to producers, engineers, announcers, disc jockeys and writers. Any person who wishes to become a Programmer must agree to contribute regular and reliable volunteer work to the station, and have read and agree to support our Mission and Philosophy Statements. Regular service is defined as performing a minimum number of volunteer hours each month for a minimum of six months, as recommended by the Programming Committee and approved

by the Board of Directors.

**Question:** *What are the dimensions of an image that best fits on a program episode?*

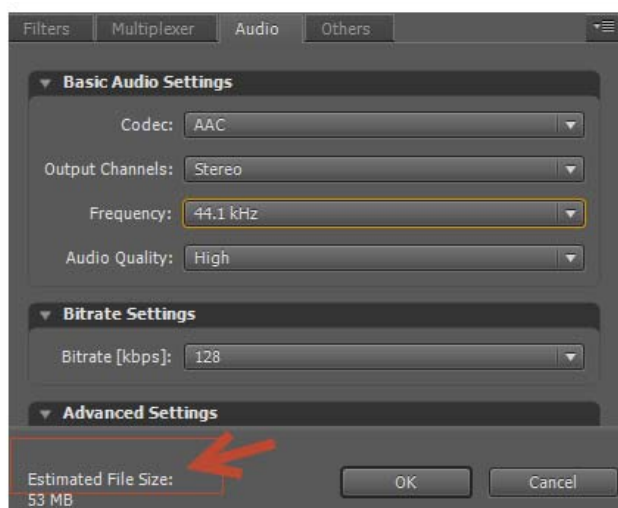
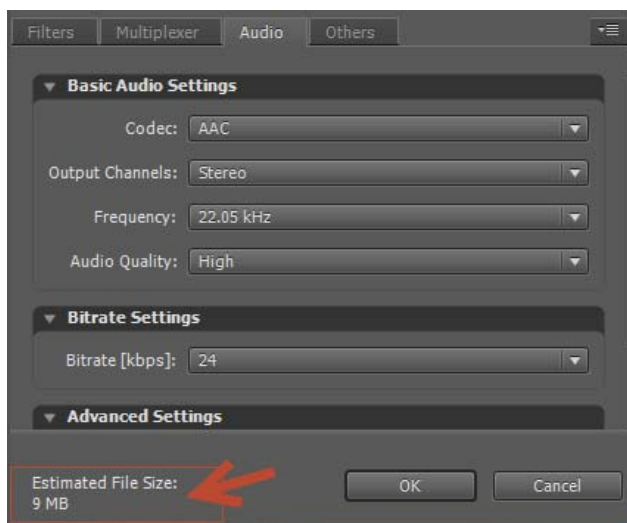
**Answer:** Ensure the image does not exceed 550 pixels width maximum before uploading. The best size is 550 pixels wide by 320 pixels high. Best image formats: PNG, JPEG, others

**Question:** Podcast/Audio Archives. What do I type as the URL for the podcast/audio archive? I have a Dropbox site, but it did not like that.

**Answer:** There's no need to type anything in the URL field -- you should be able to click the FOLDER ICON in the "Podcast Episode" section and upload your audio file. After you upload the audio file, then the URL field will be populated automatically.

**Question:** What audio format should I use to create an audio file for a show?

**Answer:** Ensure audio encoding specifications are consistent. The specifications depend on the type of audio you are publishing. A 60-minute radio (audio-only) talk show using MP3 format with Layer 3, ACM, 22050 Hz, 24 kbps, stereo settings would take about 10 megabytes of disk space. (Note: Changing the bit rate to 128 kbps and changing the format to 44 KHz will increase the file from 10 MB down to 50 MB. (see screenshots below)



**Question:** What file naming convention should I use to save an audio file for archiving on the website?

**Answer:** When you save the MP3 file use a convention without spaces, e.g., **hlf-2013-08-29-ed-asner.mp3**. This shortens the URL and makes it easier to read, as well as makes it easier to distinguish from the archive file library. You can tell which shows are which in this list.

File Name	Date	Size	Removed from Qu
EcoRadio_2013-10-07-1800.mp3	10/08/2013	10 MB	on 11/07/2013 9:50 am
LOG-2013-10-07-1200.mp3	10/07/2013	9.8 MB	on 11/06/2013 5:02 pm
JoJRSHow9_30_2013BrownWilliams.mp3	10/07/2013	51.7 MB	on 11/06/2013 4:48 pm
LOG-2013-09-07-1300L.mp3	10/07/2013	19.2 MB	on 11/06/2013 4:43 pm
LOG-2013-09-14-1300L.mp3	10/07/2013	19.6 MB	on 11/06/2013 4:42 pm
LOG-2013-10-05-1300.mp3	10/07/2013	20.6 MB	on 11/06/2013 4:11 pm
all_souls_20131002.mp3	10/03/2013	10 MB	on 11/02/2013 2:27 pm

**Question:** How do I locate and re-use an image already stored in the Media Library?

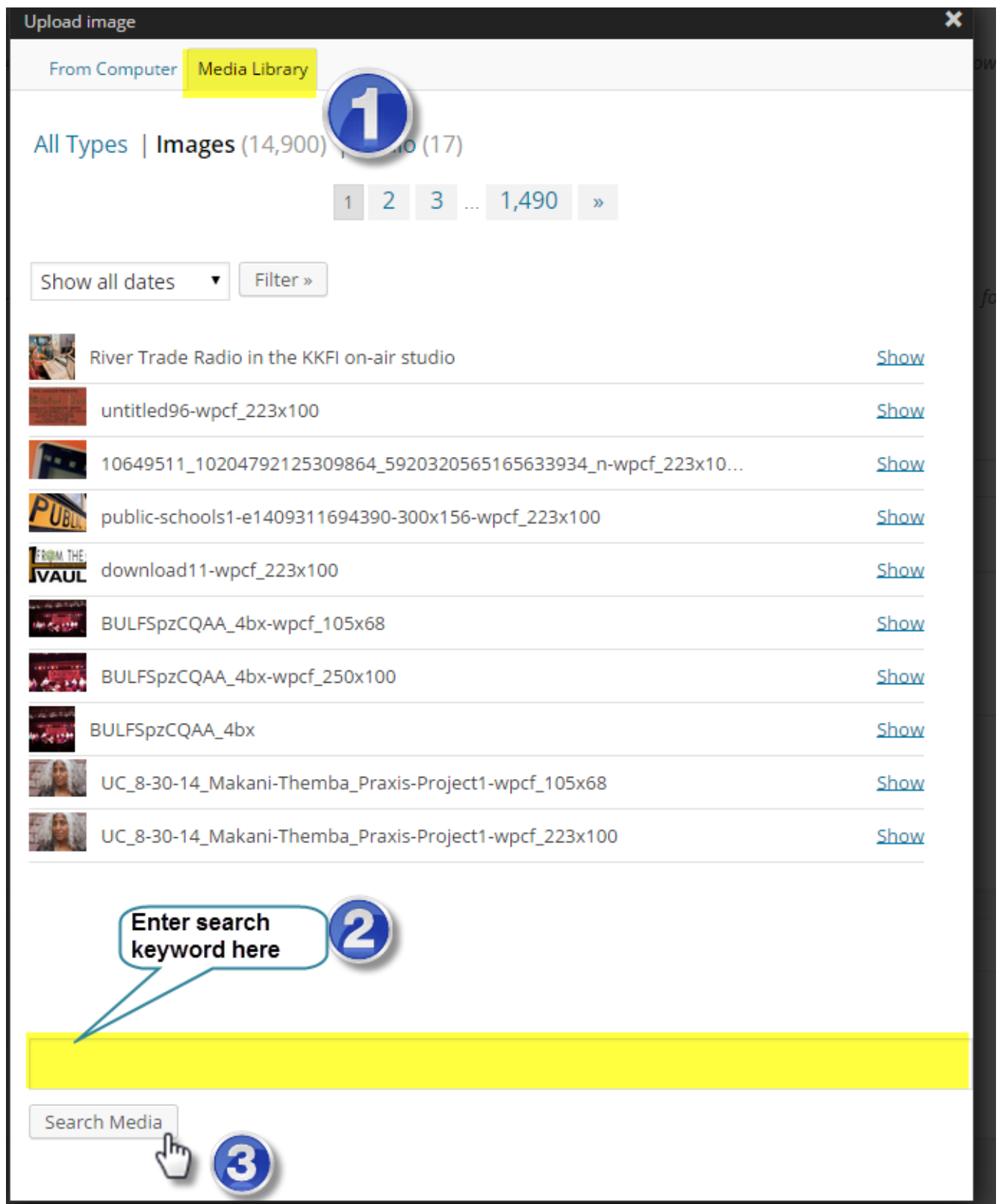
**Answer:** You may can re-use files that are already stored in the KKFI site Media Library. Here are instructions for using existing images from the Media Library for a Program Episode.

- Edit the episode
- Click “Select Image” button next to for Episode Image section

Episode Image

Select image

- Choose "Media Library" tab (instead of "From Computer")
- Scroll down to "Search Media" section, enter a search keyword (example: enter "tasty" to search for images containing the word tasty) and click Search Media



- Next to the file that reads "Tasty-Brew" click "Show"
- Update your episode
-

## Document History

Document notes	Author	Date	Version
<b>A Programmer's Guide... - new (1.0 4/15/2015)</b>	Matt Quinn	8/1/12	1.0
Added section on SEO	Matt	2/23/16	2.5



