

LOST? NEED HELP?! DON'T KNOW WHERE TO GO?  
CONTACT YOUR COORDINATOR!

NEWS -> NEWS@CKUT.CA (AARON)  
ARTS + CULTURE -> CULTURE@CKUT.CA (TAMARA)  
MUSIC -> MUSIC@CKUT.CA (JONI)  
PRODUCTION -> PRODUCTION@CKUT.CA (ELENA)  
FUNDING -> FUNDING@CKUT.CA (NICOLE)  
SALES -> SALES@CKUT.CA (LOUISE)

the digital media toolkit

first edition



JANUARY 2016



# A LITTLE INTRODUCTION

IT'S TIME TO HAND YOU THE REMOTE CONTROL!

Whether you are reading this off your smartphone online or holding this physical print for the very first time, what you are reading is a toolkit that I hope will become a great resource guide for you to refer to.

We're living in a world where technology is shaping everything we do, from the moment we wake up, to the time we go to bed. It's very obvious that it affects the way we do radio. And while the future may be scary, it does not have to be that way.

This little guide is a combination of months engaging, listening, and interacting with both volunteers and staff; experimenting with various platforms, applications, and workflows; a knack for curiosity; working for years in design, illustration, writing, and producing radio; and a deep appreciation for producing creative, empowering, inspirational independent media.

You have the remote, and you have the power to flip the channel and decide what works for you. I hope this guide will help you in helping make life easy for you.

This Zine is a collection of compiled notes from various workshops given to a diverse community of curious CKUT radio volunteers and staffers throughout my time here as a Digital Media intern between October 2015 and January 2016. While the information may change as of print, the concepts and ideas remain intact.

I hope you have fun reading and referring to this guide in helping navigate around the world of digital media. Enjoy!

Saturn De Los Angeles, former Digital Media Coordinator, CKUT 90.3FM  
satyyy [at] icloud [dot] com / @satyyy

#FOODFORTHOUGHT

# WHAT DO YOU MEAN BY "VIRAL"?

(AND WHY IT REALLY SHOULDN'T MATTER)

**Put yourselves in the shoes of the audience: what will persuade you to keep listening to your favorite radio show?**

On the internet, you may have heard about the BIG V - VIRAL to be exact. There is a difference from being relevant to your audience, and being viral online. Being viral happens organically when you share something that people love to read/see/listen, that in turn is a good thing because it helps bring exposure to the work that you do, you can even imagine it as kind of a gateway. That's a good thing.

However, trying hard to become viral is sometimes not a good thing. Because you're presenting yourself in a way that you're trying to look, feel, smell something cool for the sake of getting likes, shares. At worse, it gets in the way of doing a really good show and can sometimes spread yourself out very thin. That's not fun at all.

**Likes and shares are not everything.** It's good content, and how you present your content to other people in a manner that is accessible to your audience, and fun to do for you. There's no perfect/magic formula to do that. You just gotta practice it. THINK of it this way - instead of focusing your energy to be super cool and popular online, why not instead devote your energy to build up your content so that you have something cool to share and something to be proud of?

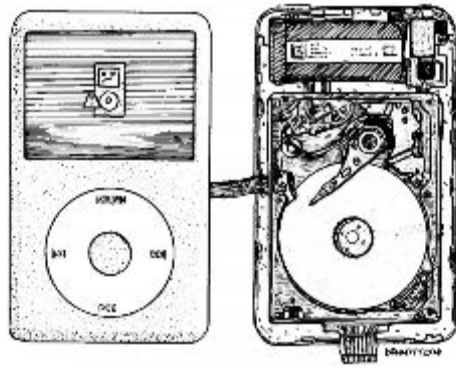
Podcasting and social media go hand in hand. It's meant to be a useful resource to refer to, it's meant to foster a thriving community, and most of all, it's not a popularity contest - and that is the most common mistake that many people may have.

AN INTRODUCTION

## WHAT'S A PODCAST?!

# PODCASTING!

CREATING BYTE-SIZE RADIO IN THE DIGITAL SPACE!



IT IS A PIECE OF RECORDED AUDIO THAT IS SHARED OVER THE INTERNET  
FOR YOU TO DOWNLOAD AND LISTEN AT YOUR OWN PACE!

-?!?-

## DID YOU KNOW?

Here at CKUT, the audio you can get from our programs preserved on air by our magical and sometimes unpredictable storage servers. You can download them from our website in the shape of a automatically recorded MP3 file.

But did you also know that the stored audio does not stay there forever after a certain time?

There's two ways you can save your audio for safe-keeping - getting on online locker known as the Cloud, or repackaging your radio show into a bite-size podcast to share to your listening audience.

**WHY CONSIDER DOING IT?** Because online audio hosted elsewhere does not forever, and you wouldn't like to put your hard work to waste!

## SOME EASY WAYS OF SAVING YOUR FINISHED AUDIO MASTERPIECE!

For each of your program at large, recorded audio for the most recent sixteen weeks are available to access on our website, CKUT.ca. The last seven at a high audio quality rate of 128KBPS (imagine sorta hi-quality audio), or a decent rate of 64KBPS, (like old-school audio). Either format you choose, you are encouraged to save a copy of them on your own personal computer, USB storage keys, hard drives, or in this case, one, or, both of the two available options to choose!

### OPTION ONE

## GRAB A FREE LOCKER IN THE CLOUD!

Saving your audio online is an easy & stress-free way to save your work without losing access. In addition, if you work with a collective, or a team, this solution will help in coordinating work, no matter the distance.

Free and user-friendly alternatives include Google Drive, Dropbox, Box, and Microsoft OneDrive. This will become more and more relevant as we now begin to gradually bid farewell from using our internal Volunteers Temp storage storage system. More on that later.















































### OPTION TWO

## REPACKAGE YOUR AUDIO INTO A PODCAST!

Consider this as a cool solution if you want to not only preserve your audio, but also edit and package it into a bite-size shareable piece of audio to present, distribute and syndicate online to your audience.

A lot of our CKUT-based, independently-run, and DIY-community radio programs run on these platforms! Notable examples include Mixcloud, Soundcloud, Podomatic, and iTunes among many.

◦ Subscribe in iTunes

	64 kbps	128 kbps
Wednesday January 13, 2016	 	 
Wednesday January 6, 2016	 	 
Wednesday December 30, 2015	 	 
Wednesday December 23, 2015	 	 
Wednesday December 16, 2015	 	 
Wednesday December 9, 2015	 	 
Wednesday December 2, 2015	 	 
Wednesday November 25, 2015	 	
Wednesday November 18, 2015	 	
Wednesday November 11, 2015	 	
Wednesday November 4, 2015	 	
Wednesday October 28, 2015	 	
Wednesday October 21, 2015	 	
Wednesday October 14, 2015	 	
Wednesday October 7, 2015	 	
Wednesday September 30, 2015	 	

## A LITTLE BUT KNOWN FUN FACT:

In the not too far distant future, your CKUT program will have its own respective Program Page. Think of it as a profile or an “About me”, with a listing of all of the episodes available to download.

The image above is an example of a listing of archived audio you can collect and keep. The Speaker icon will play the audio directly to your computer music player. If you right-click on the arrow button beside it, you can “Save As” your audio into an MP3 file.

What to do next?! Edit your audio file into your favorite editor, such as Audacity, Reaper, or Audition. Be sure to remove things like ‘Dead Air,’ awkward audio, and the like.

Need help or brushing up your editing skills? Contact the Production Department: production [at] CKUT [dot] CA.



## ~ IF I'M PODCASTING, WHAT CHOICES DO I HAVE? ~



**MIXCLOUD** (MIXCLOUD.COM)

Perhaps the most-user friendly option. Sign up for an account, have a few cool images ready, upload, playlist away, and hit GO. The learning curve is not steep, and the interface is easy to understand. Initially for DJs, more indie radio people have been using this as the alternative.

(FREE WITH UNLIMITED STORAGE!)



**SOUNDCLOUD** (SOUNDCLOUD.COM)

The Swiss Knife of versatile audio promotion - whether that is sharing artist's works, or audio soundbites. The learning curve is a little steep but easy to learn for folks who like more customization. The catch - you only get three hours free - approx. 180 mb of audio on tap = or three episodes of a one-hour show.

(FREE WITH 3 HOURS OF STORAGE!)



**PODOMATIC** (PODOMATIC.COM)

One of the longest running independent podcast distribution platforms. The learning curve is a mix of Mixcloud + Soundcloud, but guides you really well in getting you listed on iTunes easily! There are both free and pro accounts to consider!

(FREE WITH ~3 HOURS STORAGE!)

# BUT WHAT ABOUT ITUNES + EVERYTHING ELSE?

THINGS TO CONSIDER WHEN PODCASTING BIG-TIME!

## GETTING YOURSELF OUT THERE!

Seeing your work listed on iTunes is an amazing milestone to consider, but it's no easy one to make it there. Things to consider include time, patience, a good artwork to pimp it up, and lots of descriptive information (i.e. metadata) in order to make sure it's searchable, and making sure the music that you play does not hit any awkward copyright issues. If you are not sure, contact your department coordinator and they would be more than happy to guide you through the way.

The first step to making it happen is to make sure you have it subscribed to your RSS feed. Blogging sites such as Wordpress, or RSS feed maker such as Podotopia, Podbean, or even WordPress RSS can make that happen for you.

## ON OTHER PODCATCHING APPS!

BUT iTunes is not everything! Especially when you consider how many people have many ways of accessing audio. Which can be either a good thing if you want to reach out to a wider audience, or focus on one specific platform in order to target a niche audience. Apps such a Pocketcast or Downcast, or Stitcher can have your podcast out there. The easy DIY alternative would be to build your own website and host your podcast there - which is now much more easier to configure than you think! All you need is either a Wordpress or Blogger account.

## BUT WAIT...IF I CAN MAKE A PODCAST...

While it's great to consider that you can have your own radio show online and have it totally in your hands creative-wise, you need to keep in mind that it still does not replace the awesomeness, spontaneity, and fun, that live radio can bring, as it brings more of that human element out there in what we do.

**One of the great ways podcasts can do is to help make it as accessible as possible to your audience - but it should never replace the beauty and joy of experiencing radio in the raw. <3**

## RADIO TOOLS!

TIPS AND TRICKS TO HELP MAKE YOUR SHOW LESS STRESSFUL.



AN INTRODUCTION

## WHAT DO YOU MEAN BY TOOLS!?

IN AN EVOLVING SPACE WHERE EVEN MAKING RADIO PRODUCTION HAS BECOME DIGITAL, KEEPING ON TOP OF THINGS CAN SOMETIMES BE CHALLENGING.

-?!?-

### DID YOU KNOW?

There are easy solutions for you to keep your files, documents, music, and soundpieces organized, and together they help in preparing your program to become an easy and less stressful production experience. We will be exploring options such as Apple's iCloud, Microsoft's OneDrive, Google Apps, and independent office-ware systems.

**WHY CONSIDER DOING IT?** Because staying organized always helps make your life easier, especially when doing it in a team together.



TIMES ARE TOUGH. 'TIS NOT EASY BEING IN DESPAIR.  
WHEN IN DOUBT, ALWAYS REACH OUT FOR HELP.  
WE'RE ALL IN THIS TOGETHER.

## CLOUD STORAGE - AND MORE!

Earlier, we discussed how you can save your audio files in an online locker known as the Cloud - where you can save audio online for an extended amount of time. The difference between that and podcasts is that Cloud storage is meant to be used and saved for archival purposes, or for safekeeping, in the same way you would save your work off your computer for later use - as opposed to podcasts where it explicitly is intended to be shared among many, and lets you download the audio for your convenience and listening pleasure.

Many Cloud-based services come pre-packaged with Office suites/kits that help you in organizing your work - most notably, a document making app, a spreadsheet making app, and a presentation-making app, all given to you free-of-charge.

### USEFUL HACKS

## BUT WHAT CAN I DO WITH THESE APPS?!

Tons of things. Many things. You may not realize that you're already using them already at some point. Take for instance when you write your radio script or run sheet, or when you have to log your songs for SOCAN, or when you have to present a program proposal to a large crowd.

No matter what the brand, the purpose remains the same - helping make the making of your program organized and as tidy as possible.

If you of your program has an AT-CKUT.ca email address, there's a very good chance you're already using GMail, and by default, you are using Google Apps - one of the most convenient and useful office suites out there. (In fact this Zine is completely assembled together using Docs in Google Apps).

However, if you are not a huge fan of Google - for obvious reasons - there's always several alternatives for you to choose from for your comfort and convenience.

# ~ JUST HOW MANY IS TOO MANY? ~

NOT MUCH AS YOU WOULD INITIALLY IMAGINE. THE FOLLOWING ARE JUST SOME OF THE MOST POPULAR PLATFORMS THAT EXIST OUT THERE.

## APPLE'S ICLOUD (ICLOUD.COM)

FREE STORAGE ALLOWED ONLINE: 5GB!



IF YOU HAVE AN IPHONE - then it's time to make the most of it - your device is already pre-equipped with all of the software needed in order for you to use its user-friendly system. Just be careful to save some space for the additional software.

## GOOGLE APPS (DRIVE.GOOGLE.COM)

FREE STORAGE ALLOWED ONLINE: 15GB!



BUT IF YOU HAVE AN Android - this would be your best alternative as Google Apps works perfectly within all of its apps. User friendly. Hassle-free. And you're mostly likely to be using it already - especially if you're using Gmail for your email.

## MS ONEDRIVE (OUTLOOK.COM)

FREE STORAGE ALLOWED ONLINE: 5-10GB!



THE LONG-RUNNING GOLD STANDARD in Office-assisted software and management has a very seamless and easy-to-use interface that makes working on Word, Excel, and Powerpoint pain-free. Useful if you have been using a Hotmail/Outlook account for a long time.

WHICH ONE IS THE BEST, YOU SAY? It really depends on your needs and priorities and what works best for your workflow. Google Apps is easy to learn right off the bat. iCloud is convenient if you already have a Mac computer at home; and likewise for a Windows computer if you have OneDrive. If you're not sure, try playing around with one format and see if it works out for you just fine.

## A BASIC CHART TO HELP YOU FIGURE OUT WHAT'S BEST FOR YOU!

	ONLINE LOCKER	TYPE TEXT	COLLECT DATA	PRESENT THINGS
<b>APPLE</b>	ICLOUD: 5GB	PAGES	NUMBERS	KEYNOTE
<b>GOOGLE</b>	DRIVE: 15GB	DOCS	SHEETS	SLIDES
<b>MICROSOFT</b>	1DR: 5-10GB	MS WORD	MS EXCEL	POWERPOINT
<b>OTHER?!</b>	DROPBOX: 5GB	WORDPAD?!	?	?

### HOT TIP

## IS SECURITY / PRIVACY AN ISSUE FOR YOU?!

It is unavoidable and also perfectly normal to feel worried or concerned if these platforms do not reflect your needs nor your ideals, especially in dealing with security and privacy. After all, many of these platforms are owned and managed by large corporations. These same establishments, however, also claim that your they value your privacy. Take it (always) with a grain of salt and understand that anything that you may do online may be considered public.

However, this should not mean that technology should stop you from being able to create great radio. If the Cloud does not sound very exciting to you - then don't fret - Dropbox is known to be the best (and closest) free alternative that remains as stable as it can be, There's also the good 'ol pocket-sized USB Keys (from 4 GB TO 512 GB) that you can buy at drugstores, office supply shops, and electronic kiosks everywhere. If you prefer storing something as large as a Terabyte (that's 1000 GB's), consider getting an external hard drive. Prices range from \$CAD75 and above.

1 HOUR AUDIO = ~60MB\*. 1GB = 16H OF AUDIO. 1TB = 160H

\* 60MB IS A VERY VERY ROUGH ESTIMATE. DEPENDING ON THE QUALITY OF THE AUDIO. THIS ONE IS AVERAGE.



## HOW CAN SOCIAL MEDIA HELP ME?!

COMMUNITY RADIO ISN'T COMPLETE WITHOUT CONNECTING TO YOUR COMMUNITY. NOWADAYS A LARGE CHUNK OF THE COMMUNITY EITHER CURRENTLY LIVES ONLINE OR IS BOUND TO BE CREATED ONLINE WITH YOUR WORK.

### SOCIAL MEDIA!

HOW TO HELP REACH OUT TO YOUR COMMUNITY WITH YOUR RADIO SHOW!



-!?!-

### DID YOU KNOW?

At a time where we take, partake, and learn so much from being online, we are now at a moment where connecting with the people we serve and care matters more than ever. We take home so much from what we learn online, and now it's time to give back by sharing what we've learned!

WHY CONSIDER DOING IT? By putting your work out online through blogging and social media, you're not just helping bring your radio show and CKUT into the spotlight, but you're also helping document your history, and also help inspire and inform someone out there online with just a simple click of a post. Likes, shares, follows, and hearts don't mean everything - insightful feedback counts, and it's something worth considering when you blog or promote your work through social media.

## BUT HOW DO I SOCIALIZE ON SOCIAL MEDIA?!

There is no RIGHT or WRONG way, really. It's just a matter of respect, engagement, and constant communication with fellow people online who share your common interest. There is a time and place where you can feel that you are representing yourself through your radio show - and also trying to be you when interacting online.

### SOME KEY POINTERS:

- KEEP IT BITE-SIZED. SHORTER SENTENCES WORK.
- USE IMAGES / GRAPHICS / VIDEO.
- TALK ABOUT WHAT YOU'RE WORKING ON/WORKED ON FOR THE SHOW;
- BUT DON'T OVER BRAG OR YOU MIGHT GET LAZY TRYING TO FINISH IT
- VIDEO STREAMING WORKS WHEN NEEDED SUCH AS A GUEST.
- DON'T SPREAD YOURSELF OUT TOO THIN.\*
- AVOID BEING TRENDY. BE RELEVANT. BE IMPORTANT!
- DON'T BE AFRAID TO LOOK AROUND + REACH OUT ONLINE!
- BE CONSISTENT W/ YOUR POSTS NO MATTER HOW MUNDANE.
- BE REAL. BE YOU!

ONE KEY THING TO KEEP IN MIND WHEN YOU'RE SUPER-STUCK, IS TO PUT YOURSELF INTO THE EYES, EARS, AND FOOTSTEPS OF A POTENTIAL LISTENER. WHAT WILL MAKE YOU TICK, WHAT WILL MAKE YOU INTERESTED AND ENGAGED?

## AREN'T BLOGGING AND SOCIAL MEDIA THE SAME?





In theory, Yes. In practice however - they're very unique. Blogging helps document your work while social media helps promote your work. It depends on how you would like to stage yourself.

### HOW MUCH IS TOO MUCH?

You know it's too much when you have just realized that you over-spammed your feed with random photos (unless it's cats. We like cats, right?) The exception is if you're also fighting for your audiences' eyeballs. Don't spread yourself out too thin and also don't find yourself selling out

### WHAT'S THE BEST WAY TO REACH OUT?!

#### A SNAPSHOT OF VARIOUS POPULAR SOCIAL NETWORKS + BLOGGING SERVICES

	<u>GOOD FOR</u>	<u>PROS</u>	<u>CONS</u>	<u>VERDICT</u>
	Sharing Multimedia Forum-building	Community engagement! Wide outreach!	Super spammy! Loads of privacy issues.	Best tool for discussion + promotion!
	Breaking News! + Sharing views!	Straight4ward! + User-friendly	Information overload!	Best tool for building contacts!
	Having fun documenting + sharing stuff!	Ease of use + Participation	Engagement can sometimes be intense!	Best tool for audience participation!
	Showcasing all of your radio work!	All the blogging tools are here!	Learning curve is a little high	Best tool for documenting your best work!

# IN NEED OF SOME INSPIRATION?

CHECK OUT SOME OF THE WORK (AS OF WINTER 2016) THAT YOUR FELLOW CKUT PROGRAMMERS HAVE DONE! THE FOLLOWING IS A RUNNING DIRECTORY OF BLOGS AND SITES THAT YOU CAN REFER TO FOR IDEAS!

	<u>WEBSITE/SEARCH FOR</u>	<u>REMARKS</u>
FREE KICK	FREEKICK.ca	Wordpress-hosted! Always updated!
VENUS	VenusRadioCKUT.wordpress.com	Wordpress-hosted! Tons o'archives!
FREE CITY RADIO	freecityradio.org	Tumblr/Soundcloud!
WORLD SKIP THE BEAT	Mixcloud: World Skip The Beat	Mixes go here!
MORNING AFTERS	FB: Lendemain de la veille	Community Page!
UNDERGROUND SOUNDS	Tumblr: Underground Sounds	Mixes and pieces!
27TH HOUR OF HORROR	FB: 27hourMTL	
SUITE DELIGHT	Twitter: @DJSolespin	Personal Twitter!
KITCHEN BANG BANG LAW	Vintin.wordpress.com	Personal blog!
SPACE PLANE	Mixcloud: Space_Plane	
DESI BEATS	FB: DesiBeats90.3FM	

	<u>WEBSITE/SEARCH FOR</u>	<u>REMARKS</u>
THE GOODS	FB: TheGoodsSoundSystem	
FUTURE CLASSIC	futureclassic.CA	
MODULAR SYSTEMS	tracktion.com/radio-archives	Micropage in a website!
INT'L RADIO REPORT	Yahoo groups: RadioInMontreal	Yahoo platform!
SKEWING THE WAVES	SkewingTheWaves.wordpress.com	
SOUNDS OF STEEL	FB: SoundsOfSteelMetal	FB X Tumblr!
SAMEDI MIDI INTER	FB: Samedi Midi Inter CKUT 90.3 FM	
YOUR RADIO IS BROKEN	Mixcloud: Rhys-taylor2	
SOCA SOUNDS	Twitter: @ProductionJR	
WEFUNK	WEFUNKradio.com	DIY Technology!
WEEKEND GROOVE	weekendgroove.com	
MACONDO	MACONDO.FM	Great branding!
SIGAW NG BAYAN	FB: SigawNgBayanMTL	Community!
PRISON RADIO	PrisonRadioShow.wordpress.com	
JAZZ AMUCK	jazzamuck.blogspot.ca	
LISTEN, YOU SMELL SOMETHING?	FB: Listen you smell something? ckut 90.3	

	<u>WEBSITE</u>	<u>REMARKS</u>
CHAUD POUR LE MONT-STONE	macaronimusic.com	Fun name!
TRANZISTER RADIO	Tumblr: Tranzister	Organized!
FOLK DIRECTIONS	CKUTfolk.com	
OFF THE HOOK	OffTheHookRadio.blogspot.ca	
THE REBEL BEAT	RebelBeatRadio.com	Updated always!
JAZZ EUPHORIUM	JazzEuphorium.blogspot.ca	
AMANDLA	ADDAX.wordpress.com	
AUDIOSMUT	Mixcloud: AudioSMUT	
ALL DA WAY LIVE	Twitter: @ADWLRADIO	
CARAVAN	FB: CaravanCKUTRadio	
XX FILES	secure.studioXX.org/xxFiles	Nice design!
CITY SOUND UNDERGROUND	citysoundunderground.com	
HARVEY CHRIST	FB: The Church of Harvey Christ CKUT	
HEALTH ON EARTH	HealthOnEarth.net	
SOUL PERSPECTIVES	FB: Soul Perspectives CKUT	
VOKO / VOICE OF KOREA	FB: VOKOMontreal	

	<u>WEBSITE</u>	<u>REMARKS</u>
WHERE'S THE BEAT	Tumblr: WTBACKUT	
IF YOU GOT EARS	IFYOUGOTEARS.wordpress.com	
MONTREAL SOUND ARK	ARCMTL.org	
OFF THE HOUR	CKUTNews.wordpress.com	CKUT News
CKUT MUSIC	music.ckut.ca	Music blog
CKUT CULTURE	culture.ckut.ca	Culture blog

#PARTINGNOTES  
EMPOWERING YOURSELF.  
EMPOWERING YOUR COMMUNITY.

**This very first incarnation of this digital skills toolkit is just the first step of many to help you get engaged in doing radio in the digital space. This is just the tip of the iceberg, and it does not have to stop here. Now that you got the skills, it's now up to you to help bring that empowerment to other people!**

While we are starting to experience how technology is affecting and even determining the way we manage our lives, it's unavoidable that many folks will be left behind. It's up to us - those who are savvy - to help others unfamiliar with this territory, in helping move the ship into a more steady current, figuratively speaking of course.

The skills do not matter if you're not sharing that with the people around you, because at the end of the day - we all aspire to do amazing things with the power that we have. Sharing is caring, and as much as possible, it should be a motto to keep in mind whenever you're learning something new.

**An empowered and influential community radio starts with you.  
Help yourself and help others become awesome.  
We're all in this together.  
#PowerToThePeople**