

BUILDING JUSTICE PODCAST



Podcast Episode Title and Description Guidelines

When constructing your podcast episode title and description the podcast committee encourages you to consider the following:

- **Remember words have multiple meanings:**
 - Think about the multiple meanings your title and description might convey to different people situated differently who read it.
 - What foreseeable but unintended meanings might your episode title or description convey?

- **Remember that titles will be interpreted out of context:**
 - Promotional materials (flyers, social media) often only contain your episode title. They do not contain your episode description and our audience members might not listen to your episode or read the description if provided.
 - Remember to craft a title and description that can stand alone without audio.
 - See CRISJ Facebook for promotion examples:
<https://www.facebook.com/SACSTATECRISJ/>
 - See CRISJ Instagram for promotion examples:
https://www.instagram.com/crisj_sacstate/?hl=en

- **We recommend avoiding jargon:**
 - Sometimes an episode title and description mean one thing for those who specialize in a certain field or practice and another to the general audience.
 - Jargon can also alienate some listeners unintentionally.
 - Is your title and description filled with jargon that folks might interpret differently or not understand?

- **We encourage strong titles:**
 - Strong titles say what the episode is about.
 - Strong titles include relevant terms that are likely to show up in search engines. Remember that streaming providers are search engines.

- Strong titles are attention-grabbing, but not inflammatory.
- **We encourage short titles, here's why:**
 - Long titles and descriptions don't fit on flyers or meet the word limits placed on university announcements.
 - Long titles and descriptions will require editing by a podcast committee member.
 - Given deadlines, podcast committee members responsible for promotional work may not have time to review their revisions with you.
 - To ensure your unedited titles and descriptions make it onto all promotional materials, keep them short!
- **Questions?**
 - If you are unsure, for whatever reason, about whether or not to use a particular episode title or description, or if you want another set of eyes on it, reach out to the podcast committee. We are here to support you.
- **Remember our Disclaimer Policy:**
 - Episode titles and descriptions reflect the views and opinions of episode hosts and guests and may not reflect the views and opinions of the 'Building Justice' podcast committee, CRISJ or Sac State.
 - Review our disclaimer policy for more details. It's available on our webpage www.csus.edu/crisj/buildingjustice .