

October 2024

Best Practices for Syndicating your Radio Show.

Syndicating your show can help reach a broader audience, it is an exciting thing to have your show played all over the country. If you are interested in this process we are happy to share some best practices:

1. How to get started

- Iearshot distro lets you upload your radio show at your own time and syndicate it to all of our stations for free!
- You can [sign up](#) for Iearshot to distribute your show. If you are an independent programmer fill out that form and we will get back to you after creating your account. If you are affiliated with a station they can create the account for you.
- You can follow our video tutorial on how to upload [here](#) along with our handbook at the bottom of the same page.

2. Production Tips:

- Length: Maintain a consistent duration for each episode, commonly 27-29 or 56-58 minutes in length with no home station ID minutes. This allows stations to fit your show into their existing schedule with minimal adjustments.
- Show Breaks: For a 2 hour show, divide it into segments (e.g., 3 different versions, the full 2 hours and 2 segments of around 56-58 minutes). You can name the segment "Part 1 of 2" etc.
- Episode Labeling: Ensure your files are properly numbered and named. Everyone labels their episodes differently but please make sure it has at least two of these distinctive labels: title, episode number, date, and if applicable part 1 of 2.

3. On-Air Things you might want to include

- Let people know where the show is produced. For example, "This program is produced from Nanaimo, BC."
- Mention it's syndicated, and provide details on where listeners can find more info. E.g., "This show is syndicated to community and campus stations nationwide. Visit [\[yourwebsite.com\]](#) for details."
- Have a call to action, provide an easy way for listeners to get involved, like visiting a website, or following on social media.

4. Logs

- Music and Content Logs: If you are looking for a template for to show your logs we have one that you can use:
https://docs.google.com/document/d/1_tZCU5PHmbzrmWjM6J7cR9o1TxC_vLTHvw2AWfKKOYk/edit

5. Bios and Promotion

- Host Bios: Share a brief bio of yourself as the host, make sure to include relevant experience and background. This helps stations promote the show effectively.
- Show Trailer: If you want stations to start adding your show to their rotation, along with sharing the link to your program. A small trailer to promote and introduce programmers to your show is great to have. A 30 second trailer that captivates the essence of your show, it can have clips from your show over the years or it can be a scripted segment you create.
- Once you are ready to promote your show to other stations, we suggest using the list at the bottom of this page, there you'll find some stations looking for syndicated shows to play at their station, there you can add the 30 second trailer as well as the direct link from !earshot and a little about your show. Like how many times a week do you release your show, how long it is etc.

6. Contact in Emergency Situations

- Contact Information: Provide clear contact details, including a primary email or phone number. Designate a contact person for technical or scheduling issues.
- Backup Show: Always have an evergreen episode (a non-time-sensitive show) ready to air in case of an emergency. This ensures continuity even if a new show can't be delivered on time.
- Emergency Procedures: Outline steps to take if you face last-minute technical issues or personal emergencies. Provide affiliates with instructions on what to do, whether it's airing the backup episode or re-running a previous show. You can add these details in the bio of your Program.

These are some of the best practices that we hope help you ensure smooth syndication and a positive experience for both you and the stations that play your show.