



Cultural Broadcasting Archive

Non-commercial Audio Archives
for Cultural Initiatives and Anyone Else Who Is Interested

Cultural Broadcasting Archive
2022

IMPRESSUM

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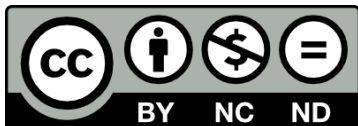
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CULTURAL BROADCASTING ARCHIVE

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1. The Basics

1.1 What Is the Cultural Broadcasting Archive (CBA)?

The Cultural Broadcasting Archive (CBA for short) is a **non-commercial, ad-free and non-profit platform for audio files** that takes **data security** very seriously. Content creators from free radio stations all over Austria upload their **podcasts** and **radio shows** to the CBA so people can listen to them again. The use of the CBA is **free** for content creators with the free radios.

Audio files uploaded to the CBA are available to the general public **without limitation** and can also be **embedded** in other **websites** and shared on other **podcast** platforms and podcatchers.

Since the CBA has contracts with the Austrian copyright collectives for using their music, our shows are allowed to contain **music** that falls **under AKM copyright**, as long as this is specified on the platform. In this case however, downloading or spreading said show on other podcast platforms is not possible.

The **copyright collectives** in question are AKM- AUME and LSG. More details on podcasting can be found in our manual **“Podcasts - for Cultural Initiatives and Anyone Else Who Is Interested”**.



The **back end** is the part of a website that can only be seen by logged in users. The part that is visible to everyone visiting the website is called the **front end**.

The language of the back end needs to be selected separately from the front end. Go to “User Profile” to set English as the language you want to work with.

To visit the CBA, use the following link: cba.fro.at

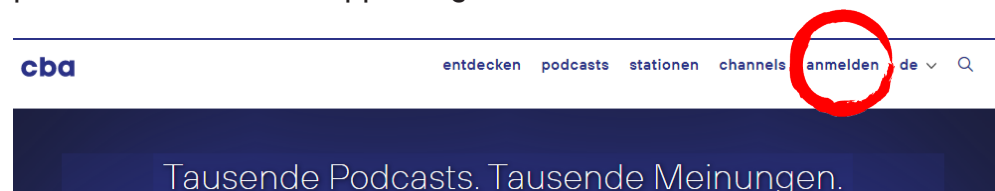


1.2 How Can I Register With the CBA?

Content creators with the **free radios** can ask their respective **program coordinator** for an account.

The CBA will then send you an email with your **user name**, asking you to create a secure **password**.

Once your profile is all set up, you can log in at cba.fro.at by clicking the **“login”** button in the upper right corner. Type your username and your password into the now appearing window.



After logging in, you'll find yourself on the **back end** on the dashboard.



1.3 The Interface

To get a bit of an overview, let's first look at the CBA's interface. At the top you'll find several tabs that link to other pages.

The three tabs to the left (**Upload, Publish, Edit Posts**) are the ones you'll need in that exact order when you want to publish a new episode of your show.

The three tabs on the right (**Dashboard, Podcasts, User profile**) can be used for administrative purposes. And this is where we start our journey through the CBA.

2. Creating a Podcast

Once, before you can upload your content, you'll have to **create a podcast**. To do this, click on the "Podcast" tab.



Then click on **"Add new Podcast"**. On the following page, add a **title**, a **description** and a **featured image**.

If you also want to share your podcast on platforms like Spotify or iTunes, make sure the **image** is square and has **3000x3000 dimensions** (the minimum is 1600x1600 pixels).

As your **station**, select **Radiofabrik**.

If you want, you can also fill in the remaining fields. Confirm everything with the **"Publish"** button at the bottom of the page.

And just like that, your podcast can be found by everyone visiting the CBA website.

Tip: Just **copy** the title and description from your post on the **Radiofabrik website**.

Podcast bearbeiten

Permalink: <https://cba.fm.ac/podcast/akadonair>

B **I** **E** **¶** **↶** **↷** **🔗** **🔗**

„Akad On Air“ ist Salzburgs erstes Schulradio! Schülerinnen und Schüler der 6., 7. und 8. Klassen des Akademischen Gymnasiums haben im Rahmen der Modularen Oberstufe das Fach „Schulradio“. Nach einer Ausbildungsphase produzieren sie als Redaktionsteam Sendungen rund um die Schule und was Ihnen interessiert. Ausstrahlung: 4. Mittwoch im Monat um 18:30 Uhr auf der Radiofabrik 107,5 & 97,3 MHz (via CableLink auf 98,6 MHz) in Salzburg.

Zuletzt geändert von Radiofabrik Salzburg am 5. September 2014 um 12:41 Uhr

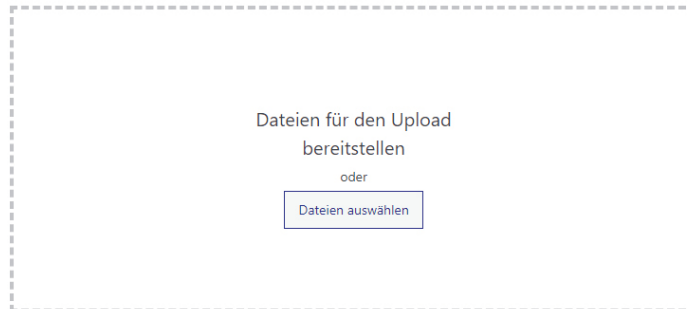
Beitragsbild

Station

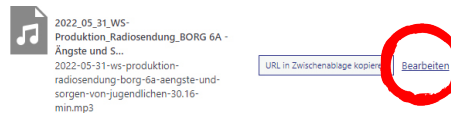
3. Uploading a Show

You can only upload your show to the CBA as an MP3. Start with either the **“Dashboard”** tab or the **“Upload”** tab.

Now **drag and drop** your file into the window intended for this purpose or click **“Select Files”** and search for it on your computer.



Under the upload window you'll see a percentage display, showing you how far the upload has progressed so far. When the file is fully uploaded, you'll see the following:



You'll find the **live radio shows** you did at the Radiofabrik on all Radiofabrik computers under **Archiv/Sendungsarchiv /Deine Sendung (Archive/Show Archive/Your Show)**. You can download it onto a USB stick or via data transfer from the studio or the lounge as soon as the show is over.

More information about Creative Commons Licences (short CC-Licences) in our Manual about Creative Commons.

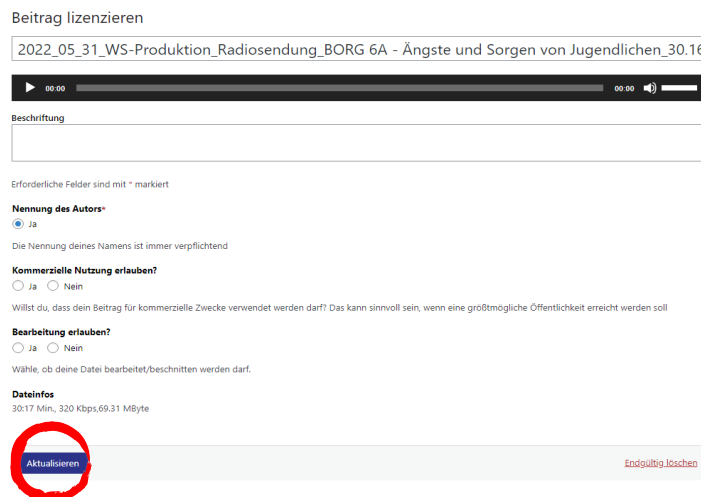


Click on **“Edit”** to rename the file and set the license details.

In this step, you can choose what other people will be allowed to do with your content. The only thing that is not optional is checking **“Mention the author”**, which is the same as with a CC BY Creative Commons license. Apart from that, you can allow or prohibit the commercial use and the editing of your content.

When you're happy with what you selected, click **“Update”** to save.

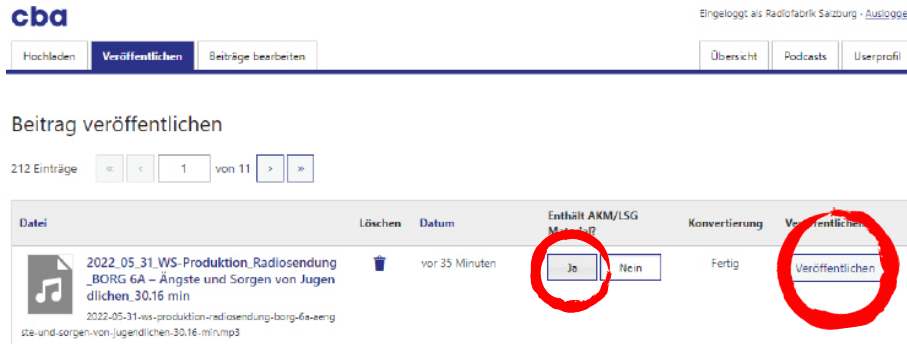
If you realise that you made a **licensing** mistake, you can still **change** the details **after** publishing your content. However, the new licensing conditions are **only legally binding** for people who use your content **after you've changed the details**. Uses that already existed before are not affected by this. So be sure to consider what kind of license works for you carefully before you publish your content. It is no longer possible to publish content on the CBA under All Rights reserved (c).



4. Publishing a Show

After clicking "Update", you're automatically transferred to the "Publish" tab.

Here, you need to answer the question "Is copyrighted material included?" truthfully.



Click "Yes", if your show contains **commercially available music** and "No", if it contains **no music or only music licensed under Creative Commons**.

As soon as the field under "Conversion" says it's **done**, you can publish your show. To do this, click the "Publish" button.

When you answer this question with "Yes", listeners will no longer be able to download your content due to legal reasons. The content can now only be streamed.

4.1 Editing a Post

Now you'll automatically be transferred to the "Edit posts" tab. Here, you can add all the information that you want to be published along with your audio file. These details should awaken viewers' interest.



Attention: Your show will only become visible to others after you publish it in a post. It is not enough to simply upload it to the CBA.

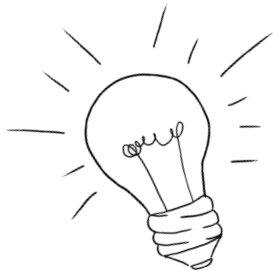
4.1.1 Title

The **title** is the most important detail. This is what people first see when they are looking for a podcast to listen to. Your title should be **short** and **catchy**. It should also clearly convey what this episode of the show is about.

Things to **avoid** when creating a title:

- titles that are too **long**
- technical details: "Episode 375" or "May 7, 2021" aren't particularly exciting titles.
- **repeating** the **show's name**: it will always be visible anyway.

- **names without context:** names of people that aren't known by everyone can rob a title of all its informative value. "Celina Cycadella Talks About Cycling in Salzburg" isn't going to tempt anyone. Better: "Cycling Accidents in Salzburg – Traffic Expert Speaks Out"



Interesting or provocative **quotes** from your show could be a great way to start off your description.

Tip: You can use the same title, image and description for your uploads to the **CBA** and for a **Tagestipp** (short ad for your show a day before) on the website of the Radiofabrik.

You can see how the description looks on page **12**

4.1.2 Description

The description tells listeners more about the content of your show. It's usually a good idea to start with the most important/interesting information and then go into a little more detail.

Using the toolbar, you can insert **images** into the text so it's a little easier on the eye. You can also add **links**. Together with a little **formatting** (important things in bold), these details make your text more appealing to readers.

Donnerstag, 12.. Mai 2022 ab 17:30 Uhr (WH am 13. Mai ab 7:30 und ab 12:30 Uhr)
Zivildienst in Kriegszeiten?

Seit dem 24. Februar 2022 steht Europa im Zeichen eines nicht mehr für möglich gehaltenen Krieges. Der Überfall Russlands auf die Ukraine zeigt in erschreckender Weise auch die Grenzen von gewaltfreien Ideologien auf. Die Antwort auf Gewalt kann nur Gegengewalt heißen - in diese Richtung laufen die meisten Debatten. Kernaussage: Die Ukraine soll sich mit Waffen verteidigen. Wie jedes andere Land darf sich auch Österreich nicht mehr darauf verlassen, dass Kriege der Vergangenheit angehören. Was bedeutet das für den Zivildienstgedanken? Hat der Wehrersatzdienst angesichts dieser Szenarien überhaupt noch eine Zukunft? „Ja“, sagt [Hans-Peter Graß](#), der Geschäftsführer des [Friedensbüro Salzburg](#) im Gespräch mit [Othmar Behr](#). Allerdings ist es ein „Ja“ mit einigen Anmerkungen.

Moderation der Sendung [Susi Huber & Dominic Schmid](#).

[unerhört! Das Magazin - offen und vielschichtig – am Donnerstag um 17:30 Uhr & in der Wiederholung Freitag um 7:30 Uhr und 12:30 Uhr!](#)

Hans-Peter Graß vom Friedensbüro Salzburg setzt auf einen gewaltfreien Dialog. Bild: privat

4.1.3 Excerpt

Vorschautext

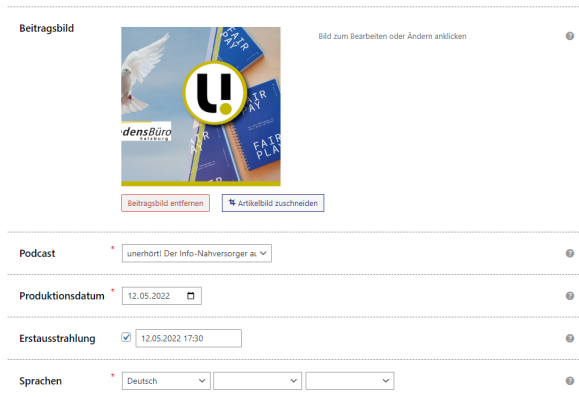
Die Weisheit kommt nicht erst mit dem Alter - auch Jugendliche haben so einiges zu sagen!

The excerpt should spark people's interest in your content using **1-2 short sentences**. Sometimes you'll be able to use the first two sentences from the description, other times it's better to come up with something a little more catchy.

The excerpt is what is visible on the CBA when people are browsing for content, so it plays a major role in the decision whether someone will click on your show.

4.1.4 Featured Image and Further Details

In the next step, you can upload a **featured image** to go with your post. This is recommended because the image will show up when you **share** your content on social media and also in the **search results** of the CBA. An image will get your show more attention. If you don't upload an image, listeners will see only the standard placeholder image of the CBA that never changes. That's not very appealing.



Beitragsbild Bild zum Bearbeiten oder Ändern anklicken

Beitragsbild entfernen Artikelbild zuschneiden

Podcast * unerhört! Der Info-Nahversorger at

Produktionsdatum * 12.05.2022

Erstausstrahlung 12.05.2022 17:30

Sprachen * Deutsch

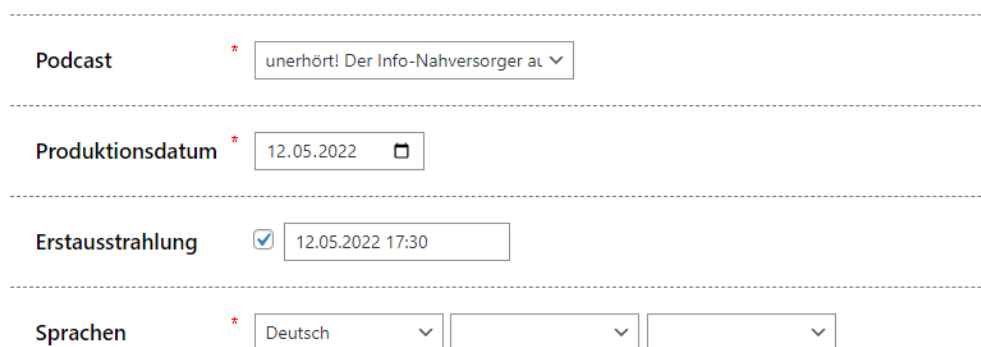
Tip: Don't have the perfect image on hand? Just use your regular podcast image. (see page 3)

In the next step you'll need to match your show to a **podcast**. Select the podcast you created in step 2 (page 3).

In the overview, shows are listed by their date of publication.

You also have to set a **Production Date**. Setting a date for the **First broadcast** is optional. In live shows, both of these dates are the same.

Next, you can list up to three different **languages** spoken on your show. This is interesting for people who are actively looking for content in certain languages.



Podcast * unerhört! Der Info-Nahversorger at

Produktionsdatum * 12.05.2022

Erstausstrahlung 12.05.2022 17:30

Sprachen * Deutsch

In the next step, choose a **topic** that fits your show, from a list of themes linked to culture, society, science, entertainment, and many more. This also helps people find the content they're looking for.

In addition, you can create your own **tags** to describe your show in more detail.

At the end, you can list all the people who were involved in developing the show as **editors**

Interview partners are not editors! Their names should go in the “Tags” section.

Thema

Schlagwörter Schlagwörter durch Kommas trennen

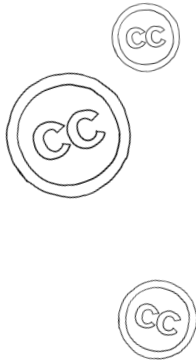
FAIR PAY Fair pay culture Fair Pay für Kulturschaffende Fair Pay in Kultur Frieden gewaltfrei konfliktlösung Krieg Wehrdienst Zivildienst

Redakteur*innen Namen durch Kommas trennen

Dominic Schmid (Moderation) Othmar Behr Sigrid Ecker (Radio Fro) Susi Huber (Moderation)

Now you'll be able to double check and edit the **licenses** of your content.

Use the button “**Add Creative Commons Title**” to add both music licensed under Creative Commons and titles under “normal” copyright. **If you use music licensed under Creative Commons, adding these details is mandatory.** When dealing with other pieces of music, it is optional, however it can be a nice gesture towards the listeners to provide these details.



Anhänge

2022_05_12_unerhört_29.25
MP3 29:25 Min. · 320 kb/s · 70.6 MB

AKM-pflichtiges Material enthalten?
 Ja Nein

Dein eigenes Material lizenzieren

Nennung des Autors? Ja Nein

Kommerzielle Nutzung erlauben? Ja Nein

Bearbeitung erlauben? Ja Nein

Diese Datei enthält folgende Musiktitel und Fremdmaterial

Hilfe zu diesem Formular · Mehr zum Umgang mit Creative Commons Lizenzen (PDF)

Weitere Datei anhängen

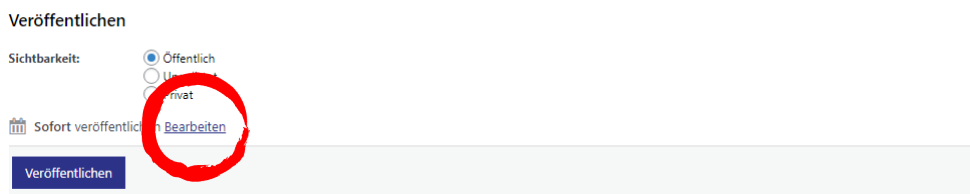
20130418mozartunplugged.mp3
20130117mozartunplugged.mp3
20121115MozartUnplugged.mp3

If you like, you can **attach more files** like other audio files or images. You'll need to upload them via the file upload (see chapter 3) first.

The last step is **publishing** your post. Here, you have three options.

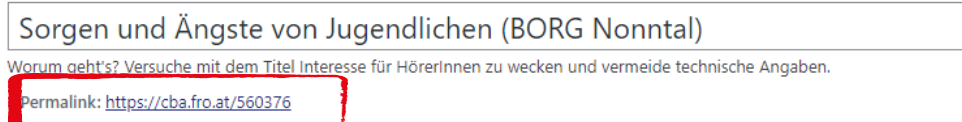
- **Scheduled:** Everyone will be able to find and listen to your content. This is how all shows should be published.
- **Unlisted:** Your content does not show up on the CBA, even when searched for. Only people who you share a link with, can access it.
- **Private:** Only you can access the show. Other people can neither find nor watch it, even with a link.

Click the **“Publish”** button to publish your post and make it visible for others.



At the top, directly under the title of your post, you'll find the **permalink** to your show. You can share this link with others. When you click it, you'll see what your new post looks like to others.

Beitrag bearbeiten



Tip: As a rule, your post will be published immediately. However, a **post** can also be **pre-planned**. Next to “Publish immediately”, click “Edit”. Select a date and time. Now your show will only be visible to others after this time.

5. Your Show on the CBA – Search and Find

After clicking the permalink, you can see the post you just made, like others can see it. In the image that comes next, you'll see the following details:

1. **Title:** Here, you'll see the name of your episode, the name of the whole **podcast** and the **image** that you use.
2. **Player:** This shows the **WAVEform** of your show. By clicking **Play**, you can listen to it, by clicking into the WAVEform you'll be able to jump ahead and back. Below, you're shown the title of the file and the Creative Commons **license** that is being used. If you are logged into the CBA, you can **download** the show by clicking on the arrow next to this field. Using the symbol `</>` in the upper right-hand corner, you can create an **embed code**. When you put this on your website/blog, your listeners will be able to listen to your podcast there.
3. **More shows:** here you'll find more episodes from this podcast.
4. **Description:** here's the text of your show.
5. **Details:** here you'll find more information that you gave when creating the episode (e.g. first broadcast, tags...)
6. **Discussion:** here people can comment.

When a show is embedded into your website, the content is still hosted on the CBA. This means, our agreements with the AKM/AUME/LSG regarding music are still valid. You do not need to make any extra payments.



This illustrates perfectly how shows with a featured image are much better at catching your eye.



The front end is the part of a website that everyone visiting it can see.

By clicking the **CBA logo** or the **“explore”** tab, you’ll be redirected to the start page of the CBA’s front end.

This is the starting point for listeners. Shows can be searched for by typing key terms into the search bar.

As soon as you start a search, you're shown results. These results can be filtered (by length, language etc.) and sorted by relevance, date of publication and views.



Looking at the search results, it becomes clear why a short and interesting description is so important (see page 7). Together with title and image, this is the first impression potential listeners get of your show.

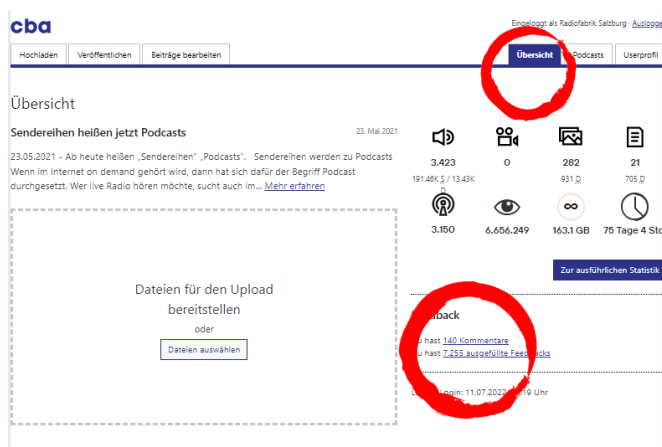
6. Admin – Feedback, Editing Content and More

Do you want to return from the front end to the back end, where you can upload and edit your content?

Click on the tab marked “**administration**” on the right of the menu bar at the top of the page.



Now you're back on the **dashboard**. Apart from uploading files and checking statistics, you can also read **comments** here. Click the comment counter in the feedback section to view, publish or delete comments people have left on your shows.



Attention: If you delete a post, text as well as audio file will be gone and cannot be retrieved by you!



If you click on the **“Edit posts”** tab, you’ll see an overview of all posts you have published so far. Here, you can view your stats, **delete a post** by clicking the trash can symbol or **edit** a post by clicking on its title.

cba Eingelogg als Radiofabrik Salzburg · [Ausloggen](#)

Hochladen | Veröffentlichten | **Beiträge bearbeiten** Übersicht | Podcasts | **Userprofil**

Beiträge bearbeiten

Veröffentlichte | Geplante | Private | Ungelistet Beiträge durchsuchen

134 Einträge « < 1 > »

| Bild | Titel | Ansehen | 👁️ | 🔊 | 📄 | 🗨️ | Datum | Löschen |
|------|--|---------|----|----|---|--|-------|---------|
| | Bild, Ton, Text – Projektsendung Uni Salzburg | 160 | 4 | 0 | 0 | Veröffentlicht 07.07.2022 um 16:50 Uhr | | |
| | Stimmlagen: Pinkwashing LGBTQ+ Aufklärungswshops inter*pride MUGLI | 280 | 1 | 10 | 0 | Veröffentlicht 07.07.2022 um 11:44 Uhr | | |
| | Fit für die Zukunft – MS Köstendorf (Radiofabrik Workshopproduction) | 240 | 24 | 0 | 0 | Veröffentlicht 05.07.2022 um 18:32 Uhr | | |
| | Abschlussendung 4B VS Lamprechtshausen | 180 | 18 | 0 | 0 | Veröffentlicht 05.07.2022 um 18:12 Uhr | | |

If you click on the **“User profile”** tab, you can choose what **language** the CBA shows you information in, among other things. You can also update your **contact details**, provide more information about yourself (biography, picture, social media...), that you’d like to share with your listeners, and **change your password**.

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Hochladen | Veröffentlichten | Beiträge bearbeiten Übersicht | Podcasts | **Userprofil**

Profil

Farbschema verwalten Standard Hell Modern Blau

Käse Stoolisma Mätmacht Meer

Sommerabend

Sprache

Name

Benutzername Benutzernamen können nicht geändert werden.

Vorname

Nachname

Spitzname (optional)

Öffentlicher Name

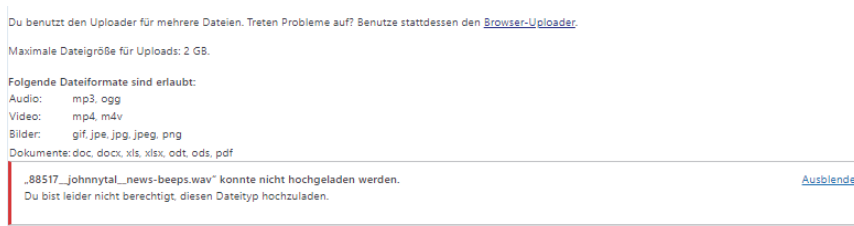
Kontaktinfo

7. Troubleshooting

Now and then, some things may not work like they should. Here are some common problems and their solutions.

I can't upload my audio file?

You're trying to upload an audio file but all you get is the following error message?



In this case, the problem is that you're trying to upload a **file format** that isn't allowed. Which extension does your audio file have? The CBA only supports **MP3** and ogg files. If your file ends on a different extension, import it into Audacity and convert it to MP3 (44.1 kHz, 320 kbps constant). Now try uploading again.

I can't publish my show? My podcast has disappeared?

You're trying to publish the newest episode of your podcast but in the mandatory field marked "podcast" you can't choose anything?



You've never **created** a podcast before? Follow the step-by-step instructions in chapter 2 (page 3).

You've already created a podcast and have successfully published episodes on it?

In this case, your podcast was probably **archived** by accident. To retrieve it, do as follows:

Click the "Podcasts" tab on the upper right of the page. The following page will only say "No podcasts found".

Under the heading Podcasts you'll see that there are two categories: "**Running**" and "**Archived**".



Tip: For details on this, see our manual on Audacity or visit one of our editing workshops.

If a podcast is archived (closed), no new shows can be added to it. However, all past episodes can be found by listeners on the CBA as usual.

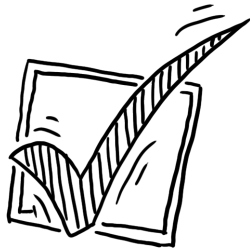


Hochladen Veröffentlichen Beiträge bearbeiten Übersicht **Podcasts** Userprofil

Podcasts **Neuer Podcast**

Laufende **Archivierte**

| Bild | Titel | Beiträge | | | Löschen | Beiträge verschieben |
|-------------------------|-------|----------|--|--|---------|----------------------|
| Keine Podcasts gefunden | | | | | | |



Click on "Archived". Now you should be able to see your missing podcast.

Podcasts **Neuer Podcast**

Laufende | Archivierte

1 Eintrag

| Bild | Titel | Beiträge | | | Löschen | Beiträge verschieben |
|------|--------------|----------|---|---|---------|----------------------|
| | Mein Podcast | 0 | 0 | 0 | | |

1 Eintrag



Click on the name of the podcast. You'll find yourself once again on the page where you can edit description, image etc. Scroll down until you find the checkbox "Archive?". **Uncheck** it and save your settings by clicking "publish" at the very bottom.

If a podcast is archived (closed), no new shows can be added to it. However, all past episodes can be found by listeners on the CBA as usual.

Now your podcast should be back under "running" and you can once again choose it when you're creating a new episode.

Archivieren? Dieser Podcast ist abgeschlossen.
Es können dann keine Beiträge mehr zu ihm publiziert werden. Das hilft, die Liste der aktuellen sowie vergangenen Podcasts übersichtlich zu halten und beeinträchtigt in keiner Weise die Auffindbarkeit deiner Beiträge.

Diskussion Kommentare erlauben

Benutzerrechte

Bestehende Zugriffsrechte

[MProjekt](#)

Wende dich an deine*n Programmkoordinator*in, um weiteren Benutzer*innen Zugriff auf deinen Podcast einzuräumen bzw. zu entziehen.

Veröffentlichen

