Thank you for downloading a Resource of The History Podcasting Platform

NOTE: This document is intended to help history podcasters with referencing, and to explain why each history podcaster has a responsibility to conduct their research and present their findings in a professional, honest manner. All history podcasters should abide by the guidelines set down here, to ensure that their work meets a certain standard. This guide comes as part of the *History Podcasting Platform*, a grassroots movement spearheaded by Zack Twamley, author of the history podcasts *When Diplomacy Fails*, *1956 – the Eventful Year*, *Poland Is Not Yet Lost* and more to come in time.

I believe history podcasting is a medium with incredible potential that still has yet to be fully realised, and through this History Podcasting Platform, I hope to reach out to would-be history podcasters, and help them start their journey towards creating, learning and teaching others about history, while maintaining a high academic standard, but also having a large amount of fun.

This document is intended to help – it is not intended to replace any degrees, and I am not claiming to be an expert on anything to do with referencing, technology or even historical research. Yet, there is a gap in the market for providing potential history podcasters with advice and support on some of the nitty-gritty aspects of history podcasting, and this is the niche which I hope this document fulfils.

- You can find Zack Twamley's podcasts on his website: http://www.wdfpodcast.com/
- You can support Zack's podcasting ventures and his new movement, the *History Podcasting Platform*, by pledging to his Patreon page here: https://www.patreon.com/WhenDiplomacyFails
- You can join the community and talk and share with likeminded individuals just as obsessed about history as you, join the When Diplomacy Fails Group, or on Twitter @wdfpodcast
- If this document helped you, please consider sharing your impressions about the History Podcasting Platform so that we can get the word out there. If you need more help or need me to clarify anything, please contact me via email wdfpodcast@hotmail.com and use the subject HPP.

History Podcasting Platform Referencing Guide

For those that write scripts for their history podcasts, and then read from these scripts as the formula of their show, this guide here is for you.

It's nothing magical, and it may not even be anything new, but if you're in need of help to make your podcasts more academic, authoritative or accountable – the three critical a's of history podcasting – then this guide should help you achieve that.

This guide is designed for those *without* a history degree, so if you've passed through that system, none of this will be news to you (unless you weren't paying attention!). In this guide I will show you how to:

- Make footnoting as you work easier.
- What referencing looks like.
- Why referencing is so important.
- Why these habits are essential to adopt from the beginning.

If that sounds good to you, then let's begin.

<p style="text-align:center; color:red;">**Make footnoting easier for yourself from day one.**</p>

First of all, let's make this easier on ourselves. We're going to make use of a handy shortcut while we work on a script, so that all we have to do is press a few buttons for that footnote icon to appear. This shortcut is pre-installed on the vast majority of Microsoft Word programs, so you shouldn't have any issues. I cannot speak for Apple users or their TextEdit program I'm afraid, since I've never owned a Mac in my life, though I have it on good authority that MS Word can be used on Mac as well, so problem solved! I have used MS Word 2010 forever, without any problems, but even though my software is over eight years old, it still shares many things in common with the newer versions.

On MS Word 2010, and on several other iterations of that software, a handy shortcut exists that it isn't mentioned nearly as much as it should be. When I want to produce a footnote, I hold CTRL and ALT and press 'F', and voila![1]

---

[1] Footnotes love you!
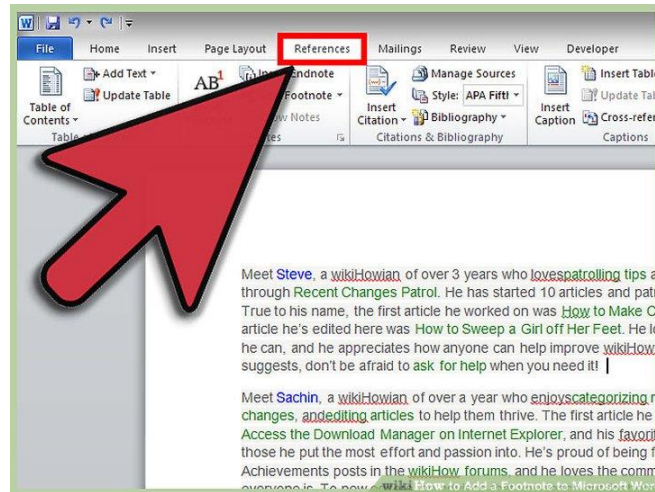
Click on references, then insert footnote. Simples! But there are better options…

But is it even necessary? Well, strictly speaking, it depends on your own preferences. You may prefer to do footnoting the manual way – by clicking on references above, then clicking 'add a footnote.' Doing this several times in a script can be an immense drag, and may even put you off footnoting properly. We don't want that now do we! By creating this shortcut from an early stage, you'll never be far from the option of quickly making a record of where you got that source, which is vital in the realm of history podcasting if your work is to be taken seriously.

What referencing system should you use?

So now that we know how to footnote and reference our work conveniently, let me explain now what format of referencing I use, and why I use it. Actually, first of all, let me explain what I mean by referencing format. If you weren't aware, there are several ways to reference a source, and they differ in the way that the information is presented. Some referencing styles put the surname first, then the year of the publication, then the publication name, and then finally the place of publication and publisher in brackets. Others put first name, last name, source name, then (publisher, place; year).

The names of the different referencing styles – Harvard, Chicago, New York etc. – aren't super important. The important thing to note here is that it doesn't *necessarily* matter which referencing format you use – just make sure it makes sense to you, and that you stick with the same one throughout your history podcasting life-cycle. Why is it important to be consistent? Well first and foremost, it looks a lot tidier than if your references were all half-finished and all over the place. Second, if you plan on presenting your scripts later on, for the sake of a

book or to make your scripts available to your listeners for whatever reason, then wouldn't you want them all to be professionally presented?

In the case that you are fortunate enough to publish, you can save yourself dozens of hours by adhering to the same style from the beginning, since it means you won't have to correct your errors or inconsistencies later. In short, by making good referencing a habit from the start, you will be setting yourself up for success, and you will also be protecting yourself too, because you'll be able to guarantee that whatever you say, you'll be able to find the evidence for *why* you're saying it.

What requires a reference, and what does not?

When I was writing my dissertation for my Masters, every sentence had to be checked and triple checked, but I also had to weigh up whether a reference was needed for each statement I made, since I was beholden to a word count. This of course is within reason – you don't need to provide a footnote when you state that the Second World War began in 1939 and ended in 1945. Similarly, you shouldn't need to provide footnotes for any other well established dates or facts. Napoleon Bonaparte was a Corsican male, and he became Emperor of the French. These are known facts, and you don't need to provide a reference for known facts, unless of course you want to.

On the other hand, if a starting date is contentious, or if you're attempting to give weight to a contentious idea, **then a reference is necessary**. If, for example, you wrote that the Second World War was merely the end result of a conflict that began in 1914, and that the whole process represented a second Thirty Years War, then you would have to find evidence to back up this claim. If you claim that Napoleon Bonaparte made an error by invading Russia, then yes, **you do have to provide evidence for that claim too**. There's a difference between established fact and conventional wisdom, even if invading Russia was clearly a bad move.

By 'conventional wisdom', I don't mean *something that makes sense to you*. I mean something that is *generally assumed to be true*. These general assumptions must be referenced just as surely as your opinions, sensible though they may be, must be referenced also. You are not the self-appointed authority on an opinion, and in order to justify yourself, you need to be able to prove that you're not the only one with that opinion or, even more valuable in the school of history, provide reference to primary source material which validates your opinion. Now that's when history gets *really* juicy!

Another occasion when footnoting is essential is when you are *quoting somebody*. 'I hate the British', said Napoleon Bonaparte.[2] It isn't enough to make a vague reference *within* your text as to *where* Napoleon was when he said that or *who* he said it to. You need to adhere to the scholarly standards of referencing just like all historians do, if you want to be taken seriously in your work. So to summarise, you **do not** need to reference when you *state a fact*; you **do** need to reference when:

- You make a *contentious* argument.
- *You talk about conventional wisdom as though it were fact.*
- You give an *opinion* on an event or person etc.
- You *quote* a person from history.

As a final note though, I should state that if in doubt, referencing will never come against you, and sometimes it is better to cover yourself than expose your ideas to ridicule. As we've established in any case, one man's fact is another man's 'conventional wisdom', so be safe out there, and slap down a footnote, even to the most obvious source, if you're unsure.

Here's a handy example of what I mean. In this paragraph I'll set out some facts and some opinions, as well as a quote to show you what referencing should look like, as well as what referencing style I use. I don't necessarily agree with everything stated here, but I use this example as a testing ground for what we've learned so far in referencing. So here it goes:

> In September 1939, the Second World War began when Nazi Germany invaded Poland. Thanks to the years of appeasement by the British and French, the allies were left woefully unprepared for what Adolf Hitler had planned.[3] After several months' worth of military planning, Hitler overcame the objections of his General Staff, and with the help of some visionaries in military strategy, launched the blitzkrieg in the West on 10th May 1940.[4] The allies were defeated in quick succession. Fortunately for the future of Western Civilisation though, Winston Churchill had been appointed Prime Minister. Churchill was exactly the kind of hero that the allies needed to carry

---

[2] Napoleon probably said this; assumptions from my brain, Wicklow, 2018.

[3] Norrin M. Ripsman and Jack S. Levy, 'Wishful Thinking or Buying Time? The Logic of British Appeasement in the 1930s', *International Security*, Vol. 33, No. 2 (Fall, 2008), pp. 148-181; Pitman B. Potter, 'The Alternative to Appeasement', *The American Journal of International Law*, Vol. 40, No. 2 (Apr., 1946), pp. 394-398.

[4] Lloyd Clark, *Blitzkrieg: Myth, Reality and Hitler's Lightning War – France, 1940* (Atlantic Books, London; 2016), pp. 41-75.

the war to the enemy.[5] Nazi Germany was defeated. One year after the war, Churchill would confront another enemy with his famous *Iron Curtain* speech, wherein he noted that 'From Stettin in the Baltic, to Trieste in the Adriatic, and Iron Curtain has descended across the Continent.'[6]

Note a few things from this paragraph – the first is that we're not just referencing books in there, we've also found ourselves a few articles as well, and that's great! Academic articles can provide some extra juice to your research and can fill in the blanks, or bring you on some fascinating tangents. Some articles are free, but others require a subscription to access, which can be a pain.

Note the referencing system for the articles in any case – you need to capture the relevant information and place it front and centre. The author, the title of the article, the title of the journal in italics, the volume and number of the journal issue, the date it was released and the page numbers should all be provided, but this information shouldn't be hard to come by, and is normally given at the beginning of the document. Similarly, the information you need from the books you use will *always* be a couple of pages within the front cover, normally just before the contents page.

<div align="center">

Why should you reference at all?

</div>

To some extent, we history podcasters are protected from a great deal of scrutiny. Listeners by and large will not be banging down our doors asking for our references or our bibliographies. They won't skip to the back of our podcast to see what references we used either, because they're only using their ears, and generally listen on the go. This protection from scrutiny has become something of a double-edged sword for history podcasters though. On the one hand, we are held to task less often for what we say, but on the other, history podcasts can sometimes be looked down upon as a non-legitimate method of learning history, because it is harder to hold their 'authors' to account.

For these reasons, it is *vital* that you provide evidence for your findings and show where you found your information. Only by doing this can we maintain and hopefully increase the academic reputation of history podcasts, to the point that historians and history academics

---

[5] David Carlton, 'Churchill in 1940: Myth and Reality', *World Affairs*, Vol. 156, No. 2 (FALL 1993), pp. 97-103; David Dilks, 'The Twilight War and the Fall of France: Chamberlain and Churchill in 1940', *Transactions of the Royal Historical Society*, Vol. 28 (1978), pp. 61-86.

[6] Cited in Anne Applebaum, *Iron Curtain: the Crushing of Eastern Europe 1944-1956* (Allen Lane Penguin, New York; 2012), p. xxi.

etc. recommend them to students as a useful secondary learning method in addition to their course. Trust me, there are few moments more proud in your career as a history podcaster than being told by a listener that your podcast was recommended by their lecturer to the history class.

That is the goal – to be seen as a viable alternative to a book or even to a lecture course.

This doesn't mean that qualifications matter not at all, but it does mean that you can produce and create a history podcast of exceptional quality *without* a degree, as long as you cover yourself, understand your subject matter properly, and don't cut corners. In fact, this is why I am so eager to provide resources like these to would-be history podcasters. If you appreciate and understand the best practices for referencing, and if you grasp why these practices are so important, then you will be *less likely* to cut those corners. In other words, I believe that many history podcasters don't practice due diligence out of ignorance, rather than malice.

We are all in this together, history podcasters, and the more dedicated you are to your craft, the better the reputation of history podcasting overall will be. I hope that this resource has helped you out in your quest to make a great history podcast, and if you want to find out more about the [History Podcasting Platform](), then make sure to check out [our blog series]() under the same name, or contact me via email for more information wdfpodcast@hotmail.com. We also have a weekly newsletter which *every* history enthusiast can benefit from, so [sign up for that]() if you haven't already: http://www.wdfpodcast.com/

If you're feeling sociable, then do come and [join the When Diplomacy Fails Group]() on Facebook, [like the Facebook page](), or follow me on Twitter [@wdfpodcast](). If you're feeling generous and want to feast on some quality history podcast related extras, then consider pledging to our Patreon page: https://www.patreon.com/WhenDiplomacyFails

I am on a mission to make history thrive, one history podcast episode at a time, so I hope to have you along with me for the ride. Whether you are a creator or a listener, you are most welcome to join in!