



# PODCASTING ESSENTIALS: AUDIO PRODUCTION FOR SOCIAL CHANGE

## DAY 2

# Let's break the ice.



# Recap & Reflection



# OUR APPROACH TO PODCAST PRODUCTION



# AGENDA DAY 2



1/2 hour lunch break

**Podcast scripting**

**Podcast recording**

# Making a Podcast Introduction



# Voice over sample



BBC, Episode: 'Who's afraid of public speaking?'

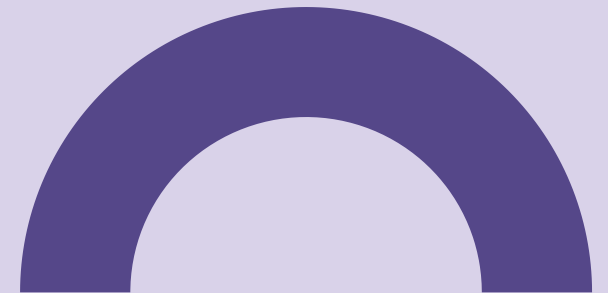


“The usual weirdness coming to you from Crowd Science on the BBC World Service.

I'm Marnie Chesterton and that's me in a studio at the National Theatre in London, trying out voice resonance

exercises with Jeanette Nelson, the head of voice.

She works with some of the world's leading actors.”



# Your Voice

Recording



We speak using muscles (vocal cords, tongue, mouth, lips). They need exercise.



# Voiceover



# Your Voice

## Recording



- Build up your energy, and speak from your chest and stomach, not from your head.
- Read your script in an explanatory animated way. Imagine you are telling a story to a younger person.
- Avoid being monotonous or dramatic.
- Stay interested in your script.

# Your Voice

## Recording



- Put your emotions in your script, people can hear them.
- Pause at the right places. Punctuation can help.
- Listen to what you recorded. If you feel you can do better, record again. If you feel the text can be edited, record again.
- Always record additional sounds from location.

# Podcast Template



No	Segment	Duration	Function	Notes
1	Teaser intro / Hook	15 – 30s	Grab attention	This can be soundbite, a question, something special about a guest, etc. The start of your podcast has to grab your audience's attention.
2	Intro	10 – 15s	Signature	Unique musical piece that reflects the spirit of the podcast, can be library, or specifically created jingle for the show.
3	Intro – Definition of the podcast / why the show matters	10 – 15s	Definition	This serves as a short description of the purpose of the podcast for new listeners, and a reminder for previous listeners. It speaks about the segments, and what the listener should expect.  For example: “Unanswered Questions is a podcast dedicated to answer complex questions we all think of. It’s produced by Q Media and presented by (Name).”
4	Expert/guest(s) introduction	10 – 15s	guest(s) introduction	Welcome the guest(s)
5	In depth discussion with guest(s) part 1	15 – 30 min	Main content	Q&A between host and guest(s), discussing topic, follows the story structure
6	Wrap	30 – 60s	Ending	Thanking the guest(s), the listeners. Recap of resolution of episode
7	Appointment to listen	10 – 15s	Retaining listeners	Give the audience a cliff-hanger or a teaser about the next episode Call to action / appointment to listen

# PODCAST INTROS

## Teaser/Hook

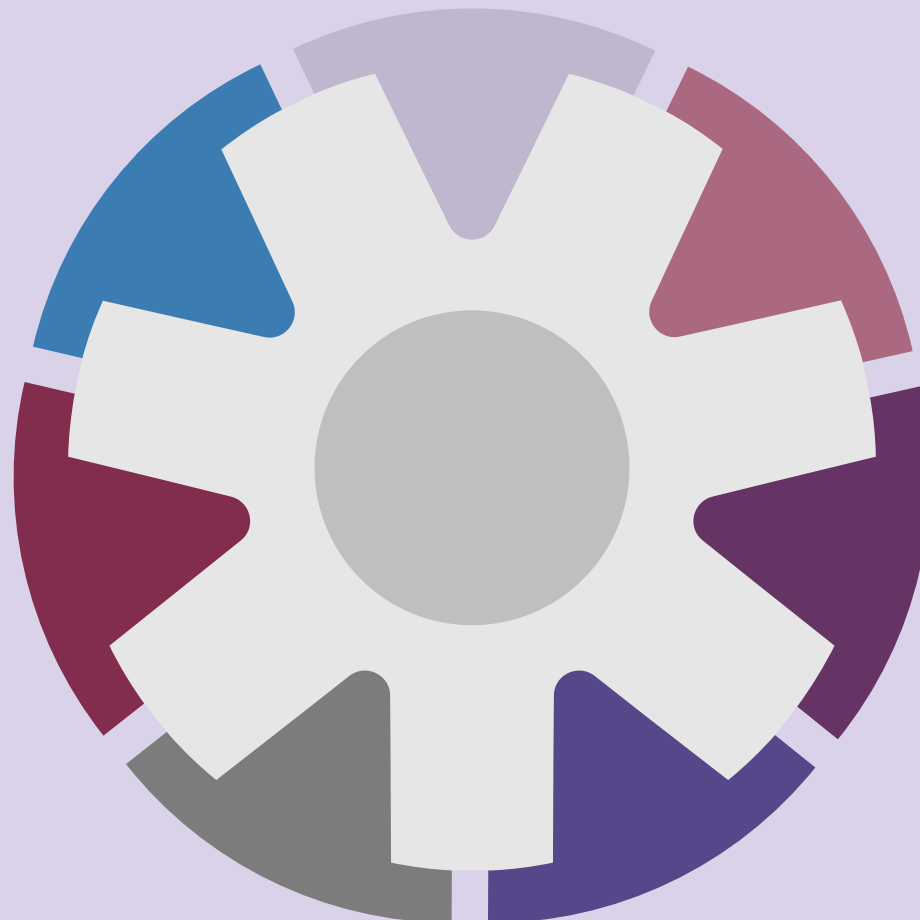
“It seemed pretty clear what the outcome would be... but that’s absolutely not what happened.”

## Set the Scene

“Imagine a world in which women suddenly developed the ability to release electric jolts from their finger. What would that world look like? The book we’re talking about today explores that question.”

## Three Things

“Our story today is about monkeys, engineers and pirates. If that sounds crazy to you, believe me, that’s exactly what I thought while researching this case.”



## Interesting Question

“What would you do if woke up speaking another language? Well, our guest today had to tackle that exact situation.”

## Problem & Solution

“Have you ever wondered how to go viral on TikTok? Today, we’ll speak to some viral content creators about their tips and tricks.”

## Observation

“Have you been noticing more and more inaccurate posts on social media? Well, you’re not alone. There has been a steady rise in disinformation online.”

## Cold Open

“Here I was, singing and dancing on stage with the legendary Prince. How did I end up here? That’s a long story.”

# A topic is not a story!

Try to find an angle on the topic:

- Does anything about the topic raise questions?
- What sides of it are often ignored?
- Is there something that might surprise the listener?
- What's at stake? What do people have to win or lose?
- What do people not know about, but should?
- What part of the story intrigues you?

I am doing a story on...  
[topic].  
And it is interesting  
because... [story].

# ASSIGNMENT

- Write an intro for your podcast. You can – get creative with it!
- Make sure there's drama and tension in your intro.
- Be prepared to share!

Introduce the topic & the guest. Try to hook your target audience.



# Possible interview topics:

1. Tell me about a big turning point that happened this year. (birth of a child, death of a parent, etc...)
2. Tell me about a powerful lesson you recently learned.
3. How you met your spouse?
4. How close have you come to death?
5. What's a good piece of advice someone has given you?
6. What's a beautiful gift you've ever received?
7. Something bad that happened that taught you something good.
8. When have you really changed your mind about something?



# Podcast scripting



*How to organize information so it hooks the audience, surprises them, and tugs at their heartstrings at the same time.*

# STORYTELLING ELEMENTS

Anecdote/Moment of Reflection

Unusual Setting

Intriguing Characters

Raising Questions

Conflict/  
Dramatic Arc

Compelling Soundscape

Pay attention to your own attention!



## Writing for Podcasting: Style

### How is writing for a podcast or radio different?

- Write how you speak, read it to yourself out loud
- Write in the active voice i.e. 'I interviewed him.' NOT 'He was interviewed by me'
- Keep it relevant and simple – one thought per sentence
- Paint visual pictures
- Find the drama and tension in your story
- Explain why something matters
- Underline / **Bolden** to emphasize



## Writing for Podcasting: Structure

- Keep opening short, on topic, yet interesting and attractive
- Keep the questions unanswered
- Have a unique sonic intro for your podcast
- Follow by brief explanation of why show matters
- Introduce guests and explain their relevance to topic and why they matter
- Be aware of pace
- Put your guest questions into your script
- Script everything – avoid ad libs unless you're amazing already

# PODCAST OUTROS

**Thank them for listening.** There are hundreds of thousands of podcasts out there, and they've chosen to listen to yours.

**Point them to the shownotes** on your website/page for links to everything that was mentioned in this episode.

If possible, **offer them a teaser** of what's in store in the next episode.

**Send them to ONE place.** There's no point in reading out your email address, Twitter handle, or Facebook URL, when you can have clear links to all this on your site.

**Include a Call to Action.** This is your opportunity to ask for something in return. **You should only do one CTA per episode.** If you give someone too much to do, the chances are they won't do any of it, so just pick one and be clear about it. You might want to ask your listener to subscribe to your podcast, share it with a friend, rate/review the podcast, sign up to your newsletter, pledge to your cause, etc.

# Scripting tips



Paint a picture by describing the setting but also using environmental audio.

Consider digging up archival audio for any historical moments.



You can use sound from events, like demonstrations, parades, meetings, etc. to enliven your script.

You can do a vox pop and ask people for their opinions on something.



Use signposts to guide the listener. Without headlines as a guide, this helps listeners navigate the story.

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*When it comes to planning your own show, the best thing you can do is to listen to other podcasts.*

- How **long** and **where** is the music in the podcast?
- How does the podcast **open**? Is there a standard pre-taped open with music?
- How does the host handle the **opening**?
- How does the host handle **introductions** of guests and topics?
- Does the host just dive into the interview or do they use **an edited clip** from later in the interview to draw your interest in staying around to listen?
- Does the podcast use audio clips to **illustrate points** they're trying to make?
- How does the host **transition** from one topic or interview to another?
- Do they use **advertisements** or public service announcements?
- Does the host ask for show **reviews** and how?
- How does the show **end**? Does the host tease what is coming in the next show?



# RECORDING CHECKLIST

- ⦿ What is the focus of my story? Am I making that clear?
- ⦿ How can I capture the essence of this person or place? What does this place look like? Smell like? Sound like?
- ⦿ Is there any sound that I should record close-up?
- ⦿ Do I have enough ambience?
- ⦿ Free soundeffects: [Pixabay.com](https://pixabay.com)

# Group ASSIGNMENT

## 1. Write the script of your podcast

- Introduction of topic and 'guest'
- One quote(s) from interview with your partner
- Ambient sounds from surroundings

## 2. Record the INTRO of your podcast:

- Max 3 minutes!!!

## 3. Share the files in your team **and edit the podcast individually.**

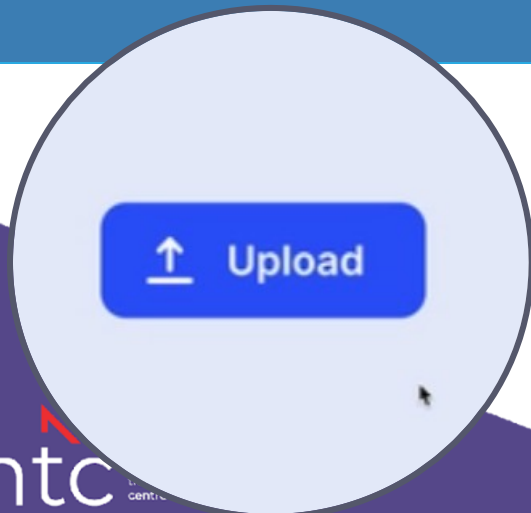


# Podcast publishing & distribution



# HOW IT WORKS

**Create cover art &  
upload to hosting site**



**Hosting site creates  
RSS feed**  
(technical information  
about the podcast)



**Distribute the podcast  
to aggregators**  
(listening apps, websites,  
directories)



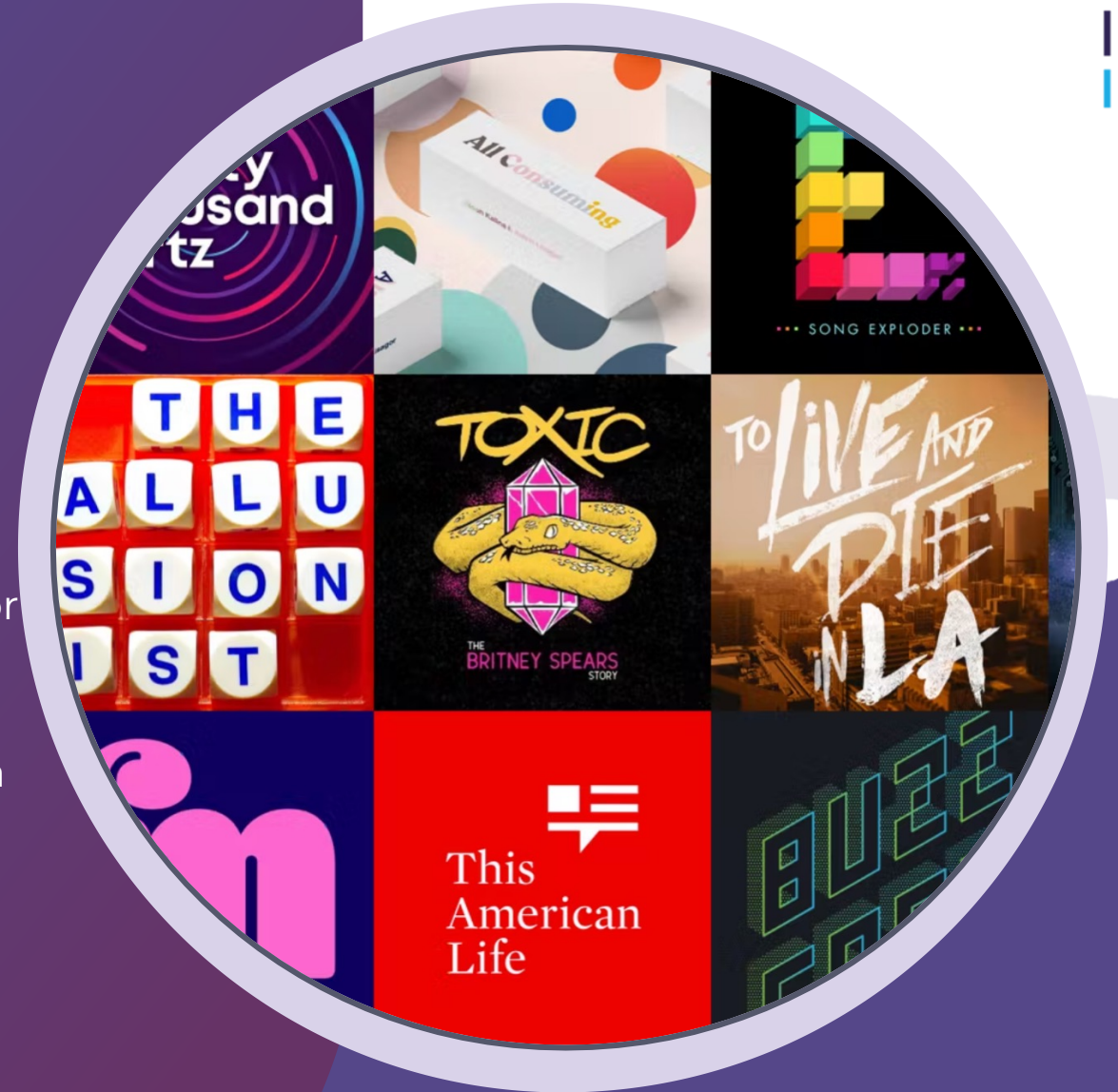
# DISTRIBUTE TO PODCAST DIRECTORIES

- It's important to list your podcast in directories, so that your audience can listen to you easily, no matter what app they are using.
- Some of the biggest directories are: Apple Podcasts, Spotify, Stitcher, Google Podcasts.

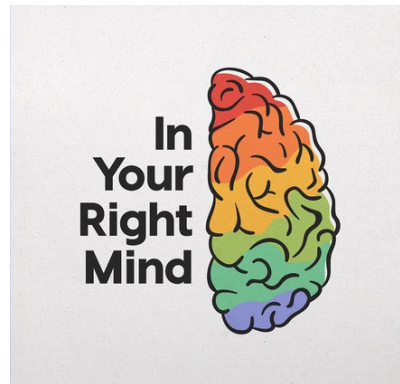


# CREATE COVER ART & UPLOAD TO HOSTING SITE

- You need to sign up for a podcast hosting service, also known as a “podcast host”, “media host”, or “hosting provider”.
- There are a lot of options for podcast hosting services; some are free, and others have monthly charges for a variety of services.
- Buzzsprout, Anchor, PodBean , Libsyn, Simplecast , Megaphone, Acast



# Cover Art



# That's it, folks! It's time to say goodbye.



But h



A simple line-art icon of a lit lightbulb, with short lines radiating from the top half to represent light or an idea.

**REFLECTION**

**What is your key  
takeaway from this  
session?**



# THANK YOU!