

SDG14 Media Communication 4

Introduction to Podcast Production



Media Communication 4: Introduction to Podcast Production

Implementation Lesson 4: Podcast Creation 2

Subjects: Climate Action and Sustainable Development, Design, English, Enterprise, Science

Lesson Title and Summary: Podcast Creation 2

In this lesson learners will continue to learn the core elements of producing a podcast using a theme or a story in preparation for making their own podcast.

Vocabulary: Audience, Review, Story, Theme

In this lesson, the learner will:

- collaborate and share ideas, both written and orally
- gain confidence in developing and sharing ideas
- develop a story or theme for their podcast
- begin to develop an understanding on how plan their podcast
- begin to develop an understanding their audience and how to share their podcast

Materials

- Internet Access
- Worksheet: Podcast Review
- Worksheet: Creating Your Podcast
- Worksheet: Six Steps to Creating Your Podcast
- Paper Pens, pencils or markers

4 QUALITY EDUCATION



13 CLIMATE ACTION



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS



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ACTIVITY INSTRUCTIONS

Activity 1: Podcast Story – (40 mins)

1. With the learners, introduce the Podcasts below and briefly give a description of them to the learners. Decide which podcast the class will review or assign different groups to work on specific podcasts.
2. Have learners listen to one episode of their assigned podcast and review using the Podcast Review worksheet.
3. Have groups share their review and work through each podcast and identify the considerations when planning a story / themed podcast.
 - The Black and Irish
 - The Almanac of Ireland
 - The Music Biz
 - The Truth Matters

NB: This could also be delivered as a Flipped classroom discussion asking learners to review one or two of the podcasts with the podcast review worksheet and discuss their review in class as a pair and share activity.

Activity 2: Planning your podcast (15 mins)

1. Learners use the rest of the class to work through the Creating Your Podcast and Six Steps to Creating Your Podcast worksheets in their groups towards developing the outline for their story podcast. They can use the Podcast Planning Worksheets from lessons 2 and 3.
2. This can be discussed and completed in session 2

REFLECTIVE EXERCISE: 3-2-1

- Three things they feel they have learnt from the exercise
- Two things they found most interesting and would like to explore more
- One – their opinion they have about the site / exercises

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EXTENSION / REDUCTION ACTIVITIES:

Reduction: For a shorter class, Select one podcast from those available and go through the considerations and worksheet as a group to model the exercise then use the flipped classroom to explore the other podcasts in advance of the next session.

Extension: For a longer class:

1. Learners can continue on their own work with group sharing for feedback on their process before class ends 15 – 20 mins.
2. Use MC 3 understanding audiences worksheet to think about the audience for the podcast and any special considerations.
3. Use MC 2 for developing their message for advertising their podcast.

MEDIA BOX: (materials, online links, extra resources, case studies etc)

The Black and Irish Podcast [22:55 mins] <https://www.rte.ie/radio/podcasts/series/33229-black-irish/>

The Almanac of Ireland [9:43 min] <https://www.rte.ie/radio/podcasts/series/32164-the-almanac-of-ireland/>

The Truth Matters [34:26 mins] <https://www.rte.ie/radio/podcasts/series/34330-truth-matters/>

The Music Biz [12:09 mins] <https://www.rte.ie/radio/podcasts/series/34332-music-biz/>

NPR 6 questions <https://training.npr.org/wp-content/uploads/2016/11/npr-training-six-questions-poster.pdf>

Local Trip / Expertise / Additional Work and Assessments

Contact someone who started a podcast that you like and arrange and Interview with them.

Linked learning to other subjects; Civic, Social & Political Education, Business and Enterprise, Visual Art, English, GAISCE, community service using other modules / lesson plans in the media communication module: 1. Video production if doing a video interview, 2 Creating a Pecha Kucha presentation 3. Understanding audiences.

Donie O’Sullivan – CNN Journalist

<https://podcasts.apple.com/au/podcast/donie-osullivan-from-cahersiveen-to-cnn/id683760002?i=1000494298789>

Sean O’Laoghaire – Storytelling Vlog <https://www.youtube.com/watch?v=blgNC3-KC6M>



Creating Your Podcast

While every story is different, a successful one captivates its audience and inspires an emotional response. As humans, we love to be entertained, and storytelling is universally accessible.

Think about stories you've heard from family and friends or that you heard on the radio or somewhere else. Stories we hear, but can't see, can be even more powerful than stories dramatised or documented on TV or in film? What elements and techniques make great storytelling?

For an interview think about these 5 qualities;

1. Simple

Who is your audience? Using a language that is easy to understand and matches the way your intended audience communicates, helps them absorb the story and not have to interpret it first so they can absorb your podcast's idea. This also helps with memorising as the main points are easy to grasp.

2. Emotional

Good storytelling requires an emotional component: humour, pain, joy, human experiences that we can all relate to (sometimes all three).

3. Truthful

Not truth in the scientific sense, where there's an objective fact stated, but true in what's being said with honesty from the teller and with the audience. If every story were simply facts stated, one after another, most of us wouldn't listen or remember any of it.

4. Real

First-hand experiences, even if passed on from one person to another, a good story still has an element of how that story relates directly to the teller, told in their own words.

5. Valid

The size of the audience doesn't matter, 1 or 1,000,000, just that it's told and heard.



Six Steps to Creating Your Podcast



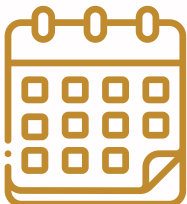
1. Preparation

Think what you want your podcast to be about and what it will cover. Will it be a number of topics or a series on one idea, will it be made by a number of people or yourself?



2. Create your script / plan

A script will help keep you on topic, make transitions smooth, and keep you to time. This can be a simple outline / list if using interviews and other content or fully scripted.



3. Make a schedule

You will need to plan your episodes so you can build your audience and plan your interviews, so they are ready on time as working with other people's timetables can be difficult.



4. Find a place to record your content

You will need a quiet location with little to no outside noise, unless 'on location' is part of the style of your podcast e.g. using vox pops. You need to make sure the audio is clear. Depending on how you are recording: phone, computer, etc there will be different processes and steps. You can get help with this online.



5. Editing your content

Editing is a post- production activity. You can use different software to edit your content, altering different aspects e.g. the running order of your interviews, removing any excess silence, etc. Most computers come with free editing software or you can edit on line - see the resources section at the end.



6. Share your podcast

Now you have created your podcast. It's time to share it. There are a number of podcast hosting platforms you can use e.g. iTunes, Soundcloud, Anchor - do your research and see what works for you. Each platform will have different requirements to create an account.



Six Steps to Creating Your Podcast



6. Share your podcast continued

There may be limits to file sizes or a monthly subscription. They will usually ask for a description and a title and tags to help others find your podcast. Think about this before uploading and look at how others have done it so you can understand what works well.

Why not enter your podcast for the annual NYC Student podcast? For details look at 2024's link:

<https://www.nytimes.com/2024/08/08/learning/our-student-podcast-contest.html>

Resources:

Recording software and Apps

- Voice recorder app - https://play.google.com/store/apps/details?id=com.media.bestrecorder.audiorecorder&hl=en_IE&pli=1
- Easy Voice Recorder mostly for simple voice recordings. <https://play.google.com/store/apps/details?id=com.coffeebeanventures.easyvoicerecorder>
- Bandlab music recorder and social media network. <https://play.google.com/store/apps/details?id=com.bandlab.bandlab>
- Audacity - The open-source program gives users a wide range of options for recording and editing audio, all tied together with a simple interface. <https://www.audacityteam.org/>
- Podium Free - Free version of Zynewave's Podium

Sharing your Podcast

- iTunes - must be hosted elsewhere and can then submit via iTunes Podcast connect
- Soundcloud - soundcloud.com
- Podbean basic - free up to 5hrs a month free site <https://www.podbean.com/>
Buzzsprout up to 2 hrs content free per month and hosted for 90 days https://www.buzzsprout.com/sign_up
- Podomatic - free account with limits <https://www.podomatic.com/>