

# SDG12 Media Communication 4

## Introduction to Podcast Production



### Media Communication 4: Introduction to Podcast Production

### Implementation

### Lesson 2: Introducing Interviews

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

### Lesson Title and Summary: Introducing Interviews

Interview skills are essential to many podcasts. In this lesson learners will gain awareness of the creation of basic podcast production through the development of interview skills in advance of planning and creating an interview style podcast and learning core elements of podcast creation.

**Vocabulary:** Peer Interview, Podcast Planning, Production, Promotion

### In this lesson, the learner will:

- continue to explore interview skills
- collaborate and share ideas, both written and orally
- begin to plan their own interview podcast
- consider aspects of podcasts such as audio and promotion

### Materials

- Internet Access
- Worksheet: Storycorps Great Questions
- Teachers' Support: Podcast Peer Interview
- Worksheet: Creating a Podcast Story
- Worksheet: Creating a Podcast - Planning
- Pens, paper

4 QUALITY EDUCATION



13 CLIMATE ACTION



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS



# Media Communication 4: introduction to Podcast Production

## Lesson 2 Introducing Interviews



### ACTIVITY INSTRUCTIONS

#### Activity 1: Interview a Peer (25 mins)

1. Hand out index cards to each learners and project Storycorps Great Questions List.
2. Ask learners to choose one question for someone else in the room and write it on their card Model how the activity will work. Approach a learner and ask the question you wrote on an index card. The learner answers it, then they ask you their question.
3. After you have both answered a question, trade index cards with each other and move on to another person and repeat steps 1 and 2.
3. Instruct learners to find a partner and ask a question. Learners can take notes but not write down the answer word for word.
4. Explain that each time learners talk to a new person, they will trade questions. Tell learners they will all do this at the same time. Encourage learners to talk to at least three different people.

#### Possible Discussion Questions:

- Which questions stood out for you?
- Did the interviewees feel the interviewers were listening to them? How did they know?
- Select one or two people to read out the answer they were given to a question. Ask the interviewee if that answer was an accurate representation of what they said.
- What skills do you need to be a good interviewer – compile a list on the board to share.

#### Activity 2 Introduce the Peer Interview worksheet (25 mins)

1. Learners begin to develop a peer interview using the Creating a Podcast Story and Creating a Podcast - Planning Worksheets – to be completed at home for implementing in the next session.

See Podcast Peer Interview Teacher's Support Sheet.

### 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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## Lesson 2 Introducing Interviews



### EXTENSION / REDUCTION ACTIVITIES:

Reduction: For a shorter class, focus on activity 1 and introduction only to the peer interview worksheet in preparation for the next class

Extension: For a longer class, learners complete the Peer Interview exercise worksheet. Select one or two of the interviews from the 'Interviews with Interesting People' link with an active listening task – see worksheet. Introduce the Podcast Planning worksheet for completion as a flipped classroom.

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

Resources for teachers

1. Selection of interviews:

Interviews with interesting people of various lengths <https://www.youtube.com/playlist?list=PLwyPYS5B2vMlyMtbfTy7zCpDP2fP5lSc9>

Liam ó Maonlaí Language and being in Kerry [29:54min] <https://www.youtube.com/watch?v=tuPOR96Wmmo>

Oral History Project Ireland with a range of interviews <https://oralhistorynetworkireland.ie/projects>

2. Interviewee pack / agreement forms <https://oralhistorynetworkireland.ie/sample-documents>

### Local Trip / Expertise / Additional Work and Assessments

1. Link into the SDG14 more by interviewing local organisations or groups about their engagement with SDG14 and how they are delivering on the SDG14 and their targets. The learners could also select organisations from the Public Participation Network (PPN), which is organised by county e.g. [www.kerryppn.ie](http://www.kerryppn.ie); [www.wicklowppn.ie](http://www.wicklowppn.ie).

2. Continue with the theme of SDG 14 with learners developing a number of podcasts to produce a podcast series e.g. Irelands' SDG14 organisations, Irelands' Ocean Conservation groups

3. Ask learners to choose somebody in their locality who is of interest to them - a classmate, a grandparent, a neighbour, a business owner, a sports person, a politician. What do they want to know about this person - narrow it down to a specific topic eg. their childhood, their motivation, their training, their education, their happiest memories etc.



### Podcast Peer Interview Teacher's Notes

Full interview with a peer:

- Ask students to brainstorm effective questions they might ask a peer. Examples include the following:
  - “What are you proudest of?”
  - “What is the hardest thing you have ever had to do?”
  - “Who has had the biggest influence on your life? How?”
- Ask students to choose one question that will be the start of their interview with a peer. The question should follow the tips for an effective question. It can be one of the questions from your brainstorm, a question from the Warm-Up, or they can come up with a new question.
- Pair up students by counting off. If you have a group of 20, for example, count off one to 10 and match students with the same number. If there are an uneven number of students, you can participate.
- Let students know that everyone will have a chance to be interviewer and interviewee. Ask each pair to decide who will be the first to conduct an interview.
- Explain that each person will have three minutes to interview their peer. You will announce when three minutes have elapsed so that students can switch roles. Give learners a one minute warning as they will forget how quickly the time will pass.



### Storycorps Great Questions List

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<https://storycorps.org/participate/great-questions/>

StoryCorps' archive comprises one of the first and the largest born digital collections of human voices, featuring tens of thousands of conversations recorded across the United States and around the world.

### QUESTIONS TO ASK YOURSELF AND PEERS

1. What do you want to be when you grow up?
2. What are your goals for this year?
3. What do you like best about yourself?
4. What's something people wouldn't know about you just from looking at you?
5. Tell a story about someone who has had a significant impact on your life.
6. Tell a story about a place that is important to you. Paint a picture of the place and talk about why it's important to you.
7. Tell a story about an accomplishment or event from your past that had a significant impact on you.
8. Tell a story that says something important about who you are.
9. Some students have a background, identity, interest, or talent that is so meaningful they believe their lives would be incomplete without it. If this sounds like you, then please share your story.
10. The lessons we take from failure can be fundamental to later successes. Recount an incident or time when you experienced failure. How did it affect you, and what did you learn from the experience?
11. Reflect on a time when you challenged a belief or idea. What prompted you to act? Would you make the same decision again?
12. Describe a problem you've solved or a problem you'd like to solve.
13. Discuss an accomplishment or event, formal or informal, which marked your transition from childhood to adulthood within your culture, community, or family.



## Storycorps Great Questions List

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### QUESTIONS TO TEACHERS

1. Do you believe that this is a good school? Why or why not?
2. Tell a story that shows what you find most challenging/rewarding about being a teacher.
3. Have you ever thought about changing your career? If so, why didn't you?
4. How is this school different from or similar to the school you went to growing up?
5. Tell about a student who had a significant impact on you.
6. Tell a story about the best teacher you ever had.
7. What do you know now that you wish you had known on your first day as a teacher?
8. Tell a story about your biggest success in school.
9. Tell a story about what you learned from your biggest failure in school.
10. Tell a story that illustrates what you're trying to learn to do better as a teacher?
11. If you could do any other type of job, what would it be? Why?
12. If you could tell your students something about you that they wouldn't know otherwise, what would it be?
13. How do you want your students to remember you?
14. Are there any words of wisdom you'd like to pass along?



### Creating a Podcast Story

You can also make a podcast about a theme or a story.

#### 1. Think about the following questions to help you with a theme -

- Do you listen to podcasts - what do you like to listen to and for what be entertained
- Do you like podcasts that are funny / light hearted, conversational or more scripted, serious?
- Think about what format you like e.g. interviews with guests, themed, news or current events, like a story or book?
- How long do you like them to be - 10 minutes or less, longer, weekly or monthly?
- Who is your audience? Other teens, parents, teachers, others that are interested in a specific theme, local residents?
- What other elements do you like in a podcast - mixed e.g. interview and music, short news reports with local interest or uninterrupted?
- What might make your podcast stand out compared to what's already out there? Are you covering a new topic people want to know about, adding a new storytelling element or using a different premise or style?

#### 2. In your group, discuss the following 2 questions once you have your idea for your theme - e.g. comedy, music, pop culture, how-to, fiction, journalism, science, local history / culture.

- What's the Story's driving question? What message are you trying to share?
- What's your Story NOT about.

**Allow about 20 - 30 mins for this activity**



## Creating a Podcast Story

3. Once you have your theme and thought about the driving question and what you are not doing, use the following prompts to help fine-tune your planning.



How will I ensure my story is fair to the people and ideas it represents?



How will I engage my audience - and hold them?



What are my dream ingredients?



What will the audience remember when it's over?



### Creating a Podcast Story

#### 4. Some final tips from YR MEDIA who suggest the following TAGS

##### **Twist / trend -**

A good podcast takes a familiar idea and adds a new angle to make it fresh.

##### **Adds to / Advances the story –**

If your podcast is covering a familiar topic or style, make sure the way you present it takes the listener's understanding to the next level.

##### **Grounded in experience / expertise –**

How will you make sure your podcast feels genuine? Start with the things you actually know about, or at least are really curious about.

##### **Surprising –**

Your podcast should include new, unexpected information, techniques, or elements that make people sit up and listen (and, of course, share your podcast with all their friends).

##### **Finally your 'pitch' - a short descriptor for your podcast -**

When writing your pitch, focus on the essentials — What is your podcast / the episode about, and why will people want to listen? Emphasize the T.A.G.S. (see above) of your story, or why people should be excited about it. And keep it conversational! Write your pitch as if you were talking to a friend. This will keep it from becoming stuffy or formal.

**For more support especially with recording your podcasts visit**

**<https://yr.media/diy/diy-toolkit-how-to-make-a-podcast/>**



### Creating a Podcast - Planning

The best podcast interview questions are ones that create a conversation and provide value to your listeners. When you're interviewing a guest on your podcast, your questions need to be thought-provoking, considerate, and personable so listeners are interested.

You will need simple, detail questions like -

- Tell us a little about yourself and [insert topic / theme of interview]
- How long have you [insert topic / theme of interview]
- What have you learned from [insert topic / theme of interview]
- What future plans do you have for [insert topic / theme of interview]

Then you will need to think about what do you want your listeners to know about your topic / theme of interview and the interviewer. This requires more in-depth questions like -

- Questions should be open-ended rather than closed-ended and encourage details or descriptions e.g. Can you tell me about or Please describe
- Ask factual questions before asking about opinions
- Use probing phrases that encourage depth e.g.
  - Could you give me an example?
  - Could you explain that further?
  - Can you elaborate on that idea / tell me more about that?
  - I'm not sure I understand what you're saying.
  - Is there anything else?



### Creating a Podcast - Planning

#### Five Tips for Conducting a Successful Interview

Your aim is to make the person comfortable during the interview. You will get more quality information if the interviewee is at ease with you and the subject matter. Follow these tips to conduct a smooth and successful interview. Give the person time before your meeting to collect his/her thoughts and find photographs or other visuals that will help enhance your story.

1. Good, well-thought questions make for good interviews. Know your subject matter. You may be interviewing a person that you want to recall events and stories from their childhood—which may have been decades ago. Ask short and easy-to-answer questions. Avoid long, drawn-out questions and ones that elicit a “yes” or “no” answer.
2. Set an appointment for morning, if possible. People usually have more energy earlier in the day. Get directions to their home or arrange a meeting in a comfortable place (library, coffee shop, neighbour’s home) where you can speak undisturbed in a relaxed atmosphere.
3. Let the person know how/where you will use the interview material; magazine article, book, other—and the kinds of visuals you need. If you are doing oral histories you may get the answer, “I’m not sure I remember much anymore.” You may need to show pictures or old newspaper clippings from that era and asking about the different people involved, for the “remember when” to kick in.
4. Always start with easy questions. You may already know some of the answers, however, this approach will set a comfort level for the rest of the interview. Hold controversial questions until later in the interview after you have established a good trust level.
5. Get a signed release form from the person. This allows you to use the interview and any visuals they may give you for your project. The local historical society/museum may be able to give you direction on this and provide you with a copy of the form they use.

Radio Rookies shares some tips about interviewing  
<https://www.youtube.com/watch?v=9ybKE3jEuzg>