

SDG14 Media Communication 4

Introduction to Podcast Production



Media Communication 4: Introduction to Podcast Production

Implementation

Lesson 3: Podcast Creation 1

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

Lesson Title and Summary: Podcast Creation 1

In this lesson learners will continue to learn the core elements of producing a podcast interview in preparation for making their own interview style podcast.

Vocabulary:

In this lesson, the learner will:

- collaborate and share ideas, both written and orally
- developing interview questions and podcast theme
- begin to develop an understanding on how plan their podcast

Materials

- Internet Access
- Creating a Podcast Story worksheet
- Creating a Podcast - Planning worksheet
- Paper, pens, pencils or markers

4 QUALITY
EDUCATION



13 CLIMATE
ACTION



16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS



17 PARTNERSHIPS
FOR THE GOALS



Media Communication 4: Podcast Production

Lesson 3 Podcast Creation 1



ACTIVITY INSTRUCTIONS

Activity 1: Flipped classroom discussion (25 mins)

1. Explore the Creating a Podcast Story and Creating a Podcast - Planning worksheets and the learners' understanding by discussing the considerations when planning interviews for sample interviewees.
2. Pick 2 or 3 of the following interviewees and discuss potential interviews as a group:
 - Local politician
 - Local Tidy Towns or local Alliance, Chamber of Commerce, representative
 - Local sports person
 - Local business person
 - A grandparent on local history

Activity 2: Planning your podcast (25 mins) Paired work

1. Learners use the rest of the class to works through the second part of the Creating a Podcast - Planning worksheet – 5 tips for conducting a successful interview thinking about their questions and begin to plan for their interview.
2. Spend 10 mins asking various groups if they have an interviewee in mind.
3. Ask them why they chose them and what they might need to think about e.g. how would they contact them.
4. Allow others in the class to ask questions about their choices if there is time.

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

Media Communication 4: Podcast Production

Lesson 3 Podcast Creation 1



EXTENSION / REDUCTION ACTIVITIES:

Reduction: For a shorter class, have learners complete Activity 2 at home for the next session using the Storycorps and open-ended questions resources.

Extension: For a longer class:

1. Have learners pair up and review each others test questions.
2. Have learners share their proposed interviewees for feedback and other learners to offer questions.
3. Use MC 3 understanding audiences worksheet to think about the audience for the podcast and any special considerations.

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

Resources for teachers

- Storycorps Great Questions list
<https://storycorporgstaging.s3.amazonaws.com/uploads/SC.TipsforEffectiveInterviews.GreatQuestionList.pdf>
- Preparing for an interview - <https://matadornetwork.com/bnt/13-simple-journalist-techniques-for-effective-interviews/>
- Open ended questions examples <https://conversationstartersworld.com/open-ended-questions/>
- Journalism – How to [2:56min] <https://www.youtube.com/watch?v=7XQ4KxAzffc>

NB: Teachers may consider extending lesson three over 2 sessions to explore some of the other resources e.g. open-ended questions or Storycorps list

Local Trip / Expertise / Additional Work and Assessments

Donie O’Sullivan – CNN Journalist

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

Linked learning: (other modules / lesson plans)

- Media communication: 1 Video production if doing a video interview
- Media communication: 2 Creating a Pecha Kucha presentation
- Media communication: 3 Understanding audiences

Other subjects: Civic, Social & Political Education, Business and Enterprise, Visual Art, English, GAISCE programme



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.

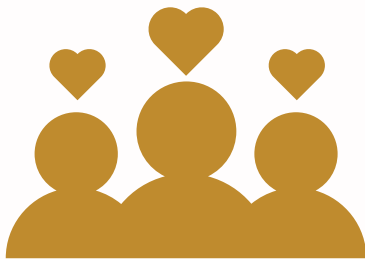
Allow about 20 - 30 mins for this activity

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>