

# Muinín Catalyst STEAM Education for Sustainable Development and Futures Literacy

## SDG12 The Future Of Innovation and Enterprise

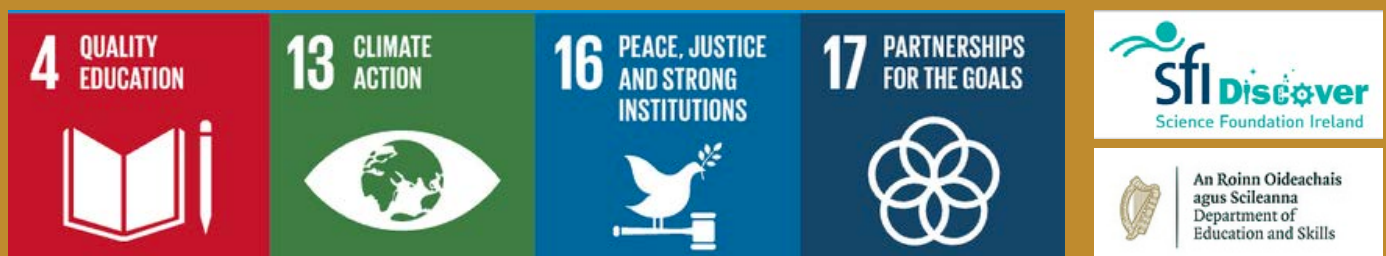


### SDG12 Media Communication

Programme Phase: Phase 3 - Implementation

Micro-Module 7 Media Communication 4 - Podcast

Subject Areas: Climate Action and Sustainable Development, Design, English, Enterprise, Geography, Science



# SDG12 The Future Of Innovation and Enterprise

## Micro Module 7: Media Communications 4



### SDG12 Innovation and Enterprise: Media Communication 4 - Podcasts

### Micro-Module 7: Implementation

**Subject Areas: Climate Action and Sustainable Development, Design, English, Enterprise, Science**

#### **Micro-module Summary: Media Communication**

Media communication is a supporting micro-module that links into the project-based learning modules that use local places to enable learners to gain knowledge and skills around contemporary issues of sustainable development.

The main modules have a year-end goal which encourages linked learning, project management and Implementation of a project linked to the SDGs and real-world scenarios

This micro-module offers media micro-projects; video, poster, presentation and audio, that can augment project-related assignment pieces or extended as stand-alone projects.

#### **In this Module, the learner will:**

- develop skills of organising, planning, and producing media outputs
- develop awareness of the basics of media production
- practice problem solving and critical thinking skills as individuals and part of a group
- build transferable skills and capacity that will support learners to share any media they produce, whether in their personal or professional futures
- be introduced to tools and methods for media production

#### **Materials**

- Lesson plans
- Accompanying resources
- Optional assessments
- Skill support resources
- Internet Access required

**4** QUALITY EDUCATION



**13** CLIMATE ACTION



**16** PEACE, JUSTICE AND STRONG INSTITUTIONS



**17** PARTNERSHIPS FOR THE GOALS



# SDG12 The Future Of Innovation and Enterprise

## MM7: Media Communications 4



### SSDG12 Media Communication 4 – Podcast

This micro-module introduces podcasts and has been designed to give learners the basic skills of podcast development, creation and production. Ideally, this micro-module is delivered as a micro-project. The micro-module has 4 hrs of taught time, with additional self-directed learning as required to produce their podcasts after lesson 4.

#### External Expertise

The original Media Communication modules were developed through the research project led by Dr. Mckeown CoDesRes ([Mckeown et al, 2022 -23](#), Watch [Highlights](#)) and then iterated (2022 - 23) by Dr. Anita McKeown, FRSA, FIPM, MEI. Anita is an award-winning film-maker, artist|scholar and STEAM educator, co-designing values-based leadership through education and community processes. She works at the intersection of art, equitable placemaking and technology: open-source culture and Technology (ethical and ecological implications) and STEAM education, across a range of interdisciplinary projects, processes and partnerships

#### Using the Resources:

If you wish to use these resources, we can offer an induction and online support throughout the module to help you plan integration into your projects and timetable. To register for this option, please contact [hello@futurefocus21c.com](mailto:hello@futurefocus21c.com) For more information on the resources please visit [www.muinincatalyst.com](http://www.muinincatalyst.com)

#### Setting up an online learning environment for the lessons on this module:

Our lessons integrate the use of virtual learning environments. To ensure seamless use of our lessons, a module should be set up on your school's virtual learning environment such as Teams, Google Classroom, etc. Learners are encouraged to upload documents to share with their peers. If your virtual learning environment does not support document sharing, we recommend OneDrive or Google Drive.

You can also use Google Sites or Microsoft Sway to encourage learners to present their work over the year - this can easily be set up to reflect the aims of TY and provide a showcase for their work as well as assessment tool.

#### Setting up a Canva Education account.

As our lessons integrate design, our lessons also refer to Canva. Educators and schools are able to open a free Canva for Education account by registering here: <https://www.canva.com/education/>

Canva for Education provides primary and secondary school teachers and students with premium features and templates. You can then also set up lessons and invite your learners to the class.

# SDG12 The Future Of Innovation and Enterprise

## MM7: Media Communications 3



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# MC4: LESSON 1 LISTEN AND SHARE



## Creating a Podcast Oral History

You can use this worksheet to help you develop your Oral History interview.

One way to gather primary sources for your podcast or media project is through oral history. This can be really valuable for finding out more about your place. You can ask them to simply tell you what the past was like or you can use such an interview to find out about a specific event or a period of time.

National or international events often affect local history and hearing about this from personal accounts and stories can bring history to life. You can ask members of your family and community, which might surprise you as they often have a wealth of information and insights into major events.

You will need to prepare, so you can not only get a good interview, but also not waste people's time.

1. First choose your subject.
2. Whom would you like to interview?
3. Consider the following points:
  - What historical information can be obtained from this person?
  - Would this person be willing to participate?
    - How will you contact them?
    - Think about how you will record them and when.

### Step 1: Planning the Interview

- Write an introduction to your interview. Introduce yourself, if necessary, and include an explanation of this project and its purpose.

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# MC4: LESSON 1 LISTEN AND SHARE



## Creating a Podcast Oral History

### Step 2: Gather the following basic information from / about the interviewee

Can you tell me your - Full name, birth date and birthplace, and occupation. Write three warm-up questions to follow your basic information.

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Write at least a further six questions that will help you get the stories and details about the event or time period you are interested in.

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Prepare some your follow-up questions. These questions will help you to clarify and expand upon the information in the earlier questions.

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Next stages: Once you have your questions finalised, you will need to plan and make arrangements to conduct your interview. You will need to think about where you will do it and how. Remember to consider your interviewee and the best location - comfortable and quiet.





### Creating a Podcast Oral History

#### Conducting the Interview

- Make an appointment with your subject and be on time.
- Explain to your subject that you will be using the information for a class project.
- If you record the interview, be sure your subject agrees to it.
- Bring along your notes to help you guide the interview.
- When your interview is finished, say thank you and ask them to sign a release form so you can use the interview and inform them when and where it will be broadcast.
- Be sure to follow up with a thank-you letter

#### Tips for Oral History Interviews

- Remember it not a conversation, limit your own comments, so the interviewee can tell their story.
- Ask open-ended questions, so they expand on their answers e.g. "why," "how," "where," "what kind of. . ."
- Ask one question at a time and keep them brief, understandable, and clear.
- Start with a few pleasantries and thank them for coming to put them at ease.
- Begin with the interviewee's youth and background and give them a chance to think of what he or she wants to add before you ask the next question.
- If there are sensitive or controversial questions leave them until nearer the end and make it clear that they don't have to answer them.
- Be willing to let the interview wander and don't interrupt a good story.
- If the information is pertinent, then continue and remind yourself to go back to your questions. If it's not relevant or interesting you can easily get it back on track by using your planned questions.
- Ensure Accuracy by checking any the spellings, names or places used by the subject.
- Be respectful.
- Try to establish where the interviewee was or their role, relationship to the event e.g. "How did hearing about this event affect you?" or "What did you think this event meant?"
- Do not go on too long.

# MC4: LESSON 1 LISTEN AND SHARE



## Interview Release Form

Project name:

\_\_\_\_\_

Date: \_\_\_\_\_ Interviewer: \_\_\_\_\_

Name of person(s) interviewed: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Contact details:

Telephone number: \_\_\_\_\_

Email: \_\_\_\_\_

By signing the form below, you give your permission for the recording made during this project to be used by the interviewer as part of an education project for public sharing e.g. the Internet or, as part of their presentations about the project. By giving your permission, you do not give up any copyright or performance rights that you may hold. I agree to the uses of these materials as described above,

Name (please print):

\_\_\_\_\_

Signature:

\_\_\_\_\_ Date: \_\_\_\_\_

Researcher's signature:

\_\_\_\_\_

Date: \_\_\_\_\_



### 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  
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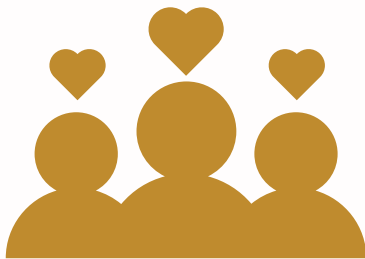


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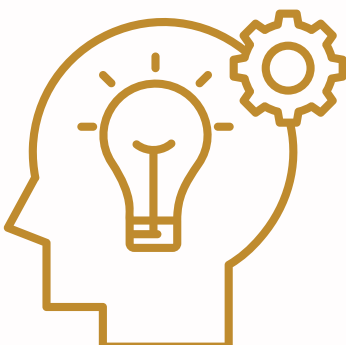
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1. Good, well-thought questions make for good interviews. Know your subject matter. You may be interviewing a person that you want to recall events and stories from their childhood—which may have been decades ago. Ask short and easy-to-answer questions. 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>



### 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



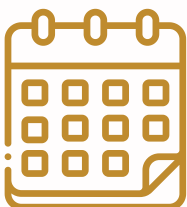
#### 1. Preparation

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](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](https://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](https://www.buzzsprout.com/sign_up)
- Podomatic - free account with limits <https://www.podomatic.com/>