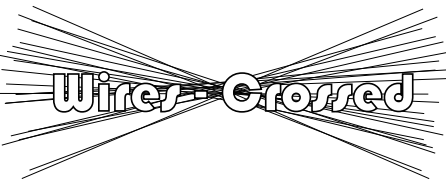


Slide 1



**Developing Community Media to Mitigate
the Impact of Fake News**

**Module 5: Audio:
How to develop
and promote a
podcast**

Slide 2



HELLO!

Topics

- What is a podcast?
- podcast styles and segment genres
- storytelling and interview techniques
- planning a podcast
- audio equipment and processing software
- podcast publishing platforms

These are the topics that are going to be covered during this 5-hour workshop.

ACTIVITY Nr. 1

Do you listen to
podcasts?



Do you listen to podcasts?

- What are your favourite podcasts?
- What podcast topics/genres do you prefer?
- Why do you like them?
- What makes them memorable?

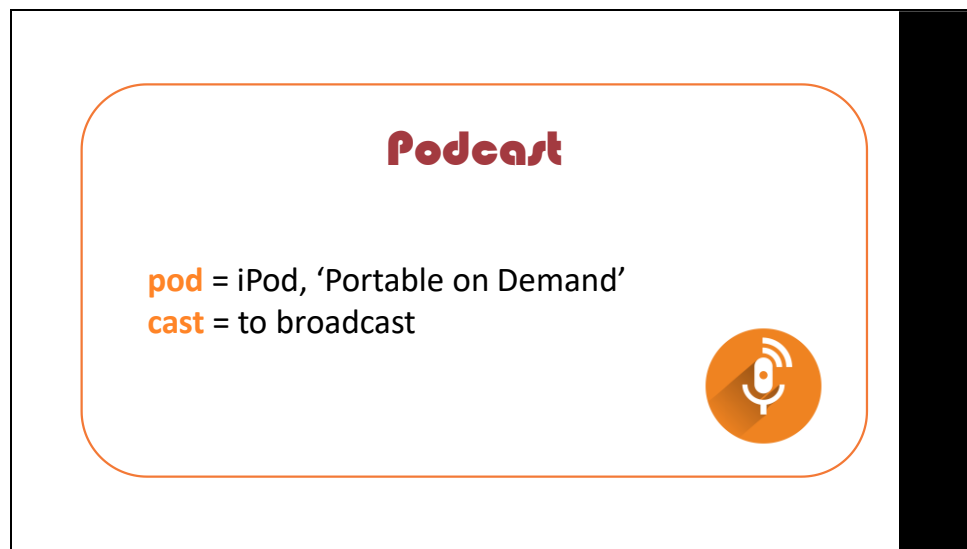
ACTIVITY Nr. 2

What is a podcast?



Work in pairs or groups and write down words and notions you associate with podcasts, creating a word cloud.

Present them to the whole group and try to find differences and similarities among the various definitions presented.



The term podcast is actually a portmanteau of iPod or POD and Broadcast. The 'pod' of podcast is borrowed from Apple's 'iPod' digital media player or an abbreviation of 'portable on demand', while the 'cast' portion of podcast is taken from the radio term 'broadcast.'

Podcast

A **podcast** is a series of **on-demand digital audio files** that often focus on a particular **topic or theme**.

Podcasts can be **accessed online** via a computer, tablet, or smartphone, **and downloaded** so that they can be listened to at any time.

A podcast is a series of on-demand digital audio files that often focus on a particular topic or theme. Podcasts can be accessed online via a computer, tablet, or smartphone, and downloaded so that they can be listened to at any time. Listeners can consume podcasts in the car, at work, at home, working out, or anywhere they please using headphones or speakers. Also, listeners can be automatically updated about new episodes in a podcast by subscribing to their chosen podcast.

Podcast styles

- **magazine** – upbeat, entertainment & culture
- **documentary / feature** – in-depth look at a particular subject
- **journalistic** – reports, investigations, interviews
- **combination** – a little bit of everything, can be both serious and fun

Podcast styles

Magazine style – Upbeat, tends to focus on entertainment and culture, often all of the segments are loosely based on a particular theme. May include reviews, debates, comedy, advice, interviews, vox pops, short reports or updates. May have one or two ‘hosts’ to connect segments.

Documentary or feature style - An in-depth look at a particular subject through several different styles of segments all focused on one particular subject. Frequently uses a narrative style of investigation to link segments. Uses a mixture of commentary, debates, reports, interviews, vox pops, and soundscapes.

Journalistic - Similar to the magazine style, but with a more investigative and journalistic tone. Can present reports, investigations, interviews, vox pops, reports, debates and reviews.

A combination podcast serves up a little bit of everything, can be both serious and fun!

Podcast segment genres

- **comedy** – humour and satire
- **review** – analysis and discussion of media products
- **soundscape** – audio montage of sounds
- **investigative report** – research and analysis on a particular idea or event
- **advice** – questions answered by an expert

Podcast segment genres (1)

Comedy – Good humour can offer a critical, but entertaining, look at current affairs and politics.

Review – Analysis and discussion of media products such as film, television, music or games. Can be useful for looking critically at popular culture or thinking about how we engage with other media.

Soundscape - Audio montage of sounds collected from field recordings, can include voices as well as ambient sounds. This can be a conceptual piece that relates the feeling and sounds of a particular place.

Investigative report - Research and analysis that investigates a particular idea or event. Useful for looking at aspects of politics and current affairs but can be used to think about daily things we take for granted on a more complex and deeper level.

Advice - Questions presented and then answered by an expert. This can be either entertaining or serious. Can be used to deal with serious subjects that can be awkward to talk about.

Podcast segment genres

- **debate** – discussion, pros and cons of a topic
- **opinion piece** – your in-depth opinion about an issue
- **drama / audio play** – story dramatised through audio
- **interview** – series of investigative questions for one person
- **vox pop** – unplanned interviews with ‘regular people’

Podcast segment genres (2)

Debate - A moderated discussion about the pros and cons of a particular topic. Good for presenting complex issues.

Opinion Piece – Your opinion about an issue or idea. Generally an in-depth look at a particular subject.


Drama/ Audio play – A story dramatised through audio. Telling a fictional story using audio and sound effects.

Interview - A series of investigative questions, directed at one person. Often the interviewee is a celebrity or specialist in a particular field of knowledge. Good for presenting a human voice to a particular idea or hypothesis.

Vox Pop - unplanned, on the spot interviews with ‘regular people’. Translation literally means ‘voice of the people’. A good way to find out opinions of non-specialists on ideas or issues.

ACTIVITY Nr. 3

Can you recognize podcast styles and segment genres?



- **Modern Love Podcast: Krysten Ritter Reads 'R We D8ting?'** ([Segment: 1:00 - 3:16](#))
- **Still Processing "Take a Knee if You Agree"** ([Segment: 0:00 - 1:27](#))
- **Listen to 'The Daily': The Right to Bear Arms** ([Segment: 0:00 - 2:36](#))

Listen to 3 short excerpts from different podcasts and take notes on handout AH 5.3 on the topics mentioned and podcast formatting (e.g. music intro, host introduces themselves, finishing up a segment and moving onto a new one).

What similarities and differences did you notice?

What accompanying media was used (music, art, photos, video)?

ACTIVITY Nr. 4

Introduction to storytelling



- [Radio Rookies](#): Seeking an End to Cycles of Abuse
- [StoryCorps](#): When the Civil War Ended, She Was My Age
- [The World According to Sound](#): The Coal Miner

What makes a powerful, impactful story?

What makes for interesting content?

Listen to 3 excerpts from different podcasts write down storytelling techniques and elements that you noticed on AH 5.4. How do they enhance the story?

Effective storytelling

- A single theme, clearly defined
- A well-developed plot
- Style: vivid word pictures, sounds, and rhythm
- Characterization
- Dramatic appeal
- Appropriateness to listeners



Effective storytelling has:

- A single theme, clearly defined
- A well-developed plot - many stories have a clear beginning, middle and end. One or many characters are often on a kind of emotional or physical journey, where the end is usually not the same as the beginning.
- Style: vivid word pictures, sounds and rhythm - stimulate listeners' senses so they feel, smell, touch and listen and see vivid pictures.
- Characterization – have characters with a backstory, personality or details that make them seem real.
- Dramatic appeal – internal or external conflicts can add suspense or tension to stories.
- Appropriateness to listeners – the audience has a very important role in storytelling, oral storytelling involves much interaction between teller and hearer.

ACTIVITY Nr. 5

Telling an interesting story



Use the prompt or word cloud that you got from the trainer and jointly create a story outline.

When the trainer gives you the signal, switch partners and tell your story to a new partner. Try to use elements and techniques of effective storytelling.

Give feedback to your partner afterward – how did you like the story? What storytelling elements and techniques did you notice them using?

ACTIVITY Nr. 6

**Audio recording and
broadcasting**



Sort the list of words on AH 5.6 into the table.

Audio equipment

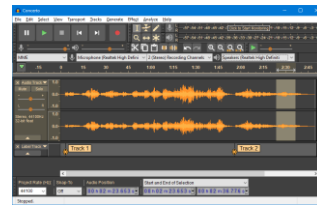
- headset vs handheld microphone
- omnidirectional vs unidirectional microphone



Omnidirectional microphones pick up sound from all directions and are less sensitive to wind, breath and handling noises. They are particularly useful for interviews. Unidirectional microphones are more sensitive to sounds coming from one particular direction, often the front of the mic. They are good for favouring one sound while rejecting another from a different direction.

Audio processing software

- Audacity
- Ocenaudio
- Ashampoo Music Studio
- Audiotool
- Acoustica
- Soundtrap
- Beautiful Audio Editor



Podcast publishing platforms

- iTunes
- Spotify
- Google Podcasts
- Stitcher
- TuneIn
- Podcast directories, but not where your podcast lives!



You need a podcast RSS feed to submit your podcast to iTunes and other podcast directories. You'll typically get your RSS feed from your podcast hosting company or you can create your feed from your own website if you use Squarespace or the PowerPress plugin for WordPress.

Podcast hosting

- **RSS feed** = communicates the location and subscription information of your podcast to the world
- **Soundcloud**
- **Transistor.fm**
- **Blubrry**
- **BuzzSprout**
- **Libsyn**
- **PodBean**
- **SimpleCast**



Where you host your podcast is the place you'll be uploading all the audio files for your podcast.

A "feed" is Web code which communicates the location and subscription information of your podcast to the world. In other words, your podcast feed is published in RSS format which allows users to subscribe to it.

You can:

- Host your audio files and generate your RSS feed yourself. PowerPress is a popular WordPress plugin that enables you to host your own podcast through your WordPress site.
- Pay for hosting on platforms like Soundcloud, Transistor.fm, Blubrry, BuzzSprout, Libsyn, PodBean, or SimpleCast.

If you do not care about allowing subscriptions to your podcasts, you can instead simply upload your audio files to your website.

ACTIVITY Nr. 7

Blitz Interviews




Use the prompt or topic that you got from the trainer and interview your partner for 1 minute.

After 1 minute passes, switch roles and answer your partner's questions.

How did you feel in the interviewer/interviewee role?

ACTIVITY Nr. 8

Effective interview techniques



- **Invisibilia: Dark Thoughts** ([Segment: 0:00 - 2:40](#))
- **StoryCorps: A Mother on the Challenges of Becoming a Teenage Parent** ([Segment: 0:00 - 2:36](#))
- **Listen to 'The Daily': Fired Over an Instagram Post** ([Segment: 0:00 - 3:45](#))

Listen to 3 short excerpts from different podcasts and take notes on the interview elements and techniques used using the AH 5.8.

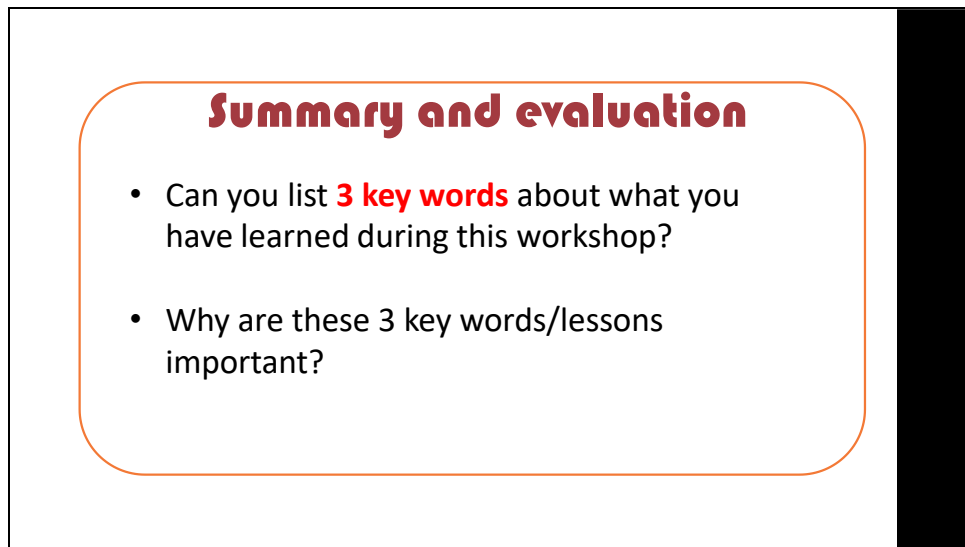
ACTIVITY Nr. 9

Plan and design your own podcast



- What will your podcast be about? Describe it in one sentence.
- What makes your podcast unique and different?
- Who is your audience?
- What media will be used to enhance your podcast?
- What is the title and concept of your first episode?
- What segments will you have?
- What audio equipment, audio processing software and podcast publishing platforms will you use? Why?

In pairs or groups, design your own podcast by answering the questions on the slide.




Summary and evaluation


- Can you list **3 key words** about what you have learned during this workshop?
- Why are these 3 key words/lessons important?

Answer the questions on the slide in pairs or groups and present your answers to the rest of the group.

Fill out the questionnaire your trainer hands out.



Thank you!



You just need one person to listen, get your message & pass it on to someone else. And you've doubled your audience.

Robert Gerrish

Thank you!



Wires-Crossed



dante
ISTITUTO DI RICERCA E FORMAZIONE ADULTA
INSTRUMENTO DI FORMAZIONE ADULTA

ALK
ALFA LOMBARDA KULTURPROJEKT

Speha Fresia
SOCIETÀ COOPERATIVA

JUGEND & KULTURPROJEKT E.V.

The Rural Hub

CARDET
CENTRE FOR THE ADVANCEMENT OF RESEARCH
& DEVELOPMENT IN EDUCATIONAL TECHNOLOGY

ACUMEN
TRAINING



Co-funded by the
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