**PODCASTING 2**

CONTENT PREPARATION (continued)

FORMAT OF YOUR SHOW

Format = Structure

* WHAT events will occur in each episode
* IN WHAT ORDER these events occur in each episode
* Podcasting Projection Sheet; Podcast Outline Template

Plan out all the things that will make up your podcast

* Will it be music-based? How much music?
* Will it be talk-based?
* How many hosts? What role will each have?
* Will there be interviews?
* How long will each episode be?
* Will there be recurring segments each week?
* Etc.

\*\*\*Draw out a format clock for your podcast\*\*\*

INTERVIEWS

* get an expert who can interact with your listeners
* conversational tone (easy to listen to)
* you get to show your personality
* a great way to put a story on the air (everybody loves a story)
* easy way to add variety
* must be done well (prepare and perform)

*Content alone is not enough to keep people engaged. It is all in how it is presented.*

BAD INTERVIEWERS

* lack pace and rhythm
* talk over their guests
* make themselves and their opinions the star
* are not on their toes
* are impatient and not courteous to guests
* lack control

GETTING THE INTERVIEW (email or call)

* do your research – choose the right person (and a good talker)
* who you are
* what you do (broadcast student with a podcast/show)
* where you are from (ACTC – wppbthepulse.com student radio)
* purpose for interview

DOING THE INTERVIEW

* make it easy for your interviewee and have your equipment ready
  + Skype
    - Call recorder software
  + Portable recorder
  + iPhone microphones

6 STEPS TO DOING A GOOD INTERVIEW

1. Preparw

* know your guest
  + why they are on
  + their background
  + what they want to promote

1. Know your topic

* what you want to cover
* what you don’t want to talk about
* the clear direction you want to take

1. Think about the audience

* what do they want to know
* what are their questions for the guest
* they are the ones you need to please

1. Do a sound check

* make sure equipment is working and everyone can be heard

1. Take control

* steer it where you want things to go

1. Be courteous to your guest

* after the interview ask if they want a copy of it
* thank them
* tell them when the interview will air