

Pod Save Higher Ed

<http://bit.ly/podsavehighered>



Digital storytelling has the potential to cultivate agile learning and kick start creativity in our pedagogical practices. With a growing population tuning into podcasts, this storytelling platform is on the rise today. Due to the access of mobile devices and growth of smart speakers, listeners are able to tune into podcasts whenever and wherever they want. More listeners are engaging with audio due to the portability and availability to stream or download. This digital medium allows podcast hosts to reach an audience of listeners on campus and beyond to engage deeply about a particular topic, idea, trend, or issue. Podcasting offers an on-demand format with a variety of program lengths, styles, and approaches.



The time for higher ed professionals, practitioners, graduate students, researchers, and instructors to gain a share of the podcast ear NOW! Future college and university hosts and producers, it's time to raise your mic and let your tale be told! Launch the podcast you have always dreamed of creating now! I hope to listen to your pod story soon, @LauraPasquini #PodSaveHigherEd



Think about the last podcast, audio story or radio news piece you listened to...

Podcast Listening...

NEWS, REVIEWS, IDEAS, AND MORE BY EAR



To become a great podcast producer and/or host, you should start by being a great podcast LISTENER. What sort of podcasts do you listen to, like to stream, or often play because it interests you? Reflect on the latest podcast (or story or news piece, etc.) you've listened to, and describe in 200 words or less why it was memorable to you.



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POD-IDEATION

Potential Title for Your Podcast:

General Topic/Idea:

THE WHY: Why are you starting a podcast? Why is this a critical topic about or related to higher education?

THE WHAT: What is your focus or purpose of your podcast? Explain what your podcast is about in 1 to 2 sentences.

THE WHAT: What topics, ideas, concepts, or stories you want to include in your podcast? What is your podcast about?

THE WHAT: How will you know if your podcast is successful?



Podcasts bring ideas, news, laughter, intrigue & more. What pod brings you joy?

Pod-Inspiration

SHARE PODCASTS THAT INTEREST& INSPIRE YOU!



Take a few minutes to LIST the podcasts you currently subscribe to, regularly listen to, and love. These might be podcasts related to the work you do, personal interests, and others you generally enjoy. What are the podcasts that are peaking your curiosity to start a podcast yourself? Where/When do you listen to these podcasts? Talk with a friend to share podcasts that inspire you to be more than a listener.



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POD-STORMING

Title:

Host(s):

Frequency:

Format/Style: (circle one)

- The Interview
- The Solo Commentary
- The Co-Host/Panel
- The Scripted Story: Fiction or Nonfiction

THE HOW: What is the format/style of your podcast?

THE HOW: How long will each episode of your podcast be?
Suggestions: 10-15 min, 15-30 min, 30-60 min, more than 1 hour

THE HOW: How often will you publish and share a new episode? Suggestions: Daily, 2/week, 1/week, 1/month, etc.

THE WHO: Who will be your listeners? Who is a target audience for your podcast?



Tell me about your podcast and why I should listen to it.

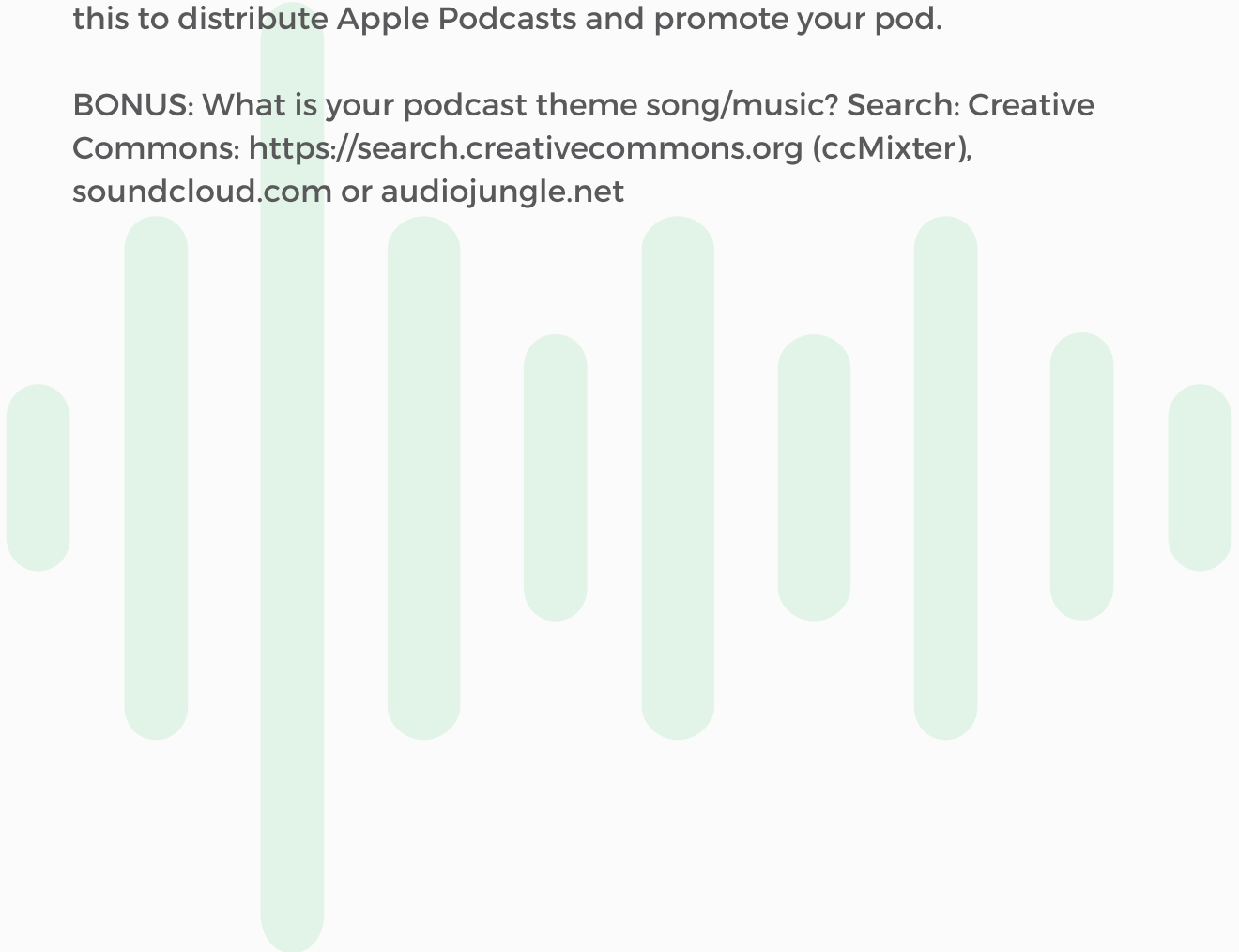
Podcast Trailer

THE PODCAST ELEVATOR PITCH



So you have your podcast idea -- let's break it down and create a description that tells listeners what your podcast is all about. Who should listen? What might you talk about? What would interest people to tune in, subscribe, and share your pod? This will be the start for developing your podcast description and trailer. It should introduce your podcast and explain what it is all about. You'll need this to distribute Apple Podcasts and promote your pod.

BONUS: What is your podcast theme song/music? Search: Creative Commons: <https://search.creativecommons.org> (ccMixer), soundcloud.com or audiojungle.net



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AUDIO STUDIO

RECORDING & EDITING THE PODCAST

Podcast Name:

Episode Name:

Format for Podcast:

Guests or Topic of Episode:

Choose a podcast theme song or track:

Recording Studio: Set up of physical space and hardware needed for quality audio.

Audio Capture: Software, platforms, and technology to record quality audio/sound. e.g. Skype, Zencaster

Editing Your Audio Recordings -- Post-production (e.g. Audacity or GarageBand)

Schedule for Distribution: Audio materials, textual files, and promotion materials on a content calendar

Podcasting Storage and data management: Episodes, edits, artwork, & other digital files



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Think about ONE (1) topic or idea for a podcast episode. Where do you want to start? What will kick off your pod? What is the focus for episode #1?

Develop the 1st Episode

TOPIC, IDEA, CONCEPT, OR GUEST FOR YOUR POD



Podcast Format (story, solo, interview, panel, etc.):

Podcast theme song and/or other music/sounds:

Host(s) and/or Guest(s):

Episode Title:

Episode Description/Details:

Episode Segments:

Intro (about the pod; welcome; intro to episode):

Main: (questions, headings, areas of discussion):

Outro (closing, wrap up, resources):



LAUNCH YOUR POD

DISTRIBUTING AND SHARING YOUR PODCAST EPISODES

Podcast Name:

Podcast Artwork: Required for Apple Podcasts (Canva) or others; 3000 x 3000 pixels; 72 dpi in PNG

Podcast Intro:/Outro: Brief introduction and wrap up to subscribe, follow & stay tuned.

Episode Details: Description for each episode is great for textual data and information about each episode.

Date for Pod Launch:

Tagline, slogan, or catchphrase for your podcast:

Pod Branding: Where will you share & promote the pod? Website, social media, listservs, blogs, email, etc.

Podcast Directory: How will you submit to Apple Podcasts, Google Play, Spotify, Stitcher, TuneIn ?
How will you host your podcast? e.g. Blubrry, Buzzsprout, Soundcloud, Libsyn, etc.



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