ARTLAB

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About PODCASTS
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A GOOD PODCAST (IS A BIT BAD TOO)

- Episodic downloadable audio files – anytime&anywhere.
- **You** can do it!
- Any topic counts!
  From blow jobs to interviewing interviewers abt interviewing!
- Personality stands out.
- Quality stands out, technical and content quality.
- Art, entertainment or business?
- It's intimate and there is loyalty…and money.

STRUCTURE, SCRIPT AND SEGMENTS

- Basic Structure should sustain thru all episodes.

- What's the theme/genre of yr podcast?

- Do you want to include distinct segments within the show? If so, what kind?

- Do you want to improvise, chat with guests, or read from a script?

- How often you will release episodes, and how long do you want them to be?

STRUCTURE, SCRIPT AND SEGMENTS

Simple example of episode structure

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PODCAST

Opening
May include sound effects, a tag line,
short song or jingle.
Be creative!

Introduction
Welcome listeners to the podcast.
Introduce host(s) and guests.
Introduce topic(s).
May also give overview of how the podcast will be sequenced
and may also include (background) sounds.

Podcast Content and Interview
Overview of the central issue/question/controversy
and why it is important. Use yr script if needed.

Outro/Summary
Conclusion strategies: call to action, prediction, etc.
Thank listeners for listening.
Closing music, sounds etc.

STRUCTURE, **SCRIPT** AND SEGMENTS

- Script keeps you focused, gives clarity to yr content

- Good script is "invisible", conversational like.

- Write for the ear. Simple sentences with rhythm, ruleofthumb " long-short-long-short"

- Test yr text – read it out loud!

- Use yr personality, be intimate.

STRUCTURE, SCRIPT AND **SEGMENTS**

- First segment needs to be most appealing
- Segments keeps listener interested: **main content, intro/outro, jingles**, music, transitions, (sponsor) messages, recap, review, topical info, Q&A, boost yr next episode… etc.
- Use sparingly!

Intro   Main Content   Outro

Good Segment Locations

Simple podcast episode with 3 segments

MY FAVORITES

- https://areena.yle.fi/audio/1-50248695

- https://www.bbc.co.uk/programmes/w13xttx2/episodes/downloads

USEFUL

- Free editing software; Audacity, GarageBand (Mac)
- Free Podcast publishing platforms: iTunes, Stitcher…
- RSS Feed: format to used to distribute podcasts.
- Create a RSS Feed for yr Podcast: https://rss.com/blog/how-to-create-an-rss-feed-for-a-podcast/
- The BBC Academy Podcast: Allround guide for podcasters! https://www.bbc.co.uk/programmes/p02pc9zz/episodes/downloads
- Listing of finnish podcasts: https://jakso.fi/podcastit