

Podcasting



Things to consider

What do I need to include to best serve the story?

Interviews (how many?)

Style (casual/ professional)

Narration

Music

Interviewing

- Why did you chose this person?
- How did you know they were the one?
- Consider a pre-interview
- Make segments for different guests



Remember

Avoid verbal reinforcement

- Instead, nod your head, smile, and most importantly LISTEN
- Make sure to leave some extra time after they've answered a question because they might have more to add
- Feel free to ask for a shorter version of a previous answer

Add humanity to the podcast

- Sources should tell stories or discuss their personal experience, yet they can also provide information
- Make sure to research their jargon and the topic prior to the interview

Preparing for a podcast

- Question List
- Outline vs Script



The Question List

- Make sure to have questions and topics you want to hit during the interview, however, you also want to make sure to ask follow-up questions in order to make the interview more organic or informative
- DO NOT send a question list to the source because responses are often prepared and refined, instead provide a topic list so they are able to provide insightful information

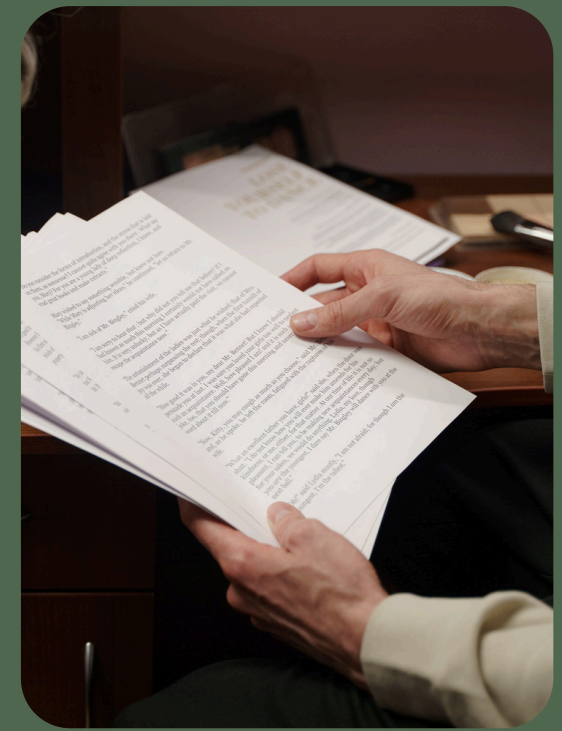


Outline vs Script



Outline

- Preferred for podcasts
- Allows for an organic tone
- Creates an organized system for each episode
- Can include key topics, facts, research, or general time frames



Script

- Can be useful in monologues, yet **THEY SOUND SCRIPTED**
- Commentary is less genuine



Timing

- Segments should be timed out (how long does each segment need to tell the story?)
- Make sure to have a goal for how long the podcast should last
- Make sure podcast episodes are similar lengths
- 100 words = about 1 minute

MIPA Podcast Requirements

Submit one episode of a podcast series or a standalone podcast. Podcast should be journalistic in nature and may include interviews, commentary, roundtable discussions, non-fiction storytelling, etc. Judges may only listen to 10 minutes of any podcast. (If your entry is longer than 10 minutes, you may indicate in the Additional Information field which 10-minute segment should be judged. Otherwise, judges will listen from the beginning of the entry.) Submit a URL to the entry.

JUDGING CRITERIA

CONTENT:

Topic relevant to interests and/or welfare of school or students

There a clear message or purpose for the podcast/episode

Delivery and presentation is professional and appropriate for the context

Displays sound journalistic principles; shows thorough reporting skills with facts/quotes from primary and reliable secondary sources

MULTIMEDIA PRODUCTION QUALITY:

Audio is clear; volume is consistent

Voices can clearly be heard. Background noise is at a minimum.

Music (if used) is appropriate for the subject matter, is not distracting and does not violate copyright

Podcast is put together well and editing cuts flow nicely without creating a distraction

Intro/outro identifies the podcast series, episode topic, etc.



THE LINK

The link is a recurring podcast where Executive Board members talk about a story from the most recent issue. It is a “link” between the paper and the podcast. This allows them to talk candidly about a topic that must be presented in a non-bias way in the paper. It personalizes our Executive Board and allows them many options of what to talk about each episode.



The Twitter Drafts

The link is a recurring podcast where Farrah and Amelia discuss a trending topic from Twitter. Students will be interested in a pop culture connection and we can promote our own North Pointe Twitter account at the end of each episode.

Common Culture



The Norsemen Voice



The Week In Review

THE WEEK IN
REVIEW
with Chloe Ribco

Assignment

With your group design a new North Pointe recurring podcast.

Your pitch must include:

- a name for your podcast
- a logo: Use our class Canva link (in Basecamp) to create a new “podcast logo”
- a brief paragraph description of the “journalistic nature” of the podcast and how it is relevant to interests and/or welfare of school and / or students
- An intro and / or outro catchphrase, line, or slogan