Community Media Skills Development Resources

Module 4 – Audio

Harnessing the Power of Community Media
to Combat Disinformation

Defining a podcast for my local community (and outside)
(60 min)

Your local community has its own identity, a specific profile of people, surely there are events and activities that are not properly publicised on a weekly basis, individual or collective initiatives that are worth highlighting.

What kind of content do you think would be useful or interesting for your community?

What kind of ideas and events about your community would you like to be known outside? Maybe other communities similar to yours could learn from it.

This activity aims to define the content and format of a community podcast.

Materials:
https://docs.google.com/document/d/1HW9bq6HzAOjQovsIwYQpzAqM0qcgmysq?rtpof=true&authuser=s.grau.infodef%40gmail.com&usp=drive_fs

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Worksheet for Defining a podcast for my local community (and outside)
Word template "Media Hacks_IO2_Resource Activity 1_AUDIO"
https://docs.google.com/document/d/1HW9bq6HzAOjQovsIwYQpzAqM0qcgmysq?rtpof=true&authuser=s.grau.infodef%40gmail.com&usp=drive_fs

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Planning my podcast for a month
(45 min)

The aim of this activity is to plan the content development, editing and promotion of your podcast for one month.

To do this, use the Excel planning template provided in the following link. The template is designed for a weekly episode frequency, but you can modify it according to your needs, for example, if your episode will be fortnightly, monthly, etc.

Below we explain what you need to consider for each day and task:

- Script: As you have learned, it can be a word-for-word script or simply the structure with some predetermined sentences. The important thing here is that you are clear about the different parts of your episode. If you want to have an interview, on this day you should plan it, contact the guest, and close the day when you will record the interview. Here you should also prepare the interview's questions.

- Record: Make sure all recording equipment is working properly. Clear your voice and get in front of the microphone to record. Make sure that the audio is heard correctly and make any necessary modifications to mic positioning, cables or plugs until the voice is heard without distortion. You may have to repeat some parts more than once. No problem, it's trial and error until you master it!

- Edit: Editing can take longer than recording, especially at the beginning. Plan ahead and allow plenty of time. It might be a good idea to plan ahead, for example, to have a couple of episodes recorded and edited before you

start promoting them. Adapt the template of the plan according to your needs.

- Review: Set aside a day to review the final result. Maybe when you listen to it again you will come up with some changes. You can also use this day to write the short summary of your podcast to be uploaded the day after.
- Upload: This part is the shortest so you can start working on your podcast broadcasting this very day.
- Promote: Write down in the planning some of the strategies you want to follow in social networks and digital media to promote your podcast. You can also use the content planning ideas in the Social Media module.

Materials:
https://docs.google.com/spreadsheets/d/1H4svjNURbuD_DceLDwkViFTd-le3KTz-?rtpof=true&authuser=s.grau.infodef%40gmail.com&usp=drive_fs

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Worksheet for Planning my podcast for a month
Excel file template "Media Hacks_IO2_Resource Activity 2_AUDIO"
https://docs.google.com/spreadsheets/d/1H4svjNURbuD_DceLDwkViFTd-le3KTz-?rtpof=true&authuser=s.grau.infodef%40gmail.com&usp=drive_fs

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Building the "skeleton" of an episode
(60 min)

The skeleton of your episodes can be as detailed as you like. The fundamental thing is that you have the basis: the structure marking the beginning, the parts and the end and the approximate duration of each of these parts. In your skeleton or script, you can add technical elements such as music introduction or background melody, effects such as "fade-in / fade-out".

Depending on the modality of podcast you have chosen, the script can be as concrete as having every word written down. However, in this activity, we only ask you to be clear about the structure.

The script of your episode can always be the same, what will change will be the content you develop.

Materials:
https://docs.google.com/document/d/1HapFND2O26VCgbvqhJnDpC6niMNCl5v_?rtpof=true&authuser=s.grau.infodef%40gmail.com&usp=drive_fs

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Worksheet for Building the "skeleton" of an episode
Word template "Media Hacks_IO2_Resource Activity 3_AUDIO"
https://docs.google.com/document/d/1HapFND2O26VCgbvqhJnDpC6niMNCl5v_?rtpof=true&authuser=s.grau.infodef%40gmail.com&usp=drive_fs

Media Hacks_IO2_Resource Activity 1_AUDIO

Defining a podcast for my local community (and outside)

General topic of your podcast • What do you want to talk about? • What do you want to highlight? • What is the aim: amuse, entertain, inform, social denouncement, promotion of your territory/community…?	
Who is it aimed at? • My community • People outside my community • My community and people outside my community	
Concrete topic for at least 4 episodes of your podcast	
Format i.e., one person or monologue, round table with up to 4 people, interview, …	
Will always be the same podcast host (anchor) within the community, or it will vary?	
Who will be involved on a regular basis? • Who will be the main responsible/coordinator? • Who will be participating (if any)? • What will be each participant function/task?	
Title: (The title of your podcast must be related to the general topic. Try to make it appealing and somehow descriptive.)	
Frequency (i.e., weekly, monthly…)	
With the information provided so far, you are good to go! Are there further aspects you consider relevant to start defining your podcast's identity? Add below as many cells as needed.	

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Podcast planning Tool

Name of the podcast:

Monthly Plan

Mon	Tue	Wed	Thu	Fri	Sat	Sun
TOPIC of the Episode:						
Script	Record	Edit	Review	Upload	Promote	
TOPIC of the Episode:						
Script	Record	Edit	Review	Upload	Promote	
TOPIC of the Episode:						
Script	Record	Edit	Review	Upload	Promote	
TOPIC of the Episode:						
Script	Record	Edit	Review	Upload	Promote	

Building the "skeleton" of an episode
The script

Duration	Item	Responsible[1]	Description
	Opening		Musical jingle or your brand's sonic logo.
	Intro		A monologue-style intro (outlining your guests if any) and what you plan to talk about on your episode. It's convenient to have a complete script text of the intro
	Transition		Music, sound effects, or a vocal transition
	Topic 1		Discuss the topic for X number of minutes
	Transition		Music, sound effects, or a vocal transition
	Topic 2		Discuss the topic for X number of minutes
	Ad/Sponsor		In case you have a sponsor, you can include the ad here
	Transition		Music, sound effects, or a vocal transition
	Topic 3		Discuss the topic for X number of minutes
	Closing remarks		Thank your listeners (and your guests if any). You can also provide a sneak peak of your next episode but is not mandatory.
	Outro		A monologue-style outro summarising the main points of your episode. It's convenient to have a complete script text of the intro
	Closing musical jingle		

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[1] In case that only one person will be in charge of everything (voice and editing) you can remove this column. If the sound effects are going to be included in the Post-production or editing part, you can write "Post-production" or "add later"

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