

Community Media Skills Development Resources

Module 4 – Audio

Lesson Plan



HACKS

Harnessing the Power of Community Media
to Combat Disinformation

Learning Outcomes:

On completion of this module, learners will be able to:

- To create and plan the content and identity of a podcast
- Understand the basic tools to record and edit audios
- Establish main elements and parameters for good quality podcast editing
- Upload podcast in the main platforms and marketing it

Activities [Description of the activities]	Objective [What is the goal of this activity?]	Methodology [Advice for the trainer]	Materials [Are any materials needed? Write them here]	Timing [How much do you recommend be spent in each activity?]	Further Reading/ Link to Resources [If further reading is advised or external resources will be used]
Brief introduction of module 4 and its learning objectives.	Learners to understand that Module 4-Audio is about podcasting	Ask learners for their expectations. Provide afterwards an explanation of this module LOs	Laptop, projector, internet, PPT of Module 4 Slide 1,2	5 min	
THE WORLD OF PODCASTING. Presentation of what a podcast is through group discussion and shared experiences.	<ul style="list-style-type: none"> - To understand learners' knowledge of and experience (if any) with podcasts - To explain to learners the main characteristics of podcasts 	(Slide 4) Ask learners: <ul style="list-style-type: none"> - Have you ever listened to any podcast? - Which one/s? - About what topic (Slide 5) Either if they are familiar or not with podcasts, a good way to understand what a podcast is, is by comparing it with traditional radio. Ask them "What are the differences between traditional radio and podcasts?" Some key answers: <ul style="list-style-type: none"> - Podcasts are atemporal 	Laptop, projector, internet, PPT of Module 4 Slide 3,4,5	20 min	

		<ul style="list-style-type: none"> - The listener sets the pace: s/he can pause and replay it as many times as s/he likes - Is digital and online - Has no geographical limitations - Radio targets a broad audience; podcasts target a niche audience. - Radio offers mostly entertainment and up-to-the-minute information. Podcasts offer more specialised and educational thematic content that adds unique and specific value. - In radio, the presenter or editorial line is the main attraction for the listener. In podcasting, the titles of each episode are a key hook that attracts the listener. - Radio is listened to in segments; podcasts are listened to in full... the whole content. - The podcast can be replayed as many times as you like. 			
GIVING IT SHAPE: WHY, WHO, HOW Presentation and group discussion	<ul style="list-style-type: none"> - First steps to start conceiving and planning a podcast for the local community - Highlight the relevance of planning the podcasts and episodes in advance 	(Slide 7) Key facts about what listeners appreciate the most when choosing a podcast. (Slide 8) Make learners think about their local communities, what kind of content could be interesting for them, or what kind of news and events from the won community could be interesting for the outside world. By posing these questions and making them reflect on this, they should decide: <ul style="list-style-type: none"> - Why do I want to create a podcast? - What do I want to tell? - To whom will I address my podcast? 	Laptop, projector, internet, PPT of Module 4 Slide 6,7,8,9,	55 min	

		<p>(Slide 9) Once you have a topic, and a target audience, you have to decide on the format. The “how”. The pictures show three options:</p> <ul style="list-style-type: none"> - The solo show - The co-hosted (3 people) - The interview format <p>But there are other options: documentary, roundtable, docu-drama...</p> <p>Try to find out the pros and cons of each format.</p> <p>(Slide 10) Once the topic and format had been decided, it is time to reflect on the title of a podcast.</p> <p>Hint: The shorter the better to fit in a Smart Phone's screen.</p> <p>(Slides 11 and 12) These two slides are to reflect on two aspects:</p> <ul style="list-style-type: none"> - Frequency of the episodes i.e., weekly, monthly, etc... - Extension of each episode. Slide 12 shows data about audience preferences on episodes' extension. 			
Coffee break				15 min	
RECORDING: THE EQUIPMENT					

MEDIA

HACKS



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