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# Create a Podcast

## Level 4 Project



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# Create a Podcast

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## About Create a Podcast

Podcasts are incredibly popular because of their diversity. Like speeches, they can be used to educate, entertain, or inform audiences.

In this project, you will choose one or more of your personal interests as the subject(s) for a podcast, create interesting content and organize it into a cohesive program, record the program, and upload it to a website or application. You will use your public speaking skills to enhance the message of your podcast.

## Resources

The following is a list of resources available in your digital project on Base Camp. Some of these resources, such as evaluations, are also available on the Resources section on Base Camp.

**Project Checklist**

**Evaluation Resource**

**Podcast Organizer Worksheet**

**Podcasting Basics**

# Introduction and Assignment

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## Introduction

Podcasts are focused on a particular topic or theme and can be created as content marketing strategies or passion projects, or they can be used by media outlets. Listeners often tune in to their favorite podcasts regularly. Because they can be created for a relatively low cost by anyone, podcasts are a great tool for publishing any message. You can find podcasts covering a wide range of topics on many websites and applications—making them available to a variety of audiences.

## Your Assignment

**Purpose:** The purpose of this project is to introduce you to the skills needed to organize and present a podcast.

**Overview:** Use this project and your own research to create a podcast. Record a minimum of 60 minutes of content. You are free to divide the episodes as you choose. Each separate episode must be at least 10 minutes, but may be longer if it fits your topic and style. After you record all content, play a 5- to 10-minute segment in your club. Introduce the segment in a 2- to 3-minute speech.

Throughout this project you will see icons in the margins next to the text. These icons indicate additional resources available online.



**Video:** Sign in to Base Camp to watch a video that supports this project.



**Interactive Activity:** Sign in to Base Camp to complete an interactive activity.



**Resource:** Sign in to Base Camp to view this resource online.



**Weblink:** Return to your digital project when you see this icon to link to a website or Base Camp location.

**For all assignment details and requirements, review the Project Checklist.**

# Learning in Create a Podcast

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## Assess and Reflect

To assess and track your knowledge, complete the activity below by listing what you already know and what you wonder about the topic today. Add up to five items to each list. After you complete your project, you will have an opportunity to review your answers and add what you have learned.

## Know

**For example:** I know about different podcast types and formats.

## Wonder

**For example:** I wonder how to build my comfort level with acting as the host for a recording.

## Competencies

The following is a list of competencies that you will learn and practice in this project.

- Identify personal interests and use them as subject matter for a podcast.
- Assemble interesting content into a cohesive program.
- Apply public speaking skills to present a clear, engaging program for listeners.
- Upload podcasts to the Internet for distribution to listeners.

## How to Develop Your Podcast

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To begin work on your podcast, choose a topic in which you are interested and have expertise. If you have not listened to a podcast, take the time to find a few to review. You can find podcasts by searching for them by topic on the internet and on many different applications that carry podcasts. You do not always need a paid subscription; many podcasts are available at no charge.

There is a series of podcasts about Toastmasters that can be found on the website at [toastmasterspodcast.com](http://toastmasterspodcast.com).

Some popular categories include news, comedy, music, stories, sports, technology, art, and culture.

Choose a title for your podcast that is unique, gives listeners an idea of the content you will be providing, and fits the style of the show. For example, if you intend your podcast to be humorous, your title should also be humorous. Ideally, your title will be short and memorable.

## Types of Podcasts

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The podcasts discussed in this project are talk show, informational, and entertainment. These types may be used in combination. Choose the one that best fits your interests and content.

### Talk Show Podcast

A talk show is conversational or question-and-answer-based. It may involve multiple co-hosts and guest speakers discussing topics related to the show's theme. This format is used to interview experts or to hold a conversation between two or more parties.

### Informational Podcast

An informational show is a format to share your expertise with your audience. It can have a single or multiple hosts.

### Entertainment Podcast

A podcast created for entertainment may be informal or even fictional. Be creative in thinking of ideas for presenting your chosen subject matter.

# Create a Compelling Podcast

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## Audience

Your expertise and interests, as well as the interests of an audience, drive the content of your podcast.

## Consistency

Post new episodes consistently. Posting every day can be difficult for you and too much for listeners. Stick to a regular weekly schedule to engage listeners without overwhelming them.

## Planning

Whether you have experience with podcasting or you are new to this medium, planning is important. It ensures that you are not rushing to find guests or think of new topics to discuss at the last minute.

## Choose a Theme

You have decided on your topic, the format of your podcast, and a memorable title. For each episode, stick to one main theme. This helps keep the show focused and maintains the audience's attention. Segments of the show can concentrate on different topics under a unifying theme.

For example, in the first episode you could discuss leadership skills learned in Toastmasters and feature interviews with club officers. Another episode could feature speech contest winners who would be interviewed about how they developed their public speaking skills.

Plan which topics and guests will be scheduled in each episode. Invite guests well in advance so that they are available when you would like to interview them. Provide them with background information about the purpose of your podcast and how long you expect the interview to last.

If you would like, you can provide them with the open-ended interview questions before the actual interviews so that they can think about their responses. This can result in a more polished and professional-sounding podcast.

Some tips to remember when conducting interviews include:

- Always treat your guests professionally and respectfully.
- Listen to the guest's response to questions without interrupting.
- If the guest goes off topic or doesn't answer the question, politely remind them of the question.
- If the guest continues talking and time is running short, politely thank them. Either move on to the next question or conclude the interview as appropriate.
- Remain calm and in control of the interview.

## Scripting Your Podcast

Create a brief introduction that you will use at the beginning of each podcast. Introduce yourself and the overall topic of your podcast. If you want your podcast to be informal and conversational, there is no need to script everything you say. Instead, draft an outline with key points about the topics that you will be discussing.

As with any speech, make sure each segment has an opening, body, and conclusion, with smooth transitions between each. For example, introduce each guest before you ask some open-ended questions. When the allotted time for the interview is over, conclude by briefly summarizing what was discussed and thanking the guest by name.

**Below is a sample podcast schedule you can modify to fit your needs.**

| Segment         | Description   | Timing                  |
|-----------------|---|-------------------------|
| Opening         | Introduce your podcast  | 1 minute or less        |
| Topic 1         | Introduce your first topic for the day  | Approximately 3 minutes |
| Interview 1     | Interview your first guest  | Approximately 3 minutes |
| Optional        | Include a short break here, if necessary  | 15-30 seconds           |
| Topic 2         | Introduce your second topic for the day   | Approximately 3 minutes |
| Interview 2     | Interview your second guest   | Approximately 3 minutes |
| Optional        | Include time to respond to questions or listen to input from listeners  | 1-2 minutes             |
| Closing Remarks | Thank your guests and listeners, and include information about the next show to pique the audience's interest | Approximately 1 minute  |

# Conduct Your Podcast

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## Speaking to Engage Listeners

When you and your audience cannot see each other, your voice must bridge the gap between you. Use all of your public speaking skills to engage your listeners. Speak with confidence and enthusiasm. Tell your audience why you are passionate about your topic, how it relates to them, and what they will gain by listening.

Keep to the approximate times that you have allocated to cover topics, but do not rush through what you have to say. Vary the volume, pitch, and tone of your voice to fit the content. Record yourself and listen to the quality of your voice to make sure that it is expressive and can be easily understood. Listen to other podcasters or experienced radio hosts to hear how they engage with and build their audiences.

To further engage your audience, consider taking questions from listeners via email and answering them in your podcast. This can keep listeners interested by involving them in the creation of your show. You can also request that listeners leave feedback in the comments section of the website or application where your podcast is posted. Thank your listeners for their comments and respond to positive and constructive feedback.

## Post Your Podcast

Share your podcast on social media to reach a larger audience. Post your episodes with a short synopsis of the content to generate interest.



As you begin preparing your podcast, use the Podcast Organizer Worksheet to plan your episodes. This worksheet will help you outline how you would like the recording session to proceed and make sure that you keep the episode on track.

# Tools

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Because you will need a set of tools and equipment to produce a podcast, there may be some cost associated with getting started. Most of the basic tools are available with standard computers, phones, and tablets, but you may want to add enhancements or extras. Each device has benefits and drawbacks. You will need to consider which is most effective for you, your plans, and your type of podcast.

The basic tools include:

- A microphone
- A device (computer, phone, or tablet)
- Recording and editing software
- Headphones (optional)
- Camera (for video podcast)

# Technical Information

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**Follow these steps when you are ready to publish your podcast to a website or application:**

Upload your finished podcast files to a hosting service. These are available through various providers on the Internet. Podcasts can be accessed via websites, media libraries, media players, and aggregators, which are software programs used to collect, organize, and download podcasts.

Listeners can search online to find podcasts about numerous topics and listen to current and archived episodes.

Follow all regional laws regarding the use of copyrighted content. This information can be found online. For example, you may like a song, but you cannot use a copyrighted song in your podcast without permission. Instead, look for open source music online.



Technology advances quickly. Review the Podcasting Basics resource for suggestions to help you locate the information you need to create a podcast. For more comprehensive information, conduct your own research on podcasts and podcasting specific to your region and technology options.

# Review and Apply

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Before you complete the assignment, take a moment to read through the questions you see here. If you are not able to answer them comfortably, review the project.

- What personal interests can you use as subject matter for a podcast?.
- How will you assemble interesting content into a cohesive program?
- What public speaking skills will you apply to present a clear, engaging program for listeners?
- What tools do you need to upload podcasts to the internet for distribution to listeners?.

# Complete Your Assignment

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## Project Checklist

Now that you have read through the project, plan and prepare your speech or report. First, review your assignment.

### This project includes:

- Recording 60 minutes of podcast content
- A 2- to 3-minute introduction speech

The following list includes tasks for this project. Please remember, your project is unique to you. You can use the checklist here or complete the digital version in your project on Base Camp.

Create a podcast. (Review the materials in the project for steps.)

Write and record a minimum of 60 minutes of content. (Note: You are not required to post your podcast episodes on the internet if you choose not to.)

Schedule your speech with the Vice President Education.

Select a 5- to 10-minute segment from one of your episodes to share with your club.

Prepare a verbal introduction to the segment you intend to share.

Rehearse your introduction.

When all components of your assignment are finished, complete your self-reflection by adding what you have learned to the last column of the Know-Wonder-Learned activity.



# Evaluation Criteria



Review the criteria for the evaluation in this project. Your evaluator will use the following scale:

5 – Exemplary 4 – Excels 3 – Accomplished 2 – Emerging 1 – Developing

## Clarity

- 5 – Is an exemplary public speaker who is always understood
- 4 – Excels at communicating using the spoken word
- 3 – Spoken language is clear and is easily understood
- 2 – Spoken language is somewhat unclear or challenging to understand
- 1 – Spoken language is unclear or not easily understood

## Vocal Variety

- 5 – Uses the tools of tone, speed, and volume to perfection
- 4 – Excels at using tone, speed, and volume as tools
- 3 – Uses tone, speed, and volume as tools
- 2 – Use of tone, speed, and volume requires further practice
- 1 – Ineffective use of tone, speed, and volume

## Eye Contact\*

- 5 – Uses eye contact to convey emotion and elicit response
- 4 – Uses eye contact to gauge audience reaction and response
- 3 – Effectively uses eye contact to engage audience
- 2 – Eye contact with audience needs improvement
- 1 – Makes little or no eye contact with audience

## Gestures\*

- 5 – Fully integrates physical gestures with content to deliver an exemplary speech
- 4 – Uses physical gestures as a tool to enhance speech
- 3 – Uses physical gestures effectively
- 2 – Uses somewhat distracting or limited gestures
- 1 – Uses very distracting gestures or no gestures

## Audience Awareness\*

- 5 – Engages audience completely and anticipates audience needs
- 4 – Is fully aware of audience engagement/needs and responds effectively
- 3 – Demonstrates awareness of audience engagement and needs
- 2 – Audience engagement or awareness of audience requires further practice
- 1 – Makes little or no attempt to engage audience or meet audience needs

## Comfort Level

- 5 – Appears completely self-assured with the audience
- 4 – Appears fully at ease with the audience
- 3 – Appears comfortable with the audience
- 2 – Appears uncomfortable with the audience
- 1 – Appears highly uncomfortable with the audience

*\*Use these criteria to evaluate the 2- to 3-minute podcast introduction speech presented in person to the club.*

## Interest

- 5 – Fully engages audience with exemplary, well-constructed content
- 4 – Engages audience with highly compelling, well-constructed content
- 3 – Engages audience with interesting, well-constructed content
- 2 – Content is interesting but not well-constructed or is well-constructed but not interesting
- 1 – Content is neither interesting nor well-constructed

## Podcast

- 5 – Podcast content and delivery are exemplary
- 4 – Podcast content and delivery are highly engaging
- 3 – Content and delivery of podcast are engaging
- 2 – Podcast has some moments of quality content and/or delivery but could be stronger
- 1 – Podcast is less than engaging and/or delivery needs improvement

# Complete Your Project

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Once you have delivered your speech and received your evaluation, take a minute to review what you recorded under “Know” and “Wonder” in the Assess and Reflect section at the start of this project. Then add what you have learned while working through this project. Add up to five items.

## Learned

**For example:** I learned how to assemble interesting content into a cohesive program.

# Before You Move On

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## **Review Your Learning**

Review all the material in this project.

## **Deliver Your Speech**

Plan, practice, and deliver your speech.

## **Receive Your Evaluation**

Receive your evaluation and complete any other tasks required by your club.

## **Assess and Reflect**

When all components of your assignment are finished, complete your self-reflection by adding what you have learned to the last column of the Know-Wonder-Learned activity.

## **Congratulations!**

If you have completed every task, CONGRATULATIONS! You have completed your Create a Podcast project and you are ready to move on to your next project.



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