Planning your podcast:

Name your podcast (be creative and try to make it *catchy*.)

What's Your Format?

- Interview(s)
- Daily news break
- poetry
- music podcast (watch out for Fair Use!)
- weekly sportscast
- book reviews
- discussion panel

Structure – how will your podcast flow?

The flow of your podcast is very important. Think about what you want to say first, second, third – you get the idea. Skipping around can be very confusing. Think about reading a book or writing a paper. Normally you need to introduce an idea, talk about that idea, then summarize what you've talked about. (The other side of this sheet can be used as a reference for good structure for your podcasts.)

Your teacher will play a few examples of podcasts. What do you notice about the flow and/or structure of the podcasts? How do they start? How do they flow through the material? How do they end? Jot down a few notes below on what you noticed while listening.

Notes:

Finding Appropriate Music for your podcast:

The right music adds great feeling and tone to your podcast. It's important, however, that you find 'Podcast-Safe' music, or obtain permission to use the specific music tracks for your podcast. Otherwise you might end up in court and paying large fines to the makers of the music. (We'll talk about Fair Use today.)

Structure of a Podcast

Catch Line -
Definition: Simple and catchy phrase accompanying a logo or brand, that encapsulates a product's appeal or the mission of a firm and makes it more memorable. And which (when used consistently over a long period), becomes an important component of its identification or image. Also called slogan, strap line, or tag line.

Introduction –
A quick synopsis of your topic –> a *who/what/where/when/why* in just a few short sentences.

Body –
Like the body of a book, magazine article, report. The *main information or main idea* of your podcast.

Closing –
Summary of the main points, preview of the next episode, a reminder and replay of your catchline.

Do you want to add music? Just to the Catch Line and Closing? All the way through?

If so, remember about the idea of *Fair Use* and the four-part test:

* 1.1 Purpose and character
* 1.2 Nature of the copied work
* 1.3 Amount and substantiality
* 1.4 Effect upon work's value
* 1.5 Fair use and professional communities