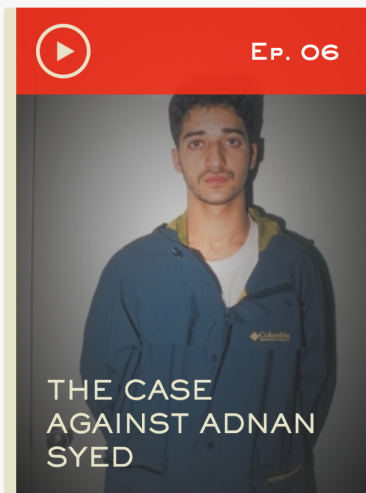
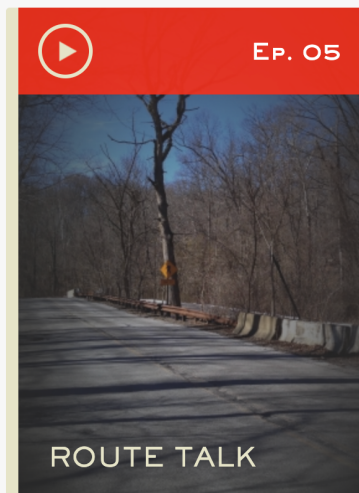
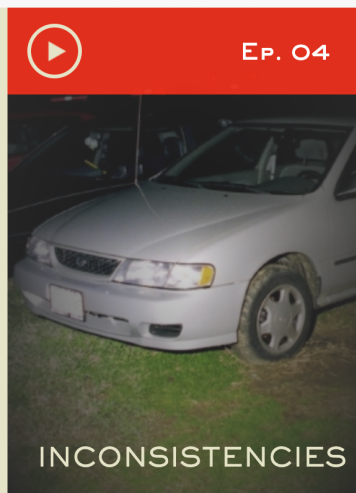
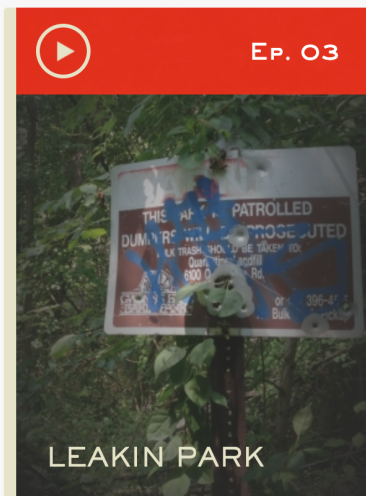
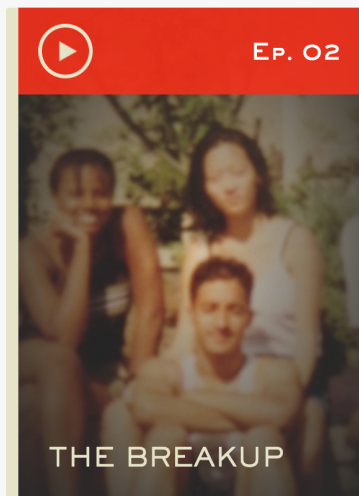
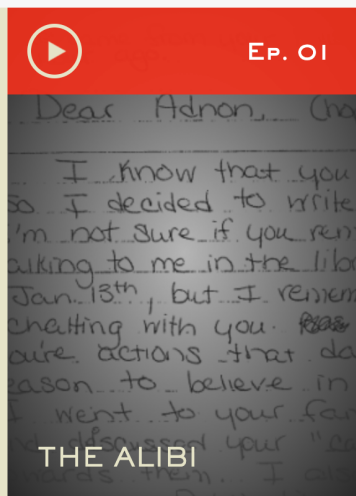


## **INTERPRETIVE EXERCISE: PLAN A PODCAST**



Plan a podcast. Brainstorm, plan and script a podcast episode. You may use the research you have done all semester for your final project, or you may choose to do something different. For instance, you could pitch a podcast for a museum or for an historical site. Feel free to draw upon your Public History knowledge.

### **Part I: Brainstorm:**

Answer the questions below to start thinking about what you would like to produce (your answers should be included in the “brainstorm” part of the assignment).

#### **1. Define your Audience – Who is my audience?**

<https://www.podcastinsights.com/podcast-statistics/>

#### **2. What kind of podcast will you create?**

- Interview and Talk Show
- Solo Scripted

- Narrative Radio (Storytelling podcasts, ex. *Serial*)
- Audio Drama

### 3. How frequently will your podcast run?

- Weekly? Monthly? Will it be a limited series (ex. 5 episodes?)

### 4. How long will episode be?

- Think about how your audience will listen your podcast?

### 5. How will you organize episodes?

- Will they tell one long form story over a set number of episodes (ex. *Serial*)?
- Or will you create a series of episodes on a particular topic (ex. *Ottoman History Podcast* or *1619*?) If the latter, will you plan seasons of your podcast?
- How many episodes will you have a week / month / season?
- How frequently will you release episodes?

### 6. What is the purpose of your podcast? What is the driving concept?

- What makes the project unique? Why will it draw listeners?

### 7. What is the title of your podcast?

- Does the title capture the purpose or animating idea for the podcast?

### 8. Where will you publish your podcast?

- Will you create a website?
- Will you publish it on Apple Podcasts?

## Part II: Write a short pitch for your podcast.

In a few sentences, explain to a potential grant granting organization, what the show is about, what makes it unique and why it is important. Be sure to include the title, the audience, the concept and overall purpose. How would you describe your podcast? What makes it unique?

My Podcast is called \_\_\_\_\_. It is about \_\_\_\_\_. It is a limited series / monthly / etc. Each episode focuses on \_\_\_\_\_. It will be released \_\_\_\_\_.

## Part III: Outline one episode of your podcast.

Think about the type of audio files that you would like to obtain for the episode. Will you conduct interviews? What kind of ambient sound will you include? Will you use music or ambient noise to transition between segments? Be sure to write out a voiceover script that ties each segment together. If you are stuck, create a three-act structure. Begin by introducing yourself and your show. Part I might function as an introduction that provides, introduces characters, etc. Present a conundrum. Remember you want to

hook your listeners. The second part could show how the conundrum plays out and the final part might show how the conundrum was resolved.

**Part IV: Select podcast cover art and write a description that would be used on Apple podcasts.**

This is a multistep assignment. Be sure to include all of the elements, and organize them clearly in your document. Include all four parts (the brainstorm, the pitch, episode outline and cover art, with the title and final description).

Please upload your assignment to CourseDen by 11:59 PM on Monday November 9.