



LESSON CONTENT TEMPLATE

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1. Template

Topic **PODCAST_ Lesson 1**

PODCAST IDEA

Introduction

Objectives

1. Understand Podcast medium
2. Find the podcast center
3. Have a draft of the podcast idea

In this lesson, we will learn...

1.What is a podcast.

Podcasting is a great medium for who wants to create material and tell something, using only the voice. Anyone can use it to express and explore their own interests, as well as meet people, gain experience, and just have fun, but podcast can also use to create content, give to someone a voice for an audience. But that is only the beginning for podcast's potential. Non-profits and organizations can give quick updates on their projects and items. The possibilities are endless. However, the experience and professionalism behind a lot of podcasts scares many into saying no to trying to create similar content, since they feel like they are not up to the industry standard. However, podcasting is a lot easier than you could ever think. There are award-winning podcasts that are done with the simplest possible set-up, and are enjoyed by thousands of people. Besides, if people are interested in the content, then they will listen, whether or not your content was recorded in a professional studio, or your basement.

2. What is the center.

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The best idea for a new podcast is to start out with a center. What is a center? Is a topic? Is you? Your experience? A place? A real one or some place that you want to create with you creativity? Is a topic? It's a character? Are your guests?

What is the CENTER FOR YOU?

Consider Your Interests: Everyone has subjects or hobbies that they enjoy. And it's likely that there are others who love the subject just as much as you do. So, what are your loves?

Consider your expertise: Another consideration to take when choosing a show is to ask yourself what are you an expert in? By having expertise in something, then you would have the opportunity to express that expertise to a larger audience, and to further your own expertise by researching deeper into your subject. Some of the best podcast are based around niche experts, who express their interest passionately through the airwaves. Your expertise should give value to your audience, and make them consider things that otherwise might be forgotten.

Think about your podcast like an open-space.

Maybe you are really good to put other people in a comfortable situation to express their-self, or you don't want to be alone in this podcast. So maybe your center are other people. Who are they? Why?

Listen others podcast: See What Others are Doing, and Do What They're Not: This is always a great way to find a unique idea. Listen and find podcast that you like, make a research always help to find inspiration and connections.

3.What is you idea.

So, at this point you have maybe two or tree option in your mind, or if you're lucky, one "center" very clear.

So, now you have the idea of you podcast, and you can star thinking about how you what to organize the content.

But first, if you have your idea in mind you will be able to complete easily this sentences.

- > My podcast is about.....
- > The main purpose of my podcast is...
- > You should listen my podcast if you are...
- > You should listen my podcast because...

Conclusions

If you have clear your center, your topic and your idea of the podcast, you have a good base to start your own first pilote episode!