

Find the style and segments

Module:
1

Course:
PODCAST

Topic 3: Pre-
paration

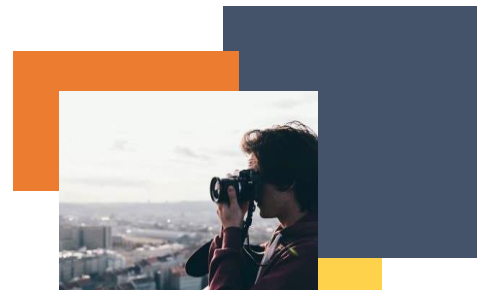
Lesson1:
Get ready to
record

Activity 2

- **Short Description:** Find the style and segments
- **Methodology:** read and create
- **Duration:** 2 hours
- **Difficulty (high - medium - low):** medium
- **Individual / Team:** Individual or teams
- **Classroom / House:** Classrooms
- **What do we need to do this activity?** Post-it

Description

- **Text description:** This activity helps student to choose the style of their own podcast starting to creative im-
putes and learn how to transform the content and the knowledge in a new form.
- **Instructions**
 1. STEP 1 |The professor has to guide the students thought the ideas and ask for feedback or implementation of the ideas starting from their specific content (have a look in the “table of content”- lesson 2 activity 3)



2. STEP 2 | Divide the content in segments and assign a letters
3. STEP 3 | Fill the recording plan

Expected outcomes: Segments plan and recording plan

IDEAS tests

Listener voicemail/audiofile

Feature short interviews or voicemails left by other people related to the world of Heritage or university (can be students or professors, tourist guides, or visitors, or researcher) . Voicemails can include a short story related to a past or testimonial, which illustrates something valuable they received from listening to your podcast. Can be a “fake”one.Maybe someone from the past or from the future

Games & curiosities

Game segments work exceptionally well with a live podcast or with a co-host, but can easily be implemented in pre-recorded shows. Improv segments, trivia, and audience participation games can be fun to involve your listeners in your episodes. You can set a games/quiz on what the audience have learned about your podcast about heritage and set into social media (ex instagram) and increase the engagement outside and inside the podcast

Question and answer

Answer a listener question in a segment specifically designed to engage your audience and create connections. If your podcast can start from a solid community (like into the university) fielding listener questions can also help you get future podcast ideas. You can also start to collect questions on the social media and then answer into the podcast

Affiliate heritage sites

Interviewing people, director, visitor from a affiliate heritage (like a museum) lets your audience needs to know you believe that go, visit, feel the heritage. Featuring affiliates on your podcast creates a personal touch that adds credibility to the activities and services you are telling in the podcast

Tips & tricks

Include a free tip or useful tidbit within each episode. Advice and content is an excellent audience builder and a way to foster trust among your listeners. (ex. At what time the light in a sites is the best for make photos...)

Featured quote or excerpt

Share a short excerpt or inspirational quote from an article, book, or other pieces of content. As long as it offers something of value to your listeners, it's fair game!

Flashback

Time travel with flashbacks to re-emphasize about history. Try to imagine how can works your time machine and in which way you can think about Heritage today though telling stories of the past.

Listener comment, tweet, or review

Engage your audience on social media asking them to post something with the hashtag of your podcast. Create a unique hashtag for listeners to use on social media to encourage interaction among your listeners. Hashtags help to continue the discussion about your podcast topic on another medium, raise awareness of your show, and attract new listeners. (ex. A photo of a building that have a “fun fact” to know) and you can choose to talk during the podcast show about it!



Fun/random fact

Take a deep dive into your podcast's subject matter by bringing to light hidden truths in a segment dedicated to facts and educational tidbits. Segments like these are a fun way to explore the ins and outs of a specific topic and share content listeners are unlikely to get anywhere else.

Episode recap

In the Information Age, recapping your episode so they're more digestible is a helpful service to your listeners. End your show with a brief review and give your audience a few bullet points of your content's most salient takeaways.

Tell a story

Of course, you can share an interesting story with your listeners whenever you feel like it, but giving an anecdote its own segment helps it stand out and makes the message easier to remember.



SEGMENTS

O-CITY PODCAST



SEGMENTS (WHAT CONTENT DO YOU WILL REGISTER)

LETTERS

ex. topic 1 and topic 2

A

B

C



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Recording plan

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DATE

Letter and take

NOTES

13 08 2021

A/1

*Not good, my voice
trembled*

13 08 2021

A/2

Perfect! this one

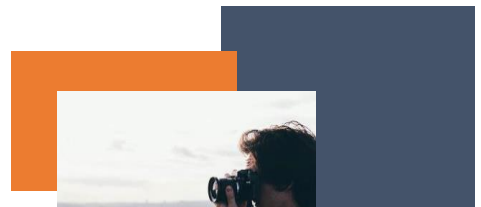
16 08 2021

B/1

*Good interview but
remember to cut when
he mentioned the past
administration*



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DATE

Letter and take

NOTES



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