**PLAN A PODCAST**

1. **Define purpose**
   Why are you doing this podcast? What purpose will it serve for you and for your audience? Think about what interests you.

2. **Determine audience**
   Who will your audience be? What do you know about them? What do they already know about your topic?

3. **Find Examples**
   Find some existing podcasts that you like (whether it’s the content, delivery and/or speakers). What tone do you like? Personality? Style?

   We like: Stuff You Should Know, The Moth, Snap Judgment and Radiolab

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**GUIDES.LIB.UNC.EDU/MRC**

Drop-in help available in the Media Lab at the MRC:
M-Th 8am-9:45pm | Fri 8am-4:45pm | Sun 2pm-9:45pm
4 Brainstorm content
How long do you want your podcast to be? What information do you want to include?

5 Brainstorm Audio
What music and/or sound effects do you want to include? What purpose will it serve for you and for your audience?
### Script It

Decide exactly what will be said and include the duration of each segment.

<table>
<thead>
<tr>
<th>Section</th>
<th>Time</th>
<th>Script/Dialogue/Music</th>
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<tbody>
<tr>
<td>Intro</td>
<td></td>
<td>This podcast is brought to you by...</td>
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<td>Intro Music</td>
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<td>Overview</td>
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<td>Closing Music:</td>
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<td>Outro/Closing Remarks</td>
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## Practice Speaking

- Find a quiet room
- You can stand or sit
- Maintain the same distance from the mic

- Speak slowly
- Speak softly
- Speak consistently
- Let your personality show