



CREATE A PODCAST

LEVEL 4 PROJECT



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INTRODUCTION

For decades, radio broadcasts have provided information and entertainment to listeners. Since the beginning of the twenty-first century, a new medium has gained prominence—the podcast. It's similar in some ways to a radio broadcast but can be created and published on the Internet by anyone with a personal computer and a microphone. Like speeches, podcasts can be created for many different purposes—to educate, entertain, or inform listeners.

In technical terms, a podcast is an audio or video file containing content that can be downloaded from the Internet. It is a relatively low-cost method of producing and publishing your message.

In this project, you will choose one or more of your personal interests as the subject(s) for a podcast, create interesting content and organize it into a cohesive program, record the program, and upload it to the Internet. You will use your public speaking skills to enhance the message of your podcast.

YOUR ASSIGNMENT

For all assignment details and requirements, review the Project Checklist on page 11.



Purpose: The purpose of this project is to introduce you to the skills needed to organize and present a podcast.

Overview: Use this project and your own research to create a podcast. Record a minimum of 60 minutes of content. You are free to divide the episodes as you choose. Each separate episode must be at least 10 minutes, but may be longer if it fits your topic and style. After you record all content, play a 5- to 10-minute segment in your club. Introduce the segment in a 2- to 3-minute speech.

Throughout this project you will see icons in the margins next to the text. These icons indicate additional resources available online.



Video: Sign in to Base Camp to watch a video that supports this project.



Interactive Activity: Sign in to Base Camp to complete an interactive activity.



Resource: Sign in to Base Camp to view this resource online.

ASSESS YOUR SKILLS

Evaluate your current skill level by rating each statement.



Select the appropriate number based on your skills today:

5
EXEMPLARY

4
EXCEL

3
ACCOMPLISHED

2
EMERGING

1
DEVELOPING

Pre-Project					Statement	Post-Project				
5	4	3	2	1	I understand what a podcast is and different podcast formats.	5	4	3	2	1
5	4	3	2	1	I know how to assemble interesting content into a cohesive program.	5	4	3	2	1
5	4	3	2	1	I am comfortable acting as the host for a recording.	5	4	3	2	1
5	4	3	2	1	I can speak to listeners in an interesting and engaging way.	5	4	3	2	1
5	4	3	2	1	I am confident showcasing my interests in a podcast format.	5	4	3	2	1
5	4	3	2	1	I recognize how this project applies to my life outside of Toastmasters.	5	4	3	2	1

COMPETENCIES

The following is a list of competencies that you will learn and practice in this project.

- Identify personal interests and use them as subject matter for a podcast.
- Assemble interesting content into a cohesive program.
- Apply public speaking skills to present a clear, engaging program for listeners.
- Upload podcasts to the Internet for distribution to listeners.

HOW TO DEVELOP YOUR PODCAST

First, choose a topic in which you're interested and have expertise. If you have not listened to a podcast, take the time to find a few to review. You can find podcasts by searching for them on the Internet by topic. There is a series of podcasts about Toastmasters that can be found on the website at www.toastmasterspodcast.com.

Some popular categories include news, comedy, music, stories, sports, technology, art, and culture.

Choose a title for your podcast that's unique, gives listeners an idea of the content you'll be providing, and fits the style of the show (e.g., humorous or informative). Ideally, your title will be short and memorable.

TYPES OF PODCASTS

The podcasts discussed in this project are talk show, informational, and entertainment. These types may be used in combination. Choose the one that best fits your interests and content.

Talk Show Podcast

A talk show is conversational or question-and-answer-based. It may involve multiple co-hosts and guest speakers discussing topics related to the show's theme. This format is used to interview experts or to hold a conversation between two or more parties.

Informational Podcast

An informational show is a format to share your expertise with your audience. It can have a single or multiple hosts.

Entertainment Podcast

A podcast created for entertainment may be informal or even fictional. Be creative in thinking of ideas for presenting your chosen subject matter.

CREATE COMPELLING CONTENT

Audience

Your expertise and interests, as well as the interests of an audience, drive the content of your podcast.

Consistency

Post new episodes consistently. Posting every day can be difficult for you and too much for listeners. Stick to a regular weekly schedule to engage listeners without overwhelming them.

Planning

Whether you have experience with podcasting or you're new to this medium, planning is important. It ensures that you're not rushing to find guests or think of new topics to discuss at the last minute.



CHOOSE A THEME

You have decided on your topic, the format of your podcast, and a memorable title. For each episode, stick to one main theme. This helps keep the show focused and maintains the audience's attention. Segments of the show can concentrate on different topics under the unifying theme.

For example, in the first episode you could discuss leadership skills learned in Toastmasters and feature interviews with club officers. Another episode could feature speech contest winners who would be interviewed about how they developed their public speaking skills.

Plan which topics and guests will be scheduled in each episode. Invite guests well in advance so that they are available when you would like to interview them. Provide them with background information about the purpose of your podcast and how long you expect the interview to last.

If you would like, you can provide them with the open-ended interview questions before the actual interviews so that they can think about their responses. This can result in a more polished and professional-sounding podcast.

Some tips to remember when conducting interviews include:

- Always treat your guests professionally and respectfully.
- Listen to the guest's response to questions without interrupting.
- If the guest goes off topic or doesn't answer the question, politely remind him of the question.
- If the guest continues talking and time is running short, politely thank him. Either move on to the next question or conclude the interview as appropriate.
- Remain calm and in control of the interview.

Scripting Your Podcast

Create a brief introduction that you will use at the beginning of each podcast. Introduce yourself and the overall topic of your podcast. If you want your podcast to be informal and conversational, there is no need to script everything you say. Instead, draft an outline with key points about the topics that you will be discussing.

As with any speech, make sure each segment has an opening, body, and conclusion, with smooth transitions between each. For example, introduce each guest before you ask some open-ended questions. When the allotted time for the interview is over, conclude by briefly summarizing what was discussed and thanking the guest by name.

Below is a sample podcast schedule you can modify to fit your needs.

Segment	Description	Timing
Opening	Introduce your podcast	1 minute or less
Topic 1	Introduce your first topic for the day	Approximately 3 minutes
Interview 1	Interview your first guest	Approximately 3 minutes
Optional	Include a short break here, if necessary	15-30 seconds
Topic 2	Introduce your second topic for the day	Approximately 3 minutes
Interview 2	Interview your second guest	Approximately 3 minutes
Optional	Include time to respond to questions or listen to input from listeners	1-2 minutes
Closing Remarks	Thank your guests and listeners, and include information about the next show to pique the audience's interest	Approximately 1 minute

CONDUCT YOUR PODCAST

SPEAKING TO ENGAGE LISTENERS

When you and your audience cannot see each other, your voice must bridge the gap between you. Use all of your public speaking skills to engage your listeners. Speak with confidence and enthusiasm. Tell your audience why you are passionate about your topic, how it relates to them, and what they will gain by listening.

Keep to the approximate times that you have allocated to cover topics, but do not rush through what you have to say. Vary the volume, pitch, and tone of your voice to fit the content. Record yourself and listen to the quality of your voice to make sure that it is expressive and can be easily understood. Listen to other podcasters or experienced radio hosts to hear how they engage with and build their audiences.

To further engage your audience, consider taking questions from listeners via email and answering them in your podcast. This can keep listeners interested by involving them in the creation of your show. You can also request that listeners leave feedback in the comments section of the website where your podcast is posted. Thank your listeners for their comments and respond to positive and constructive feedback.

Share your podcast on social media to reach a larger audience. Post your episodes with a short synopsis of the content to generate interest.



As you begin preparing your podcast, use the Podcast Organizer Worksheet on page 16 to plan your episodes.

This worksheet will help you outline how you would like the recording session to proceed and make sure that you keep the episode on track.

TOOLS

Because you will need a set of tools and equipment to produce a podcast, there may be some cost associated with getting started. Most of the basic tools are part of the available hard or software included with a computer, but you may want to add enhancements or extras.

The basic tools include:

- A microphone
- A recording device (most likely a computer)
- Recording and editing software
- Headphones (optional)
- Camera (for video podcast)

TECHNICAL INFORMATION

Follow these steps when you are ready to publish your podcast to the Internet:

- Upload your finished podcast files to a hosting service. These are available through various providers on the Internet. Podcasts can be accessed via websites, media libraries, media players, and aggregators, which are software programs used to collect, organize, and download podcasts.
- Listeners can search online to find podcasts about numerous topics and listen to current and archived episodes.
- Follow all regional laws regarding the use of copyrighted content. This information can be found online. For example, you may like a song, but you cannot use a copyrighted song in your podcast without permission. Instead, look for open source music online.

Technology advances quickly. Review the Podcasting Basics resource on page 18 for suggestions to help you locate the information you need to create a podcast. For more comprehensive information, conduct your own research on podcasts and podcasting specific to your region and technology options.



REVIEW AND APPLY

Before you complete the assignment, take a moment to read through the questions you see here. If you are not able to answer them comfortably, review the project.

- What personal interests can you use as subject matter for a podcast?
- How will you assemble interesting content into a cohesive program?
- What public speaking skills will you apply to present a clear, engaging program for listeners?
- What tools do you need to upload podcasts to the Internet for distribution to listeners?

COMPLETE YOUR ASSIGNMENT



Now that you have read through the project, plan and prepare your speech or report.

Review: Return to page 2 to review your assignment.



Organize: Use the Project Checklist on page 11 to review the steps and add your own. This will help you organize and prepare your assignment.

Schedule: Work with the vice president education to schedule your speech.



Prepare: Prepare for your evaluation. Review the evaluation resources on pages 13-15 and share all resources with your evaluator before your speech. You may choose to share your evaluation resources online.

PROJECT CHECKLIST

Create a Podcast

Purpose: The purpose of this project is to introduce you to the skills needed to organize and present a podcast.

Overview: Use this project and your own research to create a podcast. Record a minimum of 60 minutes of content. You are free to divide the episodes as you choose. Each separate episode must be at least 10 minutes, but may be longer if it fits your topic and style. After you record all content, play a 5- to 10-minute segment in your club. Introduce the segment in a 2- to 3-minute speech.

This project includes:

- Recording 60 minutes of podcast content
- A 2- to 3-minute introduction speech

Below are tasks you will need to complete for this project. Please remember, your project is unique to you. You may alter the following list to incorporate any other tasks necessary for your project.

Create a podcast. (Review the materials in the project for steps.)

Write and record a minimum of 60 minutes of content. (Note: You are not required to post your podcast episodes on the Internet if you choose not to.)

Schedule your speech with the vice president education.

Select a 5- to 10-minute segment from one of your episodes to share with your club.

EVALUATION FORM

Create a Podcast

Member Name _____ Date _____

Evaluator _____ **Speech Length:** 2- to 3-minute intro
5- to 10-minute podcast segment

Speech Title _____

Purpose Statements

- The purpose of this project is for the member to be introduced to the skills needed to organize and present a podcast.
- The purpose of this speech is for the member to introduce his or her podcast and to present a segment of the podcast.

Notes for the Evaluator

During the completion of this project, the member learned about and created a podcast.

About this speech:

- You will evaluate the member as a presenter on the podcast.
- The member will present well-organized podcast content. The podcast may be an interview, a group discussion, or the member speaking about a topic.
- The member should demonstrate excellent speaking skills.
- Regardless of the topic or style, the podcast should be engaging to the audience.
- This speech should not be a report on the content of the "Create a Podcast" project.

General Comments

You excelled at:

You may want to work on:

To challenge yourself:

EVALUATION FORM – Create a Podcast

For the evaluator: In addition to your verbal evaluation, please complete this form.

5 EXEMPLARY	4 EXCELS	3 ACCOMPLISHED	2 EMERGING	1 DEVELOPING	
Clarity: Spoken language is clear and is easily understood					Comment:
5	4	3	2	1	
Vocal Variety: Uses tone, speed, and volume as tools					Comment:
5	4	3	2	1	
Eye Contact: Effectively uses eye contact to engage audience*					Comment:
5	4	3	2	1	
Gestures: Uses physical gestures effectively*					Comment:
5	4	3	2	1	
Audience Awareness: Demonstrates awareness of audience engagement and needs*					Comment:
5	4	3	2	1	
Comfort Level: Appears comfortable with the live audience					Comment:
5	4	3	2	1	
Interest: Engages audience with interesting, well-constructed content					Comment:
5	4	3	2	1	
Podcast: Content and delivery of podcast are engaging					Comment:
5	4	3	2	1	

**Use these criteria to evaluate the 2- to 3-minute podcast introduction speech presented in person to the club.*

EVALUATION CRITERIA

Create a Podcast

This criteria lists the specific goals and expectations for the speech. Please review each level to help you complete the evaluation.

Clarity

- 5 – Is an exemplary public speaker who is always understood
- 4 – Excels at communicating using the spoken word
- 3 – Spoken language is clear and is easily understood
- 2 – Spoken language is somewhat unclear or challenging to understand
- 1 – Spoken language is unclear or not easily understood

Vocal Variety

- 5 – Uses the tools of tone, speed, and volume to perfection
- 4 – Excels at using tone, speed, and volume as tools
- 3 – Uses tone, speed, and volume as tools
- 2 – Use of tone, speed, and volume requires further practice
- 1 – Ineffective use of tone, speed, and volume

Eye Contact*

- 5 – Uses eye contact to convey emotion and elicit response
- 4 – Uses eye contact to gauge audience reaction and response
- 3 – Effectively uses eye contact to engage audience
- 2 – Eye contact with audience needs improvement
- 1 – Makes little or no eye contact with audience

Gestures*

- 5 – Fully integrates physical gestures with content to deliver an exemplary speech
- 4 – Uses physical gestures as a tool to enhance speech
- 3 – Uses physical gestures effectively
- 2 – Uses somewhat distracting or limited gestures
- 1 – Uses very distracting gestures or no gestures

Audience Awareness*

- 5 – Engages audience completely and anticipates audience needs
- 4 – Is fully aware of audience engagement/needs and responds effectively

- 3 – Demonstrates awareness of audience engagement and needs
- 2 – Audience engagement or awareness of audience requires further practice
- 1 – Makes little or no attempt to engage audience or meet audience needs

Comfort Level

- 5 – Appears completely self-assured with the live audience
- 4 – Appears fully at ease with the live audience
- 3 – Appears comfortable with the live audience
- 2 – Appears uncomfortable with the live audience
- 1 – Appears highly uncomfortable with the live audience

Interest

- 5 – Fully engages audience with exemplary, well-constructed content
- 4 – Engages audience with highly compelling, well-constructed content
- 3 – Engages audience with interesting, well-constructed content
- 2 – Content is interesting but not well-constructed or is well-constructed but not interesting
- 1 – Content is neither interesting nor well-constructed

Podcast

- 5 – Podcast content and delivery are exemplary
- 4 – Podcast content and delivery are highly engaging
- 3 – Content and delivery of podcast are engaging
- 2 – Podcast has some moments of quality content and/or delivery but could be stronger
- 1 – Podcast is less than engaging and/or delivery needs improvement

**Use these criteria to evaluate the 2- to 3-minute podcast introduction speech presented in person to the club.*

PODCAST ORGANIZER WORKSHEET

Podcast Title

Date to air _____ Total length _____

Software _____

Logistics

Host _____ Co-host _____

Guest 1 _____ Guest 2 _____

Guest 3 _____ Other _____

Show Outline

Introduction	
Segment 1 Topic: Time:	
Segment 2 Topic: Time:	

Show Outline (continued)

<p>Segment 3</p> <p>Topic:</p> <p>Time:</p>	
<p>Closing</p>	
<p>Additional content</p>	



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