

## DIGITAL STORYTELLING (DST): SPECIALIZED ASSIGNMENT 9

### PODCASTING: PRE-PRODUCION - KEEP THE AUDIENCE IN MIND

#### Phase 1) Define who you expect your audience to be

- Brainstorming: why do people listen to podcasts? Make a quick poll on Google Forms among 5 people you know who listen to podcasts. Ask them: Why? When? Where? How?
- Think of your storytelling concept: Who will listen to your podcast and why? Write down a couple of potential reasons.
- Draw a profile of potential listeners.

#### Phase 2) Tailoring your storytelling to the audience

- Now that you know who your audience might be, decide on the following aspects:

##### **FORMAT**

- What kind of podcast format will you use: a solo-cast? An interview? Informative reporting? A conversation? See a glossary below (\*
- Why is this format effective for my intended audience?
- What are the strengths of this format I chose?
- What are the challenges of this format I chose?

##### **TOPIC**

- What is the podcast about? What will it include?
- What is the podcast not about? What will it not include?
- Will there be a host and guests? Why/not?

##### **DURATION**

- How long will the podcast be?
- Am I going to split my storytelling into episodes? How? (remember that each episode should follow the storytelling arc and should include the basic elements of storytelling into each episode)
- Why do I want / not want to serialize my podcast?

##### **MUSIC AND SOUND EFFECTS**

- Which music will I add? When? To what effect?
- Will I use sound effects? Which? Why? When?

\*)

<b>Solo cast</b>	One host speaking on a subject, carrying an episode solo (alone)
<b>Interview</b>	One host speaks with one interviewee about a topic
<b>Informative reporting</b>	One host gives information or describes something in an organized, objective way, without analysis or recommendations
<b>A conversation</b>	Two hosts talk about a topic, taking turns to express opinion

