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| Week**Scheme of Work - *Podcasting*** | Topic | Resources needed |
| 1 | What is a podcast? * Discussion on the podcasts we listen to. What makes a ‘good’ podcast?
* Listen to clips from several different types of podcasts.

Research * What podcast would you like to make?
* Who are your competitors?
* Deconstruction of a similar existing podcast for research
 | Internet accessHOME – students listen and make notes on 3 podcasts to start discussion next lesson. |
| 2 | Technology needed to create a successful podcast* Practice with the technology (mics, software etc.) to look at the possibilities on offer.
* Record and edit ‘live’ test show
 | micslaptopsmic standsrecording booth |
| 3 | Research and development (students placed into groups) – developing skills to make content deeper and richer.* Finding a topic – what’s your USP
* Creating a structure for a show.
* Script-writing or improv? Listen to both examples.
* Writing process begins
 | Internet accesslaptopsHOME – students work on their structure and script…bring in plans for next lesson |
| 4 | Writing – skills needed to create structure for your podcast* Rehearsals and timings
 | laptops |
| 5 | Production – tutorial on garageband* Recording the finished product
 | micslaptopsmic standsrecording booth |
| 6 | Production & editing* Using garageband…editing the product
 | micslaptopsmic standsrecording booth |
| 7 | Editing and sound effects / music* Explore post-production techniques to give product polish
* Uploading and publishing on Spotfiy / itunes etc.
 | micslaptopsmic standsrecording booth |
| 8 | Producing a 2nd episode with time restrictions; drawing on skills and knowledge learnt throughout the previous 7 weeks. * 90 min challenge to record, edit and upload a podcast.
 | Internet accessLaptops |
| 9 | End of course* Listen to each other’s podcasts
* Reflection on the course.
* How to keep the momentum of podcasting / employment opportunities.
 | ComputerInternet Access |

**Course Overview**

This is largely a practical course that places an emphasis on planning, producing and uploading content to share with the general public. It draws upon students’ existing interests and technical production skills, but is also designed to accommodate beginners. In the first three weeks we examine existing content with a view to what type of podcast would students wish to produce; start planning original programming in small groups; and practice using the recording and editing equipment. The middle three lessons require students to realise their ideas – recording, editing and uploading. This is followed by building on the students’ newfound skills and enthusiasms and involves producing, editing and uploading a completed product within the 90min lesson time-frame. The last week offers an opportunity to listen to each other’s podcasts, share good practice and reflect on how to keep the momentum going.

**Employment Opportunities**

Until recently, podcasting was purely a hobby, practiced in bedrooms and basements, but it's a medium that's always continued to grow. We now live in an age where there are businesses built around podcasting – and that means it's an industry with actual paid work available too. Here are some things to consider with regards to next moves working with the medium;

Create a website (use a free host site like Wix) with links to your podcast and any other content you're proud of. Depending on the area you specialise in, you might create a short video or audio clip talking about your work and your skillsets. There's scope for doing a short demo or showreel too, so someone can hit play and immediately sample your best stuff.

Make sure you have at least one podcast that you've demonstrated a bit of staying power with. It's a funny phrase to use in podcasting, but you need to show people you aren't just all talk. Whatever it is though, you should be prepared to learn and take on other roles. Most fledgling podcast businesses have small teams, and you might need to become a bit of an all-rounder in the early days.

There are a few excellent resources out there that'll help keep you right up-to-date on all things podcasting.

* [Podnews](https://podnews.net/) – Essential daily email briefing, which is complimented by its own podcast. They've also recently added a dedicated Podcasting Jobs board too.
* [Podcasters Roundtable](http://podcastersroundtable.com/) – Discussion on everything from podcasting good practices to the latest industry news stories.
* [New Media Show](https://newmediashow.com/) – Analysis, updates, and opinions on industry news.
* [HotPod](https://hotpodnews.com/) – Long serving weekly newsletter. Takes a deep dive into the latest developments within the podcast industry.
* [The Feed](https://thefeed.libsyn.com/) – Industry updates from the official podcast of media host Libsyn. A must-listen, even if you aren't a Libsyn customer.
* [Podcast Business Journal](https://podcastbusinessjournal.com/) – Daily headlines from the podcasting world.

Also remember – the Godalming Media Department would be delighted if you spent your lunch times and free lessons indulging in your new -found passion! Use the resources…they’re there for you to access from 8.30am to 4.30pm.

**Getting started**

<https://www.buzzsprout.com/how-to-make-a-podcast?gclid=CjwKCAjwuqfoBRAEEiwAZErCstPDh60PFg8-3fRzIdpvI-FSzB5i97jolxwPCwXfS6mfLX_ScdrXpBoC8zIQAvD_BwE>

<https://www.shoutmeloud.com/tips-for-starting-podcast-beginners.html>

<https://www.thepodcasthost.com/equipment/the-best-podcasting-microphones-on-the-market/>

**Inspiration**

<https://www.vulture.com/2018/12/the-10-best-podcasts-of-2018.html>

<https://screenrant.com/best-top-podcasts-all-time/>

<https://www.bbc.co.uk/sounds>

<https://www.makeuseof.com/tag/best-podcasts-on-spotify/>

<https://www.theguardian.com/media/2016/oct/28/how-to-make-podcast-now-hear-this-marc-maron-lauren-lapkus>

**Practical ‘how to’ websites…taking it further**

<https://resonaterecordings.com/2018/07/garageband-tutorial-for-podcasting/>

<https://www.dummies.com/computers/macs/how-to-create-podcasts-in-garageband/>

<https://www.youtube.com/watch?v=xhesskgmIsQ>

<https://libsyn.com/>

<https://www.youtube.com/user/libsyntutor>

<https://www.lifewire.com/what-is-podcast-metadata-4063910>

**Books**

*Profitable Podcasting: Grow Your Business, Expand Your Platform, and Build a Nation of True Fans* – Stephen Woessner

*Podcasting for Dummies* – Tee Morris and Chuck Tomasi