



Course Code & Title	LISS324 How to Produce an Effective Podcast			
Convenor(s)	<a href="#">Media Players International</a> : Tim Grout-Smith & Lily Poberezhksa			
Institution	King's College London	Department	LISS DTP	
Academic Year	2021-22	Term	Spring	
Number of sessions	2	Research Platform	Knowledge Exchange & Co-generation	Length of Session(s) 2 half-day sessions
Day, Date		Start : End	Room Location	
Monday 11 April 2022 Tuesday 12 April 2022		09:15-13:00 09:15-13:00	Online, via Zoom	
Enrolment Links:	<a href="#">Click here</a> to enrol on this online course – you may be prompted to log in to SkillsForge			

### Course Description:

This is a two-day workshop designed specifically for PhD students and early career researchers who want to learn how to create effective podcasts and communicate their research to various audiences. The trainers, ex-BBC journalists with decades of training experience, prepare exercises and help you develop your podcast in a talk format, and equip you with the interviewing skills necessary to make an interview/conversation style podcast.

The workshop **does not** offer training in technical skills (the ‘nitty-gritty’ of recording and editing a podcast), but the trainers supply the participants with a comprehensive list of online resources to help with using recording and editing hardware/software as well as choosing the best hosting platforms for podcasts.

### Course Objectives

The course enables participants:

- to communicate effectively in their podcasts
- to pitch their podcasts correctly to the intended audience
- to choose the best format for their podcast

### Learning Outcomes

- To understand the challenges of attracting online audiences
- to be able to pitch a podcast correctly to the intended audience, including non-specialist ones
- to know how to tell a good story in a podcast
- to know how to plan, structure and present a podcast
- to know how to interview colleagues for a podcast
- to be able to record a podcast in both straight talk and interview formats



#### Schedule

#### Day 1

**0915** Introductions. What makes an effective podcast. Communication: getting through versus giving out. Pitching correctly to the audience. Telling a good story in a podcast. Discussion of podcast examples (what works and what doesn't)

#### **1100 Coffee break**

**1115-1200** Podcast as a 'conversation' with the audience. Tips for interviewers in **interview/conversation** type podcasts. Getting a conversational tone in a **talk** format. The role of sound/video illustrations. Preparing and structuring a podcast

**1200-1300** Preparation in pairs for recording an interview podcast

#### **Day 2 (participants work in two separate groups/Zoom meetings)**

**0915-1100** Recording and playback of a 4 min interview type **video/audio** podcast in pairs. Discussion and feedback.

#### **1100-1115 Tea/coffee break**

**1115-1300** Preparing, recording and playback of a 3 min talk podcast (**video/audio**). Discussion and feedback

#### **Eligibility:**

You must be a PhD student at one of the LISS DTP partner institutions (QMUL, KCL, or Imperial). You should be using social science methodologies in your research.

LISS ESRC funded students and Postdoc Fellows have priority registration.

#### **Technical Requirements:**

The training is delivered via Zoom.

#### **Pre-course preparation:**

Participants will be required to fill in a questionnaire to be sent to the trainers a week before the workshop and to draft a script of their 3-minute 'straight talk' podcast on a topic of their choice. Please write to [liss-dtp@kcl.ac.uk](mailto:liss-dtp@kcl.ac.uk) if you have not received and returned a questionnaire by 5pm on 6 April 2022 (once registered on SkillsForge).

#### **Number of students:** 12 max