London Interdisciplinary Social Science Doctoral Training Partnership

Advanced Research Methods in Social Sciences

Course Code & Title	**LISS324 How to Produce an Effective Podcast**				
Convenor(s)	[Media Players International](#): Tim Grout-Smith & Lily Poberezhska				
Institution	King's College London	**Department**	LISS DTP		
Academic Year	2023-24	**Term**	Summer		
Number of sessions	2	**Research Platform**	Knowledge Exchange & Co-generation	**Length of Session(s)**	2 half-day sessions
Day, Date		**Start : End**		**Room Location**	
Thursday 18th April 2024 Friday 19th April 2024		09:15-13:00 09:15-13:00		Online, via Zoom	
Enrolment Links:	Available to book on SkillsForge from **Tuesday 2 April 2024**. Click to log in and register: https://training.kcl.ac.uk/kcl/#he/dev/eventDetails,;em,providerCode=LISS,providerOrgAlias=kcl,number=324,; Questions? Visit our Training FAQ here: [Frequently Asked Questions - LISS DTP (liss-dtp.ac.uk)](#)				

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.

Number of students: 12 max