

Podcast Bootcamp Spring 2018

9-week workshop agenda

Week 1

Monday, February 26

What is a podcast? Explore different genres and ways to tell a story in audio podcasting. Learn what makes a good listening experience. **Instructor: Laura Klivans**

Wednesday, February 28

Podcast formats: Deconstruct different podcast formats to examine the elements. **Instructor: Sam Harnett**

Week 2

Monday, March 5

The pitch: Pitching a podcast, understanding the audience, story format, and why the idea is made for podcasting. **By now you should have a pitch for the podcast you will create.**
Instructor: Anna Sale

Wednesday, March 7

Multi-track recording equipment & interviewing. Hands-on practice with multi-track recording equipment with tips on collecting different types of tape. Introduction to the audio interview. **Bring all your recording gear with you to this class!**
Instructor: Lacy Roberts

Week 3

Monday, March 12

Audio editing 1 with Adobe Audition. **Instructor: Lacy Roberts**

Tuesday, March 13

Optional Guided Lab

Wednesday, March 14

Audio editing 2 with Adobe Audition. **Instructor: Lacy Roberts**

Week 4

Monday, March 19

Planning the interview in depth. Overview of good interview recording techniques, the role of the interview, and narrated vs. non-narrated audio stories. **Instructor: Lisa Morehouse**

Wednesday, March 21

Gather tape beyond the interview. Collecting music, ambient sounds, archival tape, etc. and organizing the audio assets.
Instructor: Julie Caine

Week 5

Monday, March 26

Editing the interview: the process of editing the interview/s for story development. **Instructor: Lisa Morehouse**

Wednesday, March 28

Writing for audio: Best practices for podcast script-writing and formatting an audio-only script. **Instructor: Ben Manilla**

Week 6

Monday, April 2

Voice: Understand the nuances of voice, what makes a good narrator or host. Learn techniques for developing compelling voice for audio recordings from a voice coach. **Instructor: Hana Baba**

Wednesday, April 4

Writing for audio expanded & editing: more on writing for audio, script editing, and working with an editor.
Instructor: Ben Manilla

Week 7

Monday, April 9

Scoring and sound design: Understand scoring and the art of sound design to accompany the audio podcast.
Instructor: Claire Mullen

Tuesday, April 10

Optional Guided Lab

Wednesday, April 11

Workflow & productivity: Tools & workflows for working with multiple files, reporters, editors, and producers for organizing a podcast series. **Instructor: Claire Mullen**

Week 8

Monday, April 16

Budgeting & monetization: Budgeting resources for the series. Exploring monetization such as advertising, merchandising, affiliate marketing opportunities.
Instructor: Megan Jones

Tuesday, April 17

Optional Guided Lab

Wednesday, April 18

Launch strategies: How to build an audience, cross-promoting, and pitching for greater exposure.
Instructor: Sam Harnett

Week 9

Monday, April 23

Marketing the podcast series: Often overlooked but equally as important – marketing tools and techniques.
Instructor: Megan Jones

Tuesday, April 24

Optional Guided Lab

Wednesday, April 25

Showcase & Cocktail Party: Come prepared to listen to the pilot episode of each participant's podcast & hear pitches for their launch to sustainability plan. **Instructor: Graelyn Brashear**