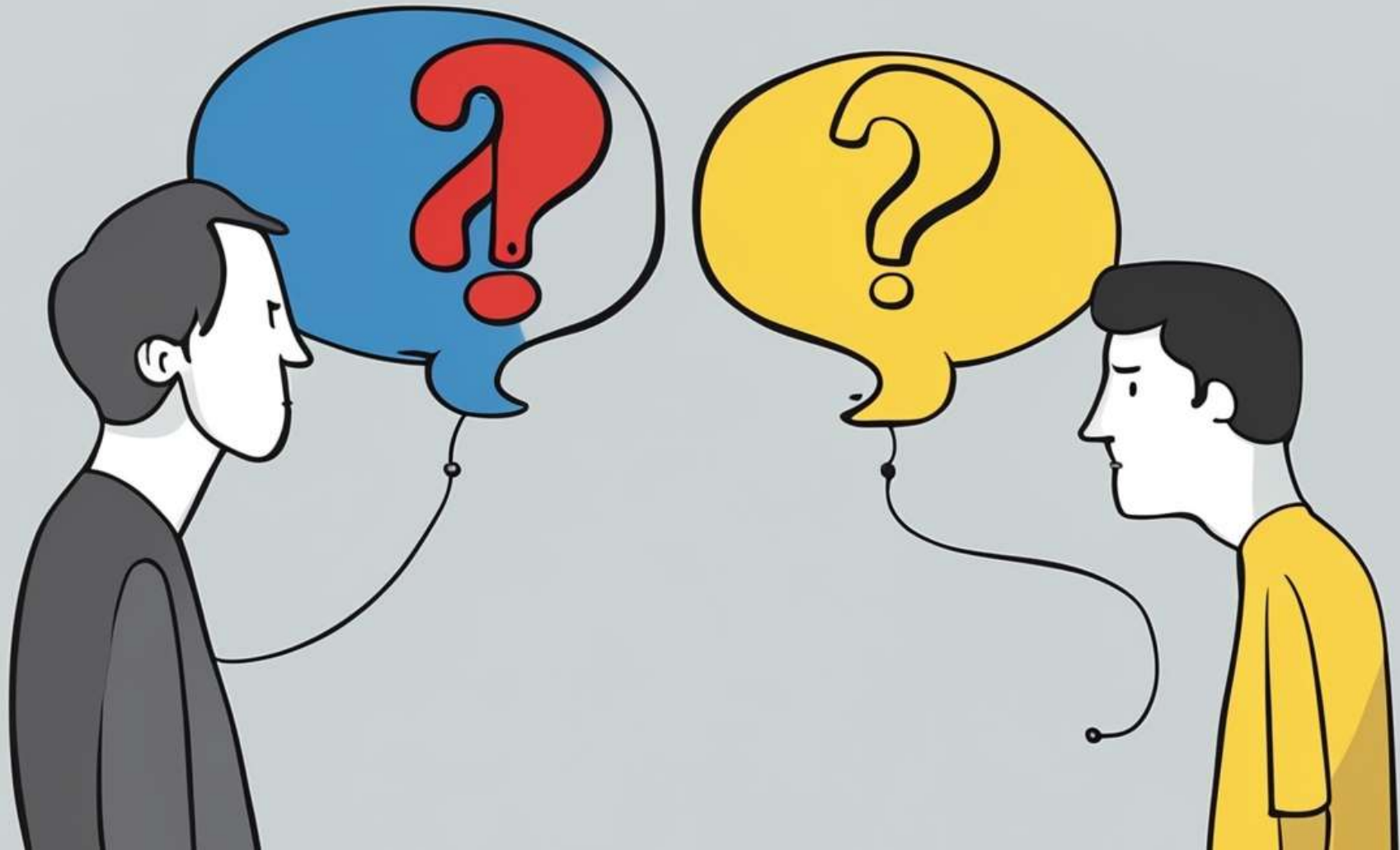


What do you want me to say?!



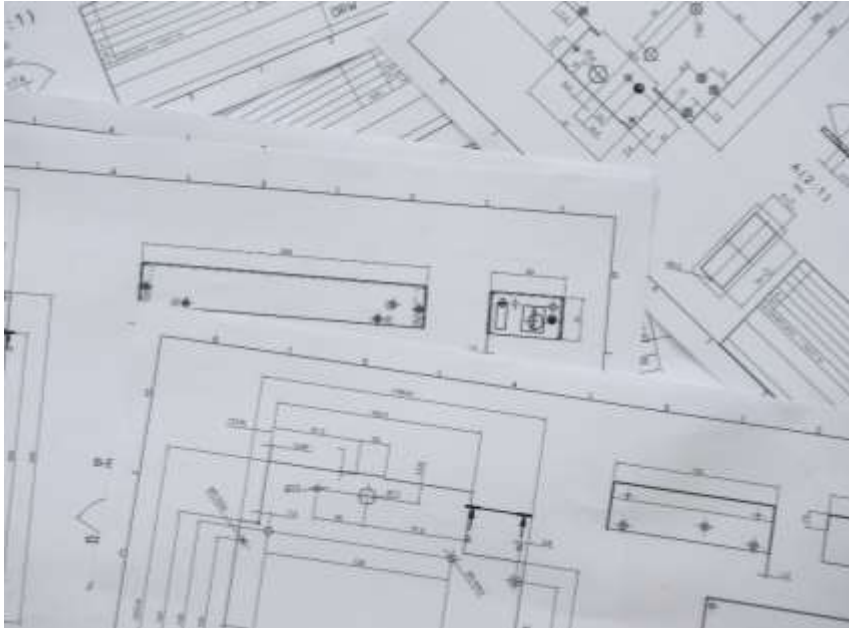
Jesse van de Hulsbeek
edumedia@wur.nl





Learning context

Educational goals



Listener experience

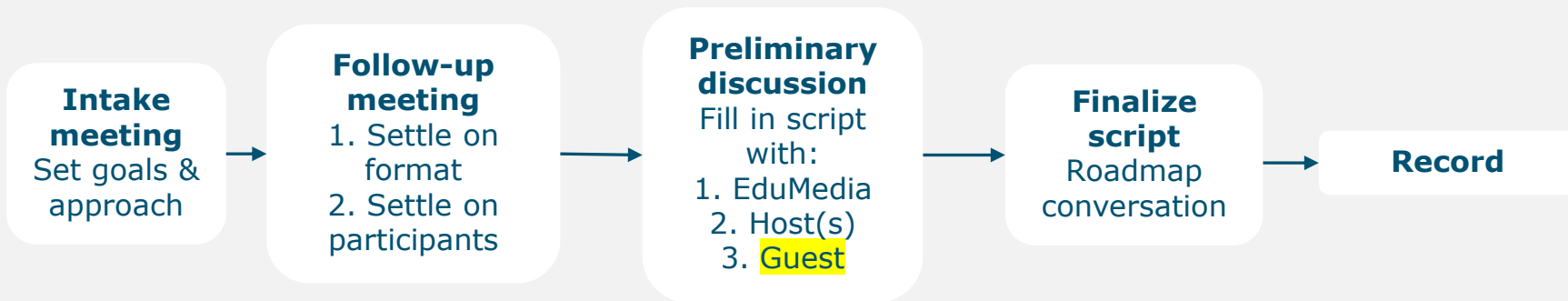


Production goals for educational podcasts

Define:

- audience & goals
- your start & finish
- roles & responsibilities
- **what** to say, if not exactly **how**
- roadmap & highlights

Podcast workflow



Podcasts: pre-producing layers of depth



SEGMENTS



TOPICS



STEPPING
STONES

Podcasts @ WUR: 3-layer scripting

Intro (1-2 mins)	[Intro jingle: <i>add link or audio-file name here</i>] [Write fully written intro here]			
Segment <i>Divide your podcast into ~3-5 thematic parts</i>	Questions <i>What are your main questions per segment?</i>	Roadmap / notes <i>What route will the conversation follow? Note down key messages, follow-up questions, topics, anecdotes, examples, etc.</i>	Audio <i>Jingles? Sound effects?</i>	
[Name] Segment #1 (... - ... mins)	1. 2. 3.	<ul style="list-style-type: none"> • • • • 		
[Name] Segment #2 (... - ... mins)	1. 2. 3.	<ul style="list-style-type: none"> • • • • 		
[Name] Segment #3 (... - ... mins)	1. 2. 3.	<ul style="list-style-type: none"> • • • • 		
Outro (1-2 mins)	[Write fully written outro here] [Outro jingle: <i>add link or audio-file name here</i>]			

Podcasts @ WUR: 3-layer scripting

Segment	Topic	Roadmap / notes	Audio
<i>Divide your podcast into ~3-5 thematic parts</i>	<i>What are you discussing within this segment?</i>	<i>What points will your conversation touch on? Write down discussion points, arguments, anecdotes, examples etc.</i>	<i>Jingles? Sound effects?</i>
Creating an experience (30-40 mins)	1. Engagement & learning effect 2. Scripted vs. free-form presentation	<ul style="list-style-type: none">- Point: more engaging \neq more effective learning- Case study: most engaging product you ever made- Example: recording same segment scripted/unprepared, easy to hear scripted segment is more focused	Introduce with 5-second transition stinger