

STORYTELLING GUIDE: RESOURCE 17

Community Change Idea: Youth Voice Podcast

A Note to Teachers

Podcasts are a great opportunity for youth to reach a wide audience with their stories and personal experiences.

A school-wide podcast focused on youth perspectives on education, identity, and a range of other pertinent issues like bullying and climate change can enhance or replace other youth leadership offerings at school. On an even bigger scale, a podcast can be a way to connect students from other schools and across grade levels to promote dialogue about issues facing all students in a given district or region. With a few key structures, podcast teams can

be led by students, with some guidance from community mentors, teachers, and other adults. There are many great blogs and books on setting up a podcast, so this resource is intended only as a list of steps to keep in mind. Don't worry if this looks like a lot of steps: most of them are only involved in the initial set up stage, and the rest of them make it so you have to have a functioning team (a great life skill!).

Set Up

- ☐ Buy supplies: high-quality microphone(s), sound set-up, laptop, recording software
- ☐ Figure out a place to record: the best recording is done where there is carpet and padding. Closets are great—anything that isn't echo-y, which is hard in schools.
- ☐ Come up with a name.
- ☐ Create artwork for profile image (required to launch a podcast).
- ☐ Secure podcast hosting site to house your content.
- ☐ Set up podcast website (most podcast hosting sites come with a free website).
- ☐ Set up your podcast RSS feed—this makes your podcast available on the main podcast directories.
- ☐ Sign up on iTunes Connect (if you want it to be on iTunes)

Content

- ☐ Define your topic.
- ☐ Figure out your target audience.
- ☐ Write the main description of the podcast as a whole.
- ☐ Plan episode topics.
- ☐ Figure out the frequency of episodes—make sure it is a schedule you can keep up consistently, so be realistic.
- ☐ Figure out the length of each episode.
- ☐ Figure out the style of the podcast and what type of content goes into each episode (i.e. interview style, free-form discussion, stories)
- ☐ Select openly-licensed music to set the tone.

Processes

- ☐ Decide how often to meet as a team.
- ☐ Decide roles for each member of the team (which can also rotate every few episodes).
- ☐ Figure out how to best collect the raw content for each episode.
- ☐ Create a raw audio submission system.
- ☐ Create folders and naming conventions to keep everything organized.
- ☐ If interviews and guests are involved, decide who to invite and what questions to ask.

Publishing

- ☐ Record all components as .wav files and edit together with the music using your selected software—the completed edited version should then be exported as an .mp3.
- ☐ Before you can publish a new podcast episode, you need:
- ☐ Finalized episode as an .mp3 file
- ☐ Episode title
- ☐ Episode description text (2–3 sentences)
- ☐ Artwork file
- ☐ Sign on to hosting site and fill out required fields for adding a new episode, including labeling the season and episode title with a number, adding any links to blog material or other resources, and making sure the RSS field says it has been scanned successfully.
- ☐ Click publish!
- ☐ Sign on to iTunes connect and enter the RSS feed (which you get from your hosting site) and click validate.
- ☐ When everything is up and running, you should be able to see the published episode on your hosting website. It takes approx. 10 minutes to appear on the hosting site and about 30 minutes to appear in various apps (iTunes takes the longest, so don't worry).

Sharing

- ☐ Decide methods for sharing your podcast, including:
 - ☐ Create bite-size versions of your podcast, like images with quotes or 15-sec soundbites
 - ☐ Putting it up on YouTube
 - ☐ Sharing links
 - ☐ Making promo videos about it
 - ☐ Creating live stories about each episode launch on Instagram and Facebook
 - ☐ Adding links to your podcast in any email signature
 - ☐ Making it easy for any interview guests to share it by creating images or quotes/snippets they can share
- ☐ Assign specific people for different publicity roles