PODCAST EPISODE PRODUCTION TOOL-KIT
Best Practices Guide

Before Recording, Consider the Following:

- Review the Society of Professional Journalists Code of Ethics
  - https://www.spj.org/ethicscode.asp
  - We recommend all episode creators review the code in the planning, recording and editing phase of production.
  - If you wish to consult with someone, please reach out to a podcast committee member.

- You are aiming to produce a 25-40 minute podcast, including 2 minutes of music.
  - Take stock of time when planning your episode.

- How will you introduce yourselves and the episode content to the audience?
  - What do you share about yourself?
  - Do you want to give the title of your research paper, or share the core themes of your creative activity, service, action or planned event?
  - What's significant/impactful about the social justice work you are doing?
  - Keep the intro short.

- How do you engage people right from the start?
  - Who is your imagined audience and how can you intrigue them?
  - What's the hook?

- To establish connection and intimacy consider
  - Sharing a personal story, humanize yourself
  - Describe an event that captures the essence of the problem/thematic you will discuss.

- Generate a provisional list of questions for your conversation
  - Discuss them. Clarify and sharpen them. Organize them. Pair them down.

- Generate "answers" to the questions you draft

- o   Write down the key phrases, key words, or main conclusions you want to get across.
- o   Refer to these if the conversation strays off topic to re-ground the episode.
- o   Think: what are the key take-aways I want to give my audience? What is significant about what I'm saying that I want the audience to grasp?

- Discuss the narrative arc.
  - o   What do the interlocutors imagine as the beginning, middle, and conclusion?
  - o   Establish a question chronology.
  - o   If possible, plan natural breaks.
  - o   If possible, plan key transitions.

- Discuss roles and responsibilities
  - o   Are both speakers centered? Or is one person in the spotlight?
  - o   If both speakers are centered, how are roles defined?
    - ▪   Who is responsible for doing and saying what?
    - ▪   How do you organize the give-and-take?
  - o   If one person is centered, consider the non-centered person's role. Are they:
    - ▪   Putting the main speaker at ease.
    - ▪   Reaffirming and engaging the main speaker's main points.
    - ▪   Ensuring the conversation moves through the agreed upon narrative arc.
    - ▪   Clarifying the more esoteric content.
    - ▪   Engaging spontaneously with the main speaker.
    - ▪   Asking tough questions.

- Discuss how you will transform an academic conversation into ordinary/colloquial language.
  - o   Be intentional and imagine an audience of ordinary language speakers.

- Keep it interesting! Don't over-bore your audience. Don't get lost in insignificant weeds. Respect their time.

IMMEDIATELY BEFORE RECORDING:
- Remember you need a transcription for accessibility: use the right recording tool.
  - o   Zoom works. Phones can work too.

- Remember you need to submit an mp3 audio file. You can convert mp4s to mp3s using this tool: https://www.freeconvert.com/mp4-to-mp3

- Rehearse the opening statement:

- o Welcome to **Building Justice**, a podcast by Sacramento State's [Center on Race, Immigration and Social Justice. (CRISJ)](). We explore critical issues affecting our communities with the hopes of creating a healthier and more just world. [Your hosts for today, A & B,..... thank you for joining us]!

- Rehearse the closing statement:
  - o Thank you for listening. We hope our ongoing conversations spark understandings, empathies, and motivation to join the struggle for a better future for all. [Pause for a second or two] You just listened to the 'Building Justice' podcast. The information contained in this podcast represents the views and opinions of the hosts and guests and does not necessarily represent the views or opinions of Sacramento State or CRISJ.

- Locate what you will share about each other and the episode in the introduction.

- Check audio delivery and sound on your recording device.

- Locate a quiet place to record.

- Turn off whatever sound reminders you have on your recording device.

- Keep pen and paper near you to jot things down as the conversation unfolds.

- Take a deep breath, count down, and start!

WHILE RECORDING, KEEP IN MIND:
- Remember you are speaking to an audience that may lack your discipline's grammar. Speak in ordinary language.
- Remember to respect your audience!
- Remember voice modulation and tone.
- Don't move around too much as it will affect volume.
- Don't smack your lips!
- Create breaks, if you can. You can experiment with music and sound effects for breaks when you are editing!

AFTER RECORDING/WHEN EDITING, CONSIDER:
- Find the intro/outro/break music here: [www.csus.edu/crisj/buildngjustice]() . If you need help adding the music, contact the podcast team.
- Edit your content so it reflects what you wish to communicate. If you need help with editing, contact the podcast team.
- For transcriptions:

- Some folks have used Zoom or Panopto to generate automated transcriptions. Remember you must edit all automated transcriptions to remove mistakes. Find the transcription template on www.csus.edu/crisj/buildingjustice

- Are you not satisfied with your episode? Record again!
- Aim for 25-40 minutes.

SUBMIT YOUR EPISODE AND TRANSCRIPT:
- Submit your episode using the submission form: https://forms.office.com/r/MmbbMaDgKv

SUBMIT THE EPISODE PROMOTION FORM:
https://forms.office.com/r/HEZNU7T0Vc
- Please submit this form. We need your help with promotion.