

The Blueprint

Name: _____

STEP 1: Choosing a Topic

Your next task is to make as long a list of ideas for your own podcast as you can. Put down anything you think might be fun to investigate, discuss, describe or bring to life, and when you've run out of ideas, use these questions to add more:

- *When you hang out with friends, what are things you like to talk about? Do your friends think of you as an "expert" on particular issues or topics? Which? Why?*
- *What are your favorite types of entertainment? What TV shows, movies, books, music, museums and sports do you like best?*
- *What hobbies or skills do you have? What do you know a lot about, no matter how small, that others don't?*
- *What are some topics you think it might be fun to learn more about?*
- *What issues are you passionate about, in your community or in the world?*

Step II: Picking a format

Ask yourself ... (Solo talking, long interview, informational reporting, conversation, story-telling)

- *Which format, or formats, might be most effective for my podcast? Why?*
- *What are the strengths of this format?*
- *What might be weakness or challenges, if any?*

Step III: Research

Now that you have a topic and format, you'll need to research to learn more — whether getting a firm grasp on the background information you'll need, figuring out whom to interview, or deciding what questions to ask.

- *What research and preparation do you do you have to do in advance to speak knowledgeably about the subject and conduct the interviews?*
- *Do you need to set up any interviews?*
- *Is there something you should read or watch related to your subject?*
- *What have other people written or said about it?*
- *What background information will listeners need in order to understand the context, and how can you convey that?*

Step IV: The Storyboard

There needs to be a clear beginning, middle and end that together create a “complete listening experience” regardless of format.

Beginning: A successful podcast engages the listener right from the start, and there are many ways to do that. - How will you introduce the focus? - When, exactly, do you know what the podcast is going to be about?	
Middles: The middle of your podcast should build on themes and ideas that were introduced in the beginning, but take the listener deeper. - This is where the interviews or bulk of your podcast will take place. - How will you hold your audience's attention?	

Endings: Like the ending of any artistic piece, a podcast's final minutes should provide satisfaction and closure — and can often either challenge you or leave you thinking.	
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