RTE Podcast Format and Purpose

Episode Format

1. **Guest Introduction - Music: Audio Jungle The Ambient Music**
2. **Podcast Opening**
3. **Promo**
4. **Interview**
   a. Theory - Why am I doing this?
   b. Practical application - How do I do this in my classroom?
5. **Promo**
6. **Closing**

[Link to another example of podcast show notes template](#)

Purpose

- Introduce new and veteran teachers to student-tested, research-based pedagogies and discuss practical application
- Share my projects as I work on them.
- Make casual resource recommendations for other products or my own
- Share my personal reviews of books or other resources
- Teach my listeners how to use something
- Round table with others who have used the product
- Interview the creator
- Learn/teach how to amplify student voices, engage students, encourage reading
- Transform ELA Ed from a skills-based class to an experience-based class

Interview Format

Traditional way of thinking about/teaching the topic
Problems with the traditional view
How are we rethinking this problem/situation/rationale
What strategies are teachers using to transition to this new way of teaching?
What should teachers do to prevent, or respond to, pushback from admin, parents, students?
Examples? Failures and successes?
How did/didn't this work in your classroom?
How do I know if this has been successful?

Is there anything else you'd like to add?

Call to action -- small to big

1. Click link to blog post and comment, or like Facebook page
2. Recommend a resource or tip -- preferably free
3. Tell about newly released product that I've already promoted while in production
   a. How soon available for order
   b. All the neat features
   c. Why it's so important
   d. Bubble on about it everywhere I go

Guest List

- ❏ ~~Me - mission and vision for RTE~~
- ❏ Shelley Durham - Teaching poetry
- ❏ ~~Jennifer Williams - rethinking the canon~~
- ❏ ~~Aaron Blackwelder - going gradeless~~
- ❏ Claudia Swisher - reThinking reading
- ❏ Shanna Mellott -- student-led big idea projects
- ❏ Tara Martin -- #booksnaps

Improve reading comprehension
- ❏ More time for independent reading
- ❏ Independent book selection
- ❏ Bigger classroom libraries

Who did the research? Company research based on their own data with their own software...?

Episode Notes

#001 -- About Me

Who are you as a teacher?
- Oklahoma Writing Project Teacher consultant
- Masonic Lodge Teacher of Today at my school
- NBCT candidate
- 6 hours towards master's degree
- I am alt cert.

Why did you start teaching?
- I wanted to help students find their voices the way my teachers helped me.

As an alt cert teacher, what did you do to learn how to teach?
- Questioned everybody I could find. The librarian was most helpful. My "mentor" teacher had one foot in retirement and just didn't seem to be able to articulate why she did what she did.
- Found an online forum called A to Z Teacher Stuff
- Discovered blogs written by teachers
- Major help with basic things like procedures from my co-teacher at the middle school level
- Discovered Twitter and Josh Flores
- Began listening to students, which is how I transitioned from teaching English to teaching kids.
- You can just teach your subject and go home. You have to teach the child, even if they're big, surly teenagers. No, especially if they're big, surly teenagers. They're the ones that need you the most.
- Reading, writing, speaking, listening -- all those skills we teach are just tools we use to connect with kids and help them connect with themselves as the world, help them figure out who they are and where they fit in the world.

Why did you start reThink ELA?
- I started as Mrs. Waters' English as a way to record and process my journey as a teacher. I also hoped that others would be able to learn from my journey -- or perhaps correct me when I'm wrong.
- But as time has passed, I have learned more, and my direction has changed, I've realized that my business is not just about me. I am partnering with teachers and writers to produce lesson plans and units to help amplify student voices.
- Not only do I want other teachers to benefit from my journey, I want their students to benefit.The students should be at the center of everything we do as teachers. Someone on Twitter said that if I am presenting at conferences and getting published, but my students aren't, what am I really doing?

- That's a question we all need to ask.
- I want to amplify and elevate student voices

What am I doing to amplify my student's voices, to invest in and build their futures?
- I don't have all the answers, but I have some for those who are behind me, and we can all learn from those who are ahead of us. That's what this podcast is all about -- learning from each other how to serve our students in our ELA classrooms.
- This website, this podcast, the products I create, and the online marketing I do all model for my students how they can amplify their voices and earn a living by doing so. They just need to apply these same principles to their own industries.

Old Episode Format

1. Opening
2. Guest introduction
3. Segue/promo
4. Interview
    a. Theory - Why am I doing this?
    b. Practical application - How do I do this in my classroom?
5. Closing

190+

CATCHY

BLOGPOST TITLE

TEMPLATES

PROBLEMS BEGONE

1. How To Get Rid Of _____
2. [Problem]? Here's How to Fix It
3. Get Rid Of _____ For Good!
4. The Best Ever Solution for _____
5. Is _____ Affecting Your _____?

PROMISE MASSIVE RESULTS

6. How to Create the Perfect _____
7. [#] Tips to Skyrocket Your _____
8. How To Create _____ To Explode Your ___
9. How To _____ Your _____ For Massive Growth
10. How To Completely Change _____
11. How To _____ Like An Expert/ Pro
12. [#] _____That Will Change Your Life
13. Never Worry About _____ Again
14. How To Permanently Stop _____. Even If You've Tried Everything!
15. How To Own Your Next _____
16. [#] Life-Changing Ways To _____
17. [#] Ideas to Supercharge Your _____
18. [#] Ways To Master Your _____
19. [#] Steps To Turn _____ Into _____
20. [#] _____ That Will Make You _____
21. Want To _____? Now You Can!

IT'S TIME FOR CHANGE

22. [#] Ideas To Spark Your _____
23. Forget _____. Try This _____
24. The One Thing You Need to Change _____

THE QUICK AND EASY FIX

25. How To _____ in [#] Minutes
26. How To _____ in [#] Easy Steps
27. How To Quickly _____

PLAYING ON FEAR

57. Think You Know How To _____?
58. When _____ Backfires: How To _____
59. How To _____ The Right Way
60. How Not To Become A _____
61. [#] Things You Should Never Do _____
62. [#] Rookie Mistakes _____ Make
63. [#] Biggest _____ Mistakes And What You Can Do About Them
64. Warning: _____
65. [#] Questions You Should Ask Before _____
66. Are You Losing _____ Due To _____?
67. [#] Mistakes You Don't Want To Make
68. [#] Major Mistakes Most _____ Continue To Make
69. [#] Things That Will Trip You Up In _____
70. Are You Still Wasting Money On _____?
71. [#] _____ That Will Break Your _____

STIRRING DRAMA

72. Confessions Of A _____
73. Dear _____. This Should _____
74. [#] Unbelievable Stories Of _____
75. Why Haven't _____ Been Told These Facts?
76. How _____ Is Ripping You Off
77. Dear _____: You're Not _____

RELATING TO READERS

78. When You Feel _____
79. Why It's Absolutely Okay To _____
80. [#] Heart-warming Stories Of _____
81. Like _____? Then You'll Love This _____
82. If You Can _____ You Can _____
83. To The _____ Who Will Settle For Nothing Less Than _____

INSTRUCTIONALS

21 BLOG POST TITLES

STORY TIME

1) How I [the story}
2) Behind the Scenes of [a process]
3) How I Built [a product] in [a certain time]

HOW TO GUIDES

4) The Ultimate Guide To [Word]
5) The Ultimate Guide To Becoming [a career]
6) [#] Ways To Master [Your Topic]
7) Create/Launch Your [A Project] within [a certain number of days]
8) The Beginner's Guide to [Your topic]

LIES AND MISTAKES

9) [#] Lies about [Your Topic]
10) [#] Mistakes New [An Audience] Make
11) The Anatomy of a [Descriptive word] [an item]
12) 101 [a topic]
13) The Step by Step Guide To [Your topic]
14) How To Create The Perfect [Your topic]

SHOWDOWNS

15) [One thing] Vs. [Two things] The Ultimate Show Down
16) Why is/are [One thing] better than [Two thing]