

Tips for Producing a Podcast

Plan your podcast carefully.

- Decide who will present which letters.
- Create an outline and plan of your show, e.g:
 - Introduce your show by quickly explaining and highlighting the purpose of your podcast. Make it interesting, to grab your audience's attention. Then say who you are and what you're going to talk about:
e.g. 'This is (your name/s) and today I/we're going to talk to you about (topic).'
 - Use about 30-60 seconds.
 - Introduce a music jingle (a song which contains a catchy combination of words or sounds) of about 30-60 seconds.
 - Introduce and read your first letter seeking advice:
e.g. 'Our first letter for today is from 'Trapped in Tin Shui Wai'. Let's hear what he has to say.'
 - Introduce and read the corresponding letter giving advice by saying:
e.g. 'Now let's hear what Dr Dave has to say about this problem.'
 - When the letters have been read out, end with a comment:
e.g. 'Hope that was helpful to you, 'Trapped in Tin Shui Wai'.'
 - Repeat with the next letter.
 - Take a short break of about 30 seconds and play the music again, to give the listeners time to take in what has been said so far.
 - Repeat with the other letters. Vary the introductory and closing comments,
e.g. 'Well, here's another letter that looks interesting.'; 'There was some great advice there.'
 - Make some closing remarks, thanking the listeners for joining you. Talk about your next show in an interesting way to make the audience listen again. Use 1-2 minutes. You can also give information for the audience to contact you, e.g. a website or email address.
 - Use the music jingle for about 1 minute to close the podcast.

Other tips:

- Write your script first and practise, before you record, until it is smooth.
- You can do it with 2 hosts and have a dialogue between them.
- For more details, see www.voices.com/podcasting