

# Design Document:

# Getting Started with Listening to Podcasts [VIRTUAL]

## Class Description

Curious about podcasts? Take a tour of the most popular podcasts and learn how you can access this free form of entertainment!

## Course Length

60 minutes

## Staff Requirements

* Zoom : Credentials for the tech@ account are: -----------------------
* Handout #3874445
* PPT #3875273
* iPad and setting up webinar with additional account as panelist so that you can screen share the iPad to demo (if comfortable)

## Patron Requirements

## n/a

## Intro / Content Outline (3 mins)

* Share your screen to have **Slide** **1** ready that says welcome and the time that the program will be starting. Have your video off and have yourself on mute before getting started.
* Open the chat and select All Panelists and Attendees from the drop down to ensure that everyone sees any messages you type into the chat.
* Start the program right on the hour. Turn on your video and audio and:
	+ Introduce yourself
	+ Explain that everyone else is muted with their video off
	+ Go to **Slide 2**: which directs people to how chat works
	+ Explain how the chat works, making sure to emphasize that they change the drop down menu to all panelists and attendees
	+ Ask the patrons to write in the chat where they’re attending from today (or an ice breaker question of your choice)
	+ Encourage patrons to ask questions and write their comments throughout. Note that questions may sometimes need to be “parked” so we can get through the lesson. Will be addressed at the end or a follow up email will be sent.
	+ Send the Attendance Poll
		- End the poll after 60-90 seconds
		- Note down if anyone is watching with more than one person
		- Don’t worry about waiting until everyone answers – you will capture final statistics by looking at the webinar report after the program is finished

## Learning Objectives (2 mins)

**Slide 3**

* What is a podcast?
* What kind of podcasts are out there?
* How can I listen to a podcast?
	+ (we will not be going into how to create a podcast!)

## Talking Points, Topics, and Activities (80mins)

1. What is a podcast?(5 mins)

**Slide 4**

* + Internet radio on demand. Podcasts are available via the internet, whenever you choose to listen!
	+ The term was coined by a journalist in 2004 by combining the words iPod and broadcast to make podcast. Other suggestions were Audioblogging and GuerillaMedia
	+ Podcasting has been around since the 1980s but with the advancement of the internet and the relatively recent affordability of audio recording equipment, it began to really take off in the early 2000s. Now there are more than 115,000 English-language podcasts available on the internet.
	+ Really, anyone can create and publish a podcast, it’s similar to a blog. It’s technically free to do if you have the equipment, free to publish on the internet, and available to anyone, which is why there are so many of both!

## What’s the difference between a podcast and a radio program? (8 mins)

**Slide 5**

* Podcasts are similar to radio programs, but there are some important differences.
* Podcasts don’t have air times, they have release dates, so once the podcast is released, you can listen to it at any time.
* Podcast content reaches a global audience, while radio programs only reach the audience available within their broadcast range.
* Because podcasts can reach a global audience at any time, their content tends to be more specialized than a radio program. For example, you likely won’t find a local radio program on the Byzantine Empire or knitting, but you will probably find many podcasts on both topics.
* Podcast content also tends to be more timeless – think of podcasts as a bit like TV series and radio like news programs. I’ve never seen the TV show The Sopranos but I could easily watch it now and enjoy it – I didn’t have to watch it at the time that it came out. But I probably wouldn’t want to watch an hour of CNN from last year now.
* Some radio stations like CBC or NPR may choose to air podcasts that are radio programs part of their broadcast network. Broadcast networks tend to turn radio programs that have that timeless sort of content into podcasts
	+ For example, CBC with the radio show This is That, NPR with the radio show This American Life
* Similarly to blogging, anyone can create a blog, anyone can create a podcast, not everyone can create a radio show or publish a newspaper article. So while newspapers and radio shows have some credibility to them, podcasts don’t always go through a “vetting” process. If they’re part of a larger network like Gimlet Media, NPR, or CBC then they have credibility to them. That is not to say that a podcast created by a couple people in their basement can’t be great :)

## What format is a podcast? (8 mins)

**Slide 6**

* Some have a regular airtime, and might be released every week at the same time (ex. My Favourite Murder, every Monday and Thursday.)
* Others are released at random times (Making Sense with Sam Harris)
* For most podcasts, you can jump in at any time, you don’t have to listen to episode 1 onwards (This American Life, This Is That, etc.)
* But some have seasons or a series, kind of like a TV show, for example, the podcast Serial, which went viral in 2014, has 3 seasons and has 8 to 12 episodes in a season, one season came out in 2014, one came out at the end of 2015, and the third one came out in 2018.
	+ This kind of podcast is one that you have to listen to from the beginning because the content is sequential. Same with a podcast like Dan Carlin’s Hardcore History. For example, there is a series on Genghis Khan that’s 5 episodes long and a 6 episode series on the fall of Rome, and each series has to be listened to from the beginning. The host will often let you know at the beginning of an episode if you should go back and listen to previous episodes.
* Episodes really vary in length! Most podcasts will be consistent about their episode length and stay within a limited range. Ex. Quirks and Quarks episodes are always 54 minutes, likely because they initially air as a radio program. Other podcasts like Dan Carlin’s Hardcore History can be as long as 4.5 hours per episode.

## Are podcasts free? (3 mins)

**Slide 7**

* For the most part, yes!
* Occasionally, some podcasts only have the most recent episodes (ie. last 6 months) available for free.
* Even if a podcast is free, it can be a nice way to support the creators if you donate a small amount, either a one time donation or per month.
	+ Podcasts often provide incentive for donations:
	+ Ex. Listeners of the Making Sense podcast can donate as little as $1/month to get first access to tickets for live shows and to gets access to bonus episodes.

## Why should I listen to podcasts? (3 mins)

**Slide 8**

* Convenience
* Warm intimate feel, feel like you’re part of the conversation
* Way to explore the world, and be exposed to new ideas, different cultures, armchair travel.

## What kind of podcasts should I listen to? (10 mins)

**Slide 9**

* There is every kind of podcast you can imagine! Very popular topics include: politics, comedy, history, science.

**Slide 10**

* Via your Podcast App

**Slide 11**

* Google

**Slide 12**

* Via the major podcast networks and producers
	+ Podcasts sometimes belong to networks, sort of like a TV network, you could think of Gimlet Media, which is a podcast network, as being similar to something like HBO or NBC.

**Slide 13**

* Word of mouth!
	+ Refer to suggestions on handout, suggest that learners ask friends and family.

## How can I listen to podcasts? + Demo + Questions (45 mins)

**Slide 14**

* Your mobile device, or on your computer.
* Demo on the computer
	+ Google a podcast, go to website, find an episode, press play
* \***if time and if comfortable**\* Demo on iPad (it works similarly on Android, just that on Android you’re using the Google Play Music app instead of the Apple Podcast app). When demoing on an iPad make sure to cover:
	+ Browse by category
	+ Browse by popularity
	+ Search for a specific title
	+ How to subscribe and unsubscribe
	+ Skipping forward and backward in episodes
	+ Downloading episodes and removing downloads (Apple defaults to downloading the most recent episode and will remove the download within 24 hours after you’ve listened fully – many people don’t listen to a podcast right up until it ends so they may have to remove the download manually)
		- Apple Podcasts also defaults to only downloading episodes when your mobile device is connected to wifi
* It’s worth noting that there are also specific podcast apps you can download and use. Either podcast apps that are general aggregators, or apps for a specific podcast network or even just one podcast (ex. WTF with Marc Maron; Making Sense).
	+ If you do pay for a podcast or subscribe in any way, a general app like the Apple Podcast app may not recognize
* Tip: once you’re found a podcast you like listening to, if there are a number of episodes, Google something like: best episodes This American Life
* If time or if it comes up, mention that depending on your car, you may be able to listen to podcasts via bluetooth

## Wrap Up/Closing (2 mins)

**Slide 15** – More Info.

* Highlight the upcoming technology classes and share the types of topics that will be covered
* Ask if there are questions and answer any that were “parked” during the session