KCLibrary Podcast Planning Template

Proposed Name of the Podcast:

Brief Description of the Show:

Promotional Tagline

Will the Library be publishing this under its organizational umbrella?

* *i.e. is this a KC Library podcast or are we just a partner on someone else’s project?*

Yes

No (list the sponsor)

Who are the hosts?

List the individual Library Stakeholders:

List any External Partner Organizations:

How will the podcast be recorded?

In person

Remotely via zoom or telephone

What is the format of the podcast?

Informal conversation between two or more people

Live event recording with an audience

Presentation-style, in-studio production

Hybrid (please explain)

Who will handle audio editing?

Is there a theme song?

Yes and we have permission/rights to use it

Yes, but we have not obtained permission/rights to use it

No and we need help finding one

No, and we don’t want one

Do you need access to any equipment or software in order to record and produce the show?

Desired frequency of publication:

Daily

Weekly

Biweekly

Monthly

Occasional

Other (explain)

Long term schedule:

Limited run (set number of episodes and then it’s over)

Ongoing indefinitely

Unknown

Who will write the description and show notes for each episode?

Who will handle design of podcast logo/art?

Public Affairs

External Partner

Other

Do you have any ideas for promoting the show and gaining new listeners?

Please describe the topics and guests for any planned episodes:

# Best Practices

## Preparation for Interviews/Guests

1. Create a list of questions or discussion topics ahead of time.
   1. it’s a good idea to share these with your guests so they are prepared
2. Confirm the pronunciation of your guest’s names and their preferred pronouns.
3. Write a brief introduction for each guest that describes their affiliations and qualifications for appearing on the show.
4. Schedule at least 50% more recording time than the desired length of your show, i.e. record at least 45 minutes of discussion for a half-hour program.

## Recording

1. If you are recording in person, be sure you have a high-quality recorder or audio interface with a microphone set-up in a quiet place. Contact digital branch to borrow equipment.
2. For remote recording, you may use Zoom. Please adjust the audio settings according to the [Remote Podcast Recording Options document](https://kansascitypubliclibrar291.sharepoint.com/:w:/s/WebTeam/Eeqfd1H0ge1FtYlamqjI47QBLoW-JeqzX2vjgG-O2IZtTw?e=doFFNX)
3. Discuss the recording process and set up in advance with your guests.
   1. If possible, schedule a 15-minute test session prior to the recording date.
4. Carefully confirm that you are recording before beginning the discussion!

## Episode Structure

1. **Preliminary Content**
   1. Statement or sound bumper identifying producer of the podcast
   2. Any preliminary announcements relative to show content, i.e. trigger warnings, contextualization, clarifications
2. **Verbal Introduction**
   1. “Welcome to *[podcast name], [podcast tagline]*. I am your host *[your name]* and today we are going to *[describe episode topic][provide a hint or teaser of what’s to come]*”
   2. Play theme music
   3. Introduce any guests and allow them to respond so that listeners can hear their voices
3. **Show Content**
4. **Break**
   1. Pre-recorded advertisement/PSA or other announcement
5. **Show Content**
6. **Conclusion**
   1. Don’t end abruptly, tease that the conversation is coming to an end, then state explicitly when the discussion is over, i.e. “well, that wraps it up for this week…”
   2. Thank the guests individually by name
      1. You may ask for their Twitter handle, website URL or other plugs
   3. Promote the topic of the next episode, including any variances in production schedule
   4. Credit everyone who helped produce the show by name
   5. Prompt listeners to rate and review the show on Apple podcasts, Spotify, etc.
   6. Sign off with tagline or general well wishes
   7. Theme song or bumper ends the episode

## Follow Up

1. Deliver the uncompressed, unedited audio file to the Digital Branch via SharePoint
2. Complete and submit the “Podcast Episode Description” document