

PODCASTING TO PARENTS

Regina Paul and Marie Segares
Policy Studies in Education

Why Podcasting?

Why An Online Course?

LearnToChat: Content

- Week 1: Choosing Your Audience
- Week 2: Defining Your Format
- Week 3: Outlining Your Content
- Week 4: Scripting Your Content
- Week 5: Presenting Your Content
- Week 6: Repackaging Your Content

LearnToChat: Technology

- Week 1: Setting Your Budget
- Week 2: Choosing Your Equipment
- Week 3: Picking Your Hosting Platform
- Week 4: Branding Your Show
- Week 5: Editing Your Episodes
- Week 6: Distributing and Sharing

Content

Choosing Your Audience

- NYCollegeChat
- Podcast for parents
- Statewide focus and NYC spotlight

Content

Defining Your Format

- Co-hosted
- Audio only
- Weekly
- ~30-minute episodes
- Evening release
- Show notes on dedicated website

Content

Outlining Your Content

- Multi-episode series
- Timeliness

Content

Scripting Your Content

- Scripting several episodes at once
- Researched
- Guest interviews

Content

Presenting Your Content

- Scripted with ad libs
- Face-to-face
- Conversational style
- Presentational style

Content

Repackaging Your Content

- Scripts to show notes
- Show notes to ebooks

Technology

Setting Your Budget

- Equipment under \$75
- Monthly hosting under \$20

Technology

Choosing Your Equipment

- Prosumer level
- Mac compatible
- Portable
- Free Mac software
- Routine backup



Technology

Picking Your Hosting Platform

- LibSyn audio file hosting
- Self-hosted WordPress website/
blog

Technology

Branding Your Show

- Color themes via Design Seeds
- Podcast cover art and social media icons via Canva
- Registering names

Technology

Editing Your Episodes

- Minimal editing
- Intro and outro coming soon
- GarageBand on Mac
- iTunes for ID3 tag editing

Technology

Distributing and Sharing

- Website
- iTunes and Podcast app
- Spreaker
- Stitcher
- TuneIn
- Social media – Facebook, LinkedIn, Twitter, image optimization for Pinterest

LearnToChat

- 6-week online course for school personnel
- Focus on both content and technology
- Free pilot course for 15 schools
- January 26 – March 13 (with a 1-week break in the middle)

Let's Chat!

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