Podcast synopsis (download and then complete)

Creator:

Title:

Anticipated Completion Date:

* What is the premise (please include your relationship to the subject)?
* What are your podcast inspirations for content, format, editing, sound, etc.? Please list and explain in terms of appealing or inspirational components:
* Who is the audience? What is the tone?
* What is the format (solo / interview / roundtable / mix)?
* How long will episodes be? How many and how often?
* How are you going to record (location(s), hardware, software)? Edit (location(s), hardware, software)?

Episode 1 Treatment

* Synopsis (summary):
* For the introduction (60 seconds to 3 minutes):
	+ Choose from (and then summarize):
		- Cold open: Situational teaser of what is to come (e.g., snippet of conversation, narrated reflection or recollection, media report or artefact, field recording from “our story, already in progress”)
		- Host / Narrator setting the scene or establishing the podcast and episode premise
	+ Will there be theme music? What style is appropriate or desirable? How will you source the music (licensed from outside or within software, original composition – Marc can help if desired - , etc.). How will it be used? Will it be layered with a voice over? Typically, this is brief (5-10 seconds).
	+ Will you spell out the episode up front, or keep it ”mysterious”? If the latter, consider articulating an ultimate destination or objective up front nevertheless:

Content / Storyline

* Carve up the structure and timing provisionally:
	+ Narration
		- Consider the classic storyline structure:
			* Subject (person, place, thing, event)
			* Situation (challenge, mystery, opportunity, etc.)
			* Subject’s response (action)
			* Conclusion (resolution of the journey, cliffhanger for the next episode)
		- How will you piece in or inject interview material (if applicable)?

Outline the narrative structure, components and associated interviews, readings, field recordings, etc., and how long each section is anticipated to run:

* + Interview(s) and roundtable
		- How will you introduce the conversation and participants?
		- How many questions? Follow up prompts?
		- How will you “inject” yourself to build rapport with interviewee(s) and audience?
		- Don’t hesitate to ask a guest to restate an answer

List participant(s), anticipated length of interview vs anticipated length of associated segment after editing:

* Interview release form templates (can be customized) in order to make the understanding between interviewer and interviewee explicit, if not bindingly legal:
	+ <https://www.jotform.com/form-templates/podcast-guest-release-form>
	+ <https://castos.com/podcast-release-form-guest/>

Episode Conclusion

* Consider summarizing the episode:
* Will you suggest further resources on your podcast site (see Releasing / Marketing):
* Consider teasing out the next episode (5 – 20 seconds):
* Will there be end music – the opening theme, something else, overtop of narration or stand alone?
* Will there be credits?