LEARNING GUIDE

MICHIGAN STATE UNIVERSITY | Extension

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PROGRAM TITLE: Educational and Information Technology

DUTY: Share and manage information.

COMPETENCY: Create a Podcast

INTRODUCTION:

Creating a podcast is a method for disseminating information to target audiences. This guide will provide you with the general knowledge and skills needed to create your own podcast or podcast series. As an MSU Extension employee it is important to find new ways to broaden our reach and have a local impact. This guide will help you become successful in those efforts.

PERFORMANCE OBJECTIVE:

Given the need to engage with targeted audiences through innovative techniques, create a podcast so as to meet the criteria in the performance test on pages 26-27.

ENABLING OBJECTIVES:

1. Gain knowledge of the process of producing a podcast.

2. Practice creating and editing a podcast.

3. Practice designing marketing strategies for the promotion of a podcast.

PREREQUISITES:

- Knowledge of target audience profile
- Knowledge of MSU accessibility guidelines

LEARNING EXPERIENCE #1

ENABLING OBJECTIVE #1: **Gain knowledge of the process of producing a podcast.**	
Learning Activities	**Special Instructions**
Read the Information Sheet titled "Getting Started with Podcasts" on pp. 3-8.	You will need an Internet connection to complete this activity.
Listen to two sample podcasts from the given list on p. 6. Be attentive to the length, format, and style of the podcast.	You will need an Internet connection to complete this activity.
Watch two sample vodcasts from the given list on p. 6. Be attentive to the length, format, style, and supporting images/video.	You will need an Internet connection to complete this activity.
If you wish to do so, **complete** the Podcast Development Template form on p. 7. **Discuss** with someone from your work team if you think a podcast or vodcast is applicable to your target audience. What format and style do they think would be ideal for your target audience?	
Demonstrate your knowledge of the process of producing a podcast by completing the Self-Check on p. 9.	
Check your answers against the Self-Check Model Answers on p. 10.	

INFORMATION SHEET

GETTING STARTED WITH PODCASTS

Why should you think about creating a podcast?

We all know that technology tools constantly change, evolve, and sometimes disappear (I still have all of my music tapes for my very large radio from the 90s that I just can't get rid of - yet will probably never play again). With so many tools to choose from why would you think about creating a podcast? Described in a very simple way, a podcast is an audio file that someone can listen to on-demand. Here are five reasons why someone that works for cooperative extension may think about hosting a podcast:

- **Event Promotion:** You can let participants know about elements of the event and even interview speakers.
- **Announcements:** You can use short podcasts to give the public information about events, programs, or emerging issues.
- **Promotion of Webinar:** It is a best practice to hold a technology test with your speaker before a webinar. Next time you do this record a short podcast outlining the focus of the webinar.
- **Podcast Series Focused on Area of Expertise:** We all have our own area of expertise but can learn so much from each other through shared practices, ideas, and stories.
- **Podcast to Support MSU Extension Article:** If you write articles for the MSU Extension web site try to add in a podcast version of your article to increase your reach.

At the 2016 National eXtension conference in San Antonio, Texas we had a speaker that talked about the concept of "working out loud" within your network. This concept is coined by John Stepper (http://workingoutloud.com/) and focuses on developing a better career and life based on relationships that matter. The premise is that you have a specific goal in mind, you build a network or support group of individuals that can help you, and you contribute to your circle (network) through peer engagement. Podcasts may be a method for increasing our own "circles" and to start working out loud.

Podcast Styles/Format/Theme
What is the magic format for a podcast that will attract your target audience? Of, the answer is – it depends. There is no magical combination of length, number of podcasts, or style for your podcast. It is going to depend on your goals and the amount of time you have to dedicate to podcasting. Evens so, here are some basics to get you started:

Style
- **Individual:** An individual podcast is when there is one speaker. This can work well for short news items, opinion pieces, or tutorials. The drawback for this style is that it may be harder to keep your audience engaged.
- **Interview:** An interview style is quite popular and includes a host and interviewee. Typically a set of questions or topics is decided upon ahead of time. The drawback for this style is that it takes time to schedule interviewees.

INFORMATION SHEET

- **Video (vodcast):** A vodcast is an audio podcast that also includes video and/or images. There are different ways of creating a vodcast. You can start with an audio file and add in images, video footage, or PowerPoint slides. On the other hand if you record a video podcast you can easily just use the audio portion of the recording for an audio only podcast.

Format
- **Length:** A podcast or vodcast should not last for more than 60 minutes. If you choose an individual style podcast 15 minutes may be more appropriate however, if it is a very in depth topic with one or more interviewees 45 minutes to an hour may be appropriate. The length will depend on the topic and your target audience.
- **Series:** You may choose to develop a podcast series but remember that you will need to create podcasts on a regular basis to engage with your audience. On the other hand, if you are creating a podcast to promote an event you may simply offer one to three podcasts prior to the event.

Theme
- **Topic based:** A topic based podcast series is going to focus on a specific area of expertise.
- **Event based:** An event based podcast series is used to promote a specific event.
- **Announcement based:** An announcement based podcast is not necessarily given within a set time period - the podcast may be created as-needed.

Equipment for Creating a Podcast
You will select equipment for your podcast based on your budget. The most important aspect for a podcast is that you have quality audio.

Low Budget
If you are conducting a low budget individual podcast or if your interviewee in a podcast is at another location you may be able to use a headset along with a computer. The type of headset you should use is one that you plug into a computer with a USB connection as shown in figure 1. This headset retails for around $25.00. A wireless headset or ear buds are **NOT** recommended.

Figure 1. Headset with USB Connection

Medium Budget
If you have a medium-sized budget you may think about a microphone such as the Blue Microphone Yeti, shown in figure 2, which retails for around $130.00. However, you will need to be in a quiet area as it is omnidirectional meaning that it will pick up background noise.

Figure 2. Omnidirectional Microphone

High Budget
Higher budgets may include additional technology and a sound-proof room. For more information, please contact Gwyn Shelle at heyboerg@msu.edu.

Editing Software
The software you decide to use for your podcast will once again depend on your budget – but it also may depend on whether you are recording on your computer or mobile device.

Computer Software: A free audio recording and software tool used by many professionals is Audacity. This tool is easy to use and creates a high quality output. If you want to add special effects or make your podcast into a vodcast, you could use Camtasia or Adobe Premier to add images, video footage, or PowerPoint slides (both of these have a license fee).

Another free recording tools available to Michigan State University faculty, staff, and students is Zoom. You can use Zoom to record audio files. This tool is also very useful when conducting podcast interviews when the interviewee is at another location. Please note that this is only a recording tool so you would have to use another software tool to edit your recording.

Mobile Apps: A couple of very popular podcast recording/editing apps include Opinion Podcasts ($3.99 full version) and BossJock ($9.99 full version). Each app is unique but most will upload to iTunes, iCloud or Drop Box. It is recommend that you download the free version of the app first and then decide if you want to pay for the additional features.

Summary
I ran into a colleague from the College of Agriculture and Natural Resources Communications team one day and he asked if I would be willing to give a podcast for our College. My first thought was why me? What would I say that would be interesting to people. I was interviewed and it was a lot of fun! Podcasts can be as simple or as complex as you want to make them. If

you want to try podcasting select the style, format, equipment, and software that fits best for your audience and skill. If you want to know a little about who I am…listen to my podcast: Spartan Podcast.

Resources
- How to Create Your own Podcast: A Step-by-Step Tutorial
- How to Make a Successful Podcast
- Podcasts in Cooperative Extension
- eXtension Ed Tech Learning Network Tweet-Up in Storify: Do You Podcast
- The Viability of Podcasts in Extension Education: Financial Education for College Students, Journal of Extension
- Four Types of Podcasts

LISTEN TO A SAMPLE PODCAST

Following are some examples of podcasts that you may reference. Listen to at least two podcasts from this list:
- Spartan Podcasts: Michigan State University
- Virginia Cooperative Extension Gardening Tips
- Cornell Cooperative Extension
- University of Wisconsin
- Working Differently in Extension Podcast Series

WATCH TO A SAMPLE VODCAST

Following are some examples of vodcasts that you may reference. Watch at least two vodcasts from this list:
- Working Differently in Extension: Interview with Dr. Chistine Geith by Bob Bertsh, North Dakota State University
- Prairie Phlox: University of Minnesota

COMPLETE THE PODCAST DEVELOPMENT TEMPLATE (Optional)

Based on what you have learned in the information sheet, answer the following questions which will help guide you through the process of creating a podcast. Discuss your completed template with someone from your work team. What format and style do they think would be ideal for your target audience?

1. Who is your target audience?

2. What is the purpose of the podcast or podcast series (event promotion, announcements, promotion of webinar, area of expertise, promotion of MSU Extension article)?

3. What style do you plan to follow for your podcast (individual, interview, video/vodcast)?

4. What is the typical estimated target length of your podcast (15 minutes, 30 minutes, 60 minutes)?

5. Will you be developing a podcast series or on-demand podcasts?

6. What equipment do you plan to use or purchase?

7. What software do you plan to use?

TOOLS, EQUIPMENT, SUPPLIES, AND MATERIALS

The following tools, equipment, supplies, and materials are needed to gain knowledge of the process of producing a podcast.
- Computer or tablet
- Internet access

WORKER BEHAVIORS

Worker behaviors play a key role in gaining knowledge of the process of producing a podcast. The behaviors important to your success in completing this task are:

- Inquisitive
- Research oriented
- Selective
- Decisive
- Knowledgeable

NOTE:
- Make sure to decide on a podcast format, style, episode length, and area of focus before you begin.

SELF-CHECK MODEL ANSWERS

> **DIRECTIONS:** *Check your knowledge of the process of producing a podcast by responding to the following questions. For True/False questions, circle "TRUE" if the statement is correct and circle "FALSE" if the statement is incorrect. For multiple choice questions, select the response that is most correct. Check your answers with those on the Self-Check Model Answers page that follows.*

1. Match the following terms and descriptions.
    A. Individual
    B. Interview
    C. Video (vodcast)

    This style includes a host and interviewee. _____

    This style works well for short news items, opinion pieces, or tutorials. _____

    This style can include images and video footage. _____

2. A vodcast is an audio podcast that includes video footage, pictures, and/or PowerPoint slides.

    TRUE
    FALSE

3. It is recommended that an individual style podcast be 45 minutes to an hour in length.

    TRUE
    FALSE

4. Suggested tools for adding images or special effects to your podcast or vodcast include:

    A. Adobe Premier
    B. Audacity
    C. Camtasia
    D. Zoom
    E. Answers A & C

5. The editing software you choose should be based on your budget, as well as if you are using a computer or mobile app.

    TRUE
    FALSE

SELF-CHECK MODEL ANSWERS

DIRECTIONS: *Compare your answers to the Self-Check with the Model Answers provided below.*

1.	B, A, C	This style includes a host and interviewee. (B - Interview)
		This style works well for short news items, opinion pieces, or tutorials. (A - Individual)
		This style can include images and video footage. (C - Video/Vodcast)
2.	True	
3.	False	An appropriate length for an individual style podcast is approximately 15 minutes.
4.	E	Adobe Premier and Camtasia are two tools that can be used for adding special effects and images.
5.	True	

Level of Performance: Your responses to the items on the Self-Check should match the Self-Check Model Answers. If you missed some points or have questions, review the Information Sheet, or if necessary, consult with your mentor.

LEARNING EXPERIENCE #2

ENABLING OBJECTIVE #2: **Practice creating and editing a podcast.**	

Learning Activities	Special Instructions
Read the Information Sheet titled "Creating and Editing a Podcast" on pp. 12-14.	You will need an Internet connection to complete this activity.
Write a script for a 5-10 minute individual podcast on a topic of interest or area of expertise. Read the script out loud and practice in front of a co-worker.	For assistance with **creating a script** for your podcast schedule a meeting with Gwyn Shelle at heyboerg@msu.edu.
Record a podcast using the script above. Make sure to use a quiet room and test your equipment.	For assistance with **recording** your podcast schedule a meeting with Gwyn Shelle at heyboerg@msu.edu.
Edit your recorded podcast. Add introductory music, adjust the volume, and cut out any segments of the audio file that have silence or mistakes.	For assistance with **editing** your podcast schedule a meeting with Gwyn Shelle at heyboerg@msu.edu.
Host your recorded podcast on a shareable platform and ask a colleague or your mentor to **review** based on the 10 tips suggested in the "Audio Script Writing Guide" by the Center for Disease Control.	Audio Script Writing Guide by the Center for Disease Control
Demonstrate your knowledge of creating and editing a podcast by completing the Self-Check on p. 15.	
Check your answers against the Self-Check Model Answers on p. 16.	
Practice creating and editing a podcast while a colleague or mentor observes and offers help as needed. Ask the colleague or mentor to use the checklist titled "Creating and Editing a Podcast Checklist" on p. 17 to assess your progress.	

CREATING AND EDITING A PODCAST

Record a Podcast
Before you record a podcast you will want to prepare by gathering equipment, finding an appropriate recording location, know how to use the recording software, create a script, and have a dedicated place for saving the podcast files.

In the first objective of this learning guide you should have chosen the proper equipment based on your budget and style of podcast. It is very important for you to learn the features and functionality of the equipment before making your first podcast. Use the equipment manuals or find online videos to learn how to use the equipment. Make sure the equipment is fully charged or has fresh batteries. As mentioned in the Getting Started with Podcasts information Guide on pages 3-8 the most important aspect of a podcast is audio quality. If the audio quality is poor it may provide an ineffective learning experience and if you are promoting the podcast through a radio station or other media channel they may refuse to play the podcast.

A quiet location is another important part of recording a podcast. The location you are in should be quiet. If there are multiple people in the room make sure to tell individuals to have their phones on silence and to avoid simple things such as shuffling papers or tapping a pen on a table as if you are using an omnidirectional microphone (not a headset) the recording will likely pick up these sounds.

Recording a podcast in Justin S. Morrill Hall of Agriculture at Michigan State University

It is advised that you write a script for your podcast ahead of time so that your message is clearly articulated to your audience and to reduce production/editing time. This typically also makes recording easier – especially for someone that is new to podcasting. Your script should include an introduction, the key messages, and a conclusion. Your instruction and conclusion should also reference MSU Extension. Here are two guides for writing a script:
- Audio Script Writing Guide from the Center for Disease Control
- Plan Your Podcast from Voices.com

You should also choose a dedicated folder on your computer for saving the files. The raw files may be saved on a computer or external hard drive. It may be a good practice to back the files up on a shared network drive.

When saving your file you will want to take note of the audio file type. A WAV audio file is not compressed and can easily be converted to another file type. Zoom recordings result in a MPEG-4 (m4a) file format which also can be imported into editing tools such as Camtasia. Another common audio file format is .mp3. Following is a good article that explains audio file types for Podcasts: WAVs and MP3s and AACs, Oh My! What Audio File Format Should I Use For My Podcast?.

Edit a Podcast

Editing a podcast can be a simple as adding a few seconds of music, or as complex as cutting out "ums" and adding special effects. Many podcasts begin and sometimes end with a few seconds of music. Make sure that you have rights to use the music files. Note that some songs may require attribution or may have a cost for use. Camtasia does include some free music files.

You also may need to cut out any dead spots where no one is talking or any mistakes. If you are recording and make a mistake you may want to be silent for about 5 seconds. By doing this you will easily be able to see in your timeline within your editing software where there is no sound – and where you need to edit. You can also use your editing tool for increasing/decreasing or leveling out the sound if there is more than one speaker.

Also, make sure to take into account accessibility. If you create a vodcast make sure to include closed captions. Podcasts should be accompanied by a text version of the audio.

Host a Podcast

For someone working in MSU Extension the easiest place to store your audio file is in MediaSpace (mediaspace.msu.edu). MediaSpace is an online tool that allows Michigan State University faculty, staff, and students to host and share audio and video files at no cost. Following is a link to a manual on how to upload videos to MediaSpace (you would follow the same steps for an audio file): Storing and Captioning Videos in Michigan State University MediaSpace.

You can also embed an audio file into a web site such as what is shown on the Spartan Podcast web site: Spartan Podcast. For assistance with this please contact your CANR Communication representative or Gwyn Shelle at heyboerg@msu.edu.

You can also upload your podcast to iTunes. If you are interested in uploading to the Michigan State University iTunes University account please contact Gwyn Shelle at heyboerg@msu.edu. The podcast will need to be approved by MSU IT Services.

Summary

The steps for creating a podcast include recording, editing, and hosting. Practice makes perfect so make sure to give yourself enough time to become familiar with the technology and practice a few times. Remember that if you make a mistake don't delete the recording and start over…just edit out any mistakes with your editing tool. The more podcasts your record the easier it will be!

TOOLS, EQUIPMENT, SUPPLIES, AND MATERIALS

The following tools, equipment, supplies, and materials are needed to create and edit a podcast.

- Microphone or headset
- Video camera (optional)
- Tripod (optional)
- Computer or mobile device
- Editing software
- Hosting platform

WORKER BEHAVIORS

Worker behaviors play a key role in creating and editing a podcast. The behaviors important to your success in completing this task are:

- Detail oriented
- Accurate
- Thorough
- Knowledgeable

SELF-CHECK

> **DIRECTIONS:** *Check your knowledge of creating and editing a podcast. by responding to the following questions. For True/False questions, circle "TRUE" if the statement is correct and circle "FALSE" if the statement is incorrect. For multiple choice questions, select the response that is most correct. Check your answers with those on the Self-Check Model Answers page that follows.*

1. One of the most important aspects of recording a podcast is:

   A. Audio quality
   B. Dressing appropriately
   C. Having an external hard drive
   D. Using expensive equipment

2. Common audio file types include .WAV, MP3, and M4A.

   TRUE
   FALSE

3. When editing a podcast you may:

   A. Add music at the beginning
   B. Cut out segments of silence
   C. Cut out mistakes
   D. Increase or decrease audio levels
   E. All of the above

4. MediaSpace is an online tool that allows Michigan State University faculty, staff, and students to host and share audio and video files at no cost.

   TRUE
   FALSE

5. If you make a mistake halfway through your recording delete the recording and start over from the beginning.

   TRUE
   FALSE

SELF-CHECK MODEL ANSWERS

DIRECTIONS: *Compare your answers to the Self-Check with the Model Answers provided below.*

1.	A	Audio quality
2.	TRUE	
3.	E	All of the above
4.	TRUE	
5.	FALSE	If you make a mistake halfway through your recording pause for about five second and cut out the mistake when editing.

Level of Performance: Your responses to the items on the Self-Check should match the Self-Check Model Answers. If you missed some points or have questions, review the Information Sheet, or if necessary, consult with your mentor.

DIRECTIONS:
- *Conduct* the activities listed below using the following checklist.
- *Continue* practicing until you achieve a Yes rating for every item on the checklist provided in this Practice Exercise.
- *Ask* your colleague or mentor to check your practice using the checklist below.

Creating and Editing a Podcast			
Actions	**Level of Performance**		
	Yes	**With Help**	**No**
When practicing creating and editing a podcast, the learner… 1. Recorded and saved a podcast.			
2. Edited a podcast for errors, sound quality, and added sound effects if needed.			
3. Uploaded a podcast to a hosting platform.			
4. Shared a podcast with a colleague or mentor for review.			

Level of Performance: When you are finished with this Practice Exercise, you should be able to comfortably discuss and perform any of the actions included in it. Your ratings on the checklist for this Practice Exercise should be **Yes** for all items. If you received **With Help** or **No** ratings for any items, review your performance with your mentor.

LEARNING EXPERIENCE #3

ENABLING OBJECTIVE #3: **Practice designing marketing strategies for the promotion of a podcast.**	
Learning Activities	**Special Instructions**
Read the Information Sheet titled "Designing Marketing Strategies for the Promotion of a Podcast" on pp. 19-22.	
Research potential marketing channels and discuss options with your CANR Communication representative, colleague, or mentor.	
Select sites to promote your podcast through social media or a web site and discuss options with your CANR Communication representative, colleague, or mentor.	
Know how to evaluate your podcast through social media or web statistics by reading the social media help documentation.	Links to help guides for Facebook, Twitter, and YouTube can be found on p. 21.
Demonstrate your knowledge of designing marketing strategies for the promotion of a podcast by completing the Self-Check on p. 23.	
Check your answers against the Self-Check Model Answers on p. 24.	
Practice designing marketing strategies for the promotion of a podcast while the CANR Communication representative, colleague, or mentor observes and offers help as needed. Ask the CANR Communication representative, colleague, or mentor to use the checklist titled "Designing Marketing Strategies for the Promotion of a Podcast" on p. 25 to assess your progress.	
Arrange to complete this Learning Guide titled Designing Marketing Strategies for the Promotion of a Podcast by asking your mentor to evaluate your performance using the criteria in the Performance Test on pp. 26-27.	

DESIGNING MARKETING STRATEGIES FOR THE PROMOTION OF A PODCAST
Just creating a podcast isn't quite enough. If you don't promote your podcast you won't reach your target audience. To make a connection with your audience you will have to rely on a variety of marketing techniques. This doesn't necessarily mean that you need to have expertise in marketing or conduct all of the promotion yourself – but you need to know where to go for help.
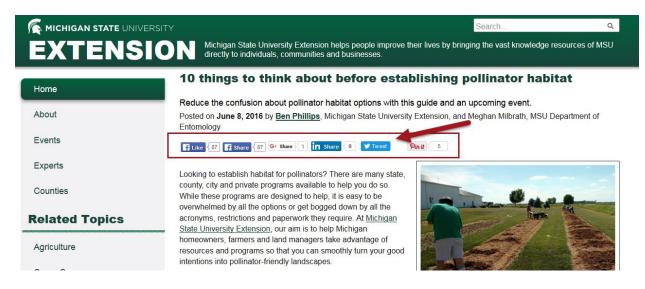
A Few Things YOU Can Do
There are some simple things you can do yourself to promote your podcast. Below are some ideas. Remember that you don't have to promote your podcast using all of the options below – just pick the ones that you feel comfortable with.

- **Your Personal Social Media:** My mother is one of my biggest social media fans. If a presentation I gave from a conference is recorded and posted online or I record a podcast she LOVES to see it, and likes to share it. Of course when you share through social media chances are that your mother, father, siblings, or best friend will not be the only person to see your post. Don't be afraid to share your podcast through your own Facebook, Twitter, and other social media accounts if you feel comfortable doing so.

- **Facebook:** When using Facebook for marketing make sure to ask people to use the Share option for your post about your podcast. This causes a snowball effect and many will see your post. Just using the Facebook Like feature isn't as effective.

- **Twitter:** For Twitter write up your tweets ahead of time if possible. Keep the messaging short (the limit is 140 characters per tweet) and include links to more information. Try to keep the messaging personal.

- **Web Sites:** You can add a podcast to your MSU Extension program page. Make sure to include the social media share icons if possible.

- **Write an Article:** We know that the articles written through MSU Extension are very popular and draw a lot of traffic to our web sites. Add some interaction to your article by including a link to a related podcast.

- **Include a Photo with Your Marketing:** If you post the podcast to a web site include a photo. This helps to bring a connection to the speaker(s) in a podcast. You can simply snap a picture with your phone – maybe this is your opportunity to buy a selfie stick!

- **A Good Title Goes a Long Way:** Make sure to have a catchy title for your podcast yet also one that gives a clear message. You don't want future listeners to have to guess about what the podcast is about. Your description should be clear in terms of messaging and include appropriate keywords.

- **Schedule Your Social Media:** Getting confused about when and where to post? Tools such as Hootsuite (https://hootsuite.com/) allow you to schedule social media posts ahead of time. This way you aren't always posting "on the fly" but instead have a targeted plan for your social media.

- **Upload to iTunes:** You can upload a podcast to iTunes but there are several steps to this process including validation and submission. Michigan State University has an account through iTunes University. Your podcast can be uploaded to this location after it is reviewed by IT Services. For more information about this please contact Gwyn Shelle at heyboerg@msu.edu.

MSU Extension Marketing Channels

The College of Agriculture and MSU Extension have very strong marketing channels. Work with your CANR Communications representative to share your podcast through our College and MSU Extension marketing channels. Following are

- **MSU Extension Social Media Sites**
  - Facebook: https://www.facebook.com/MichiganStateExtension
  - Twitter: https://twitter.com/msuextension
  - YouTube: https://www.youtube.com/user/msuanrvideo07

- **College of Agriculture and Natural Resources Social Media Sites**
  - Facebook: https://www.facebook.com/MSUcanr
  - Twitter: https://twitter.com/CANRatMSU
  - YouTube: https://www.youtube.com/user/msuanrvideo08
  - Flickr: https://www.flickr.com/photos/30579354@N07/
  - Instagram: https://www.instagram.com/canratmsu/
  - LinkedIn: https://www.linkedin.com/groups/40342/profile

Analytics

Tracking how many people listen to your podcasts can help build your strategy. All social media tools give you some sort of analytics on the number of views for your podcast. Make sure to keep track of the analytics to help drive future programming and impact. Following are help guides for Facebook, Twitter, and YouTube:

- Facebook Insights
- Twitter Activity Dashboard
- YouTube Analytics Basics

TOOLS, EQUIPMENT, SUPPLIES, AND MATERIALS

The following tools, equipment, supplies, and materials are needed to design marketing strategies for the promotion of a podcast.

- Social media accounts
- Web site

WORKER BEHAVIORS

Worker behaviors play a key role in designing marketing strategies for the promotion of a podcast. The behaviors important to your success in completing this task are:

- Accuracy
- Organization
- Thorough
- Analytical

NOTE:
- Use a social media management tools such as Hootsuite to schedule your social media posts ahead of time.

DIRECTIONS: *Check your knowledge of designing marketing strategies for the promotion of a podcast by responding to the following questions. For True/False questions, circle "TRUE" if the statement is correct and circle "FALSE" if the statement is incorrect. For multiple choice questions, select the response that is most correct. For short answer questions, write a brief response to the question. Check your answers with those on the Self-Check Model Answers page that follows.*

1. When posting to Facebook the most effective way increase your reach it to have a high number of Likes for a post.

   TRUE
   FALSE

2. Tweets posted through Twitter have a character limit of:

   A. 100
   B. 140
   C. 200
   D. 240

3. The title and description of a podcast should have clear messaging and include keywords relating to the topics.

   TRUE
   FALSE

4. Uploading a podcast to iTunes is a simple one step process.

   TRUE
   FALSE

5. Keep track of your social media analytics to help drive future programming and impact.

   TRUE
   FALSE

DIRECTIONS: *Compare your answers to the Self-Check with the Model Answers provided below.*

1.	FALSE	The most effective way increase your reach in Facebook is to have a high number of Shares for a post.
2.	B	
3.	TRUE	
4.	FALSE	Uploading a podcast to iTunes includes several steps through both a validation and submission process.
5.	TRUE	

Level of Performance: Your responses to the items on the Self-Check should match the Self-Check Model Answers. If you missed some points or have questions, review the Information Sheet, or if necessary, consult with your mentor.

PRACTICE EXERCISE

DIRECTIONS:
- *Conduct* the activities listed below using the following checklist.
- *Continue* practicing until you achieve a Yes rating for every item on the checklist provided in this Practice Exercise.
- *Ask* your co-worker to check your practice using the checklist below.

Designing Marketing Strategies for the Promotion of a Podcast			
Actions	**Level of Performance**		
	Yes	**With Help**	**No**
When designing marketing strategies for the promotion of a podcast, the learner… 1. Researched potential marketing channels and discussed options with CANR Communication representative, colleague, or mentor.			
2. Selected sites to promote your podcast through social media or a web site and discussed options with CANR Communication representative, colleague, or mentor.			
3. Researched methods for analytics by reading the social media help documentation and discussed with CANR Communication representative, colleague, or mentor.			

Level of Performance: When you are finished with this Practice Exercise, you should be able to comfortably discuss and perform any of the actions included in it. Your ratings on the checklist for this Practice Exercise should be **Yes** for all items. If you received **With Help** or **No** ratings for any items, review your performance with your mentor. After this, ask your mentor to help you practice your skills further.

PERFORMANCE TEST

Learner's Name:	Date
Competency: **Create a Podcast**	**Test Attempt** 1st　　　2nd　　　3rd

Mentor's Signature/Approval	**OVERALL EVALUATION**	
Directions: Your mentor will provide you with instructions on how to **create a podcast**. You are to perform the actions needed to develop this method of communication following university guidelines. Your mentor will evaluate your performance using the criteria listed below.	Level Achieved	**PERFORMANCE LEVELS**
		4 – Can perform this skill without supervision and with initiative and adaptability to problem situations.
		3 – Can perform this skill satisfactorily without assistance or supervision
		2 – Can perform this skill satisfactorily, but requires some assistance and/or supervision.
		1 – Can perform parts of this skill satisfactorily, but requires considerable assistance and/or supervision.
	Mentor will initial level achieved.	

PERFORMANCE STANDARDS For acceptable achievement, all items should receive a "Yes" or "N/A" response.	Yes	No	N/A
Before creating a podcast, the learner:			
1. Identified a podcast series theme.			
2. Selected a format for podcast series.			
3. Identified an appropriate episode length for podcasts.			
4. Purchased audio and/or video equipment.			
5. Downloaded podcast editing computer software or mobile app.			

PERFORMANCE STANDARDS For acceptable achievement, all items should receive a "Yes" or "N/A" response.	Yes	No	N/A
When creating and editing a podcast, the learner: 6. Recorded and saved a podcast.			
7. Edited a podcast for errors, sound quality, and sound effects.			
8. Uploaded podcast to a hosting platform.			
When designing marketing materials for the promotion of a podcast, the learner: 9. Selected appropriate marketing strategies.			
10. Discussed podcast promotion methods through social media channels and web sites.			

Level of Performance: All items must receive a **YES** or **NA** response. If any items receive a **NO** response, consult with your mentor to determine what additional activities you need to achieve competency in the weak area(s).