

## Gr. 11 Food Bank Podcast Checklist

Goal: Research all aspects of local food bank to educate and encourage action from your audience.

### Initial Steps - Background

1. Go to the local Food Bank website for its history and to establish contacts.
2. Research Food Banks Canada and Feed Ontario websites.
3. Search local newspaper stories on the food bank
4. Who is your target audience? Identify what action you wish to get from them. How will your audience listen to your podcast? What path can you give them to respond? This may let you know if your podcast has met the stated goal.
5. What are alternatives to Food Banks?
6. Listen to examples of podcasts on similar topics. What is effective? What is distracting? Steal from the best!

<https://www.cbc.ca/listen/cbc-podcasts/209-front-burner/episode/16032155-encore-inside-a-busy-food-bank>

### Interview Preparation

1. Assign roles for group members - interviewer(s), sound engineers
2. Schedule an initial meeting with FB Executive and prepare list of questions to ask. Ask if there would be volunteers who might also be interviewed. Prepare Media Release forms for each individual. Minors must have parental permission.
3. Do a trial run to check sound, voice clarity. Recording may be done on portable devices such as your phone or iPad. Recordings MUST be done in a quiet, non reverb space for best quality. B Roll audio can capture the sounds of the space, and thus, do not need to be particularly clear. Experiment.

### Interviews

1. You need to schedule your interviews, respecting the time of all participants. Ask them what they want the audience to know. Make sure you involve your audience emotionally. Make sure your questions can't be answered with a "yes" or "no". Prepare followup questions to clarify. Try to be well prepared so you don't need a followup interview.

You want to bring the audience along on your journey. You want them to CARE.

\*\*\* Everyone whose voice is featured in your podcast, including members of your production team, must sign a Media Release form. Minors must have a parent/guardian signature. Most school boards have a standard form they have created for this purpose. Samples are included in this kit.

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### Post Production

1. Identify all sound bites that are clear, effective and compelling.
2. Is there an "aha" moment you can build to?
3. Prepare a script order which will alternate between a narrator giving background and "gluing" the various segments together, live interviews, background sounds and different points of view. Identify your interviewees.
4. Prepare non copyright music for your intro and outro, and music which might highlight particular emotions throughout the piece.
5. After presenting your podcast to your class, your school or a parent meeting, an exit poll/survey might be useful for gauging audience reaction.