

Podcast Episode Brief – A Template

The purpose of this template is to guide aspiring podcasters on how to develop a podcast episode.

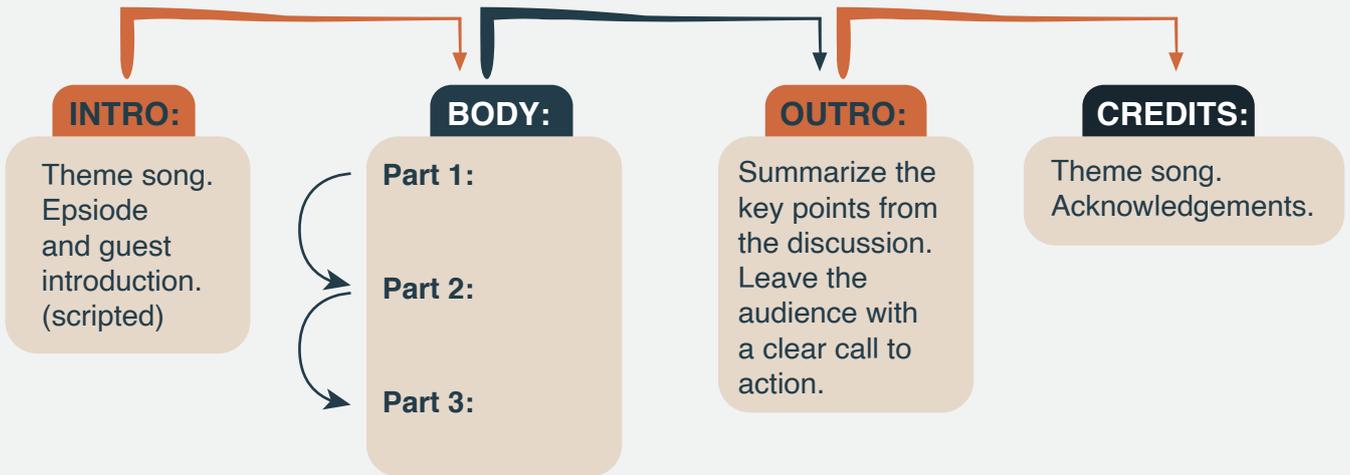
The template will assist you in considering the episode objectives, storyline, format, and possible discussion questions, ahead of recording your first episode.

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**EPISODE TOPIC:**

Select a broad topic that may have different angles and aspects to explore.

UNIQUE ANGLE:

Identify what will be your unique angle in the episode. Your audience may already have a basic understanding of the topic, and so they would be interested in learning something new or applicable to them. You can use desk research and preliminary conversations with guests to inform this..

EPISODE TITLE (PROPOSED TITLE):

Think of what could be a catchy title, one that will stand out and get your audience's attention.

EPISODE FORMAT:

- Discussion
- Debate
- Case Study
- An article, book or film review

**EPISODE OBJECTIVES:**

What are the 2-3 objectives of this episode – what do you want your listeners to achieve after listening to it?

EPISODE GUESTS & PERSPECTIVE:

Identify some possible guests for your episode who could contribute to your episode. Consider guests with different backgrounds and different perspectives on the topic. [Limit guests to two if you want to have enough time for discussion].

1.

2.

EPISODE STORY ARC:

Try write out the story arc of the episode, by noting down what you will cover in each of the three sections below. You will then design your questions (below) in line with this story arc.

OPENING:

MIDDLE:

RESOLUTION:



CAREFULLY CRAFT YOUR QUESTIONS:

Develop questions you will ask your guests, to match your story arc.

Consider starting with more personal open ended questions in the beginning or end, and more focused/ specific questions for the middle.

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SCHEDULE YOUR RECORDING:

Arrange a suitable time with your guests to record the episode.

DATE:

A horizontal rectangular area with a light beige background and horizontal dotted lines, intended for writing the recording date.