

How to script for Podcasting

Introduction

Interviewer: introduce yourself, the person(s) being interviewed (including title and department/organisation), and the topic.

Interviewer: Ideally provide a focus for what will be covered, the objectives or educational outcomes of the podcast.

For example:

“Hi, I’m Sarah Smith a Consultant from Cardiology and today I’m speaking with Associate Professor Brad Turner from Adolescent Medicine at the RCH about sleeping problems in adolescents. We will give you easy to understand steps to help improve their sleep cycles and manage their overall health.”

Conversation

This is an interview style conversation piece that should be educational.

Things to remember when scripting your questions and responses:

- Stick to the topic, make the content relevant and evidence based (if applicable)
- Don’t make your podcast sound ‘scripted’ (see page 2 for more tips)
- Have 3 or 4 key questions
- Then probe the presenter to make it conversational
- Think about your top 3 take home messages

Conclusion

Interviewer: wrap up by thanking the presenter, and summarising the discussion.

Ways to do this include;

- Naming things you’ve learnt. “What I have learnt from our discussion today is...
- Providing 2-3 take-home messages

For example:

“Thank you Brad for talking today about sleeping problems in adolescents. What I’ve taken away from our discussion today is that you need to know when to refer the patient, how to work with families and possibly their school, and how to promote self-management.”

Tips for a successful podcast

Length

- Try to keep your podcasts short - approximately 12 minutes is ideal
- Longer podcasts can be broken down into parts or by topic

Script

- It can be useful to plan your podcast by using a template such as the one below
- Don't script word-for-word if you can avoid it. You want the podcast to sound conversational and non-scripted.
- Write down your questions and then write down the areas you want covered in the response in bullet points. This will help keep the interview focused and on time
- Include ideas in the notes column about asking probing questions, clarifying points the interviewee makes or challenging their ideas to create interesting discussion

Example script only

Speaker	Script	Notes
Sarah	Hi, I'm Sarah Smith a Consultant from Cardiology and today I'm speaking with Associate Professor Brad Turner from Adolescent Medicine at the RCH to help you identify sleeping problems in young adolescents, and give you easy to understand steps to help improve their sleep cycles and manage their overall health. Hi Brad, welcome and thank you for joining us today.	
Brad	Hi Sarah, it's my pleasure.	
Sarah	Question	
Brad	<ul style="list-style-type: none"> • Key point response • Key point response 	
Sarah	Question	
Brad	<ul style="list-style-type: none"> • Key point response 	
Sarah	Probing question	Include a probing questions here
Brad	<ul style="list-style-type: none"> • Key point response • Key point response 	
Sarah	Thank you Brad. What I've learnt from our discussion today is <ol style="list-style-type: none"> 1. Take home message 2. Take home message 3. Take home message 	Close