

Sporting Heritage CIC Podcast crib sheet



For use in preparing the content of episodes of the Sporting Heritage podcast

(Working) Title of the episode (*max. 100 characters for Soundcloud*):

Length of podcast:

Names and roles of participants:

Date, time & location of recording:

Where will the podcast be available?

On Sporting Heritage's Soundcloud page: www.soundcloud.com/sportingheritage

Who is the target audience for this episode?

Intro

*Standard introduction?
Or tailored?*

Outro

Repeat small asks

Signpost to other episodes:

- *In the series/project*
- *generally*

Ask people to like the episode on Soundcloud and leave a comment

- *This helps broaden the reach of the episode and our channel via Soundcloud's algorithms*

Interlude

*Is the episode long enough to require one?
Is there a natural break to drop in an interlude?
If so, what does it need to say?*

Encourage people to join Sporting Heritage CIC

- *how*
- *benefits*
- *newsletter*

Any Sporting Heritage events/campaigns upcoming?

What do we want to cover? (*by listening to this listeners will...*):

*Similar to learning objectives in a training session
3-4 objectives per 30 minute episode is probably appropriate*

Possible questions/topics (in no particular order):

Questions that:

- *Are open*
- *That get the conversation going*
- *Help provide flow to the conversation*
- *Fill silence*
- *Create disagreement, 'Devil's Advocate'*

What urgent and/or important questions need to be asked?

Key things to consider:

- What will be your (small) ask(s) of listeners?
 - What do you want them to do? By when
 - What do you want from them?
- Does anyone need permission to take part in the podcast (incl. you)?
- If you are going to mention any individuals by name seek their permission to do so first
- Be sure to acknowledge any partners, funders, sponsors, allies etc.
- Prepare a short introduction about yourself, your organisation (geography, remit, etc.), your project. This helps provide people with context
- Explain any jargon, acronyms etc.
- Have a list to hand of your social media links, hashtags, contact details

Facts and figures:

Rather than try to remember them, write down:

- *Important dates*
- *Future dates/timelines*
- *Sources for statistics*
- *Budgets*

Miscellaneous

Can you supply a picture(s) to accompany the podcast and to help promote it on Sporting Heritage CIC's social media?

List any individuals, organisations, networks etc. that you want Sporting Heritage CIC to specifically notify once the podcast is available?